

Bulletin



NOVEMBER 2006

PUBLISHED BY THE SOUTH CAROLINA DENTAL ASSOCIATION

www.scda.org

VOLUME 34 · NUMBER 11

A GD CHALLENGES PERIODONTAL REFERRAL GUIDE

by Phil Smith

The Academy of General Dentistry (AGD) recently made public its objections to a document released by the American Academy of Periodontology (AAP) describing referral guidelines for comanagement of patients with periodontal disease. The center of the controversy is the AGD's position that many trained and skilled general dentists are able to manage these patients without the need for a referral to a periodontist.

"The AGD has communicated grave concerns over this document to the AAP," says AGD President Dr. Bruce DeGinder. "The AGD has requested the AAP immediately remove any reference to the AGD from these guidelines, and rescind the AAP guidelines until such time as a true collaborative effort can be accomplished...We certainly advocate periodontal treatment performed by a qualified professional, however, there are inaccuracies in the AAP's guides which imply that the general dentist should abstain from procedures that many of our members are qualified to administer."

In 2005, the AAP undertook the development of the guidelines for the management of patients with periodontitis. The development process took into consideration the latest research in the field of periodontics and input from various dental organizations. The final product, *Guidelines for the Management of Patients With Periodontal Disease*, was published in the September 2006 issue of the AAP's

Journal. According to the introduction for the Guidelines, Drs. Krebs and Clem state that the guidelines are meant to help identify patients who are at greatest risk early and, therefore, benefit from specialty care. The Guidelines are in no way meant to replace a practitioner's knowledge, skills, or abilities.

Three levels for patient care / referral are established in the article. **Level 1** is recognized for comanagement by the referring dentist and the periodontist. This group is primarily inflammatory disease in nature, but can also involve some systemic conditions such as diabetes or chronic respiratory illness. **Level 2** addresses a more progressive periodontal disease entity and lists risk factors as indicators for referral, but comanagement is still encouraged. Early onset periodontitis, unresolved inflammation and bleeding, and pocket depths exceeding 5mm all fall in this grouping. Medical issues include smoking, osteoporosis, and compromised immune systems. **Level 3** is that category that recommends management by a periodontist. Risk factors for care include furcation involvement, peri-implant disease, and assorted aggressive perio conditions. (see expanded guidelines at the AAP's Web site: www.perio.org)

Attorneys from both organizations are lobbying verbatim at each other. The General Counsel for the AAP in an opinion letter, states that the AGD's requests were

(continued on page 9)

GIVE KIDS A SMILE 2007, "GROWING TO SHARE"

by Phil Smith



It seems that we just finished the highly successful "Give Kids A Smile" effort, and the award winning National Children's Dental Health Month program, and already we must prepare for the next year! Early indications suggest that SCDA's enrollment should exceed last year's care! And therefore, greater preparation, increased clinic sites, and more volunteers will be needed. The date to mark on your calendars is Friday, February 2, 2007. And as before, there will be two shifts to assist with treatment.

There have been some changes this year that would benefit consideration, especially to those in the Midlands area of Central District. In the original design of a few years past, most visits were centered at a clinic facility that usually was located at a technical college. In 2007, our partners at Midlands Tech will not be able to host

(continued on page 9)

In This Issue . . .

Master Calendar	3
Editorial Comments	3
President's Message	5
Executive Director's Notes	7



At Delta Dental, we're insuring South Carolina smiles. Our difference, service and benefits make us a leader in our industry. And our commitment to both South Carolina dentists and our customers will make everyone smile.



MASTER CALENDAR

- Nov 17 Stonemark Services Board meeting, 9:30 am-1 pm, South Carolina Dental Association

- Nov 17 Radiation Safety Exam, 2-4 pm, Midlands Technical College – Airport Campus

- Dec 1 Regular Board meeting, 9:30 am-1 pm, South Carolina Dental Association

- Dec 2 House of Delegates (HOD) meeting, 8 am-Registration. 9 am-2 pm - Meeting, Holland Avenue Baptist Church (Cayce, SC)

- 2007
- Jan 19 Stonemark Stockholders meeting, 12:30-1 pm, South Carolina Dental Association

- Jan 19 Regular Board meeting, 1-5 pm, South Carolina Dental Association

Please visit www.scdca.org for more events.

**SOUTH CAROLINA DENTAL
ASSOCIATION BULLETIN**

Vol. 34, No. 11November 2006

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

James H. "Hal" Zorn, Jr.....Managing Editor

Jennifer HaworthBusiness Manager

PrintSouth Printing, Inc.Printer

SCDA Toll Free in SC (800) 327-2598

E ditorial 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 mailed to the SCDA office, or FAXed to (803) 359-3004.

Dear Dr. Phil Smith:

After reading the article written by you and Dr. David Jordon and the related column by Gordon Christensen on the off-shore dental labs, I decided to call you because I felt there was much more to the story.

The article by Gordon Christensen suggested that 10% of U.S. crowns are being fabricated in the Philippines, Mexico, Costa Rica, or China. I suggest that the percent might be between 20% and 30%. There are a number of U.S. labs that send all their cases off-shore. One of these labs does 50+ million dollars a year. I think some doctors know where crowns are being made and some do not. There are five U.S. groups that I know of that own part or all of a foreign lab. Also it is interesting that Dentsply International announced earlier this year that it had bought a lab in China. I suppose they are offering their services to labs they do business with. I suggest this is short term and soon they will go directly to the doctors.

Even today there are some U.S. dentists doing business directly with foreign labs. This is not a new issue. The first foreign lab I am aware of is in the Philippines and was started by a lab in California 20+ years ago. A study club I was in tried unsuccessfully to lobby Senators and Representatives to make this lab accountable. We finally gave up.

