Bulletin



Volume 39, Issue 9 - September 2011

Inside this issue:

Master Calendar	2
FTC Rules Against NC Dental Board	4
Editorial Comments	6
President's Message	8
Executive Director's Notes	11
SCDA Member Benefits Group	13

Published by the South Carolina Dental Association

Editor: Philip E. Smith, DMD, FAGD, ACD, ICD

Design: Jennifer Haworth

www.scda.org

Toll Free in SC: (800) 327-2598

DAD Success!

By Phil Smith

The weekend of August 25th - 27th was a convergence of sorts. A point in time when the stars aligned and the volunteers made a crusade to Florence. The SCDA Annual Touring Clinic of DAD Day came to share skills, offer advice and mend broken dentitions. It was an uplifting weekend that exceeded expectations. The DAD Day Committee should be proud.

The Florence community has suffered its share of economic challenges in a time awash with employment difficulty. The I-95 corridor and surrounding area has the highest jobless rate in South Carolina. The needs are great in this close knit county, but the citizens have held strong with governmental cuts and change. Those adults with dental needs and a desire to receive free care came from a nine county radius to wait to be seen by a dentist. All sorts of services were provided with the majority being fillings and extractions.



As in previous years, the equipment caravan arrived in Florence from North Carolina and Virginia and off loaded creates of dental units, chairs, lights into the service bays. The supplies had been donated and most of the instruments are part of the standing inventory. One hundred sixteen operatory bays were set up Thursday. Volunteers scurried about to provide a working clinic and an initial triage area to allow for preliminary screening for Friday. The model for DAD is streamlined

and proven to provide the most care in the shortest time. Early evaluation provided select patients to be seen as the first wave of care was begun at 6:30 AM Friday.

Dawn came early Friday morning for the pool of volunteers, but 4:30 came earlier for the cadre that ran the event. SCDA staff members and dentists from the DAD Committee were in their places to insure that doors opened with the most efficiency possible. The autoclaves were ramped up, compressors and suctions rumbled to life like a race at Darlington and the third DAD project began!

Hundreds of patients were lined up at the Florence Civic Center prior to opening. The Civic Center donated the facility for this massive charity effort to uplift the population's needs. This weekend it looked like some gigantic health fair. There was excitement and celebration shared with generosity and commitment. It was a very good interaction between patients and caregivers.

The Friday event went like clock work. Lots of dentistry was done. Saturday began the same way, but as the weekend progressed the patient lines had to be closed and some patients were turned away. Mid-afternoon Saturday was the planned closure for care. The committee and transportation crew then needed to disconnect and package everything for return. This segment of the process often is the most difficult since many dentists have departed and the hard core volunteers remain to clean up after the party. This is when a collective sigh of relief and congratulations were appropriate.

Continued on next page

Continued from previous page
Well done to all for your unselfish service!

Dr. Ed Parker, Chairman of the Florence event, was overwhelmed with the outpouring of support from the community. "The SCDA is indebted to the Drs. Bruce and Lee Foundation in Florence for providing a generous grant to underwrite this humanitarian project and to the Florence Civic Center for donating the entire arena for this clinic." Dr. Parker went on to thank the hundreds of dental volunteers that came to offer care to patients. "We are especially appreciative to the dentists, auxiliary personnel and dedicated individuals for making this DAD project so successful."

Although it is too early to verify the number of patients and value of care, but the estimates suggest that nearly 1700 adults received dental treatment. Using existing UC insurance references, this donated care should exceed \$1,000,000. More information will be forthcoming as an audit is completed.

Master Calendar			
Sept. 9	Pee Dee District Meeting	Dunes Golf & Beach Club	8 AM
Sept. 9	MUSC Board of Directors Meeting	SCDA Office	12 PM
Sept. 15-18	SCAGD Annual Meeting	Marriott Grande Dunes	
Sept. 23	Central District Meeting	Columbia Conference Center	8 AM
Sept. 30	Personnel & Fraud in the Dental Practice Seminar	Virginia Wingard Memorial UMC	8 AM
Sept. 30	Diagnosis & Treatment of Patients with Special Health Care Needs	North Charleston Convention Center	7:30 AM



"I only have one regret about selling my practice. I should have called Dr. Earl Douglas sooner."

Sound Advice.

Trust us for all your dental transition needs.

- Appraisals
- Brokering
- Practice Financing

ADSSouth.com

- Associate Placement
- Equity Associateships



Practice Transitions Made Perfect™

PPC is now ADS South.



GEORGIA, LOUISIANA & TENNESSEE Earl Douglas, DDS, MBA, BVAL (770) 664-1982 earl@adssouth.com



N. CAROLINA, S. CAROLINA & VIRGINIA **James J. Howard, DMD**

(910) 523-1430 jim@adssouth.com



ALABAMA, MISSISSIPPI & W. TENINESSEE Rebecca Kyatt (205) 253-9094 rebecca@adssouth.com



OFFICE MANAGER
Virginia Douglas
(770) 664-1982
virginia@adssouth.com



WWW.AFTCO.NET

Helping dentists buy & sell practices for over 40 years.

