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Clear and Present Danger

By Thomas Edmonds



Dr. Thomas Edmonds

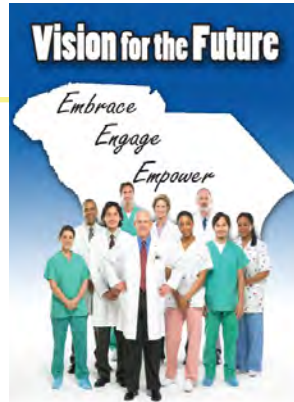
Tom Clancy will be remembered as an iconic writer of espionage and military science, and many of you will recall the 1989 book and subsequent movie with the same title as my article. Jack Ryan, the go to guy in many of Clancy's novels, is Deputy Director of Intelligence and as usual shows great initiative and courage in his role. The Colombian drug cartel was considered a clear and present danger to the United States, and something had to be done about it. Fast forward to 2013 and we have another looming crisis that requires action.

I speak to our James B Edwards Dental Clinics Building at the College of Dental Medicine and the \$28 million debt that has not been paid on it. In 2007, funding for this clinical building was arranged and included \$20.3M from the legislature and \$10.7M from the MUSC foundation (Alumni gifts and loans). With the building costing \$51M and \$10M for equipment, this left a \$30M balance that was provided through a bond anticipation note developed by the state treasurer. The original intention was for this bond to be converted to a state general obligation bond, but that has not happened. MUSC has paid \$2M on the principle, but the dental school continues to pay the interest on the anticipation note every year from operating funds. Not only that, but there is some consideration by the state government to convert this \$28M note to an institutional bond. This would result in a \$2M principal and interest payment obligation to MUSC, and dental student tuition would increase by up to \$8,700/year.

It is no secret that for a state supported school, the College of Dental Medicine has one of the highest tuitions in the country. Having only minimal state support, the tuition has risen to \$60,000/yr. for in state students, and \$85,000/yr. for out of state students. Now tacking on another huge increase raises a number of red flags. What will this do to people thinking of dentistry as a profession? How will it affect the application pool? What will this pool look like if tuition goes off the planet? Low GPA's applying but don't worry the family has the money? How will those graduating be able to "stomach" the debt load? Not to say what kind of pressure it will put on them regarding treatment planning in a time when dental spending among adults is flat and dental benefits probably taking a big hit with the Affordable Care Act in place.

So this situation does raise a clear and present danger to our profession, and the SCDA is in full support of Dean Sanders efforts to sound the alarm. Your association is working closely with him on this issue, and obviously we will need your help in communicating our C&PD to the legislature. The ideal would be to obtain the state general obligation bond, or to at least get some yearly recurring appropriation to pay down the obligation. When you realize that the NC legislature recently provided \$92M for a research and administrative building (they had previously funded a new clinical building) and the GA legislature appropriated \$102M for a dental school building and another \$43M for a joint medical dental instruction building, getting some help with our \$28M debt should seem fair, but suddenly I remember that life is not always fair.

Now that you know the story, I simply ask that when called upon that you kindly communicate to your legislative representative our concerns and be ready to stand as an association as we face this dilemma. Dean Jack Sanders may not be as flashy as Jack Ryan, but he shows just as much initiative and courage in leading our school and I wouldn't want another Dean in the country in his place. I guess that just leaves me with one question. How much will Harrison Ford want to play the part of Jack Sanders?



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Reminder HOD Meeting December 6, 2013

Meeting will be held at Virginia Wingard Methodist Church

Registration 8:45 am

For agenda and reports please click [here](#)

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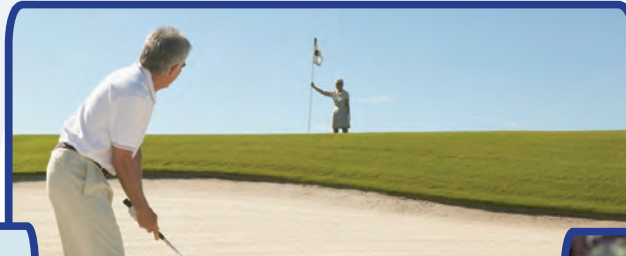


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How to Turn Patients into Raving Fans

By Mark E Hyman, DDS, MAGD

One of the biggest fallacies in dentistry is the idea that the only way to grow your practice is to focus on increasing the flow of new patients. While attracting new patients is important, if you put enhanced time and energy into all our patient relationships, amazing things will happen. It's been estimated that the average practice has about one million dollars of diagnosed but undone dentistry sitting in their charts. This is a colossal missed opportunity that can be realized when you focus on turning your patients into raving fans.

So, what is a raving fan? They are patients who never miss an appointment, show up on time, pay their fees with appreciation, are open and grateful for your treatment suggestions, refer friends and family, and write really nice things about you on the internet. To create raving fans you have to take patients' expectations of what their dental visit is going to be and turn it upside down. Take everything negative they expect to experience and turn it into a positive.

