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Modernizing Membership

By David Moss, SCDA President

Membership is at the core of my presidential emphasis for 2014. For those of us that heard Dr. Kathy O'Loughlin, ADA Executive Director, at the recent SCDA Annual Session, we know that the American Dental Association is very aware that national market trends for membership need immediate attention. The viability of our flagship professional organization could soon be at risk if membership numbers continue to slide. The ADA can only speak for dentistry if a preponderance of practicing dentists are members.



Dr. David Moss

While the national market share of ADA membership is around 65%, SCDA has been one of the best constituents in the nation at maintaining its members at a current 80% level. Maie Brunson, SCDA Membership & Marketing Manager, has been tirelessly working to boost our state's membership efforts. Under her direction, SCDA has won several awards within the ADA for membership growth and retention. So, one might ask, "why do we need to improve how we do membership if we are doing so well compared to the rest of the ADA?"

When it comes to membership trends of the future, we simply must position ourselves to succeed in ways that reflect the concurrent changes within our society in general. The digital age requires digital thinking. The busy lifestyle of most prospective new members makes us ponder how we might want to economize the steps required to become a member in SCDA.

Our current system is one that places barriers to membership in an effort at protecting SCDA from admitting the rare "bad apple" to our ranks. Are these barriers necessary? When was the last time that an individual was voted down for membership? An initial screening process and an active district membership committee can effectively intercept such a situation early in the application progression. The new member should feel welcome at their initial district meeting and not uncertain about their status.

I realize that the thought of "open arms" membership in SCDA may be objectionable to some. However, I submit to you that our organization is literally an "association of dentists" just as the name, South Carolina Dental Association, inherently implies. After careful consideration of current modern trends nationally, it seems to me that an individual that has graduated from an accredited dental school and is in good standing with the Board of Dentistry should have a place in our organization. Once in the SCDA, there are ethical guidelines that, when properly utilized, will act as the appropriate barrier to continued membership.

I anticipate that there will be much discussion about the membership process at your district meetings this September. The use of the standard ADA application as our single application form will be debated. The ADA form requires an ethics affirmation, but does not require sponsor signatures. Required attendance of the new member at the district meeting as a prerequisite for membership will also be discussed. Please make every effort to attend these upcoming meetings so your voice can be heard.

Continued on Page 2

Continued from Page 1

The newly unveiled strategic plan for the ADA is titled "Members First 2020." The stated strategic goal is: Helping All Members Succeed. There are many young dentists coming into our profession that need to be members in our association to participate in this lofty goal of success for all members. Foremost, we need to make sure there are no barriers to their becoming a member. Once they are part of our association we can we incorporate their voices in the forward direction of our profession. The future of our "association of dentists" depends on the next generation's vision of the profession that we so venerably esteem.

