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It's All About Advocacy

By Hal Fair, 16th District Trustee



Dr. Hal Fair

Having just returned from the Washington Leadership Conference, I believe that an update on the conference would be appropriate for this article. All of the ADA trustees attended the conference and joined their delegation on their visits to Capitol Hill. Advocacy is always listed as the top one or two member benefits that the ADA offers

We began in earnest Monday afternoon with workshops for first-time attendees and talking points on how to be most effective with our legislators during our hill visits. We also were addressed by Dr. Faiella and Dr. Norman. Our day began very early Tuesday morning when we heard from the different members of Congress. They all addressed the different aspects of the Affordable Care Act and all did so from very different prospective and very different opinions. This should give you some clue on how confusing the ACA is and the difficulty we all may face when it is in full effect.

1. We heard from a very conservative republican who believes the ACA should be repealed and we should start over with health care reform.
2. We heard from a very liberal democrat who feels the ACA did not go far enough.
3. We heard from an independent who truly believes healthcare should be an unalienable right Thomas Jefferson should have included in the Declaration of Independence.

No one can claim that the ADA is not bipartisan in our lobbying efforts. Whether republican, democrat or independent, we support those who support our initiatives. This is definitely a good time to put in a plug for ADPAC. In order for our message to be heard and for us to speak as "One Voice", **we need your dollars**. If you have not contributed to ADPAC please consider doing so. This year we will have a new level that you will have an opportunity to give to. It is the Diamond Level that requires a \$1000.00 gift. I am sure that you will hear more about this from the 16th District ADPAC member, Dr. Bruce Hutchison.

Some of the initiatives that we advocated for this year are as follows:


1. **The Dental Insurance Fairness Act:** This would require insurance companies to pay full benefits on both policies when, for instance, a husband and spouse are covered. Presently, some secondary companies will not cover the remaining portion of a claim when the primary carrier has paid even though the claimant is paying for the coverage. The secondary carrier should at least be paying the remaining balance up to 100%.
2. **Competitive Health Insurance Act (McCarran Ferguson):** This bill would align the health insurance industry with the rest of American businesses. The scope of the bill this year has been narrowed to only include health insurance companies; and, our Washington office feels that the bill has a better chance of passing both houses of Congress.

Continued on Page 2

Continued from Page 1

3. **Medical Device Tax:** This tax -as I am sure most of you know- went into effect in January, of this year and is part of the Affordable Care Act. It is estimated to cost the dental industry \$160 million dollars. This bill calls for the repeal of this tax. While there is broad support in both houses of Congress, there is concern for replacing the lost revenue this tax generates and whether the President would veto the bill if passed.
4. **Student Loan Interest Deduction:** This bill would increase the student debt deduction from \$2500 to \$5000 for singles and \$10,000 for married couples with no cap. There are other student debt bills before Congress which the ADA Washington office is keeping a close eye on. Interestingly, I heard two reports today while watching television. Both lamented the coming student debt crisis and that student debt was already approaching one trillion dollars. I serve on the ADA Student Debt Task Force; and while I cannot share with you our report at this time, I can tell you there is a looming crisis with dental student debt approaching \$180,000 to \$200,000 on average per student. A report will be given to the House of Delegates this year with several action items to be acted upon -a topic for another article.
5. **Pro Bono Medical Care:** This bill would create a grant which would support national dental groups that coordinate care for the medically compromised and the under privileged patient to receive dental care by volunteer dentists. This program fits nicely with the new "Action To Dental Health" Initiative the ADA rolled out on Wednesday of the Leadership Conference.

Dr. Faiella launched the national campaign **Action for Dental Health: Dentists Making a Difference** during a press conference in Washington, DC. Dr. Faiella explained this nationwide campaign addresses the dental health crisis facing America today and all states have been asked to choose from a list of initiatives they have taken or can take action on. All of these initiatives will be collated and through the media and other resources be used to solidify the campaign and make sure to share the message that we are doing something positive to address the dental health crisis. There is a video that helps crystalize our message and our approach to this campaign. Please take a moment to go to: www.ada.org/action and view it. You will be hearing much more about this. I am pleased that all three states in the 16th district are actively participating in the Action for Dental Health. Thank you.




