

# Bulletin Volume 42, Issue 4 April 2014

# **Inside this issue:**

Welcome New Members	3
5 SEO Myths You	4
Should Never Believe	

A Team of DDS Volunteers Solve Andrew's Dental Problems

New Dentist Committee 8 Member Focus

Master Calendar 8

11

**ADA Welcomes** President George W Bush as Distinguished Speaker at Annual Meeting

13 President's Message

Executive Director's 15 Notes

Central District Save 16 the Date

**Unclaimed Checks-**17 What Does Your Company Do With Them?

Member Benefits Group 18

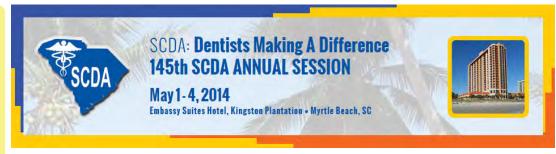
Classifieds 20

> **Published by the South Carolina Dental Association**

**Design: Maie Brunson** 

www.scda.org

**Toll Free in SC:** (800) 327-2598



The winter has been exceptionally hard and cold this year so all the more reason to come to Myrtle Beach for the 145th SCDA Annual Session. The promise of warmer weather will be greater along the coast and we have activities for the entire family.

We will start the social activities with a welcome reception on Thursday from 4:30 until 6:00 with light hors d'ouerves and drinks. This is always a great time to talk leisurely with the vendors and catch up on what is happening with friends and dentistry. An added benefit is the \$100.00 certificate you have to spend while purchasing items on the convention floor.

While not truly a social event, the silent auction will be the place to see people, talk and put a bid in to help with the many scholarships that are given to deserving students in the dental field.

For those who love to get up earlier and start their day with a healthy run we will have a fun run sponsored by Dentsply. This will be on Friday, May 2, starting at 6:30 am. Myrtle Beach is fast becoming known for its running friendly

environment and this will allow many doctors and family to participate along with the members of their staff.

Friday night is our main evening event and will be held at the Carolina Opry. No country this night just many of the songs that we grew up loving done in a fantastic and entertaining show. We will start with a social at 5:30 pm followed by a barbeque and shrimp boil outside the Opry. The show will follow at 7:00 pm. Tickets are \$50.00 a person and all a great time

> should be had by all.



For those hoping

to avoid the sand there will be golf on Saturday starting at 10:28 am. It will be held at Barefoot Landing on the Norman Course. Cost is \$125.00 and this includes green fees, cart and lunch. The snowbirds will have migrated back north so plan on bringing your clubs and play a great course.

Remember you will be at the beach so leave your ice scrappers and snow shovels at home. The beach wear stores have plenty of sand pails and we all look forward to a fantastic spring weekend at the beach with golf, running and entertainment.

See you there! Walter J. Machowski Jr, Social Chair



**Tek**Collect

Learn more at www.tekcollect.com



# **SCDA Welcomes Our New Spring Members!!**

The South Carolina Dental Association would like to recognize our new members. 34 dentists joined during the Spring District Meetings this year!

The Board of Governors is pleased with your decision to be a part of organized dentistry. We invite you to take full advantage of the many benefits offered!

# **Central District**

Michael Barno Nathan Beam Jennifer Fojtik Michael Huffer Britta Koehler Jewel Pompey Kristin Robertson Steven Taylor David Walls

# **Coastal District**

Christopher Daniel Jessica Gower Juliana Head Nathan Head Mary Alice Hughes Allison Miller Katelyn Palmateer Michele Ravenel Walter Renne April Spitz

# Pee Dee District

Bennie Smith, Jr Lucia Rawlinson Jeffrey Wonder

# **Piedmont**

Kimberly Bates
Chalbourne Brasington
Allison Caldwell
Rachel Clay
Kip Covington
Koko Covington
Camille Horton
Craig Horton
Christopher Howlett
Thorpe Jacob
Mark Jackson Mizzell, Jr
Laura Schmidt



# The 5 SEO Myths You Should Never Believe

By Lindsey Albanese, Director of Search Engine Optimization at Officite

SEO (Search Engine Optimization) sounds like a simple enough concept. A few changes, a little extra content here and there, and suddenly your practice's website rockets to the top of Google. In a perfect world, that's all it would take. But in the real world, it's nowhere near that simple. SEO requires more than a couple tech wizards waving their magical search wands for Google to love you. It takes finesse, it takes expertise, and it takes time. It's methodical, it's quantifiable, and most of all, it's profoundly misunderstood. These are some of the most common misconceptions about the practice-growing strategy.

# 1. One Size Fits All

Even though SEO may seem simple, that couldn't be farther from the truth. There are indeed some very basic, over-arching concepts (e.g. keyword optimization; content creation; link building) that can be applied to most websites. But every practice is different, and therefore there is no such thing as a prepackaged, point-and-click solution. What fits your practice will be completely wrong for another, and so there is no one-size-fits-all solution; every program needs to be custom-fitted for each individual practice.

