

# Bulletin



## Inside this issue:

National Prosthodontic Awareness Week	3
Editorial Comments	5
Master Calendar	5
President's Message	8
Executive Director's Notes	11
SCDA Member Benefits Group	12
Membership Minute	14
James B. Edwards College of Dental Medicine, A Perspective—Part 2	15

VOLUME 38, ISSUE 3

MARCH 2010

**It's not too late to sign up for the Annual Session!**

**Thursday, April 29-Sunday, May 2, 2010**

**Kingston Plantation—Embassy Suites • Myrtle Beach, SC**

[www.scdannualsession.com](http://www.scdannualsession.com)

## James B. Edwards College of Dental Medicine Dedicated

By Phil Smith

The James B. Edwards College of Dental Medicine was officially dedicated and opened during the MUSC Dental Homecoming weekend. The event represented the completion of a decade long challenge to improve the dental school's facility. It was a glorious and uplifting day. Many dignitaries and dental alumni were present to witness the ribbon cutting ceremony.

More than 550 dentists and guests attended the Saturday morning Grand Opening and Dedication service. The ceremony was begun with the MUSC Gospel Choir and the assembly was welcomed by Drs. Charles Thomas of the MUSC Board of Trustees and Ray Greenberg President of MUSC. Dental College Dean, Dr. Jack Sanders, was eloquent and optimistic in his accolades to the South Carolina dental community. Prior to the ceremonial ribbon cutting, Dr. and Mrs. James Edwards addressed the crowd. In his comments, Dr. Edwards humbly spoke of this honor and he applauded the generous service of dentists in South Carolina on behalf of the state's citizens. He thanked the many supporters who contributed and pushed to build this "state of the art" dental teaching clinic. All present hope and expect the dental legacy of South Carolina graduates to continue.

The new clinic was a buzz of guests and students as the tours and visitation continued into the afternoon.



From left to right: Dr. Jack Sanders, Mrs. James B. Edwards, and Dr. James B. Edwards assist in the ribbon cutting ceremony for the grand opening and dedication for the new College of Dental Medicine.

Published by the

South Carolina Dental Association

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

Designer: Jennifer Haworth

Advertising: Christy Meador

[www.scd.org](http://www.scd.org)

Toll Free in SC: (800) 327-2598

**House of Delegates at the Annual Session**

**Thursday, April 29 • 9:30 am**

**Kingston Plantation—Embassy Suites • Myrtle Beach, SC**



# AFTCO

TRANSITION CONSULTANTS

WWW.AFTCO.NET

*Helping dentists buy &  
sell practices for over 40 years.*

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

**Anna M. Chacknes, D.M.D.** has acquired the practice of  
**M. Glenn Barker, D.M.D.** - Rock Hill, South Carolina

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

*My AFTCO Analysts were very knowledgeable about the entire process. We had no problems at all. It was a smooth transition. I never considered anyone but AFTCO, because of their excellent reputation. I would NEVER recommend anyone try to do this by themselves. Bottom line: I'm very satisfied.*

*Thomas M. Janecek, DDS (Summerville, SC)*

Ollie Stukes, D.M.D., Beth Stukes,  
& Jim Gaines, D.M.D.

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



# National Prosthodontics Awareness Week

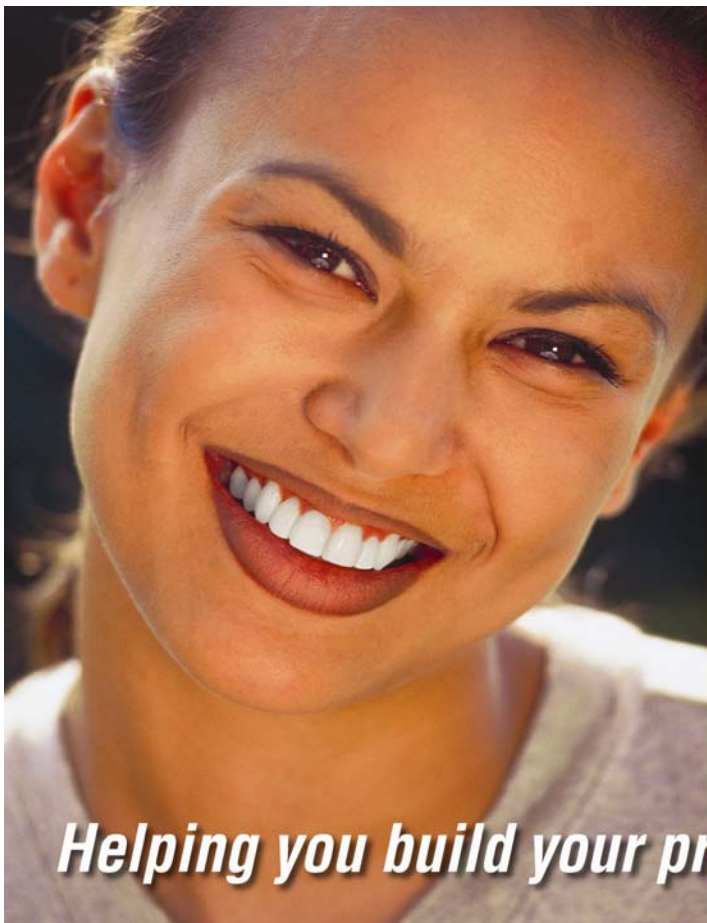
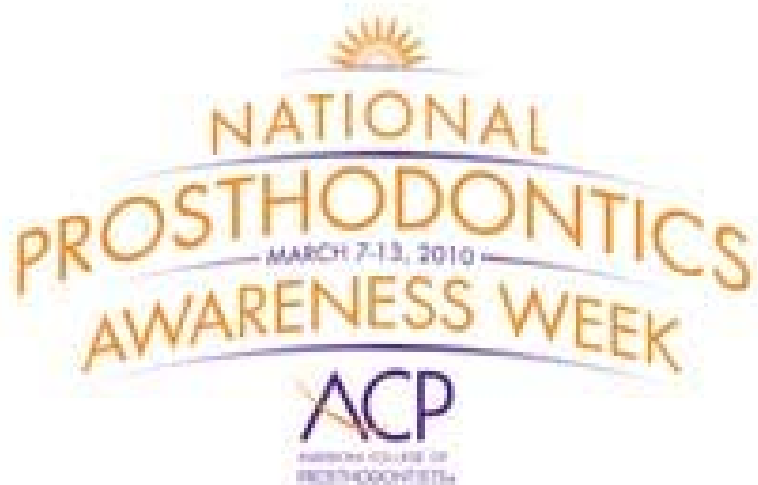
By Don Ridgell