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Exemptions from Business Associate Agreements

Madeline Fogg, Compliance Navigation LLC

The HIPAA Omnibus Rule document released in January 2013 included an exemption from obtaining a business associates agreement from healthcare providers that concern the treatment of a patient. The confusion comes from the expansive definition of healthcare under HIPAA. The definitions included in this article are from Section 160.103 Definitions of the HIPAA rules:

Health care means care, services, or supplies related to the health of an individual. Health care includes, but is not limited to, the following:

- (1) Preventive, diagnostic, therapeutic, rehabilitative, maintenance, or palliative care, and counseling, service, assessment, or procedure with respect to the physical or mental condition, or functional status, of an individual or that affects the structure or function of the body; and
- (2) Sale or dispensing of a drug, device, equipment, or other item in accordance with a prescription.

Health care provider means a provider of services (as defined in section 1861(u) of the Act, 42 U.S.C. 1395x(u)), a provider of medical or health services (as defined in section 1861(s) of the Act, 42 U.S.C. 1395x(s)), and any other person or organization who furnishes, bills, or is paid for health care in the normal course of business.

The exemption also appears in the same definition section:

Business associate: (1) Except as provided in paragraph (4) of this definition, business associate means, with respect to a covered entity, a person who: (4) Business associate does not include: (i) A health care provider, with respect to disclosures by a covered entity to the health care provider concerning the treatment of the individual.

Therefore any person or entity providing services described in the health care section would be deemed a healthcare provider and exempt from the business associate agreement requirement.

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Both OSHA and HIPAA rules will require action this year to meet their requirements.

As of January 25, 2013, Department of Health & Human Services finalized the modifications to HIPAA by releasing the Omnibus HIPAA Ruling which can be found at:

<http://www.hhs.gov/ocr/privacy/hipaa/administrative/index.html> .

This document finalized changes including a requirement for covered entities to write: new Notice of Privacy Practices, Policies and Procedures, Business Associate contracts and change their Breach Notification determination methods. Compliance date for this new standard is **September 23, 2013**.

Occupational Safety and Health Administration, OSHA, revised the Hazard Communication Standard in March, 2012. The new Standard requires employer to acquire new Safety Data Sheets by 2016 but to train employees on the new requirements by **December 1, 2013**.

If you need help meeting these governmental required mandates, please contact me at:

www.compliancenaavigation.com, email - Foggml@aol.com or call me, at 803-429-1477.

Compliance Navigation, LLC has the manuals, educational services and materials to help you meet your compliance requirements.

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Dental care is either unavailable or an unaffordable luxury for many adults living in South Carolina. It is common to find residents with severe pain, discomfort, and embarrassment due to poor oral health. In order to address access to care for many indigent South Carolinians, the South Carolina Dental Association is planning to launch a dental access initiative, DAD, which will primarily focus on adults with the majority of care being extractions and restorative work. We estimate we'll need \$25,000-\$50,000 and at least 100 volunteers to stage our project.

Volunteer TODAY for the 2013 Dental Access Days Project!!

The project will take place in Charleston at the North Charleston Convention Center on August 22-24, 2013.

Thursday, August 22nd from 1 PM-5 PM
Friday, August 23rd from 6 AM- 6 PM
Saturday, August 24th from 6AM- 3PM

For hotel information and to register please click [here!](#)

Catch Better Results from Social Media Marketing Made Simple

Bait your content to maximize engagement and catch your consumer

Donna Newman, Co-Founder and Social Media Director of SummaSocial



It's said that 10 percent of Small Business Owners do Social Media Marketing Right ... that means a lot of folks could use some help. Yet, sometimes, all you need is a bit of an *edge*. What gives that "lucky" 10 percent of business owners an *edge* over everyone else? Well, quite simply -- they understand that the Internet is a lot like **fishing**. If you can predict where fish might be, your chances of catching them dramatically improve. Put another way, if you don't have a clue as to where fish are, you're bound to have a harder time getting a bite.

The Internet is just like Fishing – you can't see what's happening online or under the water ... but you know if you use the right bait and location, you will eventually catch a fish – *maybe a big one*. Successful Social Media Marketing is as simple as knowing how to Bait Your Fishing Rod Hook and Cast in the Right Location... So, don't reinvent the REEL! Here are 5 Great Baiting Tips and Locations to bait your content, maximize engagement, and catch your target audience.