# 2. Instant Results

SEO works wonders as a long-term strategy, but not as an instant springboard. Your search engine visibility issues won't be fixed within the week. Super-fast results like that can only come from a PPC (pay per click) program, which will provide instant visibility in the paid ads section. PPC, while effective, is often expensive, and generally provides a less significant return than a true SEO program. SEO helps your website appear in the organic results where most people do their clicking, and significant results can take up to 6 months to arrive. The process is long, and can be grueling to anyone but the most seasoned professionals. But don't let the wait discourage you; the SEO race is a marathon, not a sprint. It takes time for Google's crawlers to find optimization changes and to build trust with your site. It takes time to build the links that make your site reputable. But at the end of the day, the results are more than worth the time and effort required.

# 3. SEO is Permanent

This assumption has real potential to cause harm. We've seen it many times. A practice joins our SEO program, sees positive, even first-page results, and then promptly discontinues service. The sentiment seems to be that, once the first page goal has been achieved, no maintenance is required. After all, there's no need to keep paying for something you already have, right?

Invariably, if a practice drops their SEO at the first sign of results, their rankings drop like a rock. Cutting an SEO program after seeing success is a little like digging the foundation out from under a building once the tallest floor has been built. It won't stay in the air for very long afterward.

# 4. SEO is a Stand-Alone Solution

There is some truth to this one. After all, an SEO program won't do anything but help your practice's rank. But if the only bit of online presence you can point to is your website, it's going to be much more difficult to promote your practice than it would be if it were part of a complete Web Presence. It's crucial to support your SEO efforts with other materials that expand your internet footprint. These include social media, mobile compatibility, and blogging, just to name a few. That's because, even for Google, it's hard to find one needle in the haystack of the Web. With a complete Web presence, you're essentially dumping entire boxes of needles into the mix. The more content you have, the easier the process becomes.

# 5. There is Such a Thing as "Close Enough"

In SEO, the devil is in the details. So much so that even the syntax of a search query can make a difference in the results it generates. "Columbia dentist," for example, will perform differently than "dentist in Columbia." Part of making sure your program is successful is knowing which strategies to use, and when.

Even though SEO is complicated and continually changing, it's perhaps the most effective way to bring more attention to your practice. Take a look at your search ranking, and if you need a boost, consider a reputable professional program. The sooner you start, the quicker the results will come.

About the Author: Lindsey Albanese is Director of Search Engine Optimization at Officite, the Endorsed Web Service Provider of the SCDA and the leader in online healthcare marketing. Since 2002, they have helped thousands of practices secure new patients with a complete Web presence, and they continue to help more dentists think beyond the website every day. For more information on SEO, websites, mobile websites, reputation monitoring, patient education, and more, call your Web Presence Advisor at 866-731-8834, or visit www.officite.com/dental.

Page 4

# Think Beyond YOUR WEBSITE

**WATCH OUR** 



www.ThinkNewPatients.com



Starting at \$995 setup

- Premium Websites
- Search Engine Optimization
- Mobile Websites
- Social Media
- Reputation Monitoring
- Patient Education

IT'S EASY. A complete Web Presence packs all your online marketing into one simple platform. It's time to make the upgrade. Officite can help.

- CALL YOUR WEB PRESENCE ADVISOR Meet your full-time, dedicated expert.
- CHOOSE YOUR WEB PRESENCE PACKAGE Select a package customized for your practice.
- LAUNCH YOUR WEB PRESENCE And watch the new patients come in.





866-731-8835 WWW.THINKNEWPATIENTS.COM

# A Team of DDS Volunteers Solves Andrew's Dental Problems

By Donated Dental Services

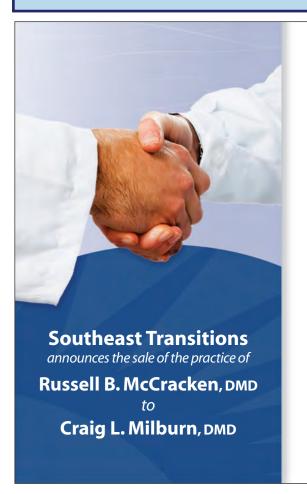


Dr. Michael Miller (right) collaborated with Dr. Thomas McDonald (not pictured) to treat the challenging oral health needs of Andrew, a South Carolina DDS patient.

Andrew, age 18, of Lake City was born with a rare genetic skin condition which led to numerous skin cancers and severely affected his face and perioral area. Scarring on his face made it difficult for Andrew to reach areas of his mouth to maintain proper oral hygiene. Through Dental Lifeline Network- South Carolina's Donated Dental Services (DDS) program, two volunteer dentists collaborated to resolve Andrew's dental problems. Dr. Thomas McDonald, an oral surgeon, placed four implants to secure a bridge. The bridge, supported by the implants, was contributed by Dr. Michael Miller, a general dentist. Other donations included implant material from Straumann, metal for the bridge from Ivoclar and fabrication of the bridge by Progressive Dental Arts. Thanks to all of these generous volunteers, Andrew's oral health and smile were restored!

facebook join our group +

If you have not already joined the SCDA Facebook page you are missing out! We have moved all of our pictures from Shutterfly to our Facebook page. We have posted pictures form our conventions and DAD projects. You can save the pictures, tag yourself and share them with other friends on Facebook. You will also be kept up to date on all SCDA news! Join our group today! <a href="https://www.facebook.com/scdental">www.facebook.com/scdental</a>. You can also follow us on twitter @SCDentalAssoc!