These foreign labs cannot compete with U.S. labs on quality and service, but as you know a U.S. lab cannot

compete on price with these labs. The average technician wage in the U.S. is \$16.00 per hour and in China the average wage is \$1.00 to \$3.00 per hour. The average Chinese worker in all industries makes 1/10 that of U. S. workers. The price they pay for gold, teeth and supplies is discounted to their economy. In China some of these labs build dormitories for technicians at no charge and include three meals a day. I suggest that this foreign connection will continue to grow. Add to this Cad Cam technology that is slowly eating away at lab business, producing a bleak picture for the long term.

Also the Gordon Christensen article mentioned the need for certifying dental technicians in other states. The sad part is that when I was certified we had a two day exam, written and practical. I had to prove I could construct a crown, partial denture, and full denture. There was nothing on the exam about ortho. The way it is now, I believe I could take a person with no knowledge and in three months have them ready to take the state exam with them having done no work at the bench. This is an ax I ground some years ago and finally gave up. These off-shore labs are not regulated in any way.

Joe E. Sherer
Sherer Dental Labs

Till next time, Phil



Big lab capabilities. Small lab service.

When Joe Sherer founded our laboratory 36 years ago, he established a foundation — a commitment which we strive to accomplish every day.

We want each doctor, staff member, and patient to know that our passion is to provide the best possible product along with the best possible service.

Quite simply, we want to do whatever it takes.

Sherer Dental Lab
Rock Hill, South Carolina

*Proudly serving
South Carolina dentists
since 1968*

800-845-1116
803-324-4040



www.shererdentalab.com

Helping you build your practice, one case at a time



Professional Practice Consultants, Ltd.

Specializing in Appraisals, Sales, Mergers,
Associateships, and Pre-Sale Planning for Dentists

Earl M. Douglas, DDS, MBA

Experience counts.

It's as simple as that.

800-321-4540

Call for information on our
practice sale listings.

Visit our website at
www.ppcsouth.com





P resident's M E S S A G E

Having just returned from the ADA Convention in Las Vegas, I want to share with you the seriousness of the issues facing dentistry by reprinting an article in the ADA News concerning a speech given to the House of Delegates from Health and Human Services Secretary Michael O. Leavitt. After you finish reading this please make plans to be in attendance at the SCDA House of Delegates meeting on December 2, 2006 at Holland Ave Baptist Church in Columbia. We need your participation.

The ADA News article was written by Judy Jakush and is as follows:

When U.S. Health and Human Services Sec. Michael O. Leavitt was born in 1951, health care represented just 5 percent of the gross domestic product.

Today, it's 16 percent. By the time his newborn grandchildren reach age 9, the number will have climbed to 20 percent.

If that trend isn't reversed, the country's ability to compete economically will be severely compromised, the HHS secretary said in an address Thursday to the ADA House of Delegates.

"We will have either fixed it or we will have been eliminated from the economic competition. Because in a global economy there is no place on the leader board for a nation that devotes 25 to 30 percent of its GDP to one sector," he told the House. "We will have been eliminated because we will have neglected by necessity many other pieces of the economy that are

required for prosperity."

Sec. Leavitt explained the government's plan to counter that trend, what he described as a decade-long reshaping of the health care system.

During his speech he referred to his introduction by ADA President Bob Brandjord, who had described "prevention" as dentistry's middle name. Sec. Leavitt acknowledged the importance of prevention, noting that one of the overriding reasons costs keep going up "is that we don't take very good care of ourselves in this country. We should approach prevention and staying healthy with the same rigor that we do treatment."

He described the health care system as "cost blind and quality deaf," adding, "Our payment system rewards all the wrong things."

He decried the current health care system as anything but a system. "We might start by admitting that we really don't have a health care system. What we have is a health care sector."

The secretary gave examples of cell phones and banks as systems with interoperability and connectivity. An ATM card from one bank will work with any other bank's machine, he noted, as he switched gears from problems to solutions.

"Our task over the next decade is to organize the health care sector into an economic system that rewards choices that produce high quality and low cost," the secretary said. "We need a

(continued on page 10)



Larry Ferguson
President

He described the health care system as "cost blind and quality deaf,"

Great products with great service.

We are known for our commitment to providing the right solutions and superior Customer service.

- Practice Improvement Financing
- Practice Sales and Acquisitions
 - New Practice Start-Ups
 - Practice Equity Loans*
 - Equipment Financing

Endorsed by:



Call today
800-491-3623
Source code: 8U3H3
Monday - Friday
8 a.m. - 8 p.m. Eastern Time



www.mbna.com

All programs are subject to credit approval and loan amounts are subject to creditworthiness. Some restrictions may apply. MBNA, the MBNA logo, the tree symbol, and MBNA America are service marks of MBNA America Bank, N.A.

*MBNA may prohibit use of a practice finance account to pay off or pay down another MBNA account.

© 2005 MBNA America (Delaware), N.A.



South Carolina Dentists Can Benefit From Fortress Strength



Our strength is our specialization.

We only insure dentists. That means your rates accurately reflect your practice, not the losses of high-risk physicians, surgeons and hospitals.

Our strength is our people.

Trained to respond to dentists' unique needs, you can rely upon our aggressive claims management, equitable underwriting and effective risk management.

Our strength is our commitment.

We are dedicated to protecting you, your practice and your reputation. You can depend on Fortress for aggressive claims management and effective risk management.

Fortress Insurance Company

A professional liability insurance company, created by dentists for dentists, to protect you, your practice and your reputation.

"Our Only Business is Protecting Dentists."



Fortress Offers:

- ★ Occurrence and Claims-made Policies
- ★ Multiple Liability Levels
- ★ Innovative Premium Discounts
- ★ Attractive Policy Features
- ★ Interest-Free Payment Plans
- ★ And Much More

NO TWO INSURANCE COMPANIES ARE THE SAME

Isn't it time for you to benefit from the strength of Fortress?