AFTCO is the oldest and largest dental practice transition consulting firm in the United States. AFTCO assists dentists with associateships, purchasing and selling of practices, and retirement plans. We are much more than a practice broker, we are there to serve you through all stages of your career.

Margaret B. Brunson, D.M.D.

has associated with

Richland Northeast Dental Associates

Columbia, South Carolina

AFTCO is pleased to have represented both parties in this transaction.

"My AFTCO analysts were very diligent and thorough in all aspects of the transition from a buyer's and seller's perspective. I felt safe and confident that from the initiation to the end every detail was be handled correctly and fairly."

William R. Laney, D.M.D. (Cheraw, South Carolina)

Ollie Stukes, D.M.D., Beth Stukes & Rachel Dean

Call 1-800-232-3826 today for a free practice appraisal, a \$2,500 value!

FTC Rules Against NC Dental Board By Phil Smith

Dentist and non-dentist teeth whitening services "are reasonably interchangeable" and comparable whether offered in the dental office or the retail setting, a Federal Commission Judge ruled. Chief Administrative Law Judge D. Michael Chappell told the NC State Board of Dental Examiners to "cease and desist from directing non-dentist whitening providers to stop selling teeth whitening services." The judge also stated that the Board must not restrict or prohibit the provision of these services.

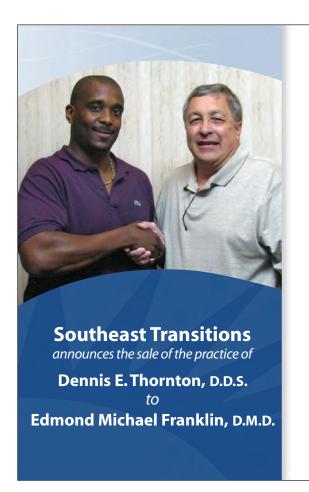
The North Carolina State Board of Dental Examiners had received many complaints from dentists who had become distressed by the numerous venues offering dental bleaching. Most concerns focused on the issue of "the practice of dentistry" by unlicensed individuals. Bleaching has been offered in salons, barber shops, mall kiosks and assorted commercial circumstances. The Board is committed to "protect the public", but has been hampered by debate about "restraint of trade" in these business settings.

Dental Board attorney, Noel Allen, said that the dental board will appeal the ruling. "The unprecedented decision overrides North Carolina's long established right to define and regulate the practice of dentistry for our citizens." It seems that the line between well defined scope of practice and a commercial interest have become blurred. The

ramifications overflow into all boards that manage professional service. Questions of medical care, legal services or financial advice may also soon be targets as this logic expands. The practice acts of all licensed and government bodies dictate the limits of activity empowered by the state legislature.

In an interesting interpretation, Judge Chappell examined "the relevant market in which to evaluate the conduct of the Dental Board" and said it comprises services provided by dentists in a clinical setting and non-dentists in a store or salon setting. In the latter, a client self-administers the bleaching product and therefore is exempted. However, the evidence suggests that the teeth whitening service is viewed by the public as being the same. This then causes the service to be interchangeable. Many dentists argue that these services are not interchangeable since professional results are more predictable and achieve a better result.

The complaint counsel was able to demonstrate, according to Judge Chappell, that dentist members of the Board had a common scheme, and hence an agreement, to exclude non-dentists from the market for teeth whitening. This would then deter others from selling similar products outside of the dental setting. Defense attorney Allen said, "It is ironic that Continued on page 10



There is no such thing as a failed merger if there is a sale!

Ask Bill Adam DDS, FAGD and Pete Newcomb to come to your study group to find out why. Call now to reserve a date in 2011. Visit us online to find answers to your questions about transitions. *We can help!*



Passing dentistry to the next generation through practice sales

Bill Adams, DDS, FAGD President and CEO

Pete Newcomb *CFO*

www.southeasttransitions.com • 678-482-7305





Editorial Comments

Comments appearing in this section are the renderings of the Editor or credited authors and do not necessarily reflect the opinions or policies of the SCDA. Letters are invited. Brevity is appreciated, and the Editor reserves the right to edit all communications. Letters may be emailed: philes48@aol.com, mailed to the SCDA office, or faxed to (803)359-3004.

Ethical Referrals

John, a patient of three years, has seen Dr. Heyward for assorted restorative treatment. The most recent restoration was a three unit bridge completed in January. Upon completion of the bridge, John has not been back into the office. In fact, after John's insurance paid its portion, there was a balance of \$1700 that remained. It was now September, and John has not responded to any bills or phone calls about the balance.

Dr. Heyward and his staff were frustrated.