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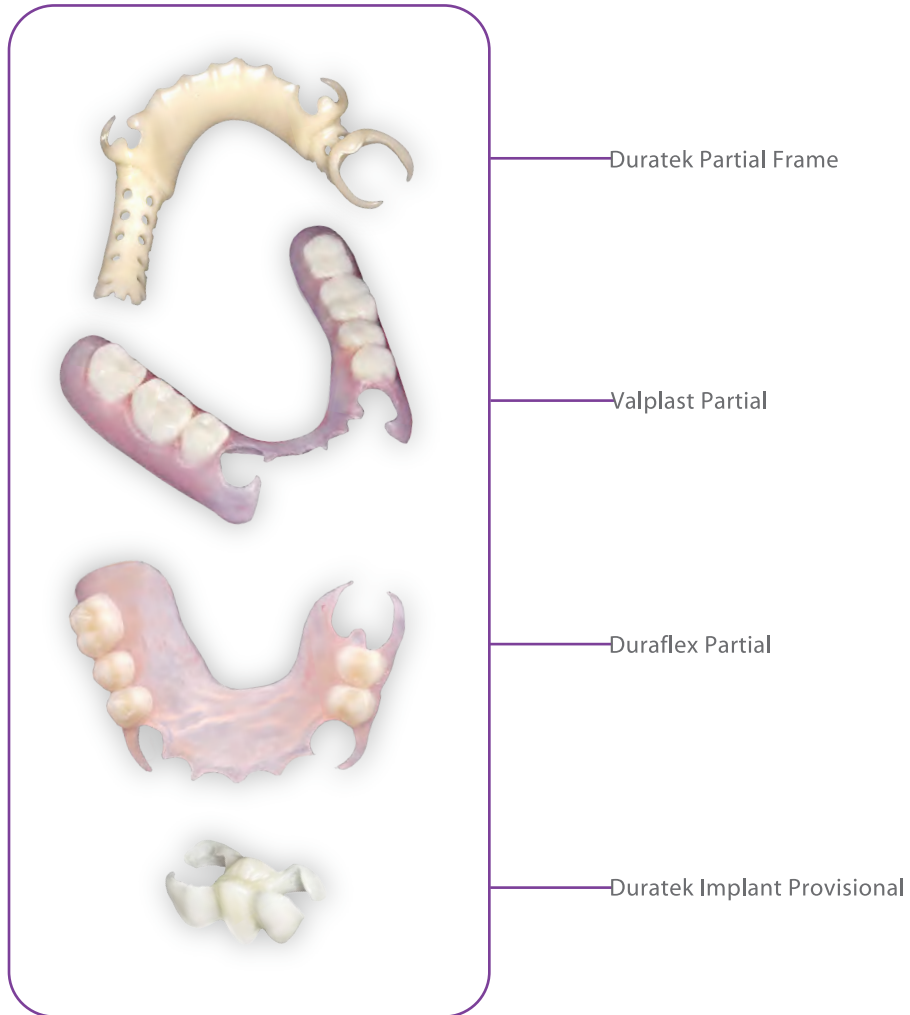
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The South Carolina Dental Association represents member dentists in order to promote and provide optimal oral health care to all citizens of the state of South Carolina by serving as an advocate to advance the profession of dentistry.

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1 out of every 10 dentists will suffer from alcohol or drug abuse at some time in their lives.

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

Keep Your Records Up-to Date!

These days people change information often: new phone number, email address as well as mailing addresses. Make sure your information is correct by logging into www.scda.org to verify your information!

Anesthesia & Sedation Law Signed by Governor Haley

By Phil Latham, SCDA Executive Director

The administration of local anesthesia, sedation and general anesthesia is an integral part of the dental practice. For years, South Carolina has followed the guidelines of the American Dental Association and the American Academy of Pediatric Dentistry.

The SCDA is committed to the safe and effective use of these modalities by appropriately educated and trained dentists and we have worked diligently on new legislation to establish clear guidelines for everyone.



Mr. Phil Latham

The legislation was worked on by all dental specialty groups and the State Board of Dentistry. The new legislation has been approved by both the Senate and the House and was recently signed by the Governor.

The SCDA would like to thank the following dentists who spend a lot of their time drafting this legislation and attending many meetings: Chairman Dr. Gee Rabon and Drs. David Moss, Thomas Edmonds, George Bumgardner, Jim Mercer, Tom McDonald, Lee Ayers, Lynn Wallace, Geoff Steinkruger, Kevin Raines, Robert Ellis, III, Rocky Napier, Jim Curtis, Rob Nieders, Sean Boynes, Charlie Wade and Felicia Goins.

The new law was introduced by Senator Ray Cleary and is a step towards better patient safety in dentistry. The new law will require dentists who offer sedation in their dental offices:

- To hold a permit and submit to biennial inspections.
- To have the necessary equipment as outlined in the bill and applicable life support training.
- To keep up with continuing education and training requirements for both the dentist and their office staff.

