



The screenshot displays the ADA Find-a-Dentist interface for Dr. Jane A. Dentist. The profile includes a photo, contact information (phone: 312.440.2500, email: dentist@ada.org, website: ADA.org), and a map of the office location at 211 East Chicago Avenue, Chicago, IL 60611. It also lists payment options (CareCredit, Cash, Check, Credit Card, Insurance, Medicaid, Workers Comp, MetLife, Blue Cross Blue Shield, etc.), insurance providers, gender (Female), types of patients (Geriatric, Children, Special Needs, Cancer, Anxiety, Sleep Apnea, M.J., Cosmetic, Holistic), practice focus, and languages (English, Spanish). A practice description states: "Relax...it's our responsibility to provide you with the finest dental services available. We are constantly aware of the latest advances in our field and we're confident that you will find our office both comfortable and professional." Social media sharing options for Facebook, Twitter, and Google+ are visible. The footer features the ADA logo and the Marion Polk Dental Society logo.

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# Membership Matters

Volume 22, Issue 10 | March 2017

*Membership Matters is an official publication of the Oregon Dental Association in support of its core purpose to advance the dental profession and promote the highest standard of oral health and oral health care.*



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By Bruce A. Burton,  
DMD

# 10 Things That Require Zero Talent

**I GOT THIS IDEA FOR THIS HUDDLE FROM MY FRIEND DR. DAVE HALPERN**, a general dentist in Maryland. I am not sure where Dave came across the list but it resonated with me. We have used the list to talk with our football team at Hood River Valley High School to have them focus on things that they can control for success. I thought I would share it with you: all my Teammates of the ODA.

Too often we spend a lot of life's energy on things we cannot change or control. If focusing on what I don't possess actually worked, I would still have my hair or I could overcome being tone-deaf and make beautiful music. Trust me the list in my case is very long on things that are challenges for me. My hope in sharing this is that it helps you put more energy in the right places for a more rewarding journey.

## 1. BEING ON TIME

The first thing on the list helping make the chance to succeed go way up requires zero talent but goes a long way. Time is valuable, and being on time shows you value who and what you are showing up for. I would add to this concept that it only works if you are present. Being on time doesn't work if your mind or attention is not in the moment.

## 2. WORK ETHIC

Being talented doesn't make up for not doing the work with personal integrity and a sense of teamwork that is required to perform at a high level. I believe in the expression "The harder I work, the luckier I get."

## 3. EFFORT

It goes hand in hand with a good work ethic. Your effort, or willing to go the extra mile is something within your total control.

## 4. BODY LANGUAGE

We all know how much of communication is nonverbal and you may not think you said anything to generate the response you received, but your body language can speak

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Too often we spend a lot of life's energy on things we cannot change or control. If focusing on what I don't possess actually worked, I would still have my hair or I could overcome being tone-deaf and make beautiful music.

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volumes. Body language can draw people to you or make them avoid you.

## 5. ENERGY

You can light up a room with your energy or turn off the lights. You control your energy and do not let the energy vampires suck yours away. Do not let one patient being difficult affect how you approach the rest of the day.

## 6. ATTITUDE

How we respond to our daily and life challenges is directly related to our attitude. For me I try to find humor when things get tense. This helps sometimes but can also backfire. The key is to do some self-talk and not let yourself become a complainer or whiner. Look for solutions or a new perspective.

## 7. PASSION

Being passionate about aspects of your life is contagious to those around you. Dentistry is way too hard to do if you lose the passion for what you do for people. I find passion in serving with other leaders in the Team ODA.

*The opinions expressed in this editorial are solely the author's own, and do not reflect the views of the Oregon Dental Association or its affiliated organizations.*

### 8. BEING COACHABLE

This is a hard one at times because we have to put our egos in check to hear what may help us, but may not necessarily be what we want to hear. Life's journey goes a lot easier when we will accept help and input from a mentor. Finding mentors you trust to be honest with you can make profound differences with the rewards life has to offer.

### 9. DOING EXTRA

You can make up a lot for not being the most talented by going the extra mile. Making sure you know enough about your patient to make a personal connection when they come in for their dentistry makes for a much better experience for them and you. "High touch" pays off. Taking enough time for the topical to work, slow injections; the list is a mile long, of things you can do that go beyond just drill and fill.