THE GENERAL AGENCY

1527 Hwy. 7 • P.O. Drawer 30459 • Charleston, SC 29417

843-766-9091

Toll Free 1-800-922-5036

E

xecutive Director's N O T E S

My wife gets more than a little amused at me in the middle of May and then again in late September of the even numbered years. This is when I start voicing my opinions – at least at home – about the quality of candidates for local, state and national elected offices.

She is amused because 30 years ago as Governmental Affairs Editor of the Piedmont Newspaper in Greenville (the paper no longer exists), I ate, slept, and would bend the ear of anyone willing to talk politics.

I don't know whether it occurred in the transition of getting older or if the times changed and I did not, but it gripes me that politics has basically out paced the common man. He or she may want to serve in an elected office for the benefit of their fellow man, but can ill afford the cost of running for even a local elective office and certainly don't want every thing they have done since birth broadcast to the entire populace.

I have yet to figure out how President Bush (the current) endures the constant criticism heaped upon him by all the media. Has he done everything right? No, but I don't know of anyone else who could have done a better job – or was even willing to attempt to do a better job.

This brings me to the point of my thoughts of the news media – an industry from which I earned my living for more than a decade. I know I am an old foggy, but if I had written one one hundredth of the crap that television and liberal newspapers put out as facts today, I would have been fired on the spot and would have deserved it.

It's a governance issue and I must appreciate the fact that some of the candidates and new office holders are willing to give of their time to serve in often thankless jobs. More power to you and support for you regardless of party!

More on Gift Annuities

I received a large post card from the MUSC Development Office the last of October showing a picture of Connie and (Dr.) Lynn Wallace. They were being recognized for their gift annuity to the new College of Dental

Medicine's building program.

This is not the first gift Lynn and Connie have provided for worthy causes. The first was to the SCDA Foundation. I applaud their actions and appreciate their dedication to the profession of dentistry.

Now is a good time to be considering a gift annuity. Before long you will be compiling your financial records for 2006 and heading off to tap the wisdom of your CPA. Ask him or her if establishing a gift annuity for the College of Dental Medicine or the SCDA Foundation would be to your advantage, both from a sense of giving and meeting a need and to help your bottom line.

The bottom line is not what motivates Connie and Lynn, but I have been assured that it is a strong motivation for most individuals and I am not above using it as a sales tool!

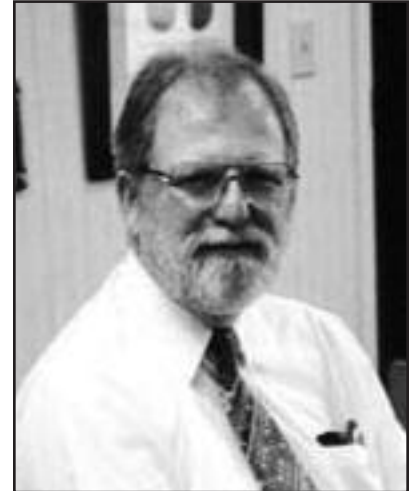
ENewsletter

Those of you who have shared your email addresses have recently received the fifth edition of the SCDA ENewsletter. I simply think it is amazing that up-to-date information can be delivered in such an easy and fast fashion.

While you are updating your personal information for the SCDA's records as you complete paperwork for membership renewal, please provide us with your email address so we can include you as a recipient of this information newsletter.

This member benefit, along with the SCDA website are fast becoming the source of news and information for our members. Christy Campbell has informed me that the SCDA website received 5,921 hits in September 2006 and with one day left to go in October 2006, there had been 7,028 hits.

The numbers of individuals going to the site continues to remain high, which is a good testimony to the fact Christy is keeping information as current as possible.



Hal Zorn
Executive Director

*The numbers of
individuals going to the
site continues to
remain high*

(continued on page 8)

EXECUTIVE DIRECTOR'S NOTES

(continued from page 7)

Express Yourself

Dr. David Watson has been firmly convinced for decades that if you give the SCDA members the opportunity to voice their beliefs concerning their profession, the members will show up and be vocal.

You have that opportunity beginning at 9 a.m. Saturday, December 2, 2006, at the SCDA House of Delegates/General Membership meeting. This will be held at Holland Avenue Baptist Church in Cayce, which is halfway between the Krispy Kreme Donut shop and Zestos restaurant.

If nothing else will get you out to the meeting, there will be about 14 dozen glazed Krispy Kreme Donuts available with hot coffee. They are worth the drive of at least four hours just to taste the first bite. Think for a minute, there is no place in South Carolina that can't get to Columbia in less than four hours.

Seriously, your profession and your association need to receive your input during this meeting on several issues which have the potential of greatly impacting your practice in the future. Your voice will be heard.

See you there.

RESTORE-ALL INC.

MOBILE SERVICE WE COME TO YOU!!
**REUPHOLSTERY * EQUIPMENT PAINTING *
UPHOLSTERY KITS**



NO DOWN TIME!!
(We work weekends)

QUALITY SERVICE SINCE 1971
800-349-7379 PHONE / FAX
Referrals upon request

ACCOUNTING. IT'S ENOUGH TO MAKE YOU GRIND YOUR TEETH.

We understand. Coleman & Ureda has been helping dentists meet their financial goals for more than 20 years. We combine our knowledge of dentistry with our experience in accounting to give your practice that competitive edge. So you'll spend more time with your patients. And less time with your books. Call us today. When it comes to running your practice, we know the drill.

240 Steineridge Dr. Ste. 402 • Columbia, South Carolina • 1.800.683.4171 • www.cu-cpa.com

CU Coleman & Ureda, P.A.
Certified Public Accountants

ADCPA
American Dental
Certified Public Accountants

AGD CHALLENGES PERIODONTAL REFERRAL GUIDE

(continued from page 1)

included in the development of the Guideline document. He continues to state that the AGD is listed as an organization that contributed comment. No formal AGD logo is used nor endorsement implied. And finally, the AAP guide states that "The education, experience, and interest of individual practitioners vary, and therefore, specialty referral may occur at different stages of a patient's disease state and risk level."