The full text of the bill may be found at:

http://www.scstatehouse.gov/query.php?search=DOC&searchtext=s1036&category=LEGISLATION&session=120&conid=7568703&result_pos=&keyval=1201036&numrows=10

To Unsubscribe from the hard copy Bulletin please email Sue Copeland at copelands@scda.org or call us at 803-750-2277.

Summer Calendar

July 18	Radiation Safety Exam	Fortis College	9:30 AM
August 7-9	Dental Access Days	First Baptist Rock Hill	
August 8	Countdown to Kindergarten	Edventure	5:30 PM
August 15	Member Benefits Group Board Meeting	SCDA Office	9:00 AM
August 22	SCDA Board Meeting	SCDA Office	9:00 AM

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Important Insurance Coverages for Today's World

By Caroline Deevey, INS, AAI, CISR, CRIS

It's important in today's constantly changing economy to understand your business insurance coverages. As an insurance agent dealing with many different types of businesses and their insurance coverage, I tend to receive numerous questions after a loss inquiring if something is covered or not covered by an insurance policy. At the time of a financial loss, you do not want to be scratching your head after the fact wondering why you do not have coverage for a particular cause of loss. I would like to review a couple of important coverages to help give you a better understanding of them.



Business Income Insurance which is also commonly referred to as Business Interruption Insurance is important to help in the event you are unable to sufficiently operate your business due to a loss. Business Income is typically included as part of a Package Policy/Business Owners Policy (BOP). This can vary depending on the carrier and type of policy. If it is not included, you should discuss adding this important coverage with your insurance agent. Business Income pays for loss of earnings or income when business operations are interrupted or suspended due to a direct physical loss of or physical damage to property at the scheduled premises as a result of a covered cause of loss. Business Income includes Net income that would have been earned if no physical loss or physical damage had occurred as well as normal operating expenses including payroll. The key for the coverage to respond is direct physical loss. For example, a tree falls on your building and the resulting damage causes you to have to close your business for a few days while repairs are made. A business income claim could be filed for this if it is a covered cause of loss on your policy. An example of a situation that would not be covered by business income would be you closing your office due to inclement weather because employees and customers cannot safely get to your location. This situation would not be covered under Business Income since there was no direct physical loss or damage to your location.

Data Breach also known as Cyber Liability is another important coverage needed in today's business world. We use computers, the internet, and email for just about everything these days and collect a lot of personal information from our clients. We have seen numerous instances of these breaches happening every day on the news. Examples are loss, theft, or accidental release/publication of Personally Identifiable Information such as Social Security numbers, bank account information, credit card information, driver's license numbers, and patient history. This can occur in many ways such as a company laptop or computer disk is stolen or lost or by someone hacking into your computer system just to name a few. Coverage typically includes things like crisis management, notification expenses, credit monitoring, and legal/defense expenses. Some insurance carriers offer this coverage in an endorsement that can be added on to your current Package Policy/Business Owners Policy (BOP). Some carriers offer a stand-alone policy for Data Breach/Cyber Liability. The limits and coverages they offer will vary.

For additional information or a quote on these important coverages, please contact Joanie Shealy or Caroline Deevey at Davis-Garvin Agency at 800-845-3163. The Davis-Garvin Agency is proudly endorsed by the SCDA.

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Oral Pathology Quiz: Case #7

By Angela C. Chi, Division of Oral Pathology, College of Dental Medicine, MUSC

Mark Lawhon, Private Practice, Florence, SC

Brad W. Neville, Division of Oral Pathology, College of Dental Medicine, MUSC

A 13-year-old African American female is referred to an oral and maxillofacial surgeon for evaluation of this well-defined radiolucency between #26 and #27 (Figure 1). The lesion measures approximately 2.1 cm in greatest diameter, and there is splaying of the adjacent tooth roots. The patient denies any pain or discomfort, and the adjacent teeth are vital. She is otherwise healthy. An excisional biopsy is performed, and a photomicrograph is provided (Figure 2).

