



Inside this issue:

SCDA Annual Session	4
Member Benefits Group	6
HPV Vaccination Rates	8
SCDA Member Spotlight	10
SCDA Advocacy and Third-Party Issues Seminar	12
HIPAA Violations	14
Managing Negative Online Reviews from Patients	16
Classifieds	18

President's Message

By Dr. Ron Wilson, SCDA President



If I were Jerry Seinfeld I may begin this article similar to this, "I mean, hey. What's the deal with this vaping?" Seriously though why is this such a national obsession? I understand it from a medical, legislative angle but I honestly don't see the fascination with the actual act of vaping? Maybe I'm just too old, man. A square. I mean look at the picture over there. I'm not exactly looking like the paragon of cool, but I do have a stake in this argument. I am the father of a teenager and this is where my voice needs to be heard.

Dr. Ron Wilson I am disappointed in the ADA and its lack of research and education related to vaping. I am frustrated with our ostrich mentality here. Why do we not have a true policy on this topic yet? Vaping was introduced in the United States in 2007. I am not a mathematician but I can see that is thirteen years. That's over a decade for tobacco companies to get involved, market, and eventually prey on the children we know and love. That is entirely too long to drag our feet in the mud standing idly by while we wait for someone else to have a voice in the matter. The most we have done is add the word vaping to our smoking policy and essentially say that "Vaping Bad" in an almost Frankenstein monster tone. The fact that our association, which is the premier organization of oral health in the world has essentially no information on our website for its members is criminal.

Statistics on vaping are admittedly hard to come by amongst both teens and adults because they change so rapidly. In 2018 it was estimated that approximately four million middle school and high school children were actively vaping. This translates to twenty percent of all high school students compared to only three percent amongst adults. That represented a 78% and 48% rise in high school and middle school students respectively in only one year. The most troublesome statistic is that two thirds of these students do not even know that e-cigarettes contain nicotine. How does this happen? Money my friends. They advertise the product and then dazzle them with flavors and before you know it the child is addicted to nicotine. This is not happenstance. Teens are the target audience even though they technically are too young to purchase them.

For a device that was originally introduced to hopefully ease smokers away from cigarettes it has only become a bigger problem for American youth. It was a failure at cessation. Studies show that only ten percent of smokers that vaped to help them quit smoking were successful. This statistic isn't significantly higher than those who try to quit unassisted (at 4-7%). The majority of these users both smoke and vape. Therefore there is nothing positive about vaping. It is such a blight that it led the Surgeon General in April of 2019 to issue a statement declaring it a youth epidemic.

We all know of the medical complications from vaping. EVALI (E-cigarette or Vaping product use Associated with Lung Injury) is the new catch all "diagnosis" for lung issues that arise. It is placed in quotations because it is merely a diagnosis of exclusion. When in doubt and they vape.... EVALI. There is no marker or test to truly run to determine this. The oral manifestations typically stem from the carrier propylene glycol. It desiccates mucus membranes by binding to water molecules. This subsequent dryness leads to rampant caries, bleeding ulcerations, and even nosebleeds. These are signs that we can easily diagnose if we were just given the proper tools.

Continued on Page 2

Published by the
South Carolina
Dental Association

Design: Maie Burke

www.scda.org

Toll Free in SC:
(800) 327-2598

ADA American
Dental
Association®
America's leading
advocate for oral health

Maybe we should just leave this topic to the experts. But aren't we the experts of the oral cavity? Last time I checked that is what we do. Nobody knows the mouth like we do. Nobody. No other profession has more contact with their patients on a regular basis and COULD be best equipped to make these hard discussions. The problem is we have been left to our own devices to find any information we can on the topic. You certainly can't go to the ADA website and find anything truly useful, which I was told would be online by October 1, 2019. We need to take a hard look at our leadership at the national level and voice our distaste with this lack of information and policy as I have. Be the change and help save our kids.

History of the South Carolina Dental Association 150th Anniversary, 1869-2019

Dr. Gene Atkinson has announced the release of this 336-page book. He has spent eight years compiling this book including, 265 pictures of SCDA moments, and recounts the history with a special emphasis on the last 50 years. The cost of this history book is \$25 each (Great gifts for friends and family) to maintain a copy please contact the SCDA office 803-750-2277 or scda@scda.org. First 100 year book also available for \$5.00.



AFTCO
TRANSITION CONSULTANTS
Since 1968

We are pleased to announce...

**James F. McClary Jr., D.M.D.
& James R. Williamson, D.M.D.**

have merged their practices
Summerville, South Carolina

Call today for a
FREE MARKET VALUE ANALYSIS
(\$5,000 value)

*We are pleased to have represented
all parties in this transition.*

800.232.3826 | www.AFTCO.net

Practice Sales & Purchases Over \$3.2 Billion

DENTAQUEST AND SCDHHS

Working together to improve the oral health of South Carolina's residents

DentaQuest serves as administrator of the Healthy Connections dental program for the SC Department of Health and Human Services (SCDHHS). We are committed to the success of the program and appreciate provider participation.

DentaQuest's Provider Web Portal, govservices.dentaquest.com, is a one-stop shop for verifying member eligibility, claim submission and status check, reviewing policy guides, accessing EOBs and more.

We are pleased to offer a series of educational webinars on the second Wednesday of every month from noon to 1 p.m. EST.

For more information on the SC Healthy Connections Medicaid Dental Program or provider trainings, you may contact your DentaQuest Provider Engagement team at CarolinaProviders@dentaquest.com



Healthy Connections

DentaQuest

How fairly are you being reimbursed?

Your insurance agreements could be hurting your revenue.

Practice Reimbursement Type	Collected Revenue
Fee for Service Dentist <i>No network participation, eroding patient pool</i>	100%
Preferred Fee Schedule by PFS Dental Network <i>40+ major insurance companies, one fee schedule</i>	85-95%
Some Premier Networks <i>less favorable, missed revenue opportunities</i>	70-80%
Participating Providers <i>standard market rates with direct insurance contracts</i>	55-65%

Take the free assessment online at
pfsdentalnetwork.com



PFS DENTAL NETWORK.COM • 770-727-5611

VISIT US AT BOOTH #1315 AT HINMAN

SCDA Annual Session

By Dr. Ron Wilson, SCDA President

I would love to extend a welcome to all member and non-member dentists to visit Greenville this April for our 151st SCDA Annual Session. I know your first thought must be....“why Greenville?” The answer is simple. Why not? Greenville is the hidden jewel of the Carolina’s. Because of our international industries we offer one of the most diverse populations in the state. Our award winning Main Street houses both excellent restaurants as well as exceptional boutiques for shopping. We have parks that are second to none (Falls Park), bike and hiking trails (Swamp Rabbit Trail), and more breweries per capita than even Asheville. On Thursdays we have Downtown Alive with live music right in front of the Hyatt, the location of our meeting. Fridays bring Main Street Fridays with more music and fun located again within mere steps of where you will be staying. This year also marks the first time we will be have a beer tasting fundraiser for a local charity on the showroom floor. Service Dogs for Veterans is based out of Greenville and helps provide a much needed service to those brave enough to have served for our freedom. They even plan on having some of the dogs present during the day for us on Thursday and Friday.