The AGD feels that many of the procedures indicated are managed by their membership routinely, and may not require specialty referral. The AGD believes that a more accurate statement would have read, "Referral to a periodontist should be discussed and offered to the patient as a part of their diagnosis and treatment review." Dr. DeGinder recommends

that, "The bottom line is that the patient should have the freedom of choice to select the most qualified professional to help them manage their periodontal disease." (the AGD Web site is: www.AGD.org)

Whatever the resolution of this professional controversy, all indications suggest that the debate will continue. The American Dental Association is included in the organizations that were asked to participate in the Guideline development. In light of the conflict, the ADA may soon follow up on its recommendation.

GIVE KIDS A SMILE 2007, "GROWING TO SHARE"

(continued from page 1)

the February 2 event due to planning associated with accreditation. Dr. Hanks and her students and faculty will assist with screening prior to GKAS. The Palmetto Health Dental Center at Richland Hospital will be available, and Dr. Jim Curtis and residents will be working hard to see the overflow. But in order to provide care for the 400 children that are expected, it will be necessary to enroll private offices to receive patients on GKAS Day. Doctors please look at your schedules, consider participation, invite other dentists to join you in order to simplify patient attendance, and commit the day. Ideally, this would be a day dedicated to seeing only GKAS patients. However, we need your help, and will encourage any participation dentists can give.

The rest of the state has already developed procedures for the nine other sites. If your community might be a candidate for a dental organization to establish a new "Give Kids A Smile" location please contact Christy at the SCDA office. There are two new sites under development currently, that could raise the number of communities involved to twelve. Volunteers are needed. Assistants, dentists, hygienists, clerical and logistical personnel will need to enroll in December and early January. It is critical to the planning of this event to develop an expected number who would be able to help. This is an opportunity to help the children of South Carolina, and participate in the single biggest charity venture that SCDA does!



- Locally Owned and Operated Since 1987
- Complete Payroll Processing
- Online Payroll Options
- Quickbooks Interface
- Electronic Tax Filing
- Direct Deposit
- Optional Check Printback
- Optional Online Employee Services
- SCDA Partner

Confidential Help From Professionals
www.payrollweb.com
(803) 791-5010
(800) 689-3599

PRESIDENT'S MESSAGE

(continued from page 5)

system of competition in health care based on values. Value isn't just price. Value is the combination or the intersection of quality and price: an economic system, a system of competition based on and driven by value."

He outlined four cornerstones of such a system:

- Electronic connectivity.
- Independent assessment of the care a patient receives based on standards that medical specialists in the field have established. (After his speech, in an interview, the secretary quipped, "If the DDSs don't do it, the MBAs will.")
- Information on cost that is understandable and is comparable.
- Competition. "Given reliable information on quality and cost, patients, doctors, hospitals and payers will all make decisions that will improve quality and reduce cost overall."

Progress is being made in all four areas, he said, noting the effort under way to promote interoperability. Some 85 percent of all medical sector records are still on paper and of those that are electronic, only 15-17 percent are interoperable. "They can't talk to each other. For electronic health care records to be interoperable, national standards need to be established."

He referred to the National Health Information Infrastructure, which is addressing electronic standards in health care. "Many of you are talking about it in the course of this conference," Sec. Leavitt said. "This is an important discussion we need to be engaged in. It's a problem faced by every other economic system I spoke of today. The good news is it can be done and we are making very good progress."

He commended the ADA for its efforts. "I had a meeting this morning with your leadership. What is developing inside the dental profession can be integrated into the overall electronic health record. If we don't have a picture of the dental record with the rest of the medical record, we have an incomplete record."

Sec. Leavitt cited the need for transparency, changing from a system where cost is blind to one in which cost and quality are easily read. He said it is a near certainty that pay for performance will be part of the reimbursement scheme for nearly every large payer in the future.

One of the immediate challenges is gathering information, and this will have to be done on local and regional levels.

"I would like to suggest today to the dental profession that you need to be involved, not just in development of standards for the profession, but you also need to be involved in the development of local and regional quality collaborations. It's going to happen at the local level, not national."

Change is hard, but it is essential and inevitable in a global economy, he said. As a nation we have a choice among three approaches to change: "You can fight it and fail; you can accept and survive; or you can lead it and prosper. This is the United States of America. We have become the strongest and most influential force in human history because we have always been willing to lead and prosper."

After his speech, Sec. Leavitt in an interview emphasized the importance of having the health care professions develop the standards used in the payment equation. "If dentists don't define quality [in oral health care], somebody else will. It will be a lot better if dentists do it because they can work through the subtleties. The ADA is and needs to continue to be involved in helping its membership understand what a serious culture shift this is. There is understandable anxiety about this—it's a big change."

The cost of implementing these changes will go down with time, especially as there is great interoperability among software programs.

The adoption of change is dependent on the private sector. "If 15 to 20 years ago someone said the Internet would change the world, that everyone would have to have it to do business—and the response was that the government needed to pay for it, then we'd still be 20 years from having the Internet be ubiquitous."

Important House of Delegates meeting

Saturday, December 2, 2006

8 am-Registration
9 am-2 pm-Meeting

Holland Avenue Baptist Church (Cayce, SC)

American College Inducts Three From SC

by Phil Smith

The American College of Dentists honored three South Carolina dentists as part of the ADA Annual Session in Las Vegas. Drs. Carlos Salinas, David Moss and Lee Ayers were inducted into the ACD during a Convocation Ceremony held at the MGM Grand Hotel on October 17, 2006. The ACD is an Honorary Dental Organization whose commitment is contribution to dentistry and promotion of core ethical values throughout the dental community. Congratulations to the fine inductees.