Dr. Phil Smith, Editor

It was then a surprise when Dr. Heyward's office received a request for a transfer of John's records to another office. Coincidently, the second dentist was a friend of Dr. Heyward. So when the opportunity allowed itself, Dr. Heyward told Dr. Matthews that the patient had left with a large outstanding account. He cautioned his friend to be careful with financial arrangements lest he be taken advantage of.

Dentistry seemed much simpler and open fifteen years ago. Colleagues responsibly shared patient information for the benefit of doctors and patients alike. But in this story, Dr. Heyward has made a number of transgressions that threaten the patient and his friend, Dr. Matthews. What is the proper behavior for an ethical interaction with a referring doctor? Should the new dentist have been warned about this patient's faulty record? For that matter, is it acceptable to withhold sending records until the outstanding balance is paid?

In the most recent issue of the Journal of the American College of Dentists, Dr. James Rule and a host of contributors discussed this similar story. And to my surprise, there were a number of gross and subtle perspectives that seemed obvious and elusive. Perhaps the length of time one practices

influences the willingness to share patient information that might be non-clinical, yet insightful for patient care. A bit of "if I knew that information, I would not have offered that treatment". But is it fair and necessary?

Many dentists and regulatory offices regard clinical information separate from financial or personal information. Granted there is a vague line of distinction. Dr. Rosenblum, one of the ACD contributors, states "I take the position that I do not have the right to share or receive such information unless specifically requested to do so by the patient." There are two distinct domains of responsibility, one to provide and receive care and the other related to finances.

The *ADA Code of Professional Conduct* agrees that patient information should be shared for the good of the patient. It does not require patient consent for such sharing. Nor does it directly discuss sharing information about patient payment behavior or compliance. But it does suggest that the purpose is for the patient's benefit not for the protection of either dentist. Some dentists are very forward in commenting on patient activity and believe that this information is appropriate. It can be argued that whether a patient is punctual with visits, misses appointments, follows through with care or is timely with payments does influence proper treatment. But is it central to the patient's oral health? Does the disclosed information influence Dr. Matthew's willingness to accept this patient?

The HIPPA compliance act of 1996 upholds the importance of patient confidentiality even to other providers, although it does not require explicit consent for such sharing. I think that the generic release for HIPPA consent indicates that shared information may occur with appropriate and interested parties. Therefore, a dentist can talk with the patient's physician, a lab or an insurance provider by the umbrella of consent. Patients do have the right to select what information may be shared.

So what is the appropriate path of information? Personally, I think the rules have changed in the past fifteen years. Private information improperly shared and comments that may be unrelated to clinical treatment can come back to haunt the dentist. Although good intentions may be the source, the outcome can be inappropriate. In this example, the most important question is whether a dentist should use payment information when deciding to accept a patient into his practice. Although it should not influence the outcome, I am sure it does.

(By the way, dentists cannot hold records or x-rays due to unpaid balances. Financial records should Continued on page 10



INSURANCE COVERAGE AVAILABLE

Through



THE GENERAL AGENCY, INC.

(Insurers To The Dental Profession Since 1958)

DISABILITY INCOME Employee Coverage Also Available OVERHEAD EXPENSE DISABILITY

LONG TERM CARE INSURANCE

HEALTH INSURANCE Individual & Short Term

WORKER'S COMPENSATION INSURANCE

PROFESSIONAL LIABILITY INSURANCE

DENTIST'S PROTECTION PROGRAM
Package policy providing liability & property coverage for the dental office



Over (50) Years of Experience Working for You!

For More Information, Please Call

THE GENERAL AGENCY, INC.

1527 Highway 7 - Charleston, SC 29407 Telephone (843) 766-9091 • S.C. Toll Free 1-800-922-5036

www.generalagencyinc.com

Chip Cappelmann

Bill Cappelmann

Pamela Foster, CIC



President's Message

SCDA: "The Unsung Hero"

In searching for a topic which might be of interest, it occurred to me that there are a number of organizations, programs, and projects supported by SCDA about which many of our members are not aware. Our association works with numerous oral health stakeholders to provide significant financial aid, logistic support, staffing assistance, and other needed help to many organizations within our state. These groups are involved in promoting preventive education and improving the overall quality of oral health care for all of our citizens and especially our children. If you look at just about any dental program in South Carolina, public or volunteer, SCDA is usually involved at some level.



Dr. Ed Wise

Perhaps the most visible example of SCDA's commitment to promoting oral health for children is our investment in the dental exhibit at the EdVenture Children's Museum in Columbia. We provide \$7500 per year in ongoing financial support as well as member volunteers who provide screenings for back-to-school rallies and other oral health promotion programs run under the auspices of the museum. Since our initial commitment in 2003, SCDA has given more than \$43,457 to help fund this display. EdVenture reaches over 250,000 South Carolina children each year, through school visits to the facility and its growing outreach programs.