# The very best dentists are artists – not simply technicians.

The best transition advisors are experts in the art of the deal – not simply brokers.

Call the Advisors at Southeast Transitions today to see how they can help you convert your artistry into an enduring legacy to be proud of.



Robin D. Turner, DDS
Vice President



through practice sales

www.southeasttransitions.com 678-482-7305

# Peace Of Mind Knowing Your Practice & Family Are Protected NPT's Practice Protection Plan (PPP)

In general, following the unexpected death or disability of a dentist, practice value immediately begins to decline approximately 25% per month until a transition occurs. Unfortunately though, it could be weeks before a grieving loved one contacts the appropriate professionals to begin the search; and then additional weeks if not months before a proper transition is completed. By then, the practice could have little to no value remaining.

NPT created the *Practice Protection Plan (PPP)*, the first of its kind in the industry, to provide you peace of mind in knowing your practice's value may be protected in the event of such an unexpected tragedy. **There is absolutely no cost to you to sign up.** 



# Here's how the Plan works:

- We provide you with a **LETTER OF NOTIFICATION** to sign and entrust with an individual such as your attorney or executor. This letter instructs that person to notify us immediately upon a tragic event requiring us to sell your dental practice.
- ♦ You pre-sign our standard Agreement which is then placed in your file authorizing us to sell your Dental Practice only upon receipt of the signed **LETTER OF NOTIFICATION**.
- Each year you forward us your relevant practice financials and requested data reports to be kept in your file.
- Should an unexpected tragedy occur, we will immediately appraise and market your practice. By maintaining your vital practice information, we are able to begin the sale process immediately while your practice is still maintaining its highest value.
- As a participant of the PPP, your practice will be locked in at a reduced commission rate should we have to sell as a result of a tragedy. By reducing our commission even further, we hope to provide you or your estate additional financial support during this unexpected and tragic occurrence.

We may not be the biggest, but we are committed to being the BEST!



When you're ready to take the next step, trust your practice with the firm that has an impeccable reputation for service, experience and results.

Call for a free initial consultation.

F: 877.641.0808 info@NPTdental.com www.NPTdental.com Practice Sales Practice Appraisals

Transition Consultation

Amanda Christy
Regional Representative
a.christy@NPTdental.com
704.395.9286, x230

# **SCDA Mission**

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.

# 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 Maie Brunson at 800-327-2598 or by emailing her at brunsonm@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

# 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 <a href="https://www.scda.org">www.scda.org</a> to verify your information!

# **New Dentist Committee Member Focus**

By Stephen E. Clary, DDS

# Why I participate in organized dentistry?

Over the past 16 years of full-time practice, I have had the tremendous privilege to serve in several leadership positions for the U.S. Army, the Greater Saint Louis Dental Association, and the South Carolina Dental Association. I feel that it is important to remain active in the ADA and local dental society. I volunteered to serve as a Board Member with the Greater Columbia Dental Association and I have also attended the Day on the Hill representing both the United States Army Dental Corps in 2006 and the American Association of Oral and Maxillofacial Surgeons in 2013. Without a voice, we can't effect any change.