Your Practice: Will It Have a Happy Ending?

by Brent Dees

“Begin with the end in mind,” says Stephen Covey in his book *Seven Habits of Successful Living*. Those who have created successful business know it does not happen without planning, hard work, and a little luck. Yet, most have no plans for leaving their business, ever. Entrepreneurs are optimists (and for the most part dentists struggle with business management), but all of us will stop work one day. The truth is that most business relationships do not have a happy ending. The question is: Will it happen as I want or will it just happen?

Research in the UK indicates that 75 percent of small to medium sized businesses have no exit strategy. In Canada, 92 percent of entrepreneurs say it is a good idea to have an exit strategy, but only 44 percent have one. A full 96 percent of dentists and physicians believed that poor planning left them unable to exit their practices on their own schedule.

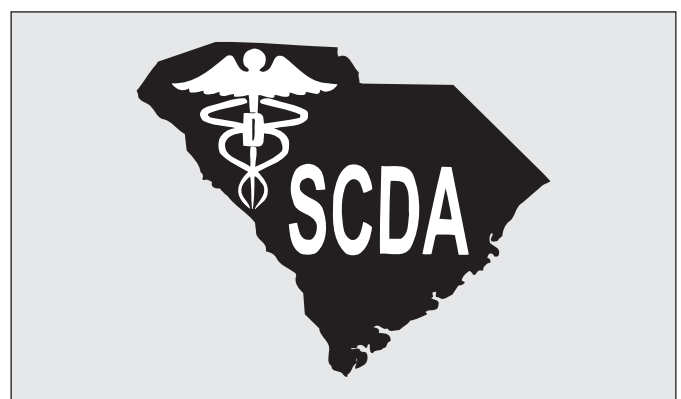
Life shows us that we have to depend on ourselves. Yet we continue to believe someone else will someday take care of us. We will live on Social Security and income from the practice we created. The idea that your business will strive to provide you with income after you retire, is to believe that you will have money in a Social Security account. Your practice will not work for you after you are gone and there is no money in your Social Security account. It is time to look at reality.

Eventually you will leave your practice. To ensure revenue after you retire, you must proactively plan, and act now. The time for preparation begins when you step into your office. It escalates as you become more productive and as you raise a family. To get you started on the road to self sufficiency, there are certain things that must be done:

- **Insulate...**Many office situations find opportunity in practice incorporation. This offers the dentist to legally be recognized as a separate entity from his personal life.
- **Save...**Live below your means. Establish a retirement account or benefit plan that will assist in the case of death or disability. Include insurance.
- **Partner or Apprenticeship...**Having another to help carry the load and maintain the practice is a goal that may insure continued income.

A smooth transition from professional life to retirement can be complex and confusing. Planning with a goal in mind can ensure security for you and your family. Success requires hard work, a little luck, and an exit strategy.

(Mr. Dees is an author and keynote speaker providing training to CPA's. He is the previous host of the Financially Speaking radio program, and currently works with Focus Four.)



CLASSIFIED ADS

SUCCESSFUL GENERAL PRACTICE SERVING CHILDREN AND YOUNG ADULTS SEEKS ASSOCIATE WITH POTENTIAL PARTNERSHIP BUY-IN. MUST BE PATIENT ORIENTED, HAVE GOOD PEOPLE SKILLS AND EXCELLENT CLINICAL SKILLS. PRACTICE CONVENIENTLY LOCATED IN POPULAR RALEIGH-DURHAM AREA. EXCELLENT COMPENSATION/BENEFITS PACKAGE WITH GUARANTEED SALARY. CONTACT DONNA WATERS 919-815-1361.

SOUTH CAROLINA-UPSTATE:

Unbelievable Buy-In Opportunity! Earn \$125K 1st year guaranteed increases and full ownership thru sweat equity. Well-established, general dentistry practice, 70-90 new patients per month, new equipment, 6 ops, collected \$1,000,000+ in 2005. Practice Management (coaching) included with solid seller transition assistance. Call Professional Practice Advisors, Inc. 800.863.9373 www.practicesadvisors.com

Full-time or Part-time General Dentist Position Available in Greenville, SC. Our dental practice offers a wide range of dental services to the upstate of South Carolina, specializing in treating patients with exigent dental needs and in developing treatment plans and offering dental education. We offer a clean and modern office setting that is equipped to provide the best quality care available. We offer a competitive salary and do not require a contract. Call 864.325.2204 for more information.

Board Certified Orthodontist needed to work in busy General Practice on Fridays. Practice in West Columbia, S.C. Send inquiries to: Orthodontic Position / P.O. Box 11007 / Columbia, S.C. 29211-1007

Dentist wanted for possible associate position. Salary & commission. Fast pace General Practice and Denture clinic. On site lab. Great atmosphere. Great Staff. unlimited earning potential. Monday-Thursday work week. Florence Dental Associates, LLC 941-726-7122

Temporary Coverage or Permanent Placement Seeking semi retired dentists for vacation relief, short-term disability, maternity leaves. Name your fee! No strings or obligation. Associates wanted for permanent placement, nationwide. Recent grads welcomed. To provide or RECEIVE coverage, call 800-600-0963 or visit DOCTORSPERDIEM.com

Kool Smiles, general dentistry for kids & teens, is currently looking for FT General Dentists in Sumter. Kool Smiles offers: \$120K Base Compensation for new graduates, Bonus Potential of up to \$70K, Health Insurance, Dental Insurance, Malpractice Insurance, Paid Vacation, Paid Holidays, Continuing Education, Long term disability/Short term disability, and Much More! Experienced dentists salary is negotiable. Must enjoy working with children and serving the underserved community. Must have an active SC dental license. For a fun and rewarding place to work, please contact Andrea Jett at 678/500-1086 or email your CV to ajett@ncdrllc.com . You can also visit our website at www.koolsmilespc.com .