### 10. BEING PREPARED

Again something that doesn't require great talent but can have you perform at a very high level compared to someone who may be gifted but doesn't spend the time to prepare. In dentistry it can stop a complication from turning into an emergency.

I am blessed to work with other leaders and staff in the ODA who, exemplify, and are wonderful examples of, these worthwhile characteristics. Though these characteristics may require zero talent, we are extremely fortunate that talented folks work on our behalf everyday.

And, to you my dental colleagues and teammates, thanks for all you do for our profession and the people of Oregon. 🍷

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# Why I Quit The ODA, And Why I Am Rejoining

By Dr. Lillian G. Harewood, DMD

## I HAVE BEEN ACTIVE WITH ORGANIZED DENTISTRY

since before I graduated in 1995. Though I have not always understood the intricacies of the benefits of Organized Dentistry, I have believed that it supported my best interest and have in turn supported Organized Dentistry. As such it was a marriage which ran seamlessly.

Several years ago, I had an issue with something that occurred with the ODA and was encouraged by a member to make my concerns known. I wrote a letter of concern to the then staff and leadership as instructed with little response and no follow-through on their part. As a matter of fact I never heard from anyone until someone from the ADA (a 3rd party) called to attempt to have me sign up for membership. This greatly angered me, I told them that I would not do it until someone from the ODA called me, no one ever did. Eventually my membership lapsed.

This past winter, I was approached by the ODA to take advantage of a special membership opportunity. The membership included access to new and improved member benefits and registration to the Oregon Dental Conference at member pricing. I had heard in the last few years the ODA has established a Membership Engagement Task Force and the Board of Trustees has continually selected membership engagement as an important focus. I am rejoining because I believe in the greater good; I believe that organized dentistry is bigger than just me, and that every member helps to give life to the organization. Members want to feel like they matter, that they are more than their dues, I have not felt that but I am prepared to give the ODA a second chance and I hope they make the most of it. 🍷

*The opinions expressed in this editorial are solely the author's own, and do not reflect the views of the Oregon Dental Association or its affiliated organizations.*



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# Board Highlights

## Friday January 13, 2017

- ▶ ADABEI Cyracom was approved as an ODA endorsed program.
- ▶ ODA's joint endorsements with ADABEI were approved for a three-year renewal.
- ▶ Dr. Allen Cheng was appointed to the Annual Meeting Council.
- ▶ Dr. Vanessa Peterson was appointed to the Government Relations Council.



## Events & Education

Provided by Mehdi Salari, DMD

### MARCH 2017

10	<b>Board of Trustees Meeting</b>		@ Wilsonville, Oregon	
14	<b>Dental Day</b>		@ Oregon State Capitol (900 Court St NE, Salem)	Register at <a href="http://bit.ly/dentalday2017">http://bit.ly/dentalday2017</a>
14	<b>Continuing Ed., 1.5 Hours</b>	<i>Obstructive Sleep Apnea: Recognition &amp; Treatment Algorithms for Dental and Surgical Teams Presented by Pamela Hughes, DDS (OHSU)</i>	@ West Salem (Roth's)	Contact Sabrina H. <a href="mailto:mpdentalce@qwestoffice.net">mpdentalce@qwestoffice.net</a>
15	<b>Continuing Ed., 2 Hours</b>	<i>Sleep Apnea Presented by Patrick V. Hagerty, DMD &amp; Pamela Hughes, DDS</i>	@ Portland (OHSU SOD)	<a href="http://www.multnomahdental.org">www.multnomahdental.org</a> or <a href="mailto:lora@multnomahdental.org">lora@multnomahdental.org</a>
21	<b>Continuing Ed., 1.5 Hours</b>	<i>Practice Transition Presented by CJ Williams</i>	@ Oregon City (Providence Willamette Fall Comm. Center)	<a href="mailto:executivedirector@clackamasdental.com">executivedirector@clackamasdental.com</a>

### APRIL 2017

6–8	<b>Oregon Dental Conference</b>		@ Oregon Convention Center (Portland, Oregon)	<a href="http://www.oregondentalconference.org">www.oregondentalconference.org</a>
25	<b>Continuing Ed., 1.5 Hours</b>	<i>Ceramics Presented by Derrick Luksch</i>	@ Oregon City (Providence Willamette Fall Comm. Center)	<a href="mailto:executivedirector@clackamasdental.com">executivedirector@clackamasdental.com</a>