Another very effective and productive relationship which the association has cultivated over the years is our close collaboration with the South Carolina DHEC's Oral Health Coalition. Working closely with DHEC Division of Oral Health director, Christine Veschusio, SCDA is able to maintain excellent interactions with all stakeholders in our efforts to coordinate good oral health care and preventive education for all children in our state. As part of this collaboration, SCDA leaders are always well represented at the fall coalition conference, in Columbia, and the association often provides part

of the funding for this event as well as the annual Dr. Carlos Salinas Award, given to honor a dentist for excellence in providing care to individuals with special health care needs. We also contribute \$1500 annually to support Dr. Salinas' recurring seminar on special needs patients. In addition, through 2011, SCDA member benefits has provided \$17,550 in funding for informative oral health puppet shows, presented

by the Columbia Marionette Theater, to the delight and educational benefit of elementary children throughout the state.

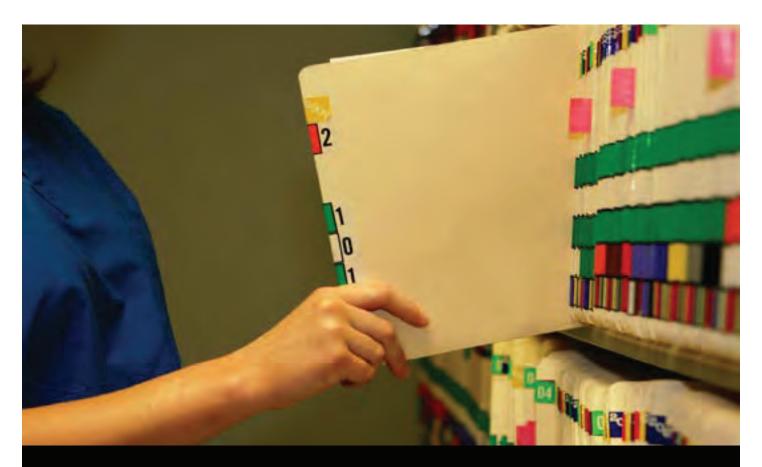
Most of our members know that SCDA is the moving force

"... it is incumbent upon us to make every effort possible to assist our students as they complete their training."

behind our annual DAD project, but I wonder how many understand exactly what that entails. The planning for this event began more than five years ago when Phil Latham and a number of our past and present officers met with leaders from North Carolina and Virginia to explore the possibilities. Once the SCDA board made the decision to commit to this event, the real work and commitment began. Past president Carter Brown agreed to serve as our first chairman and did such an outstanding job in Charleston that we coerced him into serving a second year in Greenville. Our association committed more than \$10,000 for each of those first two years and pledged to raise an additional \$40,000 for each event and to dedicate more than 100 hours of SCDA staff time for coordination, logistics, personnel, and other services as needed. This year past presidents Ed Parker and Carroll Player have done an outstanding job in Florence and were able to obtain most of the funding from the Drs. Bruce and Lee Foundation, but our staff in Columbia continues to provide a large share of the extensive coordination required. DAD has proven to be a resounding success on many levels, but we all need to understand that it is a major ongoing commitment for the association as we move forward. We are still looking for a chairman and a location for next year's event, as well as charitable funding sources. We welcome your expertise.

Finally, I wanted to make our members aware of some of the contributions that SCDA makes to support the James B. Edwards College of Dental Medicine. Since the college is the primary source of future dental professionals in our state as well as prospective members of this association, it is incumbent upon us to make every effort possible to assist our students as they complete their training. Perhaps the most visible evidence of this is the assistance that we provide for the annual White Coat Ceremony, for the

Continued on page 10



It's our business to protect yours.

Medicaid dental programs and billing practices are under review. Collins & Lacy can help you navigate in this changing environment.

Contact Jon Ozmint, Collins & Lacy: professional liability, governmental and regulatory affairs, and defense. (803) 255 - 0459.



Construction | Employment | Insurance Coverage | Professional Liability | Products Liability Retail / Hospitality / Entertainment | Transportation | Workers' Compensation

COLUMBIA GREENVILLE MYRTLE BEACH

1330 Lady St. | 6th Floor | Columbia, SC 29201 | P: 803.256.2660 | Gray Culbreath, Managing Shareholder www.collinsandlacy.com

Continued from page 4

the FTC, a federal agency empowered to protect consumers, has been goaded into action against the NC Dental Board, an agency entrusted to protect the public."

As has occurred in other states, there exists the challenge whether a professional board has any jurisdiction over laymen. In most situations it seems that the Attorney General must pursue this illegal activity since the board has no jurisdiction.

(Portions of this article are reprinted with permission from the ADA News and its author Craig Palmer.)

Continued from page 6 not be entered onto the clinical records. Technically, once a crown is prepared, the dentist is obliged to deliver it.)

I would invite any comments or experiences regarding this editorial topic. I also wish to thank and recognize the ACD Journal and its editor, Dr. David Chambers, for allowing me to share this with my readers. If you would care to further study ethical dilemmas in practice visit the ACD website and forum at www.dentalethics.org.