Palmetto Dental Personnel is owned and operated by a dental professional with over 20 years experience and has exclusively provided professional dental staff for Midlands and surrounding areas for 15 years. PDP has hygienist, assistants and receptionist available for temporary and permanent placement. Contact Gail Brannen at 1-800-438-7470 anytime.

Flexible, low stress lifestyle--Work when and where you chose without obligation. Excellent compensation. Nation's most experienced LOCUM TENENS SERVICE (Temporary Professional Service) for dentists. Contact FOREST IRONS & ASSOCIATES, INC. at 800-433-2603 or www.forestirons.com.

ASSOCIATE OPPORTUNITIES

CHARLESTON #8372 ASSOCIATE-Full time associate needed immediately for busy GP. Call Dr. Jim Howard at 910-523-1430 for more information.

LEXINGTON AREA #8366 ASSOCIATE Full time general dentist needed for associate position in modern office with digital imaging. One of SC's fastest growing areas with excellent, blue ribbon schools. Located within minutes of beautiful recreation at Lake Murray. Call Dr. Jim Howard (910-523-1430) for more information.

MYRTLE BEACH AND CONWAY #8278 ASSOCIATE Full time associate positions available for general dentist. Call Dr. Jim Howard at 910-523-1430 for information.

NORTH CHARLESTON #8194 ASSOCIATE Full time associate needed immediately for busy GP. Call Dr. Jim Howard at 910-523-1430 for more information.

Call Dr. Earl Douglas, Professional Practice Consultants, Ltd., at 800-321-4540 or Dr. Jim Howard at 910-523-1430 for more information. We specialize in appraisals, sales, mergers and associateships. We provide financing for buyers and pay cash to sellers.

PerfectByte - PRACTICE MANAGEMENT SOFTWARE Comprehensive/User Friendly/Affordable \$695-\$995. Billing, Scheduling, Recall Module, Image Storage, Customizable Documents, Rx Writer, and more! FREE TRIAL www.perfectbyte.net 877.767.7007

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

DENTIST SEEKING TO PURCHASE PRACTICE IN SOUTH CAROLINA. LOOKING FOR PARTNERSHIPS, BUY-INS, AND IMMEDIATE SALE PRACTICES. PREFER AREAS IN AND AROUND BEAUFORT, SC BUT WILL CONSIDER CHARLESTON, COLUMBIA AND SMALL TOWN PRACTICES. CONTACT 843-475-3935.

HELP WANTED

Kool Smiles, general dentistry for kids & teens, is currently looking for FT General Dentists in Sumter. Kool Smiles offers: \$120K Base Compensation for new graduates, Bonus Potential of up to \$70K, Health Insurance, Dental Insurance, Malpractice Insurance, Paid Vacation, Paid Holidays, Continuing Education, Long term disability/Short term disability, and Much More! Experienced dentists salary is nego. Must enjoy working with children and serving the underserved community. Must have an active SC dental license. For a fun and rewarding place to work, please contact Andrea Jett at 678/500-1086 or email your CV to ajett@ncdrllc.com . You can also visit our website at www.koolsmilespc.com .

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

General Dentist needed in Columbia office for Fridays only. To perform all dental procedures, needs to be proficient in endo, oral surgery, crown, bridge, & prosto. Please contact Evie @ 803-738-2424 to set up an appointment.

Palmetto Dental Personnel is owned and operated by a dental professional with over 20 years experience and has exclusively provided professional dental staff for Midlands and surrounding areas for 15 years. PDP has hygienist, assistants and receptionist available for temporary and permanent placement. Contact Gail Brannen at 1-800- 438-7470 anytime.

Seeking a compassionate Dentist to work in Charleston who could use 17 weeks off each year and a starting salary of up to \$130,000 plus an annual bonus. We are a caring removable prosthetics practice offering a great benefits package. Please call 1-800-948-7005 and ask for Dr. Fields or Chris.

Columbia Health Care Services has been providing medical and dental personnel since 1981. We have clinical and clerical personnel in the following areas: Columbia, West Columbia, Lexington, Anderson, Greenville, Florence, Charleston, Seneca, and Orangeburg. Whether you have a temporary or permanent need call the medical staffing experts today at 1-800-922-0092 ext. 524.

Full-time or Part-time General Dentist Position Available in Greenville, SC. Our dental practice offers a wide range of dental services to the upstate of South Carolina, specializing in treating patients with exigent dental needs and in developing treatment plans and offering dental education. We offer a clean and modern office setting that is equipped to provide the best quality care available. We offer a competitive salary and do not require a contract. Call 864.325.2204 for more information.

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

General Dentistry Practice in the Charleston area seeks associate for partnership and possible buy-out. All inquiries are confidential. Fax your resume to 843.764.4977 or email TOO32TH@aol.com for more information.

JOBS WANTED

Hardworking, dedicated dental receptionist student seeking a full-time position in a general dentist office in the Spartanburg, SC area. Looking for fast-paced, friendly and organized office. Excellent compensation and benefits package. Will finish classes in April and be certified as a dental office receptionist. References, classes taken and resume available upon request. Please call 864-461-8890 if interested.

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

PLEASE NOTE THAT THE JOBS WANTED / HELP WANTED column is a free membership service of SCDA. Please call us if you are looking for a job or looking for someone to fill a job. The SCDA office also maintains a JOB BANK file and all ads can be kept confidential if so desired. If you are interested in receiving or submitting information into 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 1-800-327-2598.



The James B. Edwards College of Dental Medicine Clinical Education Center is being built! The dream is unfolding before our eyes. Watch the foundation being poured, and the steel beams put in to place in "real time." Go to www.musc.edu/dentistry and click on "James B. Edwards Center," and follow the prompts to the Webcam. And while you marvel at the progress, think about our dental students like the lady pictured here. Contribute to the Capital Campaign by calling Stephanie Oberempt at 843-792-6933.

TEMPORARY COVERAGE



Celebrating 10 Years!
1996-2006

NOW RECRUITING
Provider-Dentists
NO COST or OBLIGATION

NO CHARGE QUOTE
to the Host-Dentist
SHORT-NOTICE OK!