Dr. Stephen Clary

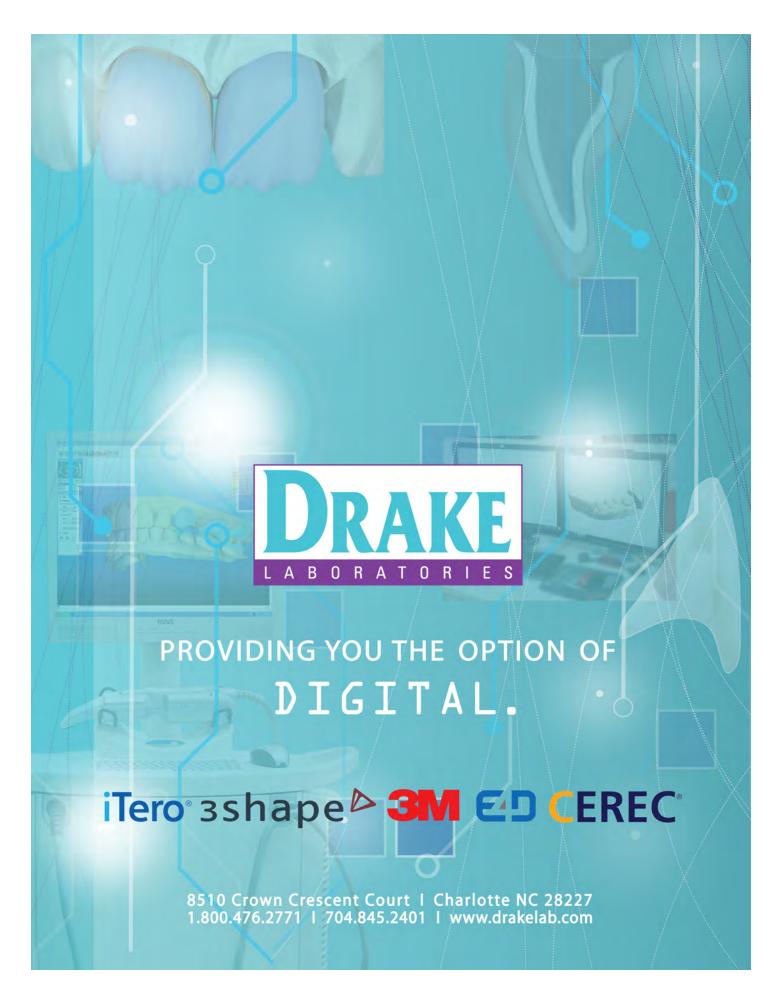
# About Stephen E. Clary, DDS

Dr. Clary received his Bachelor of Science in Biology from Furman University in Greenville, SC and his DDS from the University of Tennessee. After graduation, he practiced Comprehensive General Dentistry for several years in the U.S. Army and completed the Advanced Education General Dentistry 1-year program at Ft. Campbell, KY. He completed his Oral and Maxillofacial Surgery Residency at Brooke Army Medical Center in San Antonio, TX and is Board Certified by the American Board of Oral and Maxillofacial Surgery and a Fellow of the American Association of Oral and Maxillofacial Surgeons. As a part of his civic duty, he serves as a member of the Facial Trauma Team at Richland Memorial Hospital. Dr. Clary is married to his wife of 15 years and they have three daughters age 13, 11 and 7. Professionally, his passion is for teaching and performing advanced oral-facial reconstruction with bone regeneration and multi-implant surgery for one-day complete implant dental rehabilitation.

The ADA classifies "New Dentist" as active members who have been in the practice of dentistry for 10 years or less. To get involved with the New Dentist Committee please contact Maie Brunson at <a href="mailto:BrunsonM@SCDA.org">BrunsonM@SCDA.org</a>.

The Mission of the ADA New Dentist Committee is to serve as the voice of the new dentist within the American Dental Association, representing new dentists' views to the ADA Board of Trustees and other agencies; to monitor and anticipate new dentist needs and advocate for the development of member benefits, services, and resources to facilitate professional and practice success; and to foster the next generation of leadership within organized dentistry by building community and facilitating new dentist leadership development at all three levels of the tripartite.

Master Calendar			
April 26	Mastering Excellent Restorative Dentistry	MUSC	8:30 AM
May 1-3	145th SCDA Annual Session	Kingston Plantation	
May 3	SCDA Board Meeting	Kingston Plantation	7:30 AM
May 16	Radiation Safety Exam	Midlands Tech Airport Campus	9:30 AM
May 31	Nitrous Oxide Monitoring Course	MUSC	8:30 AM



# Planning a Dental Office Renovation or New Construction?

LIKE YOU, WE FOCUS ON THE DETAILS.

Let our knowledgeable team of professionals assist you.



TECHNICAL EXPERTISE
DESIGN ASSISTANCE
ON TIME & ON BUDGET
SUSTAINABLE BUILDING

**PRACTICES** 



256.417.4922 x210 **FYFFECONSTRUCTION.COM** 





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

DentaQuest manages the Healthy Connections dental program. We greatly appreciate the contributions of providers. Our provider web portal makes it easy for you to submit claims and authorizations, check member eligibility and more. Responsive service from our call center reps keeps your offices running at peak efficiency.

To learn more about the Healthy Connections program or DentaQuest, contact Tycie Sellers at 803.758.0490 or Tycie.Sellers@dentaquest.com.





Experience you can count on.

# American Dental Association Welcomes President George W. Bush as Distinguished Speaker at Annual Meeting in San Antonio Convention Oct. 9-14

CHICAGO, March 11, 2014 — The American Dental Association (ADA) will welcome President George W. Bush to ADA 2014 — America's Dental Meeting for the Opening General Session and Distinguished Speaker Series Thursday, Oct. 9 at the Alamodome in San Antonio.

President Bush was the 43rd president of the United States and founder of the George W. Bush Foundation. Bush was born on July 6, 1946, in New Haven, Connecticut, to Barbara and George H.W. Bush – later the 41st President of the United States. In 1948, the family moved to Texas, where George W. Bush grew up in Midland and Houston. He received a bachelor's degree in history from Yale University in 1968 and a master's degree in business administration from Harvard Business School in 1975. On November 8, 1994, George W. Bush was elected the 46th Governor of Texas. In 1998, he became the first governor in Texas history to be elected to consecutive four-year terms.



President George W. Bush

After the Presidency, George and Laura Bush founded the George W. Bush Presidential Center in Dallas, Texas. The Center is home to the Bush Presidential Museum and Library, which houses George W. Bush's presidential papers. The Center is also home to the George W. Bush Institute, a public policy organization that focuses on economic growth, education reform, global health, and human freedom. The Institute supports the rights of women with its Women's Initiative and honors those who have served in the United States armed forces through its Military Service Initiative.

"We are excited and honored to have President Bush speak at the annual meeting," said Dr. James E. Galati, 2014 chair for the Council on ADA Sessions. "I believe his charitable work and experiences can inspire all dentists, no matter what their political beliefs are."