March 7-13, 2010 is National Prosthodontic Awareness Week. This is the first time prosthodontics has reached into the national arena for promotion of the dental specialty. The American College of Prosthodontics (ACP) is promoting this week as a time of fellowship with our professional colleagues as well as educating the general public of the existence of our dental specialty.

The ACP is the professional association of dentists with advanced specialty training who restore and replace teeth to create optimal oral health, both in function and appearance including dental implants, dentures, veneers, crowns and teeth whitening. As a result, prosthodontists will be holding cancer screenings, oral examinations and no cost dentures at locations across the nation including the Southeast. In South Carolina we are participating with MUSC and The Free Medical Clinic doing cancer screenings in 2010.

The specialty of prosthodontics is small in number, but large in the "can do attitude" as most of you acknowledge with your referrals. On behalf of South Carolina's prosthodontists we want to say thank you for your support over the years and that the atmosphere of professionalism is alive and well in this state.

*(Dr. Ridgell is the current South Carolina section president of the ACP. He practices in Greenville, SC.)*



***Helping you build your practice, one case at a time***



## Big lab capabilities. Small lab service.

When Joe Sherer founded our laboratory in 1968, he established a foundation - a commitment which we strive to accomplish every day.

We want each doctor, staff member, and patient to know that our passion is to provide the best possible product along with the best possible service.

Quite simply, we want to do whatever it takes.

*Proudly serving  
South Carolina dentists  
since 1968*

**800-845-1116**

Rock Hill • Little River • Columbia  
South Carolina





## It's clear what she's missing. What about your dental practice?

**Is your practice adequately covered?**

- ★ Changes in employment
  - ★ New hires
- ★ People leaving the practice

**All these can affect your coverage.**

**Contact us today to make sure you have  
all the coverage you need and deserve!**

**[brownm@scda.org](mailto:brownm@scda.org) ★ [haworthj@scda.org](mailto:haworthj@scda.org) ★ [ski@scda.org](mailto:ski@scda.org)  
800.327.2598  
[www.scda.org](http://www.scda.org)**



# Editorial Comments

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



Dr. Phil Smith, Editor

## Master Calendar

- Mar. 5 Coastal District meeting—Omar Shrine Temple, 8am
- Mar. 5 Pee Dee District meeting—Florence Country Club, 8:30 am
- Mar. 12 Central District meeting—Columbia Conference Center, 8 am
- Mar. 15 Greater Columbia Dental Association seminar—Embassy Suites, 6:30 pm
- Mar. 19 Piedmont District meeting—Greenville Tech, 11 am
- Mar. 19 Rural Incentive Board meeting—SCDA Office, 10 am
- Mar. 19 SCDA Foundation Board meeting—SCDA Office, 1:30 pm
- Mar. 20 Dental screenings for families w/ children with hearing/vision impairments—EdVenture, 5 pm
- Mar. 25-27 Hinman Dental Meeting
- Mar. 26 Mediation Seminar—SCDA Office, 9 am

Please visit [www.scd.org](http://www.scd.org) for more events.

This has been a hectic month. February was highlighted by a significant snow storm that passed through state dropping 3 to 7 inches of fluff across the landscape. By coincidence, I recall the last big snow in Charleston when I was still a student. And also by chance it was the same winter storm and freeze over Valentine's weekend, 1972!

### Carpeting the Office

Many feet have roamed the halls of the SCDA office since it was built in 1991. That's 304 Board members, 19 presidents, 13 staff members and 2 executive directors worth of wear and tear on the carpet. Attempts to prolong the carpet with runners and re-gluing the wear eventually failed.

SCDA Member Benefits Group was generous and supportive in underwriting the renovation, replacement and installation of our new carpet. It looks great! Neither obvious wear nor stains. A flooring befitting our fine organization.

Thanks to SCDA Member Benefits Group for your aid.

### Dental Assistants Recognition Week!

Appreciating the valuable contributions dental assistants make to the dental profession is what Dental Assistants Recognition Week is all about. This year's recognition week is March 7-13 in offices around the country. The theme is "One Team, One Goal". The American Dental Assistants Association, the ADA, the Canadian Dental Assistants Association and the CDA jointly recognize the event.

"In this world of taking people for granted, my chairside dental assistants sometimes get near the top of the list. But then one of them gets sick, or even the knowing compliment of a patient leaving the chair reminds me of how their expert hands make our team look good every day," said Dr. Jake DeSnyder, chair, ADA Council on Dental Practice.

AADA President Angela Swatts proclaimed, "As dental assistants, we appreciate the opportunity to be part of a team all working toward one common goal, the health and welfare of our patients. It feels good at the end of the day to know you have contributed in a positive way. It feels even better to be recognized for such efforts."

I agree with Dr. DeSnyder and Ms. Swatts. I am often empowered and impressed with the way my staff interacts and connects with our patients. There is a true sense of caring that many patients feel. It extends beyond treatment in the office and often expands to personal calls to inquire about patient's progress or personal challenges.

Please offer a heartfelt thanks to your staff! Remember Dental Assistants Recognition Week.