Play the Percentages: So, let's go fishing ... Today, you are driving the boat and your boat is your brand. Just like in fishing, we're going to *play the percentages* by fishing specific spots where Consumers are most likely to feed or spend their time when they're on the Internet ... so you cast your lines in 5 locations – a Blog, Facebook, Twitter, YouTube, and LinkedIn. Consumers feed off of your good content, which is your bait. (*Just a hint here: The more you learn about your target audience or know about your customer base, the more likely you are to find and catch them.*)

Gain an Advantage: To come home with a good catch, Fishermen find irregularities along edges of a body of water that concentrate fish. It's along these edges that fish feed. For example, Fishermen look for the following:

- The tip of a long point, which extends into the lake and drops suddenly off into deeper water, thus creating an edge.
- The general edge of weeds, which attract communities of fish.

Likewise for you to catch Consumers consistently, you know that Consumers are attracted to the Internet where the answers to their keyword searches are easily and quickly available. In today's economy, Consumers look 1st to the Internet to search for answers to their questions, best identified by keywords or phrases they input into the Search Engine (e.g., Google, Bing, Yahoo, YouTube, Facebook). Then, a Search Engine Results Page (SERP) lists the results returned by the Search Engine in response to the keyword query. The results normally include a

- list of items with titles,
- reference to the full version, and
- short description showing where the keywords have matched content within the page.

When those searched keywords match keywords that you've added to your content on one or more of the 5 social media platforms (Blog, Facebook, Twitter, YouTube, or LinkedIn), then your content pulls up higher in the search engine results. Sounds simple ... *just remember, making good keyword bait requires planning, research, audience analysis, and execution.*



Catch and Keep: To start off, baiting your "hook" is the art of creating content that is compelling enough to lure prospective patients to your content and ultimately to purchase. Here's a streamlined approach to effectively baiting your content on the Internet within those 5 social media platforms and catching your targeted consumers.

BLOG ACTION: Write Main Headline & Sub Headlines first so readers can scan your Big Ideas ... The majority use the internet to find information; maybe they found your blog on your website via a Google search of keywords, got the answer by skimming your content, and moved on. This majority won't put in the time to read your blog, rather skim your headers. So, by knowing their limited attention, give them your Big Ideas, keywords, or *phrase that pays* within the headers. (A Blog is a web page

usually attached to your main website where you post the likes of an article about 250+ words to share your knowledge, expertise, or insight. In turn, a blog passively sells you as expert in the dental field.)

A strong headline, and therefore a strong premise, is vital to getting readers to click your site from the Search Engine Results Page in the first place. Once readers are on your site, solid sub headlines keep readers engaged, moving them through your content. Headers are an easily-scannable way to present multiple points and they look different from the rest of your text, so they provide a visual break for your reader.

Big Idea: Repurpose Your Content -- It's those Blog Headers that give you content for the 4 other Social Media Sites. You save your dental team time and money in repurposing your content. Your goal is to bait your online content to maximize engagement and catch more patients. By streamlining the process and repurposing to multiple social media sites, your dental team avoids becoming overwhelmed. Now, when a Consumer inputs keywords into a Search Engine, your content from your Blog, Facebook business page, Twitter feed, YouTube channel, and LinkedIn group discussions can fill up 5 of the 8 listings on the Search Engine Results Page.

Continued on Page 8



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- **ACTION:** Turn Blog Headers into Questions & pair w/ intriguing Images for Facebook Posts on your business page ... The #1 creative element that stops Facebook Fans to look at your content in their newsfeed is images, as opposed to posts that are only text or links. Once they've stopped, they're likely to read your short text, especially if you've asked their opinion. When you ask questions about topics that are relevant to them, you invite Facebook Fans to give their opinion so you can get more LIKES, COMMENTS, and SHARES.
The essence of Facebook is to engage readers & build relationships for better customer service delivery and new patient conversion. So, use tags within your posts to reach out to people and brands directly. This tactic allows your dental office to connect with specific people and draw their attention to your latest resources, especially in a noisy digital culture.
Big Idea: Facebook business wall posts deliver permanent Internet ink. When prospects search for general dental services within your area using keywords that match the very text of your post(s), your post(s) could stamp the top of the Search Engine Results Page.