Dr. Irvin Becker, who was chairman of Education at Pankey Institute, once said the reason most people never received optimal care is because no one ever asked them if they wanted it. So put away your fears of rejection and failure and let's look at the patient experience through a different paradigm of delivering healthcare in an abundant and relationship-driven way.

The New Patient Experience

The foundation of raving fan relationships begins with the new patient visit, which begins with the initial phone call. When a new patient calls, let them know you are delighted they have chosen your practice and find out where they heard about you – how they were “pre-heated” – and make note of it in their file. That same day, send them a personal welcome package on nice stationary that includes a professional brochure about your practice. Reiterate how excited you are that they have chosen your practice for their oral healthcare needs. When they come into the practice, personally greet them by name and escort them into a consultation room – on time. Being timely is important because most patients expect to wait.

Your initial meeting is all about asking questions and listening. To create raving fans you must out-listen the competition. Here are a few questions to ask:

"Did you have any trouble finding the practice?"

This will tell you if they are new to the area.

"Who can we thank for referring you?"

Confirms how they found out about your practice and communicates that your primary source of new patients is from happy existing patients, which builds trust.

"What is your concern with your oral health/teeth?"

Gives the patient the opportunity to explain why they made the appointment.

"Why did you leave your last dentist?"

Gives insight into their previous dental experiences and, most probably, fears and barriers to care.

"Do you know of any current dental needs you have – a crown, cavity, etc.?"

Lets you know if they have delayed or declined care in the past, which may indicate the level of value they see in dentistry.

"Do I have your permission to discuss any issues or changes I see in your mouth other than the ones you've told me you are concerned with?"

Ensures you have permission to do a comprehensive evaluation and share the results with the patient.

"How healthy do you want to be? What are your goals – to fix what's hurting or wrong now or to have your teeth for life?"

Provides insight into their commitment level for care.

These are just a few of the questions to ask. It takes reserving key time, but the impact it has on the relationship, the patient and the practice is huge.

The Evaluation and Treatment Conversation

The next step is to do a gentle, but thorough comprehensive evaluation using the best technology to make the patient as comfortable as possible. For example, use Digital Doc intra-oral cameras for the initial evaluation and “before, during and after” shots of every procedure, every time. Do an oral cancer screening using VELscope®, checking for decay with digital radiography. After the evaluation is complete, thank them for their time and set an appointment for a second visit where you will share the results and doctor's recommendations. That night, send them a beautiful card signed by the entire team.

At the second visit, have a written consultation and give the patient a digital case presentation that shows all the digital photos you took and enhancements that are possible. Put a color photo in front of the patient that's been enlarged 40X, look at it together so you can both see the issue, maybe a crack in a tooth, then simply ask, “How

Continued on Page 9

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

Continued from Page 6

can I help?" This delivery of care is not authoritarian, it is not punitive and it is not guilt based. It is merely working together to the benefit of the patient in a way they can control and be comfortable with. It's during this point in the conversation that financial arrangements are discussed. Never try to guess who can or cannot afford care. Instead, let patients know you have several payment options for them to choose from:

"Mrs. Smith, we have three ways to save you money on your dental needs. Let me know which one works best for you. First, if you pay at or before the time of treatment by check or cash, you will receive a 5% bookkeeping courtesy. Or you can use your credit card. Or the third option, you can use CareCredit's healthcare credit card, which offers a variety of promotional financing offers. Which would you like to hear more about?" This system of presenting payment options is predictable, planned and choreographed, and works beautifully.

If a patient has been in your practice for many years, going through twice a year six month recare visits with a thirty second exam, we can offer them to return for a new complete exam. Verbal skills such as "You have been a loyal and wonderful patient for all these years. Dentistry has so many new technologies and advancements that we are adding to our practice. Would you like to experience the benefit of an updated comprehensive examination?" You may be amazed how many will appreciate this extra time and careful study!"

After treatment you can continue to delight and surprise patients by exceeding expectations. If they didn't eat before the appointment, have someone run and get them their favorite smoothie. And later that evening, give them a call. I simply say, "Hi, it's Mark Hyman. I just wanted to see how you are feeling after our work today. Are you feeling okay? Do you have any questions or concerns for me at this point?"

The idea is so simple. Take all negative expectations and create an experience your patients have never had before. Use humor, if you feel comfortable with it, to put patients at ease and a smile on their faces. This generates raving fans. You will enjoy dentistry more. So will your team. And, amazingly, so will your patients.