Friday evening we will have a great local band, Famous Last Words to play your favorite rock and roll from the past four decades (with heavy emphasis on the 60’s and 70’s) at our President’s Dinner. But, bummer, this whole weekend isn’t all about relaxing and having a great time with your dental colleagues. We also have some amazing speakers scheduled. Ms. Tonya Reiman, you may know from her appearances on

The O’Reilly Factor, Access Hollywood, and EXTRA is a world renowned motivational speaker who will educate you on reading your patients’ body language. Our very own Dr. Michael Snider will present the latest in digital dentistry. Ms. Dilaine Gloege works closely with Dr. Charles Blair and will be speaking on ways to best code your procedures to maximize your bottom line legally. Ms. Grace Rizza is an excellent resource for learning new ways to attract patients in today’s digital world. I know many of you leave early on Saturday but that would be a huge mistake. We have Dr. Jeanette MacLean speaking that day. She is one of the most sought after speakers in the world of Pediatric Dentistry and she has never spoken in the southeast until now. She has methods and techniques that she plans on expanding upon that not only will help save your pediatric patients’ teeth but also increase your production. It’s a win/win.

Those are just a few of the speakers we have scheduled to attend this year. The list is too long to write about in the bulletin but if you go to www.scdaannualsession.com you can not only see them all but read their bios as well. Give Greenville a chance. If you do I guarantee it will not be the last time you visit our beautiful city. If you don’t believe me just go to www.visitgreenvillesc.com and see what you’ve been missing out on.

**Integrity.
Relationships.
Peace of Mind.**



That’s the PARAGON way.

PARAGON has guided thousands of buyers and sellers with superior dental transition services and support. Our clients are confident their goals are being met with fairness and integrity.

Your local PARAGON dental transition consultant Kenneth Gudz, DMD

PARAGON
DENTAL PRACTICE TRANSITIONS

866.898.1867
info@paragon.us.com
paragon.us.com

 Approved PACE Program Provider
FAGD/MAGD Credit
Approved does not imply acceptance
by a state or provincial board of
dentistry or AGD endorsement
4/1/2016 to 3/31/2020
Provider ID# 302287.

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

NEW ONLINE TRAINING PLATFORM

PROVIDE THE BEST TRAINING FOR YOUR EMPLOYEES WITH OUR NEW SELF-SERVICE LMS.

COURSES AVAILABLE:

- HIPAA
- SAFETY AND EMERGENCY
- CYBERSECURITY
- HR AND MANAGEMENT
- ETHICS AND STRESS MANAGEMENT
- DISASTER PREPAREDNESS
- RISK AND CONTINGENCY
- AND MORE!



in partnership with



For over 20 years, you've trusted us to help your practice with HIPAA compliance support and services. This year, we're excited to announce a brand-new online Learning Management System (LMS) with a full library of new employee training and CE courses. Our platform brings scalable learning, insightful reporting, and top-quality education in an easy-to-use interface—all with our industry-leading service.

LEARN MORE

VISIT OUR WEBSITE FOR MORE INFORMATION
INFO.TOTALMEDICALCOMPLIANCE.COM/LMS
OR CALL TOLL-FREE (888) 862-6742

WE FREE YOU TO FOCUS ON PATIENTS, NOT COMPLIANCE.

The Top 15 Reasons Why iCoreExchange is the Only Secure Email to Consider

By Mark Brown, Director of Operations



Mark Brown

If it sounds too good to be true, then it probably is. Many free or extremely low-cost services claim “HIPAA compliance” yet are only meeting one or two of the six legal mandates required for emailing patients’ electronic Protected Health Information (ePHI). To be truly compliant with these services requires you to install multi-layered modifications that eat up your time and cash.

SCDA endorses cloud-based iCoreExchange HIPAA-compliant email from iCoreConnect. iCoreExchange not only meets, but exceeds, the six federal mandates for storing and transmitting patient data.

iCoreConnect’s core competency includes secure communication for high-compliance industries. Other well-known or little-to-no cost companies offer “HIPAA-compliant email” solutions as an add-on to their primary business focus. For example, web design or search engine platforms do not specialize in HIPAA compliance.

As a company dedicated to protecting patient information and your practice, iCoreConnect does not extract and analyze data from PHI sent or stored in iCoreExchange emails. This is not always the case with other companies. The only information iCoreConnect accesses are a date/time stamp, sender ID and confirmation of successful message delivery. Even then, iCoreConnect only accesses that data when requested through an official audit or by consent from a user requesting support.

That level of security and confidence is just one of many reasons SCDA partners with iCoreConnect. Here are the Top 15 reasons why iCoreExchange is set apart from its competition:

1. **DIRECT Protocol.** It’s the federal government’s preferred standard for securely exchanging ePHI. It’s the foundation of iCoreExchange. National DIRECT Registration. All legitimate provider email addresses are registered in this national database. iCoreExchange directly confirms recipients, providing assurance you are operating on the DIRECT protocol.
2. **Unphishable and Unspammable.** iCoreExchange is hosted on a completely private domain. Predators scouring the open web cannot access its secure transmissions.
3. **Unlimited attachments.** Most services restrict the size or types of files that can be attached to an email. Not iCoreExchange. Email anything to anyone, anywhere.
4. **Single Sign-On.** With a simple import function, you can access all your email accounts in one place with one password. That includes your unsecured accounts (i.e. Gmail, Yahoo!).
5. **No Bouncebacks, Guaranteed Delivery.** Delivery between verified DIRECT providers is guaranteed and audited through iCoreExchange.
6. **Contacts.** Import all your contacts from any existing email address book.
7. **Custom Subgroups.** Set up easy mail/collaboration groups for component societies, study groups, etc.
8. **Patient Builder and Referral Network.** Easily search by practice, specialty, location etc. to refer a patient or find other verified providers.
9. **Encryption.** iCoreExchange secures every single email with 2048-bit encryption. This is the highest level of encryption found anywhere on the market. In comparison, the minimum legal requirement is 256-bit.
10. **MicroTokenization.** This is the highest level security protocol. Many “secure” email providers don’t even address MicroTokenization, even though it is part of the HIPAA law.
11. **Access Control.** iCoreExchange has built-in measures to limit access to patients’ private information to only authorized practice staff.
12. **Audit Trails.** This software can immediately produce a full audit trail of all communication activities, whenever needed.
13. **Identity Verification.** iCoreExchange verifies that people are who they say they are in electronic communication.
14. **Data Integrity.** iCoreExchange’s HIPAA-compliant servers store all communications, unaltered and encrypted for 6 years.