- **ACTION:** Turn Blog Headers into 140 Character Teasers w/ #hashtag search topic ... Good for you, the majority of Blog Headers average 70 characters long so you have room for up to 70 more characters to fill each tweet. Nest a hyperlink back to your blog, where your Twitter Followers can land on your website – the online hub of your dental practice. Your tweet intrigues your reader to dig in to your whole article.
Use the hashtag symbol or pound sign # before a relevant keyword or phrase in your Tweet to categorize the Tweet according to subject(s) and help your target audience find your dental insight. (Eliminate the spaces between words in a phrase -- e.g., #YourDentalPracticeName). Essentially, your hashtags bait the Internet to pull your tweet higher in search results because they organize your tweets according to keyword(s) and target your ideal followers. It's a great way to get found — not only inside Twitter but in the larger world of search.
Big Idea: Your tweet intrigues readers to link back to your blog entry hosted on your website. When on your website, these prospective patients can develop a virtual trust of your dental team by reading how your expertise benefits them. They might even book their initial appointment simply by reading your insights.



- **ACTION:** Turn Blog Headers into short how-to videos ... Many fast-paced consumers prefer watching your content over reading it. Plus "HOW-TO" videos are a popular searched category on YouTube. Videos allow your dental team to stand out by your expressing your team's passion, expertise, and opinion.
Quality isn't as important as authenticity; a smart phone can be the most readily, easiest technology to record and upload your office videos to your YouTube Channel. Once you've uploaded them to your channel, embed them within your website or within a specific blog to generate more targeted traffic to your content.
Big Idea: Videos act like your 24/7 virtual educator and sales person as well as YouTube is the 2nd largest search engine behind Google.



- **ACTION:** Turn Blog Headers into 5 topics for Group Discussions ... a quick way to get more nibbles is to share your expertise with your connections as a group discussion. Join or start a group related to your industry or your target dental audience. Then, start a discussion using your blog headers. If you start a discussion topic relevant to other group members, they will spend time asking questions and providing their insights about a topic for which you're an expert. Or, join one of their conversations when you see people talking about a topic that interests you. Within your replies, share the blog headers with a link to your blog to help earn a reputation as the go-to source for breaking dental news, insights, best practices, and all-around dental expertise.
Big Idea: LinkedIn discussions have proven to be powerful link bait. This is a perfect venue to get your name in front of your connections and demonstrate your expertise. This bait attracts those in the same industry as well as referral partners and patients.

Bait, Cast and Catch:

This Internet "fishing" approach will give you an advantage – that way, when a Consumer inputs Keywords into a Search Engine, Your Content from each of the Social Media sites can fill up the Search Engine Results Page & you can get more visitors & patients. Here's the **Big Idea:** When keywords within your content match the keyword(s) within the consumer's search, your content from these 5 social media platforms can fill up 5 of the 8 listings on the Search Engine Page Results. Now you've baited these 5 platforms with keywords that can catch your consumers within just one keyword(s) search. *That's how 10 percent of Small Business Owners do Social Media Marketing Right and come home with a good catch ... that's your edge.*



Donna Newman, Co-Founder and Social Media Director of SummaSocial.com, 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 as the expert in what it takes to be successful in Social Media Marketing. Interested Social Media Marketing Results? Email her at Donna@SummaSocial.com.

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SCDA Mission

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Are You Retiring? Please Notify the SCDA

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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

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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!

Contract Dispute? Time May Be Ticking

Joshua Bennett, Attorney at Rogers Townsend

People enter into contracts on a daily basis. Dental professionals are no different. May it be the agreement with your landscaping company to make sure the bushes around your office stay trimmed or your purchase agreement for that new x-ray machine, contracts are a part of doing business.

In most cases, both parties to a contract perform their obligations and everyone is satisfied. But what if there is a dispute? What if the party you entered into the contract with just simply doesn't perform? It's important to know that a time limitation exists to you doing something about it.

A statute of limitations reduces the interval between the accrual and commencement of a right of action to a fixed period, thereby putting to rest claims after the passage of time. Unless an action is commenced before expiration of the limitations period, the plaintiff's claim is normally barred.



Joshua Bennett

The South Carolina Code sets forth a three-year statute of limitations for actions based in contract. The limitations period begins to run when a party knows or should know, through the exercise of due diligence, that a cause of action might exist. Thus, if you are already aware that a contract you are involved with has been breached, your time to file suit may already be ticking away.

Joshua Bennett is an attorney at Rogers Townsend and focuses his practice on litigation matters, including contract litigation, construction litigation, products liability, and other related areas. He can be contacted at 803-744-5232 or Joshua.Bennett@rtt-law.com.