Dr. Mark E. Hyman's dynamic approach to practice enhancement, team building, and relationship dentistry has propelled his 28 year-old practice to among the top one percent in the nation. A nationally-recognized and highly regarded speaker, Dr. Hyman is a mentor at the Scottsdale Center, an advisory faculty member at The Pankey Institute for Advanced Education, and an adjunct associate professor at the University of North Carolina School of Dentistry. Voted one of the "TOP CLINICIANS IN CE" by Dentistry Today magazine, Dr. Hyman was named Young Dentist of the Year by the North Carolina Dental Society in 1995.



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Executive Director's Notes



Mr. Phil Latham

OSHA has recently announced required changes regarding the Hazard Communication Program. The Hazard Communication Standard (HCS) is now aligned with the Globally Harmonized System of Classification and Labeling of Chemicals (GHS). This update to the Hazard Communication Standard (HCS) will provide a common and coherent approach to classifying chemicals and communicating hazard information on labels and safety data sheets. Once implemented, the revised standard will improve the quality and consistency of hazard information in the workplace, making it safer for workers by providing easily understandable information on appropriate handling and safe use of hazardous chemicals.

You can access this website <https://www.osha.gov/dsg/hazcom/index.html> to get the latest details, but all dental office staff is to be trained by December 1, 2013.

Dr. Charlie Hook has reviewed the new standards and there are two major changes from the old Hazard Communication program: 1- Signal Words and 2- Pictograms are to be used. Dr. Hook has developed the attached forms that will assist any dental office in this required training. You can click [here](#) to access those forms.

November Calendar

November 2	Where is My Million Dollars CE	MUSC	9:00 AM
November 9	Nitrous Oxide Monitoring Course	MUSC	8:00 AM
November 16	The Future of Dentistry- Planning Retreat	Charlotte, NC	8:30 AM



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SCDA Medical Plan

By Mark Brown



Probation Period Changes

Beginning in 2014, the Patient Protection and Affordable Care Act (PPACA) requires that the probation period for new hires must not exceed a maximum of 90 days. Considering coverage can only start on the 1st of a month, that not all employees are hired on the first of a month and that not all months consist of exactly 30 days, we are requesting practices on the SCDA group medical plan to revise their probation periods to either the first of the month following date of hire, the first of the month following 30 days or the first of the month following 60 days to accommodate this provision within the law. Simply note which probation period you would like for your practice on your letterhead and fax into the SCDA office at 803-750-1644 or email

Mr. Mark Brown to me at brownm@scda.org. This change will be effective January, 2014. If notice is not received, your practice's probation period will be automatically adjusted to the first of the month following 60 days.

How does this affect employees currently on a probation period when the new year arrives?

You can continue to complete a probationary period that would be less than 90 days total into 2014, but anyone who has already completed more than 90 days as of 1/1/14 must be enrolled effective 1/1/14.

Dependent Coverage Reminder

As a reminder, dependent children covered under your medical plan can continue to remain insured as your dependent up to their 26th birthday, regardless of marital status and/or if they are a full time student or not, however, their coverage will conclude at the end of the month in which they turn 26.

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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).

Full time dentist needed (Tues-Friday) 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.

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 sigonza@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.

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.

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 bwo8618@yahoo.com.

General Dentist Associate needed for a multi-doctor, multi-location practice. Please submit resume' to irmosmilemakers@aol.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.

General Dentist Opportunities- SC. At DentalOne Partners, you work with an elite dental team, ensuring the practice's clinical and financial success by providing superior patient care. Degree and current South Carolina dental licensure. If you're ready to join our team, email your resume to: scott.williams@dentalonepartners.com or call 919-437-8665.

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

Certified dental assistant wanted for downtown general dentist in Charleston, SC. Call Michelle 843-723-9582. Salary commensurate with experience.

At an affiliated DentalOne Partners practice, you **work with an elite dental team** to ensure the practice's clinical and financial success by providing superior patient care. Degree and current dental license issued by the state of North Carolina. If you're ready to get more out of your career, visit us at <http://jobs.dentalonepartners.com/jobs/890289-General-Dentist.aspx> EOE

Practices/Office Space Available

North Charleston Beautiful, new facility equipped with 4 ops and room for 2 more with a small patient base. Great opportunity for a start-up or existing practice relocation. Please call or email for details using reference #SC1022. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

Northern SC about an hour from Rock Hill Excellent long established practice. On track to collect 2 million. Senior doctor to stay on. Please call or email for details using reference #SC1020. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com.

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.

Seller motivated!! #SC-114: 4-operator general practice. Great location in fastest growing area of **Chesterfield County**-free standing building. Avg. collections \$741,000+. Strong hygiene program. Well equipped. Price: \$566,000. For details contact our SC rep, Amanda Christy, NPT (National Practice Transitions), 877-365-6786 x230. a.christy@nptnetwork.com or www.nptnetwork.com

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.

Biolase Waterlase MD Turbo 2010 Laser has less than 30 hrs. used mainly for demonstration purposes. Laser just under a full factory check. Laser shows and works as new. Call 843-697-5888.

- 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](#)