In dentistry, email can be an incredible asset or a massive vulnerability. We know you prioritize your patients’ security and your practice productivity. That’s why iCoreExchange HIPAA-compliant email is the only service we are confident in recommending.

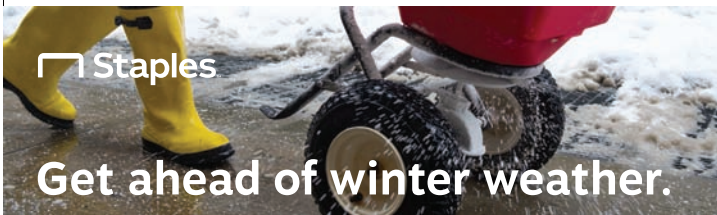
Your SCDA membership entitles you to a 35% discount on iCoreExchange, the fully HIPAA-compliant way to email anything to anyone, anywhere. Subscribe or book a demo at iCoreConnect.com/scda or give their team a call at 888.810.7706.

Does your email meet the **ACTUAL** HIPAA law for sending PHI?

- ✓ **A**uthenticate Recipients
- ✓ **C**ontrol Access
- ✓ **T**ransmit Securely
- ✓ **U**naltered Records
- ✓ **A**udit Every Message
- ✓ **L**ock ePHI for 6 Years

Other emails may meet some of the above, but you must meet *all 6* to follow the law. iCoreExchange fulfills the **ACTUAL** law.

Book a demo today.
Active SCDA members receive 35% off!



Get ahead of winter weather.

From ice to sleet, winter can take its toll on your building and makes it tricky for your employees and patients to get into the office.

Make those tough weather days run as smooth as possible with the proper equipment.

Visit StaplesAdvantage.com and search "WinterPrep" to shop the full assortment.

Need a Staples Account? Contact Staples® Customer Care and mention the SCDA Member Account Number or contact NormaJean Largent your Territory Account Manager at NormaJean.Largent@Staples.com.

Your Account number:

ATL | 1031667 SCDA Member Benefits Group



Icemelt



Matting



Signage



Start with a lab that builds legacy practices, drives patient referrals and offers a lifetime guarantee on ZirLife crowns.



Inspired by Nature. Perfect by Design.

Classic★Craft
DENTAL LABORATORY



To learn more about Classic Craft contact:

JEFF PATTON

South Carolina Technical Representative

912.308.2637 - Lab 877.552.7238

classiccraftdental.com

South Carolina Registered #631



AssuredPartners

POWER through Partnership

Solutions – Not Just Insurance

PERSONAL INSURANCE
COMMERCIAL INSURANCE

Debbie Martin

Account Executive

P: (803) 732-6441

debbie.martin@assuredpartners.com

Christina Sutton

Account Manager

P: (803) 758-2553

christina.sutton@assuredpartners.com



Endorsed by



www.assuredpartners.com

Innovative Strategies Raising State's HPV Vaccination Rates

Article provided from MUSC Catalyst News

Picture a sold-out, 50,000-seater baseball stadium — that's about how many new cases of oral and oropharyngeal cancers arose in 2018, of which nearly three-fourths is attributed to human papillomavirus (HPV). Surprisingly, research shows throat cancer from HPV has surpassed cervical cancer in incidence in the U.S. And though the HPV vaccine could likely prevent six types of HPV-related cancers, including most oropharyngeal cases, it is underutilized.

To combat this public health problem, Hollings Cancer Center has launched a [\\$700,000 three-year HPV initiative](#). Working in conjunction with numerous statewide partners including the South Carolina Cancer Alliance, the American Cancer Society and the S.C. Department of Health and Environmental Control, the cancer center has prioritized this as one of its top cancer prevention outreach projects.

Spearheading the campaign is Kathleen Cartmell, Ph.D., a public health researcher with Clemson University's Department of Public Health Services, and Marvella Ford, Ph.D., the associate director of Population Science and Cancer Disparities at Hollings Cancer Center.

Cartmell says, "The HPV vaccine is extremely safe and effective, and it can dramatically help lower the number of HPV-related cancers. There is an urgency right now to let parents and pediatricians know about their critical role in protecting children with the vaccine at an age when children's immune systems offer the best protection."

It's crucial for people to get the vaccination before they are exposed to the virus, which is why the FDA has approved the vaccine for adults up to age 45. If the HPV vaccination is initiated prior to turning 15, only two doses of the vaccine are needed. However, if the vaccine series is started at age 15 or older, three doses of the HPV vaccine are needed.

Cartmell says the best cure for cancer always is prevention and many people fail to realize a cure in the form of prevention already exists. It's an important message to get out in a state that ranks in the highest category in the nation as far as the prevalence of HPV.

In 2016, South Carolina had the lowest rate of HPV vaccine completion among adolescent girls in the United States (30.8%) and second-to-last for up-to-date vaccination among adolescent boys (27.4%), according to the 2017 National Immunization Survey Teen report from the Centers of Disease Control and Prevention, an annual survey that estimates vaccination coverage among adolescents aged 13 to 17 years.

Hollings Cancer Center Director Gustavo Leone, Ph.D., says this is low-hanging fruit in cancer prevention. "I didn't want us to look back and realize we could have done something — that we could have worked harder. This isn't rocket science. This is something that is reachable. We can save lives with this vaccine."

The good news is that efforts already are paying off. South Carolina had the third largest increase in HPV up-to-date vaccination status from 2016 to 2017, making substantial gains to 59.6% for 1 dose and 42.7%, up-to-date vaccination.

"We're so happy that the HPV vaccination rates continue to rise in South Carolina. We feel like this is due to the extraordinary efforts of a lot of state partners," says Cartmell. "It's amazing what can happen when everybody works together to figure out how they could do their part to solve a problem. And I believe that's why our HPV vaccination rates are going to continue to rise each year in South Carolina."

For further information on Hollings' ongoing efforts in HPV prevention, go to muschealth.org/hpv.