800-600-0963

see Candidates and HOT JOBS at www.doctorsperdiem.com

STONEMARK

by Mark K. Brown



Have you ever wondered what might unfold if you or a family member were to become ill or injured while traveling...particularly if far from home? What if you were to need the care of a preferred specialist? How would you get there if assistance is required? What would it cost?

A transport between Europe and America can cost more than \$35,000 while a medical flight from the Middle East and South America can range from \$60,000 to \$80,000. And a medical transport from Asia could exceed \$100,000. With MedjetAssist, an annual membership fee is the only cost to you and your family for the domestic and international medical transport and repatriation services they provide!

Stonemark has partnered up with MedjetAssist to bring SCDA members an air medical evacuation membership program at a discounted group rate of \$175 for an individual and \$275 for a family. As a member, if you or a covered family member is ever hospitalized more than 150 miles away from home, MedjetAssist will send a medically equipped and staffed aircraft to pick you up and fly you to the hospital of your choice.

Interested in learning more about how simple it is to protect you and your family with MedjetAssist? Call Sallie Stearns at 866-961-8080 or e-mail her at sstearns@medjetassist.com and mention that you are a member of the SCDA. Make sure you and your family can travel with confidence.

**C
O
R
N
E
R**



AFTCO, established in 1968, is the nation's largest transition company with the experience you expect and deserve.

Over 150 practice transition programs customized to meet your needs.

- Practice Sales
- Practice Mergers
- Equity Associateships
- Pre-Sale Program
- Stockholder Program

Beth Stukes Dean • Jim Gaines, DMD

Ollie L. Stukes, DMD

800-232-3826 • www.aftconet.com

AFTCO is pleased to announce...

**Jim Nasim, D.M.D. &
Hampton Kennemore, D.M.D.**

have acquired the practice of

Ronald E. Tysl, D.D.S.

Belton, South Carolina

**Jeffery S. Walsh, D.M.D.
& Brian L. Terry, D.M.D.**

have associated with

Oconee Dental Associates, L.L.C.

West Union, South Carolina

AFTCO is pleased to have represented
all parties in these transactions.

You own your home... Why not own your OFFICE?

Announcing

The Woodlands at Kennerly

Kennerly at Broad River Road

All NEW Attractive Quality-Built Office Suites!

Conveniently Located in Northwest Columbia • Abundant Parking
Private Entrances • Fully Finished or Shell • Tax Advantages • Equity Growth Potential

Marketed by **Dial Dunlap & Edwards • 803-799-6244**

Developed by **The Woodlands at Kennerly, LLC • 803-733-5690**

www.WoodlandsatKennerly.com

Broker Cooperation Welcome



Carroll

Dental Laboratory, Inc.

FULL SERVICE



Crown & Bridge – Partials & Dentures – Ortho Appliances



Cosmetic Dentistry

Metal Free

- Cerpress SI™
- Procera®
- Cercon™
- In-Ceram® – Singles/Bridges
- Sculpture FibreKor™ (Polymer Ceramic)



Conventional Crown & Bridge

- Captek™
- Singles/Roundhouses
- Porcelain Butt Margins



Full Metal Crown/Bridge*

- Single/Bridges (inlay/onlay)
- Open Face & Special Designs



Implants

- 3i® Implants
- ASTRA
- Calcitek®
- Nobel Biocare™
- Centerpulse
- Lifecore
- Straumann ITI
- Innova



Partials/Dentures

Partials (Vitalium 2000 Metal)

- Conventional (your design or ours)
- Valplast®
- EsthetiClasp™
- Precision Attachments (all types)



Dentures

- Premium/Economy
- Overdentures (all types)
- Custom Trays
- Bite Rims
- Hard/Soft Night Guards



Miscellaneous

- Lazer Welding
- TheraSnore (Sleep Apnea Kit – no lab involvement)
- Tecstone/Yellow Buff
- Shade Guides (All Brands)

Price list available upon request.

Personal assigned technician per doctor!

Schedule

Production days within the laboratory.

Crown & Bridge

Crown & Bridge	5 Days
6 Unit bridge & above	5 Days
Cerpress™	5 Days
Procera®	5 Days
Sculpture®	5 Days
Crown under Partial	1 Day

RUSH cases per request.

Partial & Dentures

Denture(s) completed from set-up	5 Days
Denture(s) with no set-up	5 Days
Valplast®	5 Days
Custom Tray(s)	2 Days
Bite Rim(s)	2 Days
Partial(s) (frame only)	8 Days
Repair(s)	1 Day
Night Guard (soft/hard)	5 Days
PEDO (band & loop, etc.)	5 Days

“Raising a Standard of Excellence”

e-mail: carrolldentallab@earthlink.net

website: carrolldentallab.net

800-359-2455

single-source supplier

See how
Patterson Dental
has grown to be
the leader in providing
cost-saving efficiencies
for successful
dental practices
everywhere.



20 ways Patterson can benefit your practice

1. Sales Support

We're much more than a distributor. We're a team of knowledgeable and dedicated sales representatives who can provide you with expert advice on new products and procedures.

2. Inventory Control Systems

Order 24/7 via our electronic order entry system. And with bar code tags, placing an order has never been faster or easier.

3. Faster Delivery

On a national average, Patterson ships over 97 percent of all orders within 24 to 48 hours.



4. Largest Inventory

Choose from over 82,500 competitively priced items in our full line of dental products.

5. Customer Service

Backing up our sales representatives is a team of customer service representatives whose total responsibility is to expedite your order and assist you in any way possible.



9. Software

With Patterson's powerful order-entry software called eImagine™, and multi-talented practice management and clinical software from EagleSoft™, you'll benefit from timesaving technology and expert support — freeing more time for your patients.