President Bush is also the author of a bestselling memoir, "Decision Points." He and Laura have twin daughters, Barbara and Jenna, a son-in-law, Henry Hager, and a granddaughter, Mila Hager. The Bush family also includes a dog, Miss Beazley, and a cat, Bob.

The 2014 Distinguished Speaker Series is presented by Church & Dwight, the makers of ARM & HAMMER $^{\text{TM}}$ , Spinbrush $^{\text{TM}}$  and ORAJEL $^{\text{TM}}$  oral care products.

The ADA's annual meeting, which is scheduled Oct. 9-14 at the Henry B. Gonzalez Convention Center, brings together leaders in dental practice, research, academia and industry to present more than 300 continuing education courses, a trade show and the House of Delegates over six days. The Opening General Session, which kicks off the convention, will also honor the winner of the 2014 Humanitarian Award, Dr. Raymond S. Damazo. General registration begins May 1 at www.ada.org/meeting, and you must register in advance to attend the Opening General Session.

# **About the American Dental Association**

The not-for-profit ADA is the nation's largest dental association, representing 157,000 dentist members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The monthly The Journal of the American Dental Association (JADA) is the ADA's flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit ada.org. For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA's consumer website MouthHealthy.org.





# **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

\$100 first year premium for up to \$2 million in coverage for New-to-Practice Dentists!

DENTIST'S PROTECTION PROGRAM

Package policy providing liability & property coverage for the dental office



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

Sean Cappelmann

Pamela Foster, CIC



# **Transform your Dental Office**

# We Specialize in Total Operatory Restoration

Reupholstery of dental chairs and stools Repainting of dental lights, x-ray units,



We also have refurbished dental chairs for sale.

DON'T REPLACE...RESTORE

Quality Service Since 1971



www.restore-all-inc.com



# HANDPIECE SERVICE IS OUR BUSINESS

When you need a high-quality repair,

call Ken at: **864-967-8647** 

- FACTORY QUALITY REPAIRS on all high speeds, slow speeds, attachments, scalers, electric motors & attachments, oral surgery drills, endo attachments and more!
- Fiber Optic & Rethread Service.
- We use only the HIGHEST QUALITY PARTS
- We are FACTORY TRAINED
- We sell New & Reconditioned Handpieces
- Call Ken for a FREE Lunch & Learn for Handpiece & Sterilizer Maintenance!
- FAST SERVICE, HIGH QUALITY REPAIRS

Bien Air Lares Midwest StarDental NSK J. Morita KAVO & more

We Proudly Support the SCDA, SCDHA, SCDAA, and the District Dental Societies

# **President's Message**



Dr. David Moss

Dentists Making a Difference......The Foreign Experience

When choosing a theme like "SCDA: Dentists Making a Difference," there are many avenues for service in which a dentist can become a difference maker. So many of our SCDA members have become involved with the spirit of service to their fellow man in a multitude of endeavors: Dental Access Days, the DDS program, local free clinics, etc. It makes me proud of my chosen profession to see SCDA dentists with a concerted effort to give back to those that are less fortunate.

However, I want to tell you about a specific kind of outreach and how it touched a soul.....or three. As I mentioned last month, yours truly was heading out of the country on a mission trip to Honduras. This was my tenth time to venture south and share my profession with some wonderful people of that country. My past four years were spent as a mission team captain and those duties kept me from working in the dental clinic. However,

this year I was shedding my leadership role on the team and was looking forward to doing some hard work eliminating dental disease. As a mobile team, we go to a different village every year. This year we were in the village of Liure which is a small, remote and very hot village in southern Honduras. We had portable chairs, instruments and supplies......no suction or other niceties. Spit cups were our only form of oral evacuation.

On this particular trip, I was looking forward to working with an old friend that I had seen only a couple of times in the past 36 years. He had participated in his first DAD project last year in Charleston. Seeing the spirit of so many dental professionals coming together with a united purpose is a powerful thing to experience. Knowing how he was affected by the DAD experience led to the suggestion that he might want to give Honduras a try. One thing led to another and plane tickets were bought and bags were packed.

After some exasperating moments of travel troubles, a team of 47 mission folks from five states had finally arrived in Liure. Decisions were made on where to have clinics and where to sleep. It was so hot there that most of the guys elected to sleep in the open on a school courtyard. After an interesting first night of dogs barking and roosters crowing, it was time to start a day of work as dental extractors. Our designated space was a small classroom in a school that we had converted to a four chair clinic.

There is an excitement to seeing your first patient of the week that is a blend of pride and privilege, destiny and disease, plus faith and fear. Dental decay is rampant and our work is steady. It would reach 100+ degrees by midday and we knew we would fight exhaustion each afternoon.

Even in the heat, the flow of our days was going well. One never knows what will unfold with the next patient that sits in your broken portable chair. A particularly sweet young mother with a significant jaw infection was ready to be seen. Her situation was probably more than we should try to handle with our limited equipment, but a real dental facility was so far away that we felt like we had to make an effort to help. Let's just say that things got really tense as the course of treatment unfolded for about two hours. The situation did prove to be beyond our abilities in such a primitive setting.