Researcher Kathleen Cartmell, Ph.D., looks for ways to increase HPV vaccination rates and improve access to the vaccine.

Photo by Emma Vought



carbon3D™

"When products are grown from liquid, magic happens!"



Dentsply Lucitone Digital Dentures:
Crafted by Drake.
Powered by Carbon.



Contact Drake Lab today to ask about our 3D printed dentures that provide reduced chair time, increased bond strength, and better fit than ever before!

www.drakelab.com | 1.800.476.2771 | 8510 Crown Crescent Ct. Charlotte NC 28227

scda12023

SCDA Member Spotlight

Featuring Dr. Dan Pennella, The Brace Place in Lexington, SC



Dr. Pennella

1. How long have you been a dentist and member of SCDA?

I have been as dentist for 10 years and have been a member of the SCDA since I finished my residency and started to practice in South Carolina 8 years ago.

2. What dental school did you attend?

I graduated from MUSC for dental school and VCU for my orthodontic residency.

3. Tell us about how you and your significant other discovered your shared love of and interest in dentistry?

On the first day of dental school, Dr. Javed stood in front of our class and told us to look around the room because the people in your class will become great friends and colleagues, and at least two of you would be married by the end of things. He was more than correct, there were three couples in our class of 54 that ended up getting married, and we all share a love of dentistry.

4. What are you doing in your practice that you think other members of SCDA should know about?

We have recently taken advantage of the SCDA medical insurance plans for our employee medical insurance. The premiums were the most competitive we could find and compared to other private group insurance plans, the benefits were significantly better.

5. What advances in the field of dentistry are you most excited about?

Digital dentistry and 3D printing. As these systems become more refined, we will be able to deliver more precise and predictable outcomes in dentistry.

6. What would you say to young dentists just starting out or students who might be considering dental school?

I would tell them that dentistry is a fantastic profession and I feel blessed to be a part of it. I realize that there are many challenges facing our industry and student loan debt is a significant concern, but the benefits of the profession greatly outweigh those concerns.

7. What would you say to those who are considering joining SCDA?

Don't consider it - just do it! Organized dentistry is the key to preserving autonomy in our profession. Getting young dentists involved is critical to projecting our wonderful profession in the face of increased regulation and corporate intrusion.

Thank you Dr. Pennella for sharing with us! If you are interested in being featured in our next Member Spotlight, please email scda@scda.org or call 803-750-2277!

DDL Dental Lab
Next Day Service

PH: 803-638-0742

If you're ready to grow your practice and improve patient care, you won't find a better partner than DDL Lab

**For New Clients 50% off your first case
Free pick up and Delivery**

At DDL we provide fast turnaround times not days but hours and committed to provide comprehensive, accurate and high quality work

1030 St Andrews Rd Suite C
Columbia SC 29210
DDL@YAHOO.COM



Follow us on Facebook! We have posted pictures from our Conventions and DAD projects. You can save the pictures, tag yourself and share them with other friends on Facebook. Join our group today www.facebook.com/scdental. You can also follow us on twitter @SCDentalAssoc!

Reinvest



The **Patterson Advantage**[®] program helps you build the practice of your dreams.



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.

PATTERSONADVANTAGE[®]
YOUR PARTNER IN PRACTICE GROWTH

Greenville Branch
105-G Ben Hamby Drive
Greenville, SC 29615
864-676-0333

Columbia Branch
400 Arbor Lake Dr., Suite A100
Columbia, SC 29223
803-754-8754

Charleston Branch
2300 Clements Ferry Rd., Suite 103
Charleston, SC 29492
843-849-5260

SCDA Advocacy and Third-Party Issues Seminar

By Dennis McHugh, ADA



The SCDA will be holding a Seminar on Advocacy and Third-Party Issues on April 17, 2020. The Seminar will be held at the Cooperative Conference Center in Columbia, SC from 9:00 am- 12:00 pm. Please learn about our speaker and the Seminar below.

Dennis McHugh is the manager of third party payer advocacy for the American Dental Association and works in the Practice Institute's Center for Dental Benefits, Coding and Quality (CDBCQ). CDBCQ is the ADA agency responsible for promoting resources and information on dental benefit plans to employers and member dentists. In addition, CDBCQ responds to requests and helps resolve problems from member dentists regarding concerns with third party payers and the CDT Code. He has been with the ADA for 19 years and prior to that spent 7 years working for the American Association of Orthodontists.

Dental benefits, specifically third-party issues are typically rated as one of the most critical concerns confronting dental offices. In this Seminar dentists and their staff will gain an understanding of what the American Dental Association and the South Carolina Dental Association are doing to advocate for member dentists when it comes to dental benefit plans.

Dentists will learn of current trends in the dental benefits market and the top 5 mistakes dental offices make and how to avoid those mistakes. You will learn how to receive individual assistance from the ADA and learn how to gain access to valuable ADA resources to help you with claim submissions to third party payers.

You will receive 3 units of CERP credit and you will not want to miss this valuable and educational presentation!

The registration form can be found on the following page. If you have any questions, please email scda@scda.org or 803-750-2277.

50 YEARS *of making smiles* **THAT LAST**



**SHERER
DENTAL
LAB**

Half a century in business, countless relationships, thousands of smiles ...

WE WANT TO JOIN YOUR TEAM!

CALL US TO GET STARTED:
(800) 845-1116





Advocacy and Third-Party Issues Seminar

EDUCATIONAL OBJECTIVES:

Dental benefits and third-party issues are typically rated as one of the most critical concerns confronting dentists. The SCDA staff often receive questions as to what the SCDA and ADA are doing to help dentists when it comes to working with dental benefit plans. The SCDA and ADA have been and continue to be extremely active in advocating for dentistry.

Registrants will learn what the ADA is doing at both the federal and state levels regarding proposed legislation. You will learn how to receive individual assistance and receive information on the many valuable resources the ADA has to assist and educate dental offices on dental benefits issues.

INSTRUCTORS:

Dennis McHugh

Dennis McHugh is the manager of the American Dental Association's Dental Benefit Information Service and works in the Practice Institute's Center for Dental Benefits, Coding and Quality (CDBCQ). CDBCQ is the ADA agency responsible for promoting resources and information on dental benefit plans to employers and member dentists. In addition, CDBCQ responds to requests and helps resolve problems from member dentists regarding concerns with third party payers. He has been with the ADA for 16 years and prior to that spent 7 years working for the American Association of Orthodontists.

Date: Friday, April 17, 2020

Location: Cooperative Conference Center, 169 Laurelhurst Ave, Columbia

Registration: Begins at 8:30 a.m. **Seminar:** 9:00 a.m. – 12:00 p.m.