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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!

Summer Calendar

July 19	Radiation Safety	Midlands Tech- Airport Campus	11:00 AM
July 22	29th Annual Prosthodontics for General Practitioners	Hilton Head Island	
July 25	GDA Annual Meeting	Hilton Head Island	
August 2	SCDA Board Meeting	SCDA Office	9:00 AM
August 9	Member Benefits Board Meeting	SCDA Office	9:00 AM
August 22	2013 DAD	North Charleston	



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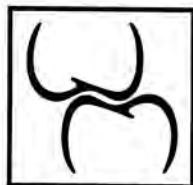


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President's Message



Dr. Thomas Edmonds

No Rest For the Weary

Well, summer is here and I hope you are getting some rest! Dentistry is a tiresome profession and many of us can be guilty of not recharging our batteries (and some of us have batteries that don't recharge easily!) AND, with the 5th annual DAD event coming up in August, we need to be ready for two of the most hard but gratifying days of the year. That being said, your SCDA task force on anesthesia chaired by Gee Rabon is hard at work along with the State Board of Dentistry President Charlie Wade and his anesthesia task force. What is that? Oh, you didn't know anything about these task forces and you wonder what they are doing?



Well, in light of the fact that the SCDA's mission statement says that our vision is "to be the LEADER in the promotion of oral health care EXCELLENCE," your SCDA board decided several years ago to be proactive in looking at the statutory regulations regarding sedation anesthesia and how they could be best refined in order to carry out our vision statement. Someone using a careless protocol like what happened in Oklahoma makes it incumbent that we do everything we can to protect our patients. With that in mind, the SCDA board approached the State Board of Dentistry and they responded with a task force which has been extremely busy!

Their research indicated that our current anesthesia regulations were minimal and not clearly defined. After looking at what other states had in place, the State Board of Dentistry came up with a draft that our two task forces are currently refining. The key to making this a success is striking a balance between protection and overregulation (think OSHA and HIPPA).

"The SCDA board approached the State Board of Dentistry and they responded with a task force which has been extremely busy!"

With input from all specialties as well as GP's who do a lot of sedation, we feel confident that the resulting recommendation will be one that the House of Delegates will be proud to support. The hope is to have this ready for the December HOD, but it won't be presented until all parties feel we have done our best. With baseball season in full stride, I see this opportunity as a potential home run for our patients and colleagues. So, go to the ball game, enjoy your hot dogs and barbeque and for heaven's sake get some rest!



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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.

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GKAS Event Supports SCDA Outreach

By Phil Smith



The eleventh SCDA "Give Kids A Smile" event was held in February. As many of you know, this worthy effort was launched in 2003 with the hope of initiating a project that would assist uninsured children to receive free dental care. In that capacity, the South Carolina dental community has exceeded its expectations.

In 2003, Drs. Charlie Millwood and Kevin Raines headed the first GKAS weekend. Three locations were used for this initial project, Midlands Technical College, MUSC College of Dental Medicine and Greenville Technical College. The launch brought support from all aspects of dentistry, dentists, staff, dental suppliers and assorted non-dental volunteers. On a smaller scale, this first GKAS weekend

ADA American Dental Association® could be similar to our current DAD project.

That first year, 281 children received dental care, and a total of \$38,132.00 was donated in service. The very good response from dentistry and the community established a program that still delivers necessary dental care to South Carolina kids.

The 2013 GKAS program was an evolution from that first model. This year, volunteers welcomed 683 patients and donated over \$235,690.00 of dentistry. Matter of fact, since beginning GKAS, the South Carolina dental family has delivered over \$2,190,008.00 of care. Estimates would suggest that more than 12,653 patients were seen in our charitable effort.

Over the years, the profile and participation within GKAS has changed. Early events benefitted from central sites receiving patients. But within a few years, dentists seemed to appreciate receiving kids in their office as compared to the clinic floor at one of the technical colleges. The schools still provide the larger efforts of treatment, but the personalized relaxed office environment does offer appeal. It also allows for more comprehensive dentistry in a "dental home."

As with many large scale projects, it is my opinion that "Give Kids A Smile" is due for an outreach of recommitment by the dental community. Dentists in South Carolina donate loads of dental care that never goes beyond a charitable gesture between a dentist and a patient. Organizations however require some degree of protocol to credential the charitable efforts success. Checks and balances assure optimum care, but the core of the success depends on an obligation to participate.