10. Equipment Selection

Patterson has a wide selection of brand-name equipment from such top names as A-dec, Gendex, KaVo, Midwest, Planmeca, Proma, Royal, Sirona, Star and many more.

11. Office Design

Patterson equipment specialists, utilizing computer-aided design, can assist you in new office construction or remodeling and expanding your present office.

12. Financing

Patterson's in-house financing department can tailor-fit a lease or finance program around your specific needs.

13. Equipment Installation

Our experienced design and service teams work closely with all parties before, during and after installation to assure you the highest quality work.

14. Practice Management

We offer EagleSoft™, the most comprehensive practice management software in the dental industry, backed by a satisfaction guaranteed policy.



15. 24-Hour Handpiece Repair

Patterson offers 24-hour high-speed handpiece repair from its National Service Center.

20. Special Promotions

Patterson offers special values on select merchandise in bimonthly promotions. In addition, *Patterson Today*, our triannual magazine, includes a catalog that offers excellent values on top name equipment, as well as informative stories on office design and special Patterson customer programs.

19. Satisfaction Guaranteed

We guarantee all the products we sell and stand behind all manufacturers' warranties.

18. An Innovative Leader

Patterson was the first distributor to introduce new computer-based products to the dental industry. Whatever the product breakthrough, be assured Patterson will have it first.

17. Front Office Supplies

Turn to Patterson Office Supplies for all your front office needs. Patterson Office Supplies provides you with a complete selection of front office products.

16. One.Plus

When you purchase EagleSoft™ software, you get 0% interest for 3 years and no payments for 90 days. And, you could qualify for a 30-percent rebate.

**PATTERSON
DENTAL**

Greenville Branch
864-676-9333
806-354-3326

Columbia Branch
803-754-8754
800-845-8833

Charleston Branch
843-849-6266
800-237-6187

P6023 (5/05)



UltraFlex™ Night Guards

This revolutionary composite is a superior alternative to traditional acrylic nightguards. UltraFlex offers multiple clinician and patient benefits:



- Hypo-allergenic and monomer-free
- Thermally adjusts with patient's body temperature
- Maintains its optical clarity (no yellowing)
- Highly profitable...minimal chairside adjustments
- Reliable and repairable
- Available with a soft liner
- Recommended to protect all-ceramic restorations

Visit our website at www.newimagedl.com for more information about all of our products and services.

Call 800.233.6785
to start benefiting from UltraFlex today

NI New Image Dental Laboratory
NEW IMAGE P.O. Box 105208
DENTAL LABORATORY Atlanta, GA 30348

Choose the color, stop the grind

FOLLOW THE **PAPERLESS** TRAIL...



MAKE IT PAPERLESS

CHARTS | X-RAYS | HEALTH HISTORY

SUBMIT CLAIMS ELECTRONICALLY

SAVE MONEY, PROCESS TIME (AND PAPER)

SECURE IT! WITH OFFSITE BACKUP

FOR ALL YOUR CRITICAL DATA

**WHAT WILL YOU DO WITH YOUR EXTRA SPACE?
(AND MONEY)**

**SIMPLE
PRACTICE
SOLUTIONS** LLC

**WE CREATE SOLUTIONS USING
SIMPLE AND PROVEN METHODS.**

888.375.5122

WWW.MYSIMPLEPRACTICE.COM

*Give Your Business and Your
Employees The Colonial Advantage.*

Critical Illness • Accident
Medical Bridge_{SM} • Cancer


COLONIAL
SUPPLEMENTAL INSURANCE
for what happens next®

Adrian Mann

Colonial Supplemental Insurance
803.753.4244
adrian.mann@coloniallife.com

Mark Brown

SC Dental Association/Stonemark Services Corp.
800.327.2598
brownm@scda.org



Colonial Supplemental Insurance is the marketing brand of Colonial Life & Accident Insurance Company.



Kool Smiles in:

Sumter • Greenville • Anderson

**Now hiring general dentists to join our winning team.
Full-Time & Part-Time Positions available for new and
experienced dentists immediately.**

- \$120K Base Compensation for New Graduates
- Bonus Structure
 - Earn Up to Add'l \$70K
- Health, Dental & Vision Insurance
- Malpractice Insurance
- 401K & Flexible Spending Account
- Continuing Education
- Long Term/Short Term disability, Life Insurance
- Paid Vacation & Holidays
- And much more!

Please visit us at:
www.koolsmilespc.com

We are eager to share more information about Kool Smiles, please contact

Andrea Jett at:

Phone: (770) 916-5023
or email your CV to:
ajett@ncdrllc.com

WHICH PICTURE DESCRIBES THE MONEY FLOW IN YOUR PRACTICE?



OR



You can easily answer that question with one more...*Am I taking advantage of my SCDA Member Benefits?*

Stonemark Services has worked closely with quality companies to offer you quality benefits many with *special discounts and services...*

Medical Insurance
Malpractice Insurance
Disability Insurance
Life Insurance
Long Term Care Insurance
Medical Gap Bridge Insurance
Critical Illness Insurance
Cancer Insurance
Accident Insurance
Property and Casualty Insurances
Financial Planning and Advising

Medical Evacuation
Patient Financing
Precious Metal Refining
Credit Cards
Credit Card Processing
Electronic Claims Processing
Dental Loans and Acquisitions
Accounts Receivables/Collections
Employee Screening
Payroll Processing
Office Supplies

You could be saving from 5% - 25% on similar products that you are presently using.

Plus you have the confidence in knowing that you're dealing with your association.

Why continue to pay more for less?

Don't flush your hard earned money down the drain. You and your staff can begin to save your practice money immediately simply by contacting Stonemark at 1-800-327-2598 or by visiting us at www.scda.org.

South Carolina Dental Association
120 Stonemark Lane
Columbia, South Carolina 29210

PRSRT STD MAIL
U.S. POSTAGE
PAID
PERMIT NO. 233
Columbia, S.C.