THIS EVENT IS OPEN TO SCDA MEMBER DENTISTS AND THEIR STAFF

Cost: \$25 – SCDA Member Dentist and \$10 – Each Additional Staff Member
Three (3) Hours of Continuing Education – Practice Management/Patient Relations

(Registration/Refund Deadline: Friday, April 3, 2020 – No Refunds Will be Allowed After this Date)

Advocacy and Third-Party Issues Seminar

Sponsored by the SCDA Member Benefits Group and the SCDA

_____ Name of SCDA Member Dentist (Print)

_____ Name of Staff Member (Print)

_____ Email Address

_____ Number attending seminar

Total Amount: \$ _____

Payment by check, make checks payable to SCDA

Credit Card Payment VI MC DIS AMEX # _____ Exp. _____ Vcode _____

Zip Code _____

Mail completed registration form to the SCDA office at 120 Stonemark Lane, Columbia, SC 29210
or fax to the SCDA office at (803) 750-1644.



South Carolina Dental Association is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. South Carolina Dental Association designates this activity for 3 continuing education credits.

Avoid These Common, Punishable HIPAA Violations

By Robert McDermott, President and CEO, iCoreConnect, an SCDA Endorsed Company

A Texas dental practice recently settled a HIPAA violation investigation which confirmed it shared the Protected Health Information (PHI) of multiple patients in response to Yelp postings. They publicly disclosed patients' last names, health conditions, treatment plans, insurance and cost details. The practice agreed to pay a \$10,000 fine and adopt a corrective action plan, including two years of HIPAA compliance monitoring.¹

HIPAA law factors into essentially every aspect of how a practice operates. It's no wonder there are many common mistakes which result in fines and corrective actions. Here are five common ways dental practices end up with a violation resulting in costly penalties:

1. Posting PHI on social media. This is an impermissible disclosure of PHI.
2. Emailing PHI through a non-secure service. Some services only meet 1 or 2 of the six HIPAA law mandates. Check with your email service provider to ensure your system is fully compliant.
3. Failing to enter into a HIPAA-Compliant Business Associate Agreement (BAA) with all your vendors. A vendor provides services, functions or activities requiring access to patient ePHI for or on behalf of your practice.
4. Lacking proper access controls to ePHI. Only authorized employees can access ePHI. Improper access can lead to theft of patient PHI.
5. Denying patient access to health records or exceeding the timeframe for providing access. Patients have the right to access their records or obtain copies at their request.

iCoreExchange cloud-based, HIPAA-compliant email is endorsed by SCDA. With iCoreExchange, you can email anything to anyone, anywhere...with full HIPAA compliance. The team at iCoreConnect can also perform a full HIPAA compliance check for your practice. Subscribe or book a demo today at iCoreConnect.com/scda or give their team a call at 888.810.7706.

* SCDA Note: You can see iCoreExchange firsthand at the 2020 SCDA Annual Meeting, April 23rd and 24th. iCoreConnect President and CEO Robert McDermott will be available both days to talk with you about your compliance needs. He will also present during the member benefits session each day.

¹ <https://www.hhs.gov/about/news/2019/10/02/dental-practice-pays-10000-settle-social-media-disclosures-of-patients-phi.html>

FREE¹ Amalgam Separator to SCDA Members



Being a member of SCDA has its rewards. DRNA is offering SCDA members a **FREE** amalgam separator when you lock in the current annual recycling rate for three or five years.¹



**Compliance
deadline**

Due to a limited quantity of **FREE¹** amalgam separators remaining, we recommend that you sign up now to secure yours by the **July 14th EPA deadline.**

DRNA is endorsed by:



SOUTH CAROLINA
DENTAL ASSOCIATION



Visit www.drna.com/scda or call **(800) 360-1001, ext. 2** to sign up and reserve your free¹ unit.

¹ Receive a free amalgam separator unit when you sign a 3- or 5-year recycling agreement at \$500/year for the BU-10 and \$750/year for the BU10-30, inclusive of all costs.

² Retail price of the unit has, from time to time, been less because of promotions

Ambulatory Anesthesia Associates

Services Provided
Throughout
South Carolina
www.ambanes.com

**You do the dentistry.
We keep our eyes on
the patient.**

Over 30 Years
of service providing
Sedation & Anesthesia
in the dental office
delivered with patient
safety and satisfaction
first in mind

Anesthesia is performed
by a Board Certified
Dentist Anesthesiologist,
a doctor with years of
specialized training. Your
patient will receive a
focused one-on-one
individualized anesthetic
(800) 549-1201



Risk Tips: Managing Negative Online Reviews From Patients

By MedPro Group, an SCDA Endorsed Company

The internet and social media have fundamentally changed the ways in which healthcare consumers gather and exchange information. More and more, patients are looking online to address their healthcare needs and to comment about their experiences.

A survey of more than 2,500 patients showed that 82 percent of participants use online reviews to evaluate doctors, 72 percent use online reviews to find a new doctor, and 19 percent use online reviews to validate their provider choices.¹ These numbers underscore the significance of online reviews — both positive and negative — to healthcare organizations' and practitioners' reputations and viability.

For healthcare providers, the need to manage their online reputations is becoming more imperative as review sites increase in popularity. Although negative online reviews can present challenges, providers can implement a number of risk management strategies to address this issue.²

1. As part of your organization's communication and social media policies, develop a strategy for interacting with patients online, including responding to both positive and negative online reviews.
2. Designate an appropriate individual to monitor the organization's online presence as well as online reviews and comments about individual providers.
3. Explore the possibility of using online alerts and other technology solutions to manage the organization's and providers' online reputations.
4. Develop scripted language to respond to negative online reviews. The language should emphasize the organization's commitment to high-quality patient care and satisfaction and should encourage individuals who have concerns to contact the office directly.
5. Be aware of state and federal privacy regulations, and ensure that anyone responding to online patient reviews understands the obligation to protect patient privacy and confidentiality.
6. In each circumstance, consider the best approach for handling the online review. Options might include (a) not responding at all, (b) responding online in a professional manner, or (c) contacting a known patient directly to address his/her concerns.
7. Avoid responses to negative reviews that sound defensive, make excuses, or criticize the patient in any way. Additionally, avoid engaging in online arguments or behavior that might be considered threatening or unprofessional.
8. Understand and reinforce the importance of treating all patients with courtesy and respect and exhibiting professionalism in both in-person and online interactions.
9. Consider online reviews a learning opportunity for both providers and staff. Review both positive and negative reviews and discuss how the organization can build on quality improvement processes.
10. Encourage trusted, satisfied patients to post online reviews. Reviews that discuss positive experiences with the organization and its providers will help counteract negative reviews.
11. Devise a plan for how your organization can use social media to build a positive online presence and share its mission. Doing so can help provide balance for potential negative feedback.
12. Consult legal counsel or consider contacting a review site's webmaster if a patient posts information that is false or defamatory.