### MAY 2017

9	<b>Continuing Ed., 1.5 Hours</b>	<i>Endodontics: A Review on Root Resorption Presented by Tai Truong, DMD, Clayton Stearns, DMD, and William Hu, DMD</i>	@ West Salem (Roth's)	Contact Sabrina H. <a href="mailto:mpdentalce@qwestoffice.net">mpdentalce@qwestoffice.net</a>
24	<b>Continuing Ed., 1 Hour</b>	<i>Table Clinics</i>	@ Portland (Multnomah Athletic Club)	<a href="http://www.multnomahdental.org">www.multnomahdental.org</a> or <a href="mailto:lora@multnomahdental.org">lora@multnomahdental.org</a>

Events are subject to change. Please consult the sponsoring group to confirm details. To add your component's continuing education event, please email [bendsalari@gmail.com](mailto:bendsalari@gmail.com). Please send all other events to Cassie, [cleone@oregondental.org](mailto:cleone@oregondental.org).

## Welcome New ODA Members!

**Stephen W. Allen, DMD,**  
Central Oregon Dental Society

**Chelsea M. Longlet, DDS,**  
Central Oregon Dental Society

**Melissa Dixon, DMD,**  
Lane County Dental Society

**Rachel G. Jablonski, DMD,**  
Southern Oregon Dental Society





# Join the Molar Movement

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*BnK staff, Michael L. Matsuda, DDS, and Jason A. Bajuscak, DMD*



*BnK Staff and tournament winner, Jason A. Bajuscak, DMD*

For more information, or to email your photo to us, contact ODA Membership Manager Kristen Andrews at 503-218-2010 x110 or [kandrews@oregondental.org](mailto:kandrews@oregondental.org).



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# Questions to Ask Your Staff Today

*Chances Are Your Billing Staff Is Undertrained*

By Chris Rader, Quick Collect

**OVER THE PAST FEW YEARS I HAVE TRAINED HUNDREDS** of dental offices on how to handle past-due accounts. Although each dental practice is different, many offices make the same mistakes. The offices I typically visit have 1–5 dentists with 1–3 staff members overseeing the billing process. The brutal fact is this: your staff is likely undertrained, and therefore, undervalued.

Most billing managers and staff that I train are uncertain about Oregon collection laws. They are unsure about what they can/can't do or say when contacting patients for payment. This can have a negative effect on their ability to collect money, and in many cases it will cause them to shy away from those responsibilities and leave collectable accounts untouched.

**Your billing staff should be trained for two reasons:**

- ▶ To establish protocols that will increase cash-flow
- ▶ To ensure the office is compliant with all laws and regulations

For example, many dental offices are unaware that they are only allowed to issue one threat of collections per past-due account (FDCPA 807.4,5,10). I've seen offices send a letter, make a phone call, send another letter then send our final request form and in all cases they threatened to send their account to collections.

**Here are some questions you can ask your staff today:**

- ▶ How often are we contacting our overdue accounts?
- ▶ How many letters/calls do we make?
- ▶ How much debt are we holding in our 60 day and 90 day aging report?
- ▶ How much bad debt (uncollectable) are we holding onto? 📊

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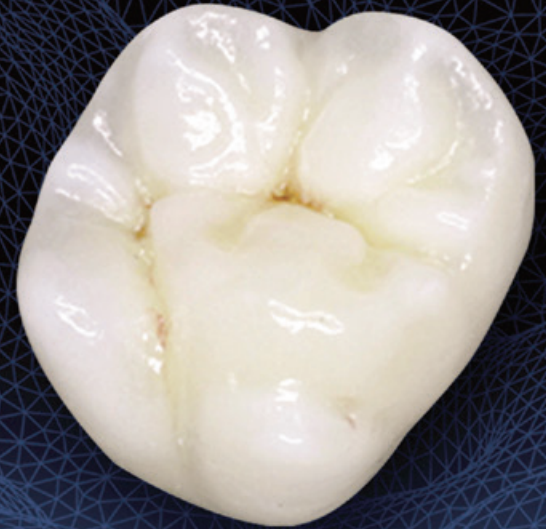
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*- Benjamin Whitted DDS, Molalla, OR*

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# Interpreters And A Provider's Obligation

*Do you have the necessary skills to convey complicated health care information to patients with Limited English Proficiency (LEP)?*



**By Lori Lambright**

ODA Member  
Compliance Coordinator

503-218-2010, x104  
llambright@oregondental.org

This column is intended to help you to be better informed of the **rules** and **regulations** that are required of running a dental practice in Oregon.