Till next time, Phil

Continued from page 8

rising junior class as they enter the clinical phase of their training. Since 2008, SCDA has provided \$2500 each year to pay for the white coats. Another annual tradition is the \$1000 award, for outstanding scholastic achievement, which SCDA presents at commencement to the number one graduating senior. We also contribute \$2000 per year to the Dean's Discretionary Fund, which is used to help students in emergency situations. The association helps to provide programs, leadership and financial aid to encourage strong student participation in the ASDA program. Over the past three years we have given approximately \$2000 a year to assist students in attending the ADA's New Dentist Conference in Chicago. Other services provided are "goodie bag" distribution to seniors during the state boards, risk management and legislative seminars, student mentoring, adjunct part time instructors, guest speakers, and provision of any other needed assistance for students or faculty. It is clear that your SCDA leadership places a high priority on supporting the school and its student in every possible way, and I think we can all agree that it is truly a sound investment in the future of our profession.

This is only a brief overview of some of the good deeds that your SCDA carries out behind the scenes on a regular basis. If you want to learn more, check us out on our website www.scda.org or better yet, get involved in a leadership position. Until next month all the best!

Ed

PARAGON DENTAL PRACTICE TRANSITIONS

We are pleased to introduce the Paragon transition consultant for South Carolina:

Craig Winkelmann, D.D.S. cwinkelmann@paragon.us.com

Please expect a visit and/or telephone call from Craig.

Contact him at our toll free number 1.866.898.1867



Sign up for our free newsletter at paragon.us.com. Contact us at 866.898.1867 or info@paragon.us.com.

Executive Director's Notes



Mr. Phil Latham

School is back in session, football is kicking off and the weather is beginning to turn cooler and that means your association will be busy this fall as we complete 2011. At the most recent SCDA Board meeting:

- A report was provided on the final numbers for the 2011 Convention. Although in the past, attendance numbers had been decreasing, those numbers held steady this year and the SCDA enjoyed a successful convention.
- A report was given on Medicaid and a recap on the 2011 legislative year. The good news for Medicaid was that DHHS did not go forward with a plan to reduce the resin composite rates to equal the amalgam rates which had been discussed. As for legislation, the SCDA is already planning on the 2012 session seeking to pass its non-covered services bill.
- A report was provided on Give Kids A Smile and more information on that will be provided in the future.
- Dr. Jabbour discussed plans for the upcoming SCDA Planning Retreat in November and the House of Delegates, which will take place, Friday, December 2, 2011, was briefly discussed.
- Numerous other items and reports were also offered at the Board meeting.

On another note, the 2011 DAD Project was very successful. Although final numbers have not been totaled, a lot of patients were seen and the addition of endodontic and partial services was deemed a success. For those of you who did not participate in the 2011 project, please look forward to the 2012 information which should come out soon. The DAD project takes a lot of time and effort to put together and sometimes I wonder if the effort is worth it. Well, read the letter I received from a patient who was treated at the recent DAD project. Yes, it is worth all the hard work and effort!

"...I was called to the dental chair of an angel."

Today I met an angel! I am a fortunate beneficiary of the free dental clinic staged by the South Carolina Dental Association at the Florence City County Civic Center. I went with much trepidation, not expecting a good experience but hoping for a satisfactory outcome. I had deferred extractions for years and two of my teeth were on the edge of an "explosion". Boy was I surprised; I was treated like royalty. This is an event that just overwhelms me. From the "handlers" to the dentist and everyone in between; all were uncompensated volunteers. Smiles were everywhere! I completed the intake, x-ray and triage to all smiles. OK, so far so good! My thoughts now are this next experience will tell the tale. Talk about apprehension; I will probably get shorted on Novocain pain killer and be rough treated, after all I am not paying for this and I am not to be a repeat patient. In the treatment "arena" there more dental chairs than I could count manned with smiling dentist and technicians. Before I got to the Civic Center, I really thought that this would be a "dog and pony show". Was I ever wrong! The planning and organization that went in to this event was unbelievable. Then, by luck of the draw, or divine intervention, I was called to the dental chair of an angel. ... I could not have been treated better if I were royalty. I was treated like I was a repeat customer paying ten thousand dollars per hour! [The dentist's] smile, confidence, demeanor and patience set a very "at edge" patient (me) at ease. I was not rushed thru like an assembly line; I was treated me like I was her most important patient of the day in her own dental practice. My treatment could not have been better.

My sincere thanks to the South Carolina Dental Association and to all who gave in so many ways to make this clinic a success, there is not enough ink and paper to do all justice. The value of this free treatment clinic easily exceeded a million dollars and all for free to all for only a thank you. In closing, my special personal thanks to a real live angel...