Figure 1. Panoramic radiograph showing a well-defined radiolucency between #26 and #27.

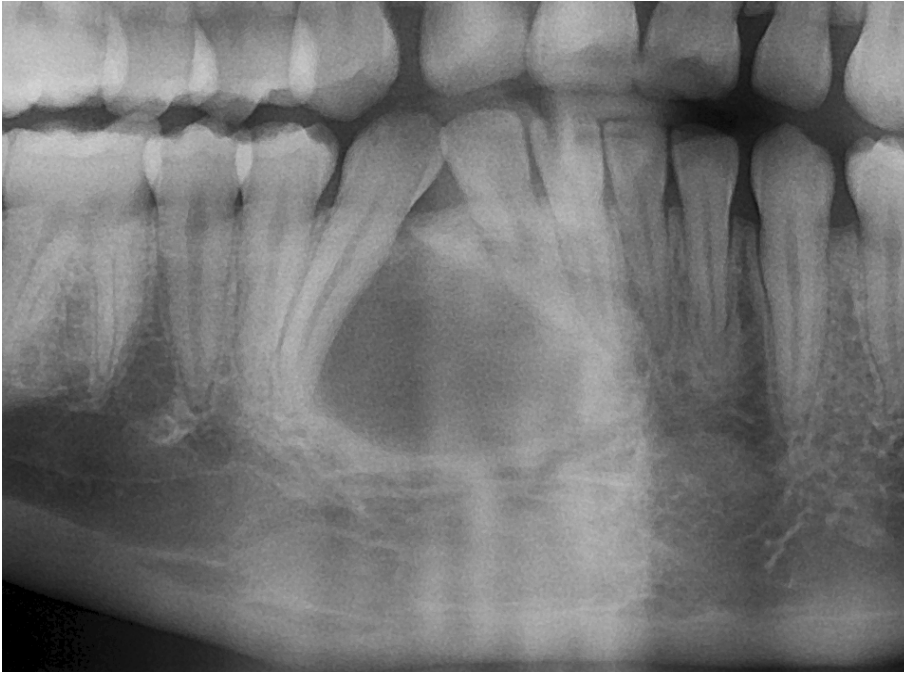
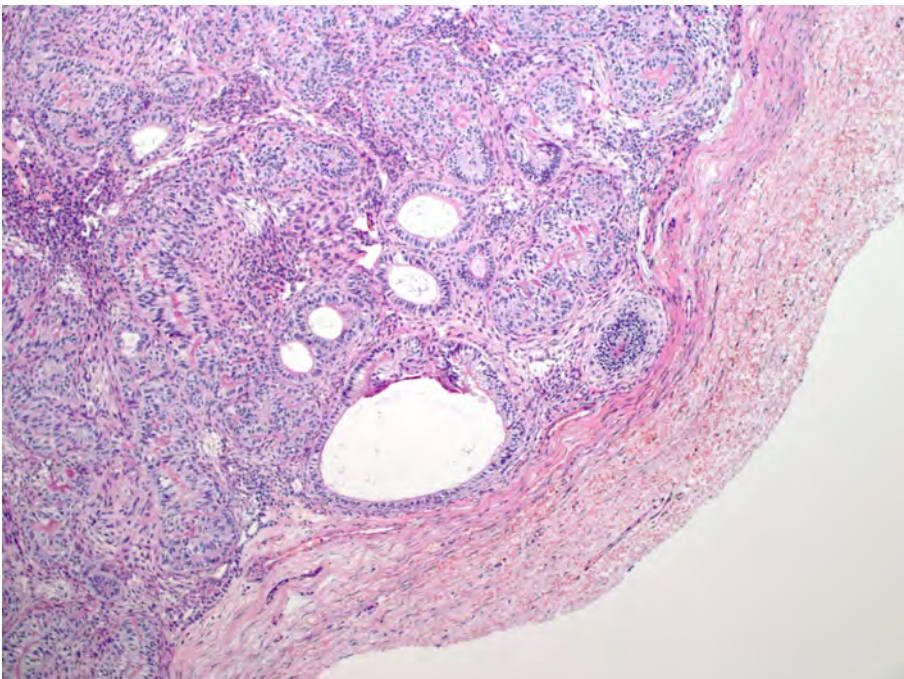
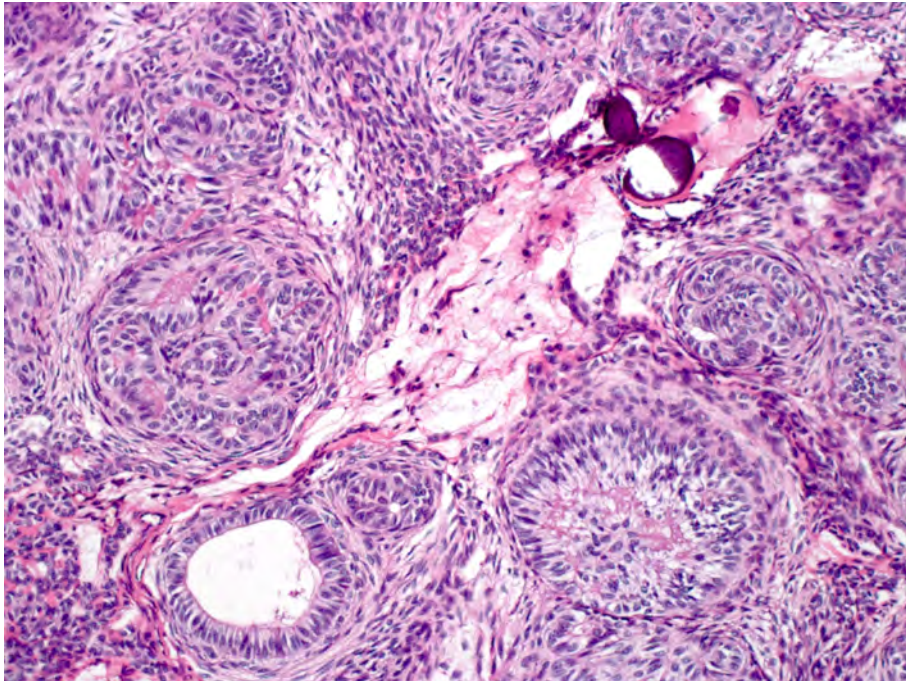