¹ Health, S. (2018, April 16). How do patients use online provider reviews for care decisions? PatientEngagementHIT.com. Retrieved from <https://patientengagementhit.com/news/how-do-patients-use-online-provider-reviews-for-care-decisions>

² Adler, E. L. (2016, September 21). How not to respond to bad patient reviews online. Physicians Practice. Retrieved from www.physicianspractice.com/marketing/how-not-respond-bad-patient-reviews-online; Chauhan, M.K. (2016, December 18). Managing patient online reviews can make a difference. Physicians Practice. Retrieved from www.physicianspractice.com/blog/managing-patient-online-reviews-can-make-difference; Cryts, A. (2016, December 1). Docs, ignore millennials' online reviews at your peril. FierceHealthcare. Retrieved from www.fiercehealthcare.com/practices/docs-ignore-millennials-online-reviews-at-your-peril/; Kropf, S. (2015, May 8). Responding to negative online patient reviews: 7 tips. Physicians Practice. Retrieved from www.physicianspractice.com/blog/responding-negative-online-patient-reviews-7-tips; Segel, R. (2017, January 4). Dissed by unhappy patients? Here's what to do. MedPage Today. Retrieved from www.medpagetoday.com/PracticeManagement/PracticeManagement/62349; Weber, S. (2015, December 14). How to: Deal with negative online reviews. Physicians Practice. Retrieved from www.physicianspractice.com/marketing/how-to-deal-with-negative-online-reviews

This document should not be construed as medical or legal advice. Because the facts applicable to your situation may vary, or the laws applicable in your jurisdiction may differ, please contact your attorney or other professional advisors if you have any questions related to your legal or medical obligations or rights, state or federal laws, contract interpretation, or other legal questions.

MedPro Group is the marketing name used to refer to the insurance operations of The Medical Protective Company, Princeton Insurance Company, PLICO, Inc. and MedPro RRG Risk Retention Group. All insurance products are underwritten and administered by these and other Berkshire Hathaway affiliates, including National Fire & Marine Insurance Company. Product availability is based upon business and regulatory approval and may differ among companies.

© 2019 MedPro Group Inc. All rights reserved.



Malpractice Insurance: it's not just a price, it's a promise.

MedPro Group is committed to protecting your reputation so you can stay committed to protecting your patients. It's a promise we don't take lightly.

Our promise to never settle a lawsuit without your written consent ● PURE CONSENT PROVISION

Our promise to offer you options that fit your needs ● OCCURRENCE AND CLAIMS-MADE POLICIES

Our promise to provide unmatched defense success if a claim goes to trial ● 95% DENTAL TRIAL WIN RATE

Our promise to be there on your first day of practice and every day after ● 120+ YEARS OF EXPERIENCE

Our promise to have the financial strength to protect you and your future ● A++ FINANCIAL RATING BY A.M. BEST

Contact us today for a quote.

800.4MEDPRO x119660 | DENTAL@MEDPRO.COM

medpro.com/PromiseSC



A.M. Best rating as of 7/10/2019. All data is MedPro Group data; claims data range is 2009-2018 unless otherwise indicated. MedPro Group is the marketing name used to refer to the insurance operations of The Medical Protective Company, Princeton Insurance Company, PLICO, Inc. and MedPro RRG Risk Retention Group. All insurance products are administered by MedPro Group and underwritten by these and other Berkshire Hathaway affiliates, including National Fire & Marine Insurance Company. Product availability is based upon business and/or regulatory approval and may differ among companies. © 2019 MedPro Group Inc. All Rights Reserved.

1 OPEN CAMERA

2 SCAN

3 GET QUOTE



Classified Ads

Dental Related Services

Palmetto Dental Personnel Inc. is owned and operated by a dental professional with 29 yrs experience and has exclusively provided professional staff for Columbia and the surrounding areas. PDP has dental hygienists, assistants & front office personnel available for temporary and permanent positions. Contact Gail Brannen 800-438-7470, fax 866-234-8085, gbrannen@palmettodentalpersonnel.com or www.palmettodentalpersonnel.com.

Intraoral X-Ray Sensor Repair/Sales- We repair broken sensors. Save thousands over replacement costs. Specializing in Kodak/Carestream, major brands. We buy/sell sensors. American SensorTech 919-229-0483 or www.repairsensor.com.

Dentappraisal- Practice Valuations specializes in nationwide dental practice valuations. Our independent, in-depth valuations help you identify/verify a sales price or find significant growth opportunities in your current or future practice. Visit us at www.dentappraisal.com or contact our dental CPA at 877-419-4884 or kevin@dentappraisal.com to discuss your valuation.

Locum Tenens/Positions Wanted

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. View specific opportunities at www.DentalPower.com or 800-710-9720.

Positions Available - Dentists

Our Lady of Mercy's Johns Island needs **volunteer SC licensed dentists**. M-Th & Tue evenings. Jakki at 843-559-4493.

Volunteer-Helping Hands Dental Clinic (Georgetown). Th 5 pm. 843-527-3424 or acct.hhands@gmail.com.

Columbia dental practice seeking highly motivated associate who desires income growth. Send resume to james@garnersferrydentistry.com

Creston Dental & Braces--Seeking **Associate Dentists** both FT/PT for opportunities in Charleston, Rock Hill, Columbia, Anderson, and a traveling role. Earn daily guarantee up to \$825/DAY + up to \$20K sign-On bonus/\$500 month student loan repayment/relocation/full benefits! Contact Renee Baron today at (404) 862-9685 or rbaron@hunterspenccom.com.

Large group practice seeking **associate dentist**. Positions in Indian Land and Rock Hill. Competitive/excellent pay for qualified candidate. Experience preferred. State of the art facility. Must have great work ethic, excellent skills, good chair-side manner. Email CV smilingdds1@gmail.com

St George/Santee/Holly Hill, SC- Looking for dentist to expand our staff at growing dental group. 4-5 days per week in St. George/Santee. Prefer to live within 25 miles of practice. 8 dental hygienists/18 op practice. Contact 843-560-2226 or draggarris@bellsouth.net

D4C Dental Brands is currently hiring a **Pediatric Dentist** for positions in SC. We are dental specialists owned practices looking for support for one of our locations in Charleston. Our offices are child friendly, fun and committed to quality dental care. We offer benefits and competitive compensation. Visit us online d4cdentalbrands.com.