### Pew Report

I am aware of the Pew Foundation, the Pew Charitable Trusts and the Pew Center on the States. If you are not familiar with their thrust into America's lifestyle, you might be wise to familiarize yourself with this think tank and policy advocates. The Pew organization has offered much recommendation and support of liberal directions over the past few decades. It identifies and advances effective solutions to critical issues facing states. (This is their official quote not my description) It is a non-profit organization that applies a rigorous, analytical approach to improve public policy and stimulate civic life.

Organized dentistry, and indirectly SCDA, has been cautious and a bit suspicious of reports publicized by the Pew group. They are promoters of the various forms of dental aids and expanded dental therapists—a program that is not acceptable to organized dentistry. ADA and most dentists believe that dentists should be the primary source for therapeutic dental care.

So it was with a bit of angst that we greeted the recent Pew report on the state of dental health in America. Delivered in a report card format, SCDA was surprised and pleased to receive an A grade for our assessment. South Carolina was the national leader in Pew's score for meeting seven of the eight policy benchmarks aimed at addressing children's dental health needs.

I can only say that vigilance and SCDA's insistence in protecting our population is the reason for this score. It is a testament to the efforts of Drs. Mercer, Napier, Millwood, Edmonds and the many others who fight for prevention, fluoride and fair funding for Medicaid insurance.

Till next time,  
Phil



## SCDA Mission Statement

The South Carolina Dental Association is an association of dentists organized to provide optimal oral health to all citizens in the State of South Carolina through the promotion and the improvement of the art and science 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 Christy Meador at 800-327-2598 or by emailing her at [meadorc@scda.org](mailto:meadorc@scda.org).

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

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



### INSURANCE COVERAGE AVAILABLE

Through

## THE GENERAL AGENCY, INC.

*(Insurers To The Dental Profession Since 1958)*



DISABILITY INCOME  
Employee Coverage Also Available

OVERHEAD EXPENSE  
DISABILITY

LONG TERM CARE  
INSURANCE

HEALTH INSURANCE  
Individual & Short Term

WORKER'S COMPENSATION  
INSURANCE

PROFESSIONAL LIABILITY  
INSURANCE

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

Over  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](http://www.generalagencyinc.com)

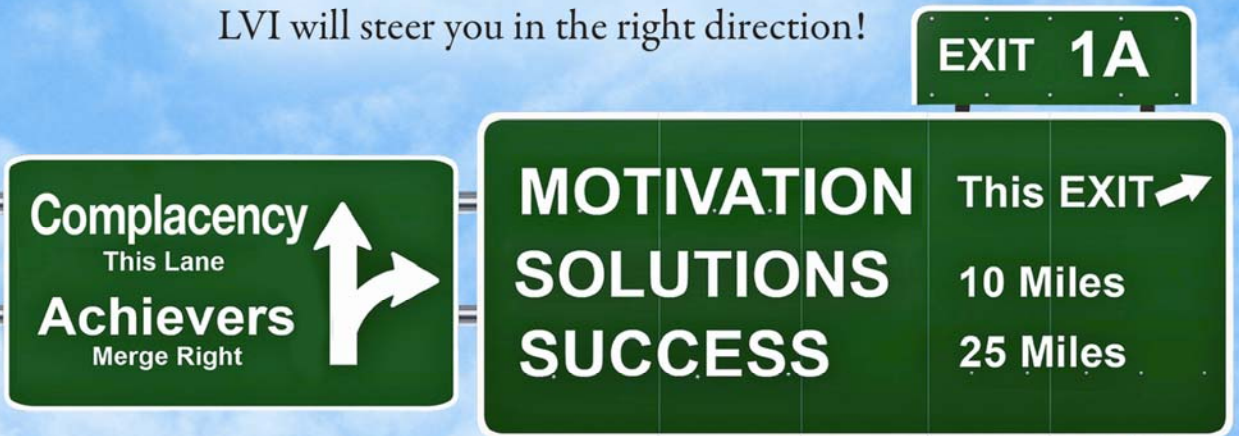
Chip Cappelmann

Bill Cappelmann

Pamela Foster, CIC

Just because the economy is  
unstable does not mean that  
your practice has to be.

LVI will steer you in the right direction!



Now is the time to take the driver's seat and invest in yourself and your future.  
Recession-proof your practice with an education from LVI.  
Bring a new enthusiasm to yourself, your practice, your team, and your patients!  
You can have the practice of your dreams, and we can show you how.



## LVI Regional Events

hosted by Director, Dr. Fred Abeles

**April 16-17, 2010**  
Nashville, TN  
11 CE Credits

**May 21-22, 2010**  
Hilton Head, SC  
11 CE Credits

For complete details visit [www.LVIRegionalEvents.com](http://www.LVIRegionalEvents.com) or call 888.584.3237

**No interest financing available through Chase Health Advance Financing Options** if paid in full within the promotion period of 12 months. Interest will be charged to your account from the purchase if the balance is not paid in full within the promotional period 12 months, if you make a late payment, or if you are otherwise in default.

**ADA CERP**® | Continuing Education Recognition Program

LVI Global 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. LVI Global designates this activity for 11 continuing education credits.



CHANGING DENTISTRY. CHANGING LIVES.

Sponsored by



Academy of General Dentistry  
Approved PACE Program Provider  
FAGD/MAGD Credit  
6/1/2007 to 5/31/2011



# President's Message



Our 141st Annual Session is fast approaching. The planning is done; all we need is you to help make this a great meeting. Come join us in Myrtle Beach, April 29-May 1, for some fun, fellowship and excellent continuing education. For you delegates and alternate delegates, the House session on Thursday morning promises to be filled with spirited debate as we make decisions that will affect our association for years to come. Also, we are pleased to have the President of the American Dental Association, Dr. Ron Tankersley, address our House. All members are encouraged to come and hear his message concerning the current challenges facing our profession.