Are You Retiring? Please Notify the SCDA

Call the SCDA office and ask for a retired affidavit so that you can continue to receive all the member benefits you've come to enjoy and expect, but at a quarter of the cost! You can also request a free copy of "Closing a Dental Practice" or click here to go to the SCDA's website to download a copy.

Contact Christy Meador at 800-327-2598 or by emailing her at meadorc@scda.org.

1 out of every 10 dentists

will suffer from alcohol or drug abuse at some time in their lives.

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



How are you going to reinvest in your practice to build its worth? As a **Patterson Advantage**® member, you're earning Advantage Dollars on your everyday merchandise purchases, technical service fees and Patterson financing. Put those real dollars to work for your practice - with a new handpiece for now or upgraded equipment and technology for your future.

PATTERSON ADVANTAGE® YOUR PARTNER IN PRACTICE GROWTH **Greenville Branch** Columbia Branch **Charleston Branch** 105-G Ben Hamby Drive 400 Arbor Lake Dr., Suite A100 2300 Clements Ferry Rd., Suite 103 Greenville, SC 29615 Columbia, SC 29223 Charleston, SC 29492 864-676-0333 803-754-8754 843-849-5260 P100785e (2/10)

SCDA Member Benefits Group

by Mark Brown

\$2.7 Billion Dollars Lost per Day...

That's correct! A report performed by the Association of Certified Fraud Examiners in 2008 revealed a loss of \$994 billion dollars due to fraud by employees. This is a staggering amount of money lost by American businesses and averages out to approximately \$2.7 billion dollars every single day.

Dentistry is not immune from this growing epidemic.

Because of this, the SCDA Member Benefits Group has set up a seminar that will cover not only this topic, but personnel management law as well.

Speaking of the personnel management law portion, registrants will learn about the initial hiring practices including Do's and Don'ts (Lawful and Unlawful questions) in interviews and applications; forms required by the South Carolina and U.S. Departments of Labor, including how to fill out I-9 forms; the State Wage Payment Act requirements; Federal Wage and Hour recording keeping and proper pay practices; How to calculate overtime; What hours are considered work time; What is covered by the State Human Affairs Commission and Equal Employment Opportunity Commission; and How to handle (and avoid) harassment claims. Registrants will also learn what At-Will employment means today.

The date of this seminar is Friday, September 30, 2011 and it will be held in Columbia. Seating is limited. Registration is set for 8:00 a.m. while the seminar is scheduled to run from 8:30 a.m. – 1:00 p.m. Considering the topics of discussion, it is open to dentists and their spouses only.

The cost is \$75 for SCDA member dentists and their spouses if they wish to attend. The cost for non-SCDA member dentists and their spouses is \$150. Checks are to be made to the SCDA and participants wishing to pay via a credit card can do so by visiting www.scda.org.

Four (4) hours of Practice Management/Patient Relations continuing education will be provided for attending.

Register today to ensure we can save you a seat!

SAVE THE DATE

XIII Annual Continuing Education Course "Dental Program for the Diagnosis and Treatment of Patients with Special Health Care Needs"

Friday, September 30, 2011

Registration & Continental Breakfast: 7:30-8:30 AM • Program: 8:45 AM-3:30 PM

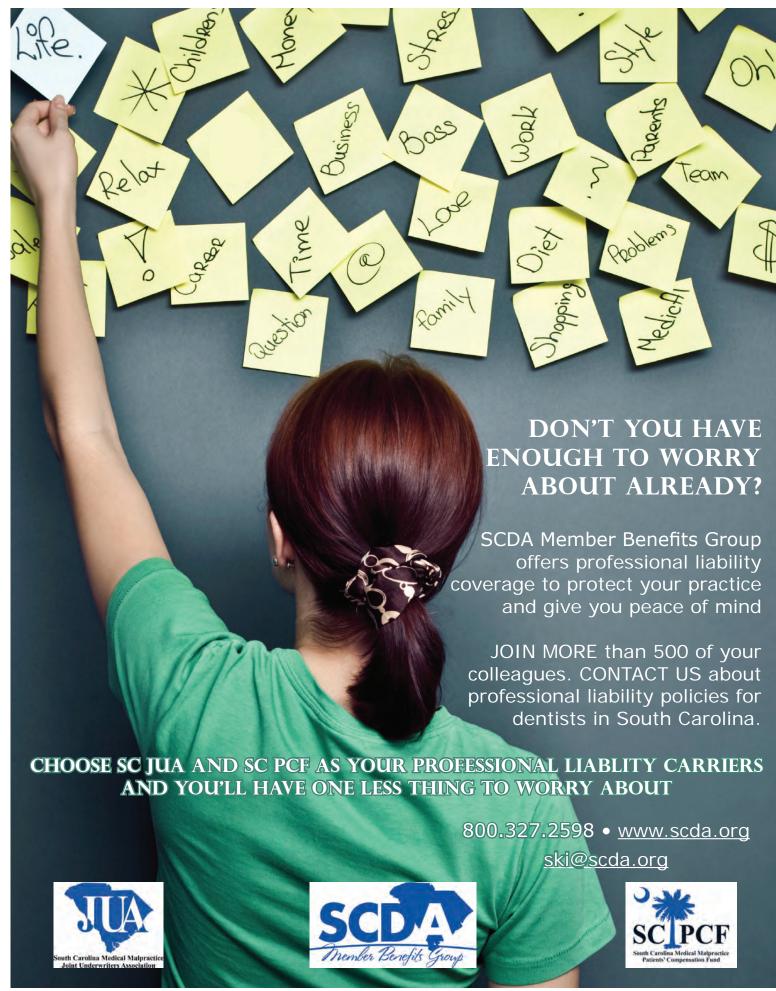
North Charleston Convention Center • 5001 Coliseum Drive • North Charleston, South Carolina 29418