Figure 2. A: Low-power photomicrograph showing an encapsulated, well-delineated proliferation of odontogenic epithelium. The tumor cells are arranged in whorled masses and duct-like structures. **B (on next page):** High-power photomicrograph showing cuboidal to columnar epithelial cells forming duct-like and rosette-like structures. Also present are spindled epithelial cells and focal basophilic calcification.



2A



2B

What is the diagnosis?

- A. Odontogenic keratocyst
- B. Lateral radicular cyst
- C. Central giant cell granuloma
- D. Adenomatoid odontogenic tumor
- E. Ameloblastoma

Answer on Page 12

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

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ANSWER: D. Adenomatoid odontogenic tumor

DISCUSSION: The adenomatoid odontogenic tumor represents a benign neoplasm of odontogenic epithelium. Investigators have proposed an origin from the dental lamina or enamel organ epithelium. As seen in this example, the adenomatoid odontogenic tumor exhibits a marked predilection for young individuals, with about two-third of cases diagnosed in the second decade of life. The lesion affects females more often than males, and the most common location is the anterior maxilla, followed by the anterior mandible. Clinically, most lesions are painless and grow slowly. If the lesion becomes large, then swelling may be evident. Radiographic examination typically shows a well-defined radiolucency, often with fine "snowflake" calcifications; however, high-quality, periapical radiographs may be needed to appreciate these fine opacities. Approximately 70% of cases are associated with the crown of an impacted tooth, whereas other cases may arise between tooth roots. The differential diagnosis for an interradiolar radiolucency may include various other odontogenic lesions (such as the lateral radicular cyst, odontogenic keratocyst, central giant cell granuloma, and ameloblastoma). In the current case, a lateral radicular cyst is unlikely because the adjacent teeth are vital and intact. The remaining entities can be ruled out by histopathologic examination. Microscopic examination of an adenomatoid odontogenic tumor typically shows a well-defined lesion surrounded by a fibrous capsule. The tumor is comprised of two major types of epithelial cells: 1) spindle-shaped epithelial cells that are arranged in sheets, strands, or whorled nodules and occasionally form rosette-like structures 2) cuboidal to columnar epithelial cells that form tubular or duct-like ("adenomatoid") structures. Scattered basophilic calcifications or larger masses of dentinoid-like material also may be present. The adenomatoid odontogenic tumor is treated by simple enucleation, and recurrence is rare.

REFERENCES: Becker T, Buchner A, Kaffe I: Critical evaluation of the radiological and clinical features of adenomatoid odontogenic tumour. *Dentomaxillofac Radiol* 4:533-540, 2012.

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By Mark Brown



Mr. Mark Brown

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The project will take place in **Rock Hill, SC** on **August 7-9, 2014**. We estimate we'll need \$25,000-\$50,000 and at least 300 dental volunteers to stage our project. Please consider donating your time, talents and/or treasure to help ensure a bright future for good oral health in South Carolina. Just fill out the form below and return it to the SCDA office.

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**non-dental volunteers have their own volunteer form*

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Dentists- will you need an assistant?: yes no

Auxiliary Staff select one: chairside x-ray sterilization

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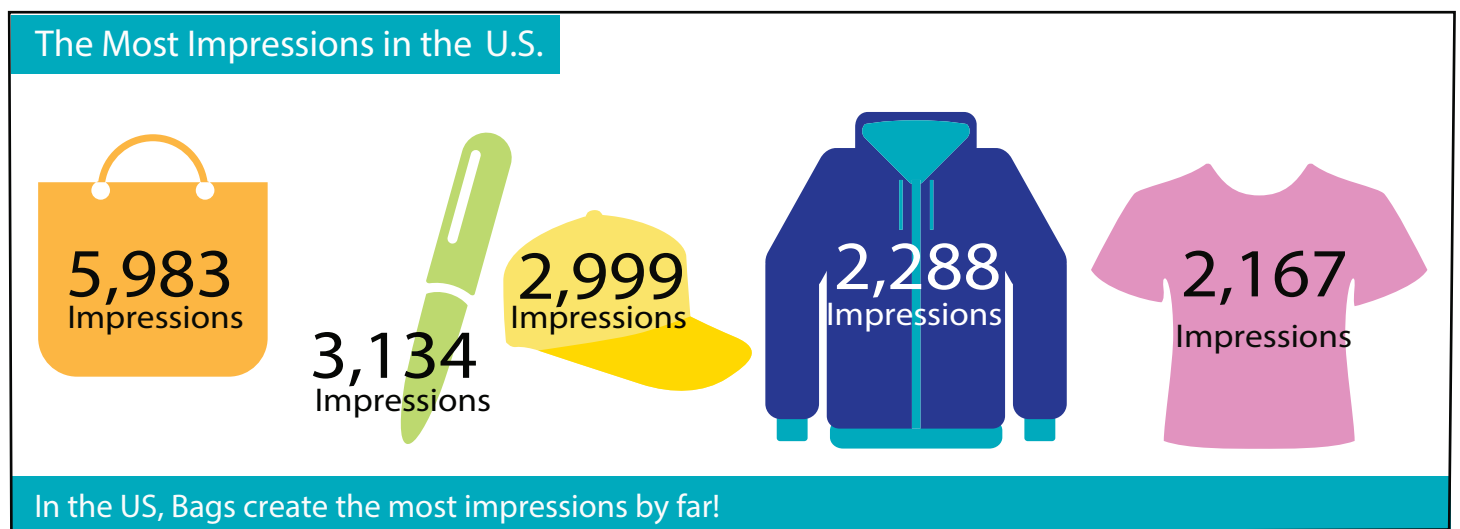
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Completed forms may be faxes to (803) 750-1644 or mailed to SCDA DAD, 120 Stonemark Lane, Columbia, SC 29210