My thanks go to the convention planning committee for such hard work. Phil Bonds, Dargan Flowers, Rick Clanton, Lee Gardner, Michael Miller and Lynn Wallace all deserve my deepest appreciation. Thanks, also to Laura Jordan for helping keep us focused and for handling so many important details. The SCDA staff has been invaluable as well.

One might ask what this convention offers that should make attendance mandatory. On the CE docket, we have chosen clinicians and speakers that you can glean “pearls” from and use in your practices when you return home. The programs for dentists and dental team members are very practical, “nuts and bolts” type presentations. The convention committee wants this year’s session to be one you can attend and feel you received real value for your time and money invested. At least one of us has heard every speaker and can assure you of the quality and practicality of the information that will be presented. Topics include: recognizing drug abuse and neglect, practical pharmacotherapy review on antibiotics and analgesics, removable prosthodontics, bread and butter esthetic dentistry, recognizing teen health issues, zirconia restorations, digital impression taking, SC Medicaid update, OSHA update, CPR certification, laser assisted dentistry, esthetic implant dentistry, and more! You will not want to miss this; so come, learn and enjoy!

The social events are headlined by the Thursday night beach dance featuring our “own” Ninth Row. The band has agreed to come and put on the show of a lifetime. So, bring your shaggin’ shoes and dance the night away. The Friday night event will be a barbeque and low country boil at the historic Myrtle Beach Train Depot. The Depot, listed on the National Register of Historic Places, was built in 1937 and restored in 2004. The ambiance of the great hall with its exposed wood beams, plank floor and sliding freight doors will be a great setting to enjoy some great food, music (bring your favorite CD), and fellowship. The welcome reception, as well as numerous luncheons, and the Den Pac breakfast are all on the agenda. The Alliance has a Saturday morning continental breakfast drop-in for spouses. Pine Lakes Country Club, the Granddaddy of Myrtle Beach golf courses, will host this year’s golf tournament. Long a favorite of Myrtle Beach golfers, it has surpassed its initial glory with a recent, complete restoration.

It will all be there: great CE, entertainment, food, and social events. Like I said in the first paragraph, all we need is you! It is no secret that attendance by dentists has dropped at our annual convention in recent years. The economy, as well as family and work obligations, factor into this. Our exhibitors and sponsors, who have been so supportive of us in the past, have taken notice of this trend. The result is a decrease in their financial support and sponsorship of our annual session. This year has been especially difficult to fill the exhibit hall with vendors. So, the SCDA needs you to attend this year’s annual session and spend some time in the exhibit area. These suppliers and vendors support us, so we need to support them. I wish I could afford to offer a “money-back guarantee” for this year’s convention. Of course, I can’t, but I know the quality of the speakers and events planned will result in a great meeting, if only you will come! I said in my Presidential address last May that the greatest asset of the SC Dental Association is its members. You, the membership, have always supported your association in the past. It really needs your support now. So, go online to the [SCDA Annual Session website](#) to see all the offerings and register. I hope to see you at the beach!

Until next time,  
Charlie



**Dr. Charlie Maxwell**  
President

*“...SCDA needs you to attend this year’s annual session and spend some time in the exhibit area.”*



# 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.

**Visit us at the Hinman Dental Meeting -- booth 2338!  
March 25-27, 2010 Georgia World Congress Center Atlanta, Georgia**

**PATTERSON**ADVANTAGE®  
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

# the right practice for the both of **you.**

DentalOne Partners  
is **growing**

We're expanding in the Carolinas. Where you live. Where you want to stay. A place that's just right for your personal and professional sides. And as a member of the DentalOne Partners family, you'll be able to enjoy both of them.

We take care of administrative duties and operational demands, so you have more time to focus on what matters most to you – your work. You'll also have the latest equipment, clinical autonomy, a strong flow of fee-for-service patients, on-going education and more. In short, everything that proves "together we're better." Find out more today.

**Deborah Hammert,**  
Senior Director of Professional Development,  
recruit@dentalonepartners.com  
**877-539-0318**

 **DentalOne™**  
**PARTNERS**  
www.dentalonepartners.com

Mike Hardcastle, DDS  
Dentist, Coach/Dad

POSITIONS AVAILABLE IN AZ, CO, IL, IN, KY, MI, NC, OH, PA, SC, TN, TX, UT and WI.

**THE STRENGTH  
TO HEAL** while  
*gaining experience and a  
renewed sense of pride.*

There isn't a more rewarding place to practice dentistry than the Army or Army Reserve. You'll find patient diversity, state-of-the-art technology and facilities, and challenges you'll find nowhere else. And, when you're part of the Army Reserve, you can practice in your community and serve when needed. Making a difference is a daily bonus.

To learn more, call 888-262-4069 or visit  
healthcare.goarmy.com/info/e920.



©2009. Paid for by the United States Army. All rights reserved.



# Executive Director's Notes



**Mr. Phil Latham**  
Executive Director

*“...recent move by some insurance companies trying to dictate prices for dental services that the insurance company does not cover.”*

## SCDA PLANS TO INTRODUCE MAJOR LEGISLATION

Many of you have commented or heard about the recent move by some insurance companies trying to dictate prices for dental services that the insurance company does not cover. This is a very substantial change in how insurance contracts with dentists have been structured for years. This change is market power abuse. This news has spread and many states have enacted legislation to prevent the insurance companies from doing this. The first state to be successful was Rhode Island and now many others have introduced similar legislation.

At the past SCDA House of Delegates, it was approved to move forward with our own legislation. Although more language makes up any bill due to definitions and more detailed explanation, the SCDA bill is listed below in a much shorter version.

*No contract between a dental plan of a health care entity and a dentist or oral surgeon for the provision of services to patients may require that a dentist or oral surgeon provide services to its subscribers at a fee set by the health care entity unless said services are covered under the subscriber agreement.*

This bill has not been introduced yet, so phone calls and emails to legislators are premature, however, it would not hurt to educate your legislator about what is going on and what the SCDA plans to do. Some talking points are provided below for your use.