"Did you know Dr. Neil W. Macaulay?"

Was he your mentor? Did he influence your career? If so, we are looking for you. Plans to honor Dr. Macaulay's contribution to SC Dental History and preserve the Macaulay Museum of Dental History at the Medical University of South Carolina are underway. Information and a "kick off" event are being planned for early fall. Please spread the word to others who may be interested. To learn more and join the mailing list, please contact Susan Hoffius, Curator-Waring Library at Hoffius@musc.edu or 843-792-2288.



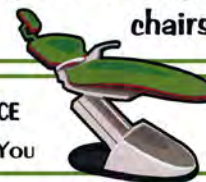
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Is it the equipment/supply companies who are also brokering practices? NO. In most cases, the owner is selling and retiring. The supply companies want to please the buyer in order to gain or retain their business post-closing. Whatever the terms, their priority is to get the deal done in order to pick up the buyer as a new client, at whatever cost to the seller.



Is it your accounting firm that also owns a practice brokerage company? NO. This could be the biggest conflict of interest that exists. Sellers look to their accountants for advice asking, “Is the price or tax structure acceptable?” Will the accountant advise their client against a “bad” deal if a large commission is on the line to their firm, or to a brokerage company they are partners with or are profiting from?



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Executive Director's Notes



Mr. Phil Latham

The South Carolina Dental Association (SCDA) has been speaking of the Donated Dental Services (DDS) program for several months. We have sent several letters and information asking for participation in this worthwhile program.

The DDS program is a collaborative, direct way that the dental profession reaches out to individuals with special needs. These individuals are our most vulnerable residents: disabled, elderly and medically compromised people who can neither afford treatment nor obtain public aid.



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The DDS program is designed by dentists and for dentists. The program is operated efficiently by the National Foundation of Dentistry for the Handicapped (NFDH) through DDS coordinators right here in our state. More than 14,100 dentists and 2,800 labs volunteer for DDS nationwide. For a quick introduction to DDS, watch this short video by Dr. Gordon Christensen, NFDH Board Member, at www.nfdh.org.

Participation could not be easier. Dentists and labs take care of the patients, DDS does everything else; no headaches, no red tape. A DDS Coordinator is the liaison between the patient, the labs and the dentists, answering any and all questions, assisting the patient, the lab and the dentist with anything and everything. The goal of DDS is to return patients to good oral health, enabling them to reach an affordable maintenance level.

"The DDS program is collaborative, direct way that the dental profession reaches out to individuals with special needs."

If you have not signed up to participate in this program, please do so today. You can do through the national website mentioned earlier or call the SCDA today for information on how to get involved.



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Early Medical Renewal and Par Audit

By Mark Brown



Mr. Mark Brown

Mercer.

Those members whose practices are covered under the SCDA group medical plan recently received a Participation Survey from Mercer Administration on behalf of BlueCross/BlueShield of South Carolina (BCBSSC). This is an annual participation audit that BCBSSC requires each practice to complete. The deadline to return this survey is July 12th.

A copy of your company's most current UCE-120 employer quarterly contribution and wage report must be attached. This is your practice's quarterly filing to the state showing employees and earnings. You may black out salaries if you wish.

Surveys should be completed and returned to BCBSSC by either fax at 803-870-9128 or email at Associations@bcssc.com. Please do not send these surveys back to

IMPORTANT NOTE: Your practice is receiving this audit early this year because the renewal date of the SCDA medical plan is changing to December 1, 2013. This action has been approved by our board to allow for the membership to have additional time to consider other opportunities stemming from the Affordable Care Act. We will continue on the current benefit platform until December 1, 2014. We will have the renewal rating information for this time period to the membership by late August.

Deductibles and out-of-pocket maximums will remain on a calendar year accumulation.

Should you have questions pertaining to the aforementioned survey contact (803) 788-0222 in the Columbia area or (800) 288-2227 outside Columbia and ask to speak to either Theresa Selzler (ext. 41989) or Cheryl Smith (ext. 42460).