7.0-7.5 Hours of Continuing Education Credits

Sponsored by:

Medical University of South Carolina College of Dental Medicine • South Carolina Dental Association

Carlos F. Salinas, DMD
Course Director • MUSC, Pediatric Dentistry-Orthodontics
Charleston, South Carolina







SCDA offers a payment processing program to help your staff work smarter, not harder

Conserving energy is good for your bottom line – that's as true for your business operations as your utility bills. TransFirst's innovative payment processing solutions can help you and your staff work more efficiently and more cost-effectively. And that can help you grow your business.

Let us show you what our payment processing program can do to improve your efficiency.

SCDA's program offers:

- Lowest pricing available; based on entire membership instead of one practice
- Access to eCheck (ACH)
 processing and PIN Debit to
 help reduce costs
- Recurring payments for store and hold or installment plans
- 24/7/365 U.S.-based, in-house support and free on-line reporting
- No contract term or cancellation fees; simple electronic enrollment process

Contact the SCDA Program Team at <u>SCDA@TransFirst.com</u> or at 800-577-8573 for more information or to ENROLL TODAY!

Trust. Innovation. Collaboration. - TransFirst.



First In Secure Electronic Payments
TransFirst is endorsed by SCDA

Classified Ads

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 <u>gbrannen@palmettodentalpersonnel.com</u> or visit us at www.palmettodentalpersonnel.com.

The Opus Duo EC dental laser incorporates an Erbium laser for hard tissue procedures, such as decay removal (without local anesthesia) and crown lengthening, as well as a CO2 laser ideal for soft tissue procedures. 60% off original price, \$20,000.00. Contact Dr. Gene Grace's office at 843-524-6410 or email <u>drgrace@islc.net</u>.

Dental Equipment for sale: chairs, units, lights, cabinetry, x-ray, vacuum, compressor, sterilizers and headpieces. Any and all things dental. Call 843-697-7567.

NORTH OF CHARLESTON #8187 Gross collections \$279,849; 5 days; 4 operatories; 2,000 sq. ft. office space. GP practice for sale for \$150,000! Two additional operatories plumbed. ADS South specializes in valuations and transitions for dentists. Learn how to protect your practice in case of death. Call Dr. Earl Douglas at 770-664-1982 or visit our website www.adssouth.com.

Earn your required dental CE online with dentassist.com. Classes are starting at \$15. Dentassist.com is an ADA CERP provider of dental CE.

DENTISTS HELPING DENTISTS SINCE 1984. Locum Tenens Office Coverage: vacations, illness, maternity leave. Also, excellent job opportunities. Forest Irons & Associates 800-433-2603. www. forestirons.com

AIKEN COUNTY Beautiful 6 operatory facility with real estate in a great location with room for expansion, with almost 3000 active patients. Great staff to stay on. Practice on track to do 850,000 this yer. Doctor ready to retire; will stay on for transition. For more information call 678-482-7306, email info@southeasttransitions.com or visit www.southeasttransitions.com.

Approximately 1600 SF Dental Office with 4 operatories, Pan room, lab, consult room, staff lounge, reception and business office. Option to leave cabine3try, digital x-ray heads, some chairs with patient monitors, dental units, compressor, Star Vacuum System and additional items. Lease rate is negotiable. Available April/May 2012. Greenville SC. Contact Janice Holliday at 864-233-8639 or janiceholliday@aol.com.

Dental Office Space for Lease: Aiken, SC 2,3000 sq ft dental ofice on the south side of Aiken. Five minutes from Houndslake and Woodside Country Clubs. Six operatories, Panorex room, dental lab, kitchenette, business office. Some dental equipment available. (Lease negotiable) Pelase call Dr. Tritt at 803-645-3040.

Help Wanted Ads

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

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

Dentist needed 3 days weekly. General dentistry with heavy emphasis on amalgam and composit resotrations, lesser on fixed pos. Not a high-end cosmetic type setting. Daily salary. Long term commitment needed. Visit www.sschas.com.