Benevis is currently seeking **FT/PT Associate Dentists**, Orthodontists, Endodontists, Pediatric Dentists, Oral Surgeons and Anesthesiologists. Looking for talented dentists who are interested in making a difference in communities. Competitive compensation, student loan repayment, sign-on bonuses, relocation, 401K, paid time off, health insurance and more. Edolia Wright edwright@benevis.com.

General dentist **1 to 2 days a week**. \$550-\$750 daily depending on experience, or 32% of collections. Downtown Columbia up to date office needs gen, endo, os & pedo. generaldentaldesk@gmail.com.

Fully equipped mobile unit traveling to rural SC is looking for a dentist to help change lives, need your help. Contact thepalmettopalace@gmail.com.

Florence area group practice seeking Associate Dentist. \$200-300K possible for motivated, experienced candidate. FT or PT opportunity possible. New grads welcome to apply as well. Email resume to jtepper409@yahoo.com or call 843-992-7348.

Are you a Dentist looking for a busy and established practice in **Rock Hill**? Look no further. Competitive compensation, benefits packages available, complete business and operational support, and Comprehensive treatment planning to majority PPO/fee-for-service patients. What more could you want? Email resume or referrals to mary.barfield@dentalonepartners.com or visit www.dentalonejobs.com today.

Dr. Alex Sharifian, owner dentist of Redstone Modern Dentistry in **Indian Land**, is seeking a growth-minded dentist to join his practice. He is prepared to invest significantly in someone who wants to own and grow a thriving, modern practice. Lucrative compensation & excellent benefits. voelkern@pacden.com.

Pediatric Dentist - Columbia, SC Newly built, and fast-growing private, non corporate office located in Forest Acres in Columbia. This office is looking for the perfect fit for a high-touch pediatric experience, centered on patient care. Competitive compensation package. Contact Michaelrdover@hotmail.com

Coastal Kids in **Charleston** is looking for an Oral Surgeon to work in a state of the art sedation and surgery center. We offer 401k, medical, dental and vision benefits, great work life balance and above average compensation. Contact Dr. Isabel Driggers to learn more isabel@coastalkidsdental.com.

Associate Orthodontist needed 2-3 days per month in mainly FFS general dental office that has a large orthodontic patient base. Base pay plus bonus. This would be ideal for someone who recently opened a practice of their own and needs a few extra days per month until their practice picks up. Please email resume matthew@mundodontistry.com.

Sleep focused dentist- Columbia. New fast-growing dental sleep focused network seeks dentists who are experienced or who have a keen interest in dental sleep medicine looking to enter into a dedicated niche practice on a part time basis (1-2 days per week). Ideal opportunity to further develop clinical experience and expand income base. masoud@oventusmedical.com.

Associate Dentist needed in **Lexington SC**. Full time employment with option to buy into equity partnership in 1-2 years. Privately owned two doctor dental office established over 40 years ago. Contact 803-665-6453.

Busy family dental practice is currently looking for **PT, FT talented dentists** who are excited about giving back to their community. Student loan repayment, competitive compensation and health care available. Please contact Dr. Singleton at singletonnaida@yahoo.com

Associateship opportunity in **Fayetteville, NC**, with the potential for future purchase. Thriving 30 year, \$2.2M yearly production practice in a 10 operator, state of the art facility to include Cone Beam CT imaging and Planscan E4D system. Previous associate yearly income average of \$240,000. Incredible team and growing patient base. admin@catlettddentistry.com.

Pediatric Dentist needed in **Bluffton/Hilton Head SC**. Excellent location in the low country only minutes from the beach and Hilton Head Island. We have a brand new building and state-of-the-art equipment with a wonderful team! Visit us at seakidssmile.com to learn more or email info@seakidssmile.com.

FT General Dentist associate position - **Summerville, SC**. Come treat steady flow of established and new patients. Experience with root canals, implants, Invisalign desired. Opportunity offers private practice environment, quality of life, clinical autonomy, and a good base salary compensation plus a good % of collections. Send resume to smilebright19@yahoo.com

General Dentist needed around **Orangeburg, SC**. Full time or part time. We offer a \$650 guarantee or 35% of production whichever is greater. If you are interested, please email jobs29003@gmail.com for more information.

Non DSO family dental practice in **Greenville** area looking for a highly motivated Associate Dentist. Four day work week. Competitive pay, paid CE and medical insurance. Candidate must have great chairside manner and strong work ethic. Great highly, trained staff. Excellent management and marketing support. Practice.manager1693@gmail.com.

We are in need of a hard working, fun, energetic **General or Pediatric Dentist** to join our rapidly growing practice. PT or FT. Motivated to maximize competitive compensation. Our second expansion is in the works. Multiple opportunities for growth and development including possibility of equity. Please submit CV to tonia@childrensdentalgroupsc.com.

Positions Available- Staff

Columbia dentist looking for professional to fill full time **dental assisting position**. Candidate should possess the following- dental assisting experience with xray & nitrous certification, excellent communication skills, highly motivated team player. 803-750-5494 or email resume for a confidential inquiry mysmiledoc@bellsouth.net.

Irmo dental office needs a dynamic & efficient full time administrative assistant to complete our team. Duties: schedule maintenance, insurance benefits confirmation, collection & posting patient portion. Paid holidays, vacation, 401K & stipend for health insurance. Email sherryrauchdds@gmail.com.

Practices/Office Space Available

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. \$25,000 OBO call 803-617-8701.

Office for rent in **Surfside Beach**, for afternoons 2:00 or 3:00, Monday-Saturday. 5 operatories, reception, waiting room, lab, lounge, fully equiped. office@dunesdentalservices.com.

Pee Dee Region, SC- Well-established Orthodontic office located on prime real estate. Consistently producing \$830,000 per year, this spacious office has one private treatment room along with a large bay with 5 chairs. The real estate is valued at \$335,000. Contact Henry Schein Professional Practice Transition Sales Consultant Courtney Howell Robinson, 843-324-0703, courtney.robinson@henryschein.com. #SC117

General practice for sale in **Pee Dee Region**. Attractive, renovated facility, 3,500 sf with 8 ops (3 used for hygiene). Excellent streetside visibility. Steady new patient flow even with limited marketing. 2019 income projected to be \$1M+. Contact McGill & Hill transitions@mcgillhillgroup.com.