- 1. Dentists must rely on government to police the market:** Unlike organized labor, dentists cannot band together to demand fair treatment and resist abusive market power by insurance companies. Because of antitrust restrictions, the only place dentists can turn for relief from this abuse is the government.
  - 2. Insurers gain, consumers victimized by cost shifting:** The real reason why insurers are trying to dictate prices for uncovered services is to make their plans appear more attractive in the market. However, the artificial pricing set by insurers doesn't save any money; it will instead result in a cost shifting from those covered under the particular insurance plan to everyone else – especially those who have no dental insurance and may be least able to pay. Hence, this plan is a money maker for insurers, not a cost savings for those who pay for and consume dental services. Moreover, decisions about a patient's oral health care should not be dictated by insurers marketing strategies.
  - 3. The power to price is the power to ration health care:** The power to set prices for uncovered services effectively gives insurers the power to ration care. Those covered under these plans will be able to access uncovered services at artificially set prices. Meanwhile, everyone else will bear the burden of cost shifting, and for some, the cost of these services may become prohibitive. Thus, insurance companies are in effect making medical decisions that should be made by a dentist with his or her patient.
  - 4. Insurers are trying to change the longstanding insurer-dentist relationship that has made dental care more accessible and affordable for decades:** Dentists accept discounted fees from insurance plans based upon an agreement of covered services. Efforts by insurers to dictate prices outside of covered services is a very substantial change in the longstanding relationship between dental insurers and dentists that has helped make dental care more readily available and affordable. It is too early to tell how this change will affect the provision of dental care except that the scope of this change is sure to have an impact.
- Impact on dental practices:** Dental fees reflect the extremely high overhead costs of operating a dental practice—upwards of 65%. Limiting fees on non-covered services could have a troubling impact on the viability of some practices—particularly those in low-income and underserved areas.



# SCDA Member Benefits Group

By Mark K. Brown

## Upcoming Symposium in Charleston

Banc of America Practice Solutions will be holding a symposium on Thursday, April 8 in Charleston at the South Carolina Aquarium. The purpose of this event will be to help those dentists who are considering practice ownership determine whether or not it is personally better for them to purchase an existing practice or to start a new one. Other items being discussed will be how to outfit and customize your new practice with the latest designs and technology, choosing your legal entity and tax planning strategy and the financing of your practice purchase or start-up.

Registration is at 6:00 p.m. and the seminar will run from 6:30-9:30 p.m. with a light dinner and beverages provided. There is a nominal cost of \$29 for SCDA members and a \$79 cost for non-members to join. There is no cost for MUSC residents with a valid ID card.

Give me a call at the SCDA office at 1-800-327-2598 if you'd like to join. The registration deadline is April 1, so call today.

## Billing Department Notice Relating to the Group Medical Plan

For those members on the group medical plan, you may have recently received a note in your premium billing discussing a release form and a client pin number. Please disregard the form that reads "AUTHORIZATION FOR RELEASE OF PROTECTED HEALTH INFORMATION AND APPOINTMENT OF PERSONAL REPRESENTATIVE." This form is not necessary for your practice to complete.

However, the form that reads "CLIENT CONTACT PIN # DES" is necessary to return and the purpose of this form is to ensure Mercer (the billing department) that they are speaking with a decision maker of your practice. This PIN number will help protect your practice from anyone calling Mercer claiming to be employed with your practice and requesting to make unauthorized changes to your practice's bill.

## Professional Practice Consultants, Ltd. is now **ADS South.**

For all your dental transition needs:

Appraisals  
Brokering  
Practice Financing  
Associate Placement  
Equity Associateships



[www.ADSSouth.com](http://www.ADSSouth.com)



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



N. CAROLINA, S. CAROLINA & VIRGINIA  
**James J. Howard, DMD**  
(910) 523-1430  
[jim@adssouth.com](mailto:jim@adssouth.com)



ALABAMA, MISSISSIPPI & W. TENNESSEE  
**Rebecca Kyatt**  
(205) 253-9094  
[rebecca@adssouth.com](mailto:rebecca@adssouth.com)



OFFICE MANAGER  
**Elaine Separk**  
(770) 664-1982  
[elaine@adssouth.com](mailto:elaine@adssouth.com)



Practice Transitions Made Perfect™

**Looking for areas to cut costs in both your business and personal life?**

The current economy is forcing most of us to save everywhere we can. When was the last time you had your insurance policies re-viewed? Allow your Association to provide you with free quotes on these lines of insurance products. Savings is just a phone call away.



- **Group Medical Plans**
- **Disability**
- **Life**
- **Long Term Care**
- **Medicare Supplements**
- **Professional Liability**
- **Workers' Compensation**
- **General Liability**
- **Commercial Auto**
- **Employment Practices Liability**
- **Property**
- **Umbrella**
- **Homeowners**
- **Flood**
- **Personal Automobile**
- **Motorcycles**
- **Recreational Vehicles**
- **Boats & Yachts**
- **Personal Liability Umbrella**

Contact us at 1-800-327-2598 or via e-mail at [brownm@scda.org](mailto:brownm@scda.org) with questions and/or to receive quotes.

# Membership Minute

By Christy J. Meador

## 2010 Membership Dues

On **February 15**, a 20% penalty fee was added to the SCDA portion of 2010 SCDA Membership dues. A new invoice was mailed out reflecting the fee and for those that turned in your membership dues late, you will receive a letter requesting the late fee if it was not included in with your payment. Because this is in your bylaws, the SCDA tries to give every member enough time to pay their dues before adding this fee. That is why we start mailing out statements in October.



Membership lapses on **March 15, 2010** and if you have insurance with the SCDA or ADA (Great West), it will stop. You will also lose your years of service with the ADA. And per the association's by-laws you will have to fill out a new application with the SCDA and be voted into membership again should you choose to rejoin.