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Palmetto Dental Personnel Inc. is owned and operated by a dental professional with 20+ years experience and has exclusively provided professional staff for Columbia and the surrounding Midlands areas for 20 years. PDP has dental hygienists, assistants and front office personnel available for temporary and permanent positions. Contact Gail Brannen at 1-800-438-7470, fax 866-234-8085, email gbrannen@palmettodentalpersonnel.com or visit us at www.palmettodentalpersonnel.com.

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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.

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.

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

Periodontist available one day per week. Skilled in all areas of implant therapy, bone grafting and soft tissue grafting. Excellent opportunity for GP to keep patients in-house and generate surgical revenue. Please contact period257@gmail.com for more information.

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

Positions Available - Dentists

Florence SC- Looking for associate doctor for established, large practice. Modern office, digital x-ray, interoral cameras, etc. Doctor will establish patient base from office new patients, avg. 145/mo.

Commission packages available. Call 843-629-8000 and visit www.carolinasmile.com

General Dentist needed in a growing and highly productive area in North Charleston off Ashley Phosphate Rd. Please call Marsha at 843-767-3300.

Dentist Needed. Looking for associate dentist, **general or pediatric**, to help with two offices. Location **Columbia and Florence**. Full or part time position available. Must love working with kids. State of the art facilities with all new equipment and digital xrays and charts. Please send resumes to fax 866-415-7943

Family Dental, LLC desires **motivated, quality oriented dentists** for its offices in Columbia, Rockhill and Greenville. We focus on providing the entire family superior quality general dentistry in a modern technologically advanced setting with experienced support staff. Our dentists earn on average \$230,000/yr, and are supported with health/malpractice insurance, three week's vacation, and visa/PR sponsorship. Call 312-274-4524 or call dtharp@kosservices.com.

Pediatric Dentist Opportunity- an exceptional opportunity to join a growing Pediatric Dental & Orthodontic practice with multiple offices in the Charleston area. The position is to join a TEAM environment in a fun, well respected, state of the art paperless practice in a friendly and comfortable working environment. www.coastalkidsdental.com. Call or email to find out how to join our TEAM providing quality dental care for children and young adults: drisabel@coastalkidsdental.com 843-818-KIDS (5437).

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 cdcsmiles@live.com.

Darlington/Florence area general dentist with 5+ years experience. Excellent, well trained staff interested in growing practice to its full potential with FT Doctor on board. 3 ops well outfitted, (4th available) beautiful facility. Endo experience helpful as this practice has strong demand. Send CV to centerforsesedation@yahoo.com c/o Center for Sedation and Advanced Dentistry.

General or pediatric dentist needed in a growing and highly productive area in Columbia. The position is for a two or two and half day work week (Monday, Thursday and possibly Friday). We are looking for a dentist who is team oriented and enjoys working with children and young adults. Email or call me to find out more information on how to apply for this position. Chad@kidsfirstdentalsc.com or 803-772-4949

GP dentist needed 2 days weekly. We are located in the Lake Wylie/Fort Mill area. Our office is modern and fast growing. Fax resume to 803-831-2172 or send to smile@carolinafamilydentistry.com.

Dentist Needed! General or Pediatric! Part-time or Full-time! In Irmo area! Send Resume to childrensdentalgroupsc@gmail.com or fax 803-781-5142

Volunteers Needed: Our Lady of Mercy's Wellness House Dental Program located on Johns Island is in need of volunteer SC licensed dentists to provide emergency and basic dental. Providers are needed during the day Monday-Thursday and also Tuesday evenings for the emergency clinic. Please contact John P Howard DMD or Ms. Jakki Jefferson at 843-559-4493 for more information.

General dentists needed throughout the state of SC. For immediate consideration please forward your cv in confidence to scott.williams@dentalonepartners.com. For a detailed discussion, you may contact Scott at 919-437-8665.

North Carolina- Associate opportunities in select NC locations. General practice providing care from first tooth thru age 20. A desire to work in a positive, team oriented environment a must! Pedo experience helpful but not necessary. Excellent compensation package with guaranteed salaries. Contact Roger Walters, SmileStarters (704-816-1403) or email rwalters@smilestartersdental.com New grads encouraged!!!