Columbia opportunity with excellent cash flow: large office, which has 4 ops and uses Dentrix software is located on the east side of Columbia. The practice collections are \$700K+ per year. The owner leases the space, so this could be an excellent merger opportunity. SC-6070 Contact: AFTCO 800.232.3826

Profitable **Metro Columbia** opportunity: very profitable practice, generating \$635K on a 4-day week, is in a stand-alone building. The office is completely digital and modern with 3 ops and room for expansion. The practice is almost 100% FFS with a solid active patient base. SC-6000 Contact: AFTCO 800.232.3826

100% FFS in **Clemson Area**: well-established practice is in a highly desirable area. The office is in a stand-alone building that will allow for continued growth. The practice has gross collections of almost \$500K. The office has 7 modern ops with computers in each room. SC-6004 Contact: AFTCO 800.232.3826

Established and fully equipped dental practice for sale in **North Augusta, SC**. Four operatories, new PAN/CBCT, Tru Def scanner, digital x-rays, and all software installed and functioning. 1660 sq feet. On average grossing \$485,000/year for the last 3 years. Fully equipped and ready to function immediately. Financing available nasmilecareers@gmail.com.

Spartanburg- Dental office available 1463 E. Main St, previously occupied by a pedodontist. To inquire please call 864-583-4110.

Greenwood dental office for sale or lease. The free standing building has 6 to 8 operatories with a city owned children's park beside it. 864-229-6719.

North Charleston, SC- Gorgeous 3 op, General practice just 1 mile off I-26. Seller would like to close by soon. For details contact Courtney Howell Robinson, 843-324-0703, courtney.robinson@henryschein.com. #SC1118

Columbia SC practice for sale. Well established dental practice with a loyal patient base. Gross receipts of \$711,000 in 2019. Located on the northeast side of Columbia with 4 trx rooms and digital technology. Mixture of FFS and PPO. Great practice! mary@jpatransitions.com.

Turn key Dental space for lease in **Seneca**. The space is 2,500 SF and includes 6 exam rooms, lab, x-ray room, break room, office, reception/file storage and waiting area. Contact Grayson Burgess, CCIM 864-770-3288 or grayson@tbccre.com.

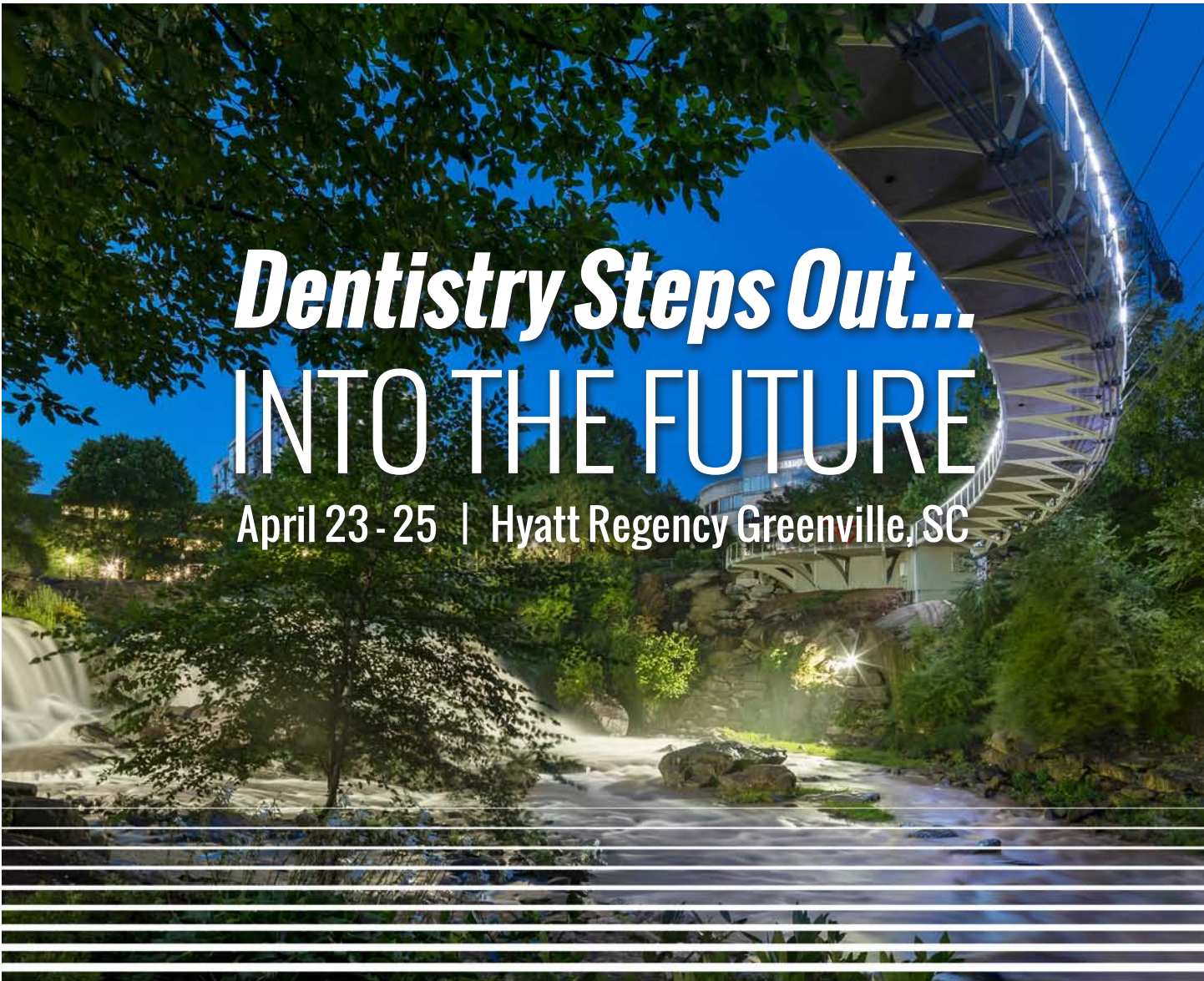
For Sale

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

For Sale: I-CAT- 2008 Gendex GX-CB500. This unit is in good working condition and was recently pulled from service and professionally de-installed. \$35,000 contact charles@mstxs.com or 843-697-7567.

For sale: Dental equipment, chairs, lights, cabinetry, x-ray. Call 803-783-2686.

Light fantastics, syringe pedestals, moss cephalometric, x-ray, compressor, whip mix, cuspidor, boyd stool, antique cabinets, lab equipment, mobile x-ray shield. **Questions 803-781-3131.**



Dentistry Steps Out...
INTO THE FUTURE

April 23 - 25 | Hyatt Regency Greenville, SC

151st SCDA Annual Meeting