## Membership Update Form

Be sure to check over the Membership Update Form enclosed with the dues. Make the necessary changes, if needed and return it with the dues statement in the return envelope that we have provided for you. This is **very** important because we use this sheet to print the Membership Directory.

## Mark Your Calendar for Upcoming Spring District meetings

<a href="#">Coastal District Spring Meeting</a>	March 5
<a href="#">Pee Dee District Meeting</a>	March 5
<a href="#">Central District Spring meeting</a>	March 12
<a href="#">Piedmont Spring District meeting</a>	March 19

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

Ask Bill Adams, D.D.S., FAGD and Pete Newcomb to come to your study group to find out why. Call now to reserve a date in 2010. Visit us online to find answers to your questions about transitions. **We can help!**



Bill Adams, DDS, FAGD  
President and CEO

Pete Newcomb  
CFO

[www.southeasttransitions.com](http://www.southeasttransitions.com) • 678-482-7305



# James B. Edwards College of Dental Medicine, A Perspective (Part Two)

By Eddie Collins

*(The end of this month will serve to formally open the new dental school facility in Charleston. As part of that celebration, I invited Dr. Collins to offer some reflections of our school's history. This is the second part of a two part series.)*

This is the second of a two part series about how our state's only dental college in Charleston came to be almost a half century ago, and how its physical plant has evolved from being originally housed in a Civil War era arsenal to an impressive state-of-the-art education/patient care facility – formally dedicated February 27<sup>th</sup>. This final account shows how our college is putting its new complex to work. The incorporation of ever-expanding technology, good planning, bright students, and a dedicated faculty and staff help to make it happen.

Recently the College of Dental Medicine made a commitment to incorporate CAD/CAM technology into the curriculum. As was done about ten years ago with implants, the commitment was that every student would be trained and have the opportunity to utilize this modality in treating live patients. Some schools have limited this technology to elective courses and graduate programs while, to our knowledge, ours is the first school in the country to truly integrate this technology in required coursework for all undergraduate students. We are soon to have 7 units operational in our clinics and laboratories and plan to transport these at times to the local outreach facilities to augment the care they are able to provide to our underserved citizens (who appreciate such care in these economically trying times). Additionally, we are soon to become a regional training center for one leading manufacturer of CAD/CAM technology.

In the past three years, the College of Dental Medicine has gone from a numerical “requirement driven” system to a true “patient driven” comprehensive care system. Monitored by customized clinic computer software, predoctoral students are assigned patients whose dental treatment represents a broad cross-section of needs to insure comprehensive training. The old numerical clinical requirement system often jeopardized the continuity of patient care because students were focused more on accruing their “requirements” rather than putting the patient's well-being first. Practical examinations (i.e. “clinical proficiencies”) on live patients have been supplanted by “technical assessments” conducted in our newly completed state-of-the-art simulation laboratory. This protects the patients and provides a more uniform examination of student ability.

Utilization of the newest CAD/CAM technology will not be limited to patient treatment. Real efforts are being made to use this digital technology to quantify (grade) preclinical student preparations using objective rather than traditional subjective methods. This computerized feedback will provide more reliable and consistent evaluation and will allow greater opportunity for student “self-learning”.

As mentioned above, in 2000 through the dedication and vision of certain core faculty, the College of Dental Medicine incorporated required preclinical course work and clinical rotations in dental implantology for all predoctoral students. Our faculty are not aware of other U.S. dental institutions including this subject at that time as required experience for predoctoral students. We feel this is a unique and innovative addition to our curriculum and that our students graduate with a real working knowledge of dental implants.

As we seek to expand our students' hearts, our outreach programs are ever-increasing. Our dental students rotate to and provide dental care in different facilities throughout the state. Several of these facilities are designed to provide dental and overall health care to our underserved population, of which South Carolina sadly has an abundance. 43 of 46 counties in South Carolina are designated Health Profession Shortage Areas. The other three counties have partial shortages.

Recently our dental school, state dentists and staff, and the local Charleston area community came together for “Dental Access Day” where all of our clinical students and



*(Continued on the next page)* The first DAD project in North Charleston was an “almost spiritual” experience for MUSC students and faculty.

(Continued from previous page)

many faculty and staff worked with “outside” dentists in a masterfully choreographed effort to provide over \$560,000 of free care to 1563 local underserved citizens. Some of these providers said it brought tears to their eyes watching the teamwork and seeing the results. Several students and faculty said the experience was almost spiritual.

Students from all classes are provided time away from their regular schedules to participate in various “mission” trips primarily to Central America and the Caribbean. Almost all return with a heightened appreciation for health care in general and dental care in particular. Teams made up of dental and medical students, faculty, local dentists, physicians and nurses are regularly assembled for these productive and rewarding adventures.

Recognizing the value of having health care providers reflect the diversity of the patients they serve, we embarked on an aggressive campaign to diversify our student body. A Dean’s Advisory Council on Diversity was formed which works in concert with the South Carolina Dental Association Diversity Committee. The College established an Office of Diversity and initiated a “Dental Day” and a pre-dental academy summer program to attract minority students to the profession. Our successful one year long “PREP” program (Post Baccalaureate Reapplication Program) has been established with a local college to prepare potential students for the rigors of dental education.

Our college was created in the mid-1960’s for the sole purpose of providing clinical dentists for the citizens of South Carolina. Research efforts were put on the back burner in order to support our clinical teaching to the fullest. We became known as a “clinical school” - an accurate label. Despite our clinical orientation, we recognize that research, discovery, and scholarly activity are critical to the long-term survival of an academic institution and the profession. Even with limited funding, we recently embarked on an ambitious plan to increase research activity at the College. A Department of Craniofacial Biology has been created and space has been renovated to house our Center for Oral Health Research. A clinical research section was recently opened in our new clinical building. Plans are underway to renovate an additional 19,000 square feet for research in our old clinical facility. In terms of federal research dollars we are now in the top half of US dental schools - a big move forward from being near the bottom not so long ago.