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

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

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

Family Dental Center, LLC desires motivated, quality oriented associate dentists for its offices in SC (Charleston, Rock Hill, Columbia, and Greenville). We provide quality general FAMILY

dentistry in a technologically advanced setting. Our valued dentists earn on average \$240,000/yr plus benefits. Call 312-274-4524 or email dtharp@kosservices.com. New graduates encouraged, great place to start your career!

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

Dental Assistant: Are you sincere and caring? Would you like working in a positive, enjoyable atmosphere where you can feel proud of the work you do and are recognized for your efforts? We have a beautiful modern office in Surfside Beach, an enthusiastic team, and a sincere dentist dedicated to quality care. Looking for exceptional RDA, extended duty with a great attitude and a strong work ethic are our first priorities. Apply if you are a thinker, detail oriented, capable, enthusiastic, caring, and excellent communicator, well organized, dependable and READY for a change. Competitive salary and benefits. We are looking forward to meeting you! Fax resume to 843-215-2141.

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

PRACTICE OPPORTUNITY: State of the art dental office available for another doctor to join the practice and share space and current patient load. Practice has 5 total operatories with 2 available to the new doctor. Equipment is only 4 years old. new ADEC equipment; all digital with Patterson Eagle Soft software. Westminster, SC. Call Dr. Bill Callahan for info at 864-647-9000 or 864-247-9616. Email wmcdds@bellsouth.net.

Practice Opportunity 35 minutes South of Charlotte. Five (5) Operatories, Panograph, Computers with Eaglesoft and Dexis Digital X-Rays in every room. Fully staffed office with experienced Receptionist, DAI's and DAII's. You must have your own Malpractise and be eligible to sign on with Insurances, as we see many PPO's and SC Medicaid patients. Base pay \$400/

Page 16

day or 25% Production (whichever is greater) plus Bonus Incentives (Current Associate earning \$120k working 4 days per week). Owner / Dentist works part-time, thus experience is preferred. Will consider new grad with strong clinical skills as minimal mentoring will be available. Minimum Twelve (12) Months contract with 15 mile non-compete clause. All e-mailed resumes will be confidential and receive a prompt response directly from owner. E-mail resumes to: jojadoe@gmail.com.

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

Associate Dentists - Opportunities available in several areas of North Carolina in state-of-the-art general pracitces treating underserved children and young adults. A desire to work in a positive, team oriented environment a must. Full-time positions in a number of our seven NC locations. Excellent salary and benefits package. Signing bounuses available in select locations. Contact Roger Walters, SmileStarters (704-395-6000) or email walters.rdm@gmail.com. New grads encouraged, a great place to start your career!

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

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

Associate Dentists Needed: Kool Smiles offices opening in Columbia and Greenville, SC! Make a difference and make a great living!

Kool Smiles is a growing dental practice with a mission of providing high quality dental care to underserved communities. With offices in multiple states across the country, we provide comprehensive general dentistry services to children and adults. We are currently hiring qualified, energetic Associate Dentists seeking: Generous compensation; Innovative Wealth Management Plan; Outstanding Excellent training, education and advancement benefits: opportunities; Visa and permanent residency sponsorship with covered legal fees, No practice management expenses and headaches. All candidates must have a degree in dentistry from an accredited dental program. Candidates must have an active license (in good standing) to practice dentistry in the state where providing patient care or be willing and able to obtain licensure. There's someone special behind every smile. Could it be you? Please email CV to cpayton@ncdrllc.com or fax to 678-247-77995 or contact Carla Payton at 770-508-6809.

Unique and exciting opportunity in a new, state of the art dental office where another doctor can share space, build a patient pool and work towards a partnership. We are an enthusiastic team with our main focus on patient well being, working towards excellence as a standard of care. Flexible hours, completive salary, ce hours bonus, health insurance and 401K available. If you have what it takes and would like to join us, please fax resume to 843-215-2140 or email to office@dralinamuntean.com.

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

Job Wanted Ads

Dentist available for locum tenens. Available weekly or monthly. General Dentistry. 20 years plus private practice, 8 years contract dentistry. Private practice, city and county dental clinics. Dr. Garland L. Slagle 843-837-4126.

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 <a href="mailto:fitter:fi

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

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

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

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

- Classified advertising is \$35 on a per issue basis. There is no charge for Help Wanted/Job Wanted (Job Bank) ads for members. The public can place ads for \$35 on a per issue basis. Ads are posted to the SCDA website during the month(s) of publication at no additional charge.
- All ad copies and cancellations must be received no later than the 20th of the month prior to publication, which will occur on the first of the month, with remittances accompanying the ads.
- Job Bank ads can be kept confidential if so desired. If you are interested in receiving information from or submitting information to the Job Bank, please call the SCDA office.
- If you have registered with us previously and have found work or filled your position, please let us know so that we can take your name out of our files.
- Contact: SCDA Bulletin, ATTN: Christy Meador, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email meadorc@scda.org.

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