However, what I witnessed in that village was really a thing of beauty. I saw a dedicated South Carolina dentist in a spirit of love caring for a Honduran woman who had a heart of gold. Back in the States, there might have been hard feelings in such an unfortunate turn of events, but both dentist and patient ended the visit with hugs and tears. Indeed, she and her husband came back the next day and blessed all of us over and over. We also made sure that she would have the means to be seen in the city to complete her dental care.

After talking with my old friend over the days that followed, I knew that what he had experienced touched his soul in a way that could rarely happen back home. Actually, being a part of all of this left an indelible impression on my heart as well. This was the reason we came to Honduras – to have our hearts touched and to reach out to others in acts of healing and kindness.

It is true that you don't have to travel to a foreign land to serve others, but the experience is so intense that you will likely find it to be something that stirs emotions that don't often surface in the usual course of our dental days. As I have told many people considering going on a mission: "Vacations are great and when I look at my photos it may make me smile, but when I pull out my mission trip pictures, I just might be brought to tears." So, if you have ever thought about "making a difference" as part of a foreign mission team, please take action and set your course for the challenge of your dental life. You will love it.



# 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

P100785e (2/10)

# **Executive Director's Notes**

Mr. Phil Latham

# Adult Medicaid Returns April 1, 2014

Effective on April 1, 2014, the South Carolina Department of Health and Human Services (SCDHHS) will reinstate the Adult Emergency Dental benefit. Medicaid enrolled dentists may seek reimbursement from the Fee-for-Service Healthy Connections program for emergency dental services to adults. The new adult benefit adds extractions for the relief of severe and acute pain or an infectious process in the mouth for adults age 21 and over that are eligible for Healthy Connections dental benefits. This new benefit is in addition to the services currently covered for the treatment of exceptional medical services (Section 4.07 of the Dental Office Reference Manual) and for the provision of emergency medical CPT procedures by oral surgeons (Section 4.06 of the Dental Office Reference Manual).

Dental claims for adult extractions with a date of service on or after April 1, 2014 must include the word "EMERGENCY" on the claim form in field 35 (comments section). Additionally, pre-payment review is required for more than four (4) extractions per member per date of service. Providers are required to document the medical necessity for the emergency services in the patient's medical record and submit this documentation along with the claim to DentaQuest, who will review the submitted documentation prior to paying for the service(s). Prior authorization is optional.

SCDHHS will be monitoring the utilization of extractions in adult beneficiaries to ensure that services are being rendered in emergency situations only.

Please refer any questions or concerns regarding this bulletin to the DentaQuest Provider Call Center at 888-307-6553. Thank you for your continued support of the South Carolina Healthy Connections Medicaid Program.

# Complete Payment Processing Gateway — Savings Package Worth \$325!\*



Online payment processing convenience and a FREE limited-time offer!

\*Savings package offer expires July 31, 2014. Transaction Express account required for savings package; regular monthly fee will apply. \*Merchants eligible to accept American Express Cards directly through TransFirst are those that process less than \$1,000,000 in American Express annual charge volume. Certain restrictions and exclusions may apply. \*\*All merchant accounts subject to credit approval; some restrictions and exclusions apply. Trademarks are the property of their registered owners and are not necessarily affiliated with TransFirst.

TransFirst, LLC is a registered ISO/MSP of: Wells Fargo Bank, N.A., Walnut Creek, CA and Synovus Bank, Columbus, GA for Visa® and MasterCard® transactions only.



Transaction Express by TransFirst® is a payment processing system that's customizable, flexible and scalable enough to let your practice accept major credit cards, signature debit cards and ACH. Process payments through multiple platforms and manage it all in one online payment gateway.

Plus ... Accept American Express® Card transactions at the same rate as other payment cards†—American Express Cards can potentially bring in new business and help boost your bottom line. And it's all through TransFirst, with one statement and one point of contact!

As an **SCDA** member, you'll get our exclusive savings package when you activate a new merchant account with TransFirst.\*\*





TF2547

Contact us for more information; call 800.577.8573 or email us at <a href="mailto:SCDA@TransFirst.com">SCDA@TransFirst.com</a>

# Save the Date!

Central District Society Fall Meeting

The Reality of Esthetic AND Predictable Implant Prosthodontics

Dr. Van Ramos and Dr. Fred Bisch

September 12, 2014

Columbia Conference Center (Harbison)



# **Local Consultants with a National Reach**

We are proud to announce our PARAGON practice transition consultants for South Carolina:

# Martin Bockler, DMD Elsie Witt-Bockler, MD

Contact them at 866.898.1867 or send an email to info@paragon.us.com



Coverage





Local Market Expertise

Dual Representation

Visit us at Booth #II at the SCDA Annual Session
May I - 4

CALL: 866.898.1867 | EMAIL: INFO@PARAGON.US.COM

# **SCDA Member Benefits Group Endorsed Companies**

# **Insurance Products and Services**

Group Medical Plan Professional Liability/Malpractice 800-327-2598 or www.scda.org