***So, here we are in our 44th year of service,  
a dental school on the move - one we hope South Carolinians can be proud of.***

## Invest in Yourself

Care for families who need it most and we’ll take care of you.

- ★ High compensation potential- Most doctors earn over \$220K/year
- ★ Unique Wealth Management Program- Earn over \$1 million
- ★ Low Risk- All practice costs covered

At Kool Smiles, you’ll earn a great salary while providing an invaluable service to communities that really need your help. Full-time and part-time opportunities are available and relocation may be offered too! Call for details!



Kool Smiles SC, PC, Drs Tran, Vieth  
Services provided by General Dentists



www.koolsmilespc.com

Call today and learn how you can make a big difference in communities that need you the most.  
Renee Baron at (770) 916-7045  
or email your CV to: rbaron@ncdrllc.com

## Your Attendance is Requested

### 2010 SCDA Legislative Breakfast

April 15, 2010 • 8:00 - 10:00 AM

Room 112 in the Blatt Building  
Statehouse Complex, Downtown Columbia

RSVP to Phil Latham at [lathamp@scda.org](mailto:lathamp@scda.org)  
or by calling 800.327.2598

## Classified Ads

Palmetto Dental Personnel Inc. is owned and operated by a dental professional with 20+ years experience and has exclusively provided professional staff for Columbia and the surrounding Midlands areas for 18 years. PDP has dental hygienist, assistants and front office personnel available for temporary and permanent positions. Contact Gail Brannen at 1-800-438-7470, fax 912-234-5544, email [gbrannen@palmettodentalpersonnel.com](mailto:gbrannen@palmettodentalpersonnel.com) or visit us at [www.palmettodentalpersonnel.com](http://www.palmettodentalpersonnel.com).

\*\*\*

2 ea. Midmark Rear Treatment Console 43" wide - includes upper, midsection and lower - lower section drawer bank, ctr. door and door w/ tub - midsection with shelf - laminate tops - upper section without windows - work surface w/ assistant's instruments - \$2900.00 each. Call Dr. Tripp Davis at 843-734-0212.

\*\*\*

PRACTICES FOR SALE: AUGUSTA AREA - ORTHO #8681 Gross \$268,032, 3.5 days; 1 operator/2 chairs, 960 sq. ft.; NORTH OF CHARLESTON #8187 Gross \$365,643; 5 days; 4 operatories; 2000 sq. ft. Call Dr. Jim Howard, ADS South, at 910-523-1430 for more information, or visit our website at [www.adssouth.com](http://www.adssouth.com). We specialize in appraisals, sales, mergers and associateships. We provide financing for buyers and pay cash to sellers.

\*\*\*

Dental office for rent or rent w/ option to buy; located at I-20 & Bush River Rd in Columbia; 1800 SF; ample parking; currently used as a dental office; available on June 1, 2009; call 803-732-2302 or 803-237-5552.

\*\*\*

Available Dental Suite +1825 Sq.Ft for lease \$4,200/ month w/ long term options in Beautiful Mount Pleasant S.C. centrally located Dental Office. Right off Highway 17 just 5 traffic lights from The Gorgeous New Bridge and Downtown to the south and 4 traffic lights to the North is Mt Pleasant Town Center and the Isle of Palms Connector. This Dental office space is ideal. At 1051 Johnnie Dodds Ste B, MtP SC 29464. Right across 17 from the Mount Pleasant Post Office, Chick-Fil-A and Publix. We are a block from East Cooper Hospital and I-526 on ramp. Office space is plumbed for dental, painted, and has new flooring. It needs countertops and dental equipment to start producing. You pick countertops, install chairs, computers and staff means your ready to go. 3 weeks from signing lease to seeing patients. I am practicing in next office over suite A and can show it anytime. I started from scratch next door 7 years ago and have not looked back! Wonderful area to live practice and love. Easy commute, minimal traffic, and off to the beaches on those early afternoons. Call Dr. Joe Gillespie for viewing appointments and Start Your Dream Practice O 843-388-9690 M 843-817-6885.

\*\*\*

#49103—General Dentist seeking to purchase a practice producing \$500K annually in the HHI area of South Carolina. Please contact Scott Carringer at Henry Schein Professional Practice Transitions at 704-622-7558 or 800-730-8883.

\*\*\*

Near Myrtle Beach : Practice for sale very reasonably priced with three treatment rooms. Well trained staff willing to stay. Just under 1600 sq/ft in building. Excellent growth potential. Seller willing to sell the practice for \$125,000 and include the building at no additional cost. Must sell now. Call 843-651-5429.

\*\*\*

Dental Office For Sale. 2000 sq. ft. dental office located in downtown Greenville is available for purchase. Office is very nicely renovated and is ready for a general dentist or specialist. Great location with neighborhoods, schools, and businesses nearby. Like new

dental equipment and reception area furniture also available. Please call 864-561-6550 if interested.

\*\*\*

Dental Practice Sale! Buncombe County - START UP w/ a PATIENT BASE for half the price! New facility and young practice...6 ops., great equipment, 800 active patients and @ 10 new patients a month! All Fee for Service! Rev. \$220K. Dr. wants to relocate out of state. Call Mary 800-988-5674.

\*\*\*

INTERIM PROFESSIONAL SERVICE/LOCUM TENENS: Maternity Leave, Vacations, Illness, Disability, Part-Time Associates. Maintain Production, Patient Access. Also, Interim Job Opportunities. Forest Irons & Associates 800-433-2603 [www.forestirons.com](http://www.forestirons.com) DENTISTS HELPING DENTISTS SINCE 1984.

\*\*\*

For Sale: Siemens Orthophos 3C Pan/Ceph x-ray machine. One manufactured 1-1997 and the other manufactured 8-1994, but tubehead manufactured 5-1996. Both work great! \$3000 each or best offer. Will sell separately. For more information call Dr. Phil Bonds at 843-665-8176.