PROMOTIONAL PRODUCTS MAKE AN IMPRESSION

Working as a sales person in the promotional products industry, I often am told before I step in the door that investing in “Tchotchkes” is just throwing money out the window. Many folks have a preconceived notion about promotional items that unfortunately is not justified. Each year, the Advertising Specialties Institute does a study on promotional products and you will see some pretty compelling information that proves that promotional products are one of the most cost effective ways to market your business.

To start, I'd like to define what our industry term “impression” actually means. An impression is the number of times that your logo comes in contact with people per month. As you can see by the graphic below, bags are far and away the product that generates the most impressions!



So given the facts, you can have almost 6,000 impressions for the price of one bag. You may be able to get that kind of return with other mediums but not at the overall low expense that promotional products provides.

** Information provided is from the ASI 2013 Impressions Study.

For more information visit www.asicentral.com **

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Classified Ads

Dental Related Services

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

Regions Mortgage announces its **Doctor/Dentist Loan Program** that offers 100% financing to qualified borrowers. Primary residence only. Fixed rate or adjustable rate mortgages with no monthly mortgage insurance...saving you thousands. 90% cash out refinances for existing homeowners that need to tap into their equity. Contact Dan Canham 843-540-6676.

Locum Tenens/Positions Wanted

Locum Tenens Office Coverage: Vacations, illness, maternity leave. Also excellent job & associate opportunities. Dentist helping dentist since 1984. Forest Iron & Associates 803-433-2503. www.forestirons.com

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

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

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

Prosthodontists/Implant Surgeon available for in-house implants & grafting in your office. Newly relocated; 25+ years of private practice experience; Charleston/Bluffton/Hilton Head areas; other areas to be considered; Misch Institute Faculty; looking for a few select practices; email requests/inquiries to drjayfriedman@sbcglobal.net

General dentist wanting **local tenens/part time**. Located in the upper part of SC but am willing to travel to any part of the state. Contact Carl Lockwood 803-429-0649 or aclockwood@outlook.com

Positions Available - Dentists

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 staff. Our dentists earn on average \$230,000/yr, supported with health/malpractice insurance, 3 week's vacation, and visa/PR sponsorship. Call 312-274-4524 or dtharp@kosservices.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 on Johns Island is in need of volunteer SC licensed dentists to provide emergency & basic dental. 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 info.

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!!!

Community Partners of the Midlands is looking for a **P/T dentist in Richland and Lexington dental clinics**. The hours for the Lexington- Mon 8:30 am- 4:30 pm & Tues 1:00 pm- 4:00 pm, Richland- Thurs 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.

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

Large group dental practice looking for **associate dentist** to join our expanding team in Columbia, SC. Competitive and excellent pay for qualified candidate. Experience preferred. State of the art facility. Candidates must have great work ethic, excellent skills and good chair-side manner. Interested candidates email CV to bromanoea@yahoo.com

New pediatric start up practice in Metro Charlotte area. Seeking pediatric dentist will open June-August 2014. Contact 803-578-2652 for more information.

Looking for a **general dentist**, as an associate, who may be interested in purchasing a successful and profitable established practice. Proven track record and great growth potential. Dedicated and experienced staff. Contact aikendental@aol.com for more information.