Bridge, Cancer, Accident and Illness Colonial Life Will Greene 843-384-3549

Disability, Long Term Care and Life Jeremy Withers 843-424-7154

Medicare Supplements Bill Pace 800-452-4931

Property & Casualty
Caroline Deevey 800-845-3163

# Accounts Receivables/Collections

TekCollect

Susan Rackcliff 704-904-2969

# **Amalgam Separators**

Solmetex 800-216-5505

# **Credit Cards**

Bank of America 800-438-6262 (VABXTU)

# **Credit Card Processing**

TransFirst 800-577-8573 or scda@transfirst.com

# **Dental Practice Loans & Acquisitions**

Bank of America Practice Solutions 800-920-1546

# **Electronic Claims Processing**

Claim-X 866-886-5113 Opt. 1

# Global 'Hospital of Choice' Air-Medical Transport Membership Program

MedjetAssist 800-527-7478 x862

# Gloves

Association Gloves 877-484-6149

# Office Supplies

Staples Advantage Karen Hubbard 407-475-4575

# **Patient Financing**

CareCredit 800-300-3046 x4519

# **Precious Metal Refining**

D-MMEX 800-741-3174

# **Payroll Services**

SurePayroll 866-535-3592

# **Website Development**

Officite 866-731-8834



# **Unclaimed Checks- What Does Your Company Do With Them?**

By Rogers Townsend & Thomas, PC

Has your business sent checks to vendors that are returned?
Do you have any paychecks that have been uncashed?
Have you written and sent checks to creditors that simply have not been cashed and still on your books?

How about overpayments or refunds to patients that remain uncashed?



If you answered "yes" to any of the questions above, understand that if creditor checks remain uncashed for 5 years, and employee paychecks remain uncashed for one year, the State of South Carolina considers them to be "abandoned property." As such, they are to be turned over to the State so it can act as the custodian of that money.

In addition to a business's obligation to forward unclaimed checks to the State, it also has a responsibility to report such unclaimed property on an annual basis. Failure to report or turn over the property can result in significant fines and penalties.

A review of your business's books should be able to quickly reveal the status of unclaimed property. There are certain minor exceptions to a company's obligations under this law.

A business that finds itself out of compliance with this law may be able to take advantage of certain voluntary disclosure and reporting options that may reduce its penalties and fines liability.

If you need assistance in this area, please do not hesitate to contact us at <a href="mailto:kris.cato@rtt-law.com">kris.cato@rtt-law.com</a>, or call 803-744-5270.



# Introducing the New SCDA App!

Did you know that there are more people worldwide who own a mobile phone than there are who own a toothbrush? Sad, but true!

How about this one; are you aware that we are within inches of our mobile devices for all but two waking hours every day?

It would appear having a mobile presence is rather critical in today's landscape and in recognizing this, the SCDA has created an app for your

smartphone, so you can stay in touch with your profession while on the go. The SCDA app allows users to receive legislative alerts, view upcoming events, access the membership directory and so much more. Best of all there is no charge for the app.

Simply visit the Play Store for you Android users or the Apple Store for you iPhone users via your smart phone and search for the SCDA app. Take two minutes of your day and download this free app now.



Additionally, you can drop by the app booth at the upcoming SCDA annual session to learn more.

What a great resource that is always at your finger tips and did I mention it's FREE!



# Are You in Need of a Contract Analysis?

Have you considered a dental benefit contract and if so, would you like more information on dental/ preferred provider organizations, dental health maintenance organizations and/or discount dental

A clear understanding of contractual obligations is essential in a relationship between a dentist and a carrier. The American Dental Association's (ADA) Contract Analysis Service (CAS) can help provide you with information concerning your contract so you can better analyze its terms. The service analyzes:

- Dental provider contracts with third party payers,
- Dental management service organizations contracts.
- Contracts that offer dental school students scholarships or loans in exchange for a commitment for future employment.

Member dentists can utilize this service at no charge by submitting a copy of your unsigned contract and an analysis request through the SC Dental Association (SCDA). Members that submit requests directly to the service will be charged a \$50 fee per contract analyzed. Contact the SCDA office at 803.750.2277 or the ADA at 312.440.7479 for more information.

# THE ENHANCED CASH FLOW INSIGHT



Now do even more with Cash Flow Insight powered by PNC CFO an innovative online financial management experience.

- > Visualize your current and projected cash position, forecast and scenario plan
- > See when to invest in new dental equipment and when to hold off
- > Store and organize documents online, all in one place
- > Make more informed financial decisions and turn seeing into doing

Try it at no cost today.\* Stop by any PNC branch, call a Cash Flow Insight Consultant at 855-762-2361 or go to pnc.com/cashflowinsight





<sup>\*</sup>Cash Flow Insight requires a PNC business checking account and enrollment in PNC Online Banking. Free trial offer valid for Cash Flow Insight and for additional tools (Receivables, Payables and Accounting Software Sync) for your current statement cycle period and two additional statement cycles. One free trial period per customer. For information on post-trial fees, how un-enroll, a list of supported accounting software and other details, visit pnc.com/cashflowinsight. Monthly charges will apply unless you un-enroll. CFO: Cash Flow Optimized and Cash Flow Insight are service marks of The PNC Financial Services Group, Inc. ©2014 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. Member FDIC

# **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.

# **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 <a href="https://www.bentalPower.com">www.bentalPower.com</a> 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 driayfriedman@sbcglobal.net

# **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 <a href="mailto:dtharp@kosservices.com">dtharp@kosservices.com</a>.