\*\*\*

Free standing dental office for lease - 1342 Ebenezer Rd., Rock Hill, SC, 1664 sq.ft. with Central Nitrous Oxide Lines and suction, 4 Operatories plumbed and room for expansion. Dark room equipped. Formerly an Oral surgeon (DMD) office. Rent is \$2991/mo. Available now. Shown by appointment. Contact Jay Rinehart - 803-323-5605 or John Rinehart - 803-323-5654.

\*\*\*

The Opus Duo EC dental laser incorporates an Erbium laser for hard tissue procedures, such as decay removal (without local anesthesia) an crown lengthening, as well as a CO2 laser ideal for soft tissue procedures. 80% off original price, \$10, 400.00. Call Dee-Dee or Shirley 843-524-6410.

## Help Wanted

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

\*\*\*

Full-time or Part-time General Dentist Position Available in Greenville, SC. Our dental practice offers a wide range of dental services to the upstate of South Carolina, spe-

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



cializing in treating patients with exigent dental needs and in developing treatment plans and offering dental education. We offer a clean and modern office setting that is equipped to provide the best quality care available. We offer a competitive salary and do not require a contract. Call 864-561-7082 for more information.

\*\*\*

Certified Dental Assistant wanted for NE Columbia general office. Looking for a caring, friendly, experienced assistant who works well in a team oriented environment. Great place to work, competitive salary and benefits. Please submit resumes to 803-462-9688.

\*\*\*

An orthodontic assistant is needed for a progressive and reputable practice in Duncan, SC. Prior orthodontic or dental experience is preferred, but not a requirement if you have good hand-eye coordination and enjoy working with kids and adults. If you are interested in becoming part of our team, we encourage you to fax us your resume and a letter stating why you feel you would be an excellent addition to our office to 864.486.8688.

\*\*\*

Dentist needed! General or Pediatric! Part-time or Full-time! Position currently available in the Irmo area. Please fax or email resume to 803-781-5142 or [childrendentalgroupsc@gmail.com](mailto:childrendentalgroupsc@gmail.com).

\*\*\*

Dentist needed P/T 2-3 days per week. Guaranteed daily minimum. Office in Columbia near medical school. Fax resume to 704-628-0871 or email resume to [abramsg2000@yahoo.com](mailto:abramsg2000@yahoo.com).

\*\*\*

DENTIST WANTED FOR MOBILE DENTAL PRACTICE. Excellent opportunity. Travel required. 3-9 PM Full or part-time. Min. compensation \$150K/yr. Contact Dr. Ali: 1-877-904-7645.

\*\*\*

Hygienist with 5-10 years of experience needed for full time position. Our family practice in NE Columbia has experienced rapid growth and we have just equipped a new operatory for hygiene. We have a beautiful office with the latest technology allowing us to provide a high level of patient care. We operate a team oriented environment where the patient comes first. The applicant must have a do-what-it-takes attitude and be flexible and capable of multitasking. Applicant must be energetic, enthusiastic and willing to work with smiles of all ages. We offer a very competitive compensation package with regular performance incentives. Interested applicants should contact Andrew at 803-479-1114 to set up an interview.

\*\*\*

Fast-growing pediatric dental office in West Ashley seeks FT experienced pediatric dental assistant who is friendly, outgoing and a true team player. Office is modern with all state-of-the-art equipment, Must be x-ray & nitrous oxide certified (or willing to obtain certification) and must be comfortable with front office duties also. Fax resume to 843-556-1656 or email to [info@ccd4kids.com](mailto:info@ccd4kids.com).

\*\*\*

Greenville, SC Dentist Opportunity! Established practice seeking dentist to work full time schedule. Part time and temporary schedules will also be considered. Call Brian Whitley at 800-313-3863 x2290. Feel free to visit [www.affordablecare.com](http://www.affordablecare.com).

\*\*\*

ASSOCIATE DENTIST needed in full time position for offices in Murrells Inlet and Georgetown. Completely digital offices with latest in high tech equipment including Cerec, digital panoramics, tomography, and lasers. Commission pay package with benefits. Like having your own office, staff and patients without the responsibility of running the business. Existing associate relocating to his hometown and position is available immediately. Email resume to [jmillerdmd@aol.com](mailto:jmillerdmd@aol.com) or fax to 843-357-9595.

\*\*\*

## Job Wanted

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

\*\*\*

General dentist seeking PT employment in the Lowcountry area. Filling in while on vacation, maternity leave, illness/disability, or just need an associate 1-2 days/week. GPR trained with 30+ years experience. Call Fred Danziger 843-377-8311 or email [fziger@homesc.com](mailto:fziger@homesc.com).

\*\*\*

Dentist available statewide for short-term fill in work. Contact:

[johnmgeary@hotmail.com](mailto:johnmgeary@hotmail.com) or 803-240-1452.

\*\*\*

General Dentist available statewide for locum tenens (short term fill-in work). 37+ years private practice, MUSC graduate, former member MUSC Board of Visitors. Call 843-729-8129.

\*\*\*

Experienced University of Michigan Dental School graduate seeking associate position or opportunity to buy into an existing practice in Rock Hill / Fort Mill, SC area. Available immediately. Call Dr. Longstreet at 734-277-0939 or email [dr.longstreet@yahoo.com](mailto:dr.longstreet@yahoo.com).

\*\*\*

General Dentist Associate position wanted. Full or Part time. Caring, ethical, congenial, with excellent clinical skills. Elected best perio/restorative student in class. MCV graduate 2009. Working in SW Florida public health gaining experience and building skills. Also have prior private practice experience. Please contact Dr. Holmes at [holmes.ad@gmail.com](mailto:holmes.ad@gmail.com) or 804-239-3141.

\*\*\*