Pediatric dentist opportunity- Looking to work close to the beach? Our Charleston multi-office Pediatric practice is fun, energetic, well respected and has an excellent team environment that focuses on complete, quality Pediatric and Orthodontic dental care. To learn more about our practice which offers a competitive salary and benefits package, please visit www.coastalkidsdental.com. Call or email to find out how to join our team drisabel@coastalkidsdental.com 843-818-kids(5437).

Kool Smiles is looking for FT and PT: **Endodontist, Pedodontist, Orthodontist and Dental Anesthesiologist**. Locations: Anderson/Greenville/Columbia/Orangeburg/Rock Hill/Sumter/Charleston. Generous compensation and 401k plan with company match. Medical, dental and optometry coverage. No practice management expenses and headaches – we take care of it! Contact Emily Platto: eplatto@ncdrllc.com or 770-508-6810

Orthodontists opportunity- a fantastic opportunity for an orthodontist to make some extra money once a week. Email tolbertc81@yahoo.com to find out more information. We are located outside of Rock Hill.

Endodontist opportunity- a fantastic opportunity for an endodontist to make some extra money once to twice a week. We are looking for someone to see patients from 5pm-8pm 1-2 times a week. Call or email to find out more information 803-772-4949 or tolbertc81@yahoo.com.

Looking for a **dentist for temporary position** for 6 weeks. Private practice in medical park, single dentist. Contact rneast@yahoo.com for more information.

General dentist- full time position in a growing practice, Coastal SC. Please forward your resume to smiles@gentledentistryllc.com.

Dentists, Pedodontist, Oral Surgeon, Endodontist & Prostodontist needed full and/or part-time in the Myrtle Beach and Georgetown area. We offer an excellent benefit and compensation package. For more information, please call Cameron Banks at 843-833-3555 or email CV to cameronbanks178@yahoo.com

We are looking for a caring experienced **general dentist**. Full or PT in a FFS state of the art practice. Excellent well trained staff in place. We are a paperless practice so computer knowledge is required contact drehortman@sc.rr.com

Volunteer at the East Cooper Community Outreach Dental Clinic (Six Mile Rd in Mt. Pleasant). SC licensed dentists provide needed restorative care and exodontia to eligible clients. Monday-Friday and Tuesday and Thursday evenings available. Please contact Ms. Leslie White at lwhite@eccocharleston.org or call 843-416-7115 or 843-343-2984.

Practices/Office Space Available

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, 877-365-6786 x230. a.christy@nptnetwork.com or www.nptnetwork.com

Orangeburg Well established all FFS practice with low overhead collecting \$400k. 3 ops, excellent hygiene program, refers out all surgery, implants and perio. Doctor moving out of area, competitively priced, a great opportunity to develop a diamond in the rough! For more info call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com using listing ID SC1024

Coastal SC Beautiful, high end dental practice with 6 ops, collected \$800k in 2013 on 2-4 days a week. Dr getting ready to retire, but will stay on for transition. Long term staff and great patient base. For more information call 678-482-7305, email info@southeasttransitions.com or visit www.southeasttransitions.com using listing ID SC1033

Satellite dental office; 52 foot trailer. One operatory fully equipped white coastal chair. One operatory plumbed and ready. Lab, reception, business office, 1 full bathroom and HVAC included. Ready to move to your location. \$30,000 OBO call 803-648-3251 for more information.

Myrtle Beach, Associate Buy-in FFS, 7 op practice, collecting \$1.4M. Beautiful facility, excellent staff and strong hygiene department. Please call 678-482-7305 or email info@southeasttransitions.com for details using listing ID SC1035.

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.

Great opportunity to **purchase at a very affordable price** 3 beautiful neutral color chairs hardly used w/lites, statim, 2 chair side stools, filing cabinets, dental supplies including bits, dremel, amalgam unit, burs, small refrigerator, microwave etc..Please call and ask for Rebecca 843.877.9078 or email at fphc@sccoast.net

- 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 10th 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](#)