**Dentist Needed!** General or Pediatric! Part-time or Full-time! In Irmo area! Send Resume to <a href="mailto:childrensdentalgroupsc@gmail.com">childrensdentalgroupsc@gmail.com</a> 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 <a href="mailto:rwalters@smilestartersdental.com">rwalters@smilestartersdental.com</a> 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 <a href="mailto:irmosmilemakers@aol.com">irmosmilemakers@aol.com</a>

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

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 skils and good chair-side manner. Interested candidates email CV to bromanoea@yahoo.com

Wadesboro, NC-Full time. With 15 locations across North Carolina, University Dental Associates delivers comprehensive dental services in convenient community locations. As a group dental practice, UDA is able to provide general and specialty dental care. UDA is nationally recognized for quality and maintains accreditation through the Accreditation Association of Ambulatory Health Care (AAAHC).

**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 <u>aikendental@aol.com</u> 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 <a href="https://www.coastalkidsdental.com">www.coastalkidsdental.com</a>. Call or email to find out how to join our team <a href="https://drivings.coastalkidsdental.com">drisabel@coastalkidsdental.com</a> 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.

# Positions Available - Staff

**Dental assistant** wanted for group practice in West Columbia, full time, benefits package, contact Lindy Garrick 803-796-1140.

# **Practices/Office Space Available**

Seller motivated!! #SC-114: 4-operatory 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.or www.nptnetwork.com

Charleston Pedodontic Practice
Long-standing 40-yr practice looking for
associate buy-in. Practice has great up side
potential adding sedation. Dr. only working
part time on track to collect close to \$650k.
Great location, long term staff to transition
the practice. For more info call 678-4827305, email <a href="mailto:info@southeasttransitions.com">info@southeasttransitions.com</a>
using listing ID SC1026

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 <a href="mailto:info@southeasttransitions.com">info@southeasttransitions.com</a> or visit <a href="mailto:www.southeasttransitions.com">www.southeasttransitions.com</a> using listing ID SC1024

**Liberty** Brand new facility being built in a high-demand location. 4 ops with the potential for 6, seeing 30 new patients a month, collected over \$700,000 in 2013. For more info call 678-482-7305, email <a href="mailto:info@southeasttransitions.com">info@southeasttransitions.com</a> or visit <a href="https://www.southeasttransitions.com">www.southeasttransitions.com</a> ID SC1029

Goose Creek Tremendous opportunity in the fastest growing area in SC! Gorgeous expandable 4 op facility with a great staff, 5 yr old and growing every year. Collected over \$600,000 in 2013. Dr moving. For more info call 678-482-7305, email <a href="mailto:info@southeasttransitions.com">info@southeasttransitions.com</a> or visit <a href="www.southeasttransitions.com">www.southeasttransitions.com</a> ID SC1030.

Manning Accelerated start-up with 4 equipped ops, currently open 2 days per week. This is a great opportunity to practice dentistry in an underserved area! For more info call 678-482-7305, email <a href="mailto:info@southeasttransitions.com">info@southeasttransitions.com</a> or visit <a href="www.southeasttransitions.com">www.southeasttransitions.com</a> using listing ID SC1025

Greenville 6 op facility seeing 25 new patients a month. Collected almost \$750,000 in 2013. Has room for another doctor - referring out all pedo, endo, implants, surgery - tremendous room for growth! For more information call 678-482-7305, email <a href="mailto:info@southeasttransitions.com">info@southeasttransitions.com</a> or visit <a href="https://www.southeasttransitions.com">www.southeasttransitions.com</a> using listing ID SC1028

Murrells Inlet Beautiful 2 years new coastal facility in a great location near the beach. 4 ops with room to expand to 10. Doctor only working part time and collected almost \$700k last year. For more information call 678-482-7305, email <a href="mailto:info@southeasttransitions.com">info@southeasttransitions.com</a> or visit <a href="www.southeasttransitions.com">www.southeasttransitions.com</a> ID SC1027

# **Equipment For Sale**

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

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

- Classified advertising is \$35 on a per issue basis. There is no charge for Help Wanted/Job Wanted (Job Bank) ads for members. The public can place ads for \$35 on a per issue basis. Ads are posted to the SCDA website during the month(s) of publication at no additional charge. Please use no more than 50 words.
- All ad copies and cancellations must be received no later than the 20th of the month prior to publication, which will occur on the first of the month, with remittances accompanying the ads.
- Job Bank ads can be kept confidential if so desired. If you are interested in receiving information from or submitting information to the Job Bank, please call the SCDA office.
- If you have registered with us previously and have found work or filled your position, please let us know so that we can take your name out of our files.
- Contact: SCDA Bulletin, ATTN: Maie Brunson, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email <a href="mailto:brunsonm@scda.org">brunsonm@scda.org</a>.

# **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