University Dental Associates is **looking for Dentists to join our team** in Charlotte and the triad area of North Carolina. Our doctors enjoy a comprehensive compensation and benefit package including medical, malpractice, disability and life insurances, flexible spending, and 401K program with employer match. Please contact Silvestre Gonzalez at sgonzalez@amdpi.com

Community Partners of the Midlands is looking for a **P/T dentist in Richland and Lexington dental clinics.** The hours for the Lexington- Mondays 8:30 am- 4:30 pm & Tuesdays 1:00 pm- 4:00 pm, Richland- Thursdays 12:30 pm- 4:30 pm. Applicants must have SC licensure. Accepting applications until position is filled. Please forward resume to: SC Health Dept., Community Partners of the Midlands LLC, Dental- Suite #4090, 2000 Hampton St, Columbia, SC 29204.

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 ljlmd@aol.com.

Part time/temp. dentist needed in Fort Mill, SC (Metro Charlotte) in thriving practice. Comprehensive practice with flexible hours. Email info@victorydentalcenter.com for more information.

General or Pediatric dentist needed in Lancaster, SC. The office is going to be opened in June or July. We are looking for a highly self-motivated individual. The position is for a four day work week (Monday-Thursday). We are looking for a dentist who is team oriented and enjoys working with children and younger teens. Contact Chad at chad@kidsfirstdentalsc.com or 803-772-4949.

Murrells Inlet, SC **Associate Dentist position available June 2013.** Have a stake on our team. Be a game changer, thrive and benefit financially each day! 30% compensation on your productivity. State of the art practice with a team that delivers. Four day work week- 8 to 5 with possible future partnership available. Email resume to batodddmd@aol.com.

Dentists- **Full & part-time in Surfside Beach, Georgetown and Andrews SC areas.** For details email cameronbanks178@yahoo.com or call Cameron Banks at 843-650-6700.

Our office is looking for an associate doctor interested in a **possible buy-in or purchase** agreement. A great opportunity for someone who wants to be part of a long-time successful practice. Great income potential, experienced staff. Contact 803-648-8319 for more information.

Seeking a **full-time or part-time dentist** for a private dental practice in Greenville, SC. Please send resume and contact information to bwc8618@yahoo.com.

Positions Available - Staff

High volume, hometown friendly dental practice **looking for a highly motivated individual responsible for maintaining appearance and order of dental office,** patient scheduling, reception, patient and records management, insurance, billing and correspondence. Knowledge of Eaglesoft

16.0 and dental knowledge required. Contact 843-899-5911 if interested.

General Dentistry Practice Charleston, SC has an opening for an experienced **front office position.** Must know Eaglesoft, dental insurance, billing, dental procedures, terminology, and financial coordinating. Must be professional and business oriented with excellent verbal and written communication skills. Contact wolf@wolfdental.com or 843-442-2429 for more information.

Acrylic dental technician needed in Surfside Beach, SC area. For details email cameronbanks178@yahoo.com or call Cameron Banks at 843-650-6700.

Practices/Office Space Available

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Coastal SC, Myrtle Beach Area- Northern Coastal Gem, this is a once in a lifetime opportunity to buy into a practice and be a partner in a very high-end established practice collecting close to 3 million a year, great staff, great hygiene program, with excellent benefits! Please call or email for details using reference #SC1017. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

Anderson, SC- Practice for sale immediately. 1,750 sq ft., 4 operatories, panorex and digital x-ray. Contact 864-356-2731 for more information

Practice For Sale. SC-1114: **Chesterfield County.** 4 operatory general practice located in one of SC's fastest growing communities. Avg. collections \$741,000+. Strong hygiene program. Well equipped. Contact Ms. Amanda Christy. National Practice Transitions. 877-365-6786 x 230. a.christy@nptnetwork.com. www.nptnetwork.com

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Greenville SC- Great opportunity for satellite, specialist, or new dentist. Newly available 1600sf furnished office near University Center, 4 fully furnished operatories complete with ADEC units, chair-mounted monitor/TV's, stools, cabinetry, NSK electric handpieces, fiberoptics. 4 digital xray heads. NO2, autoclave, ultrasonic, etc. Cat5 throughout. Must see to appreciate. Contact Janice at 864-233-8639.

Dental office space for lease near Lexington Medical Center Highway 378 visibility. 1800 sq. ft. Currently set up for pedo/ortho practice. Rent includes water, trash pickup, grounds maintenance, etc. Call Dr. Carlos Smith at 803-606-3810, 359-2488 or 784-0146.

Equipment For Sale

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

- 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. Please use **no more than 50 words**.
- 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: Maie Brunson, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email brunsonm@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](#)