**Q & A** I was told my office is responsible for engaging an interpreter and paying for the service. Can we ask the patient to bring their own?

The American with Disabilities Act (ADA) had already required health care providers to hire interpreters for LEP patients, including those who communicate in sign language, in certain circumstances. This pre-existing law has been brought to the forefront with the new 2016 Federal law, "Section 1557" regarding non-discrimination, that requires offices that bill and or accept federal funds to post notifications regarding interpreter services.

If the patient requests an interpreter, a dentist must advise the patient of the dentist's obligation to provide a qualified interpreter at no cost to the patient, if the patient agrees to it. Family members or friends should not be used unless the patient chooses. Family members or friends may not have appropriate skills necessary to convey complicated healthcare information.

**Rule:** All patients are entitled to, confidential, effective communication and fully informed consent. It is the policy of the State of Oregon to require the use of certified/qualified health care interpreters whenever possible to ensure the accurate and adequate provision of health care to persons with limited English proficiency and to persons who communicate in sign language.

HIPAA Business Associates Agreement are required for interpreters. Exceptions would be patient's family, friend, or a provider's staff member. Staff members if used in this capacity, must have "interpreter" added to their job description. Small businesses may also qualify for tax credits for the expense of an interpreter. ■

**i** Find this information online at:

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**State of OR:** <http://www.oregon.gov/oha/oei/Pages/HCI-Program.aspx>

**Interpreters for hearing impaired:** <http://www.oregon.gov/dhs/Business-Services/ODHHS/pages/index.aspx>

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# 2,000 Bills and Counting: Oregon Legislature Off to Fast Start

## THE 79TH SESSION OF THE OREGON LEGISLATIVE ASSEMBLY IS OFF TO A ROARING START:

- ▶ Nearly 2,000 bills had been introduced by mid-February
- ▶ ODA is tracking over thirty bills of direct interest to dentistry

## IN ADDITION, ODA HAS ALREADY TESTIFIED REGARDING SEVERAL BILLS IT'S SUPPORTING:

Dr. Patrick Hagerty, OHSU faculty for maxillofacial surgery, testified February 7 before the Senate Health Care Committee in support of raising the minimum age for tobacco products to age 21. Dr. Hagerty's testimony spoke to the cancers of the mouth that start from smoking at a young age. He also pointed out the number one risk factor for tooth loss is smoking.

Dr. Daniel Saucy testified with OHSU School of Dentistry Dean Phillip Marucha before the Senate Health Care Committee on February 16 in favor of SB 561, which amends the Oregon

Dental Practice Act to reflect indirect supervision of OHSU dental students and residents. The bill corrects a strict interpretation of the Act requiring direct supervision. With passage, faculty would be able to continue exercising their professional discretion in the supervision of students and residents.

Bills are being drafted and introduced to strengthen the oral screenings law for school children under seven, and requiring ninety public notice of intent by municipalities to discontinue fluoridation.

ODA is also working with stakeholders in support of the reauthorization of the Rural Providers Tax Credit, and renewed funding for the Medicaid Primary Care Loan Repayment and Forgiveness programs. 🎯

*If you have questions about these or other dental legislative or regulatory issues, please contact ODA Government Affairs Director Ken Yates at 503-218-2010 or at kyates@oregondental.org.*

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Thursday, May 11


6:00 PM – 8:00 PM

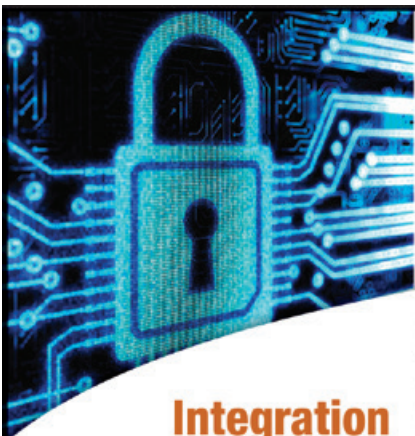
OHSU School  
of Dentistry  
Room 3A002

## CHECK OUT THE ODA APP!



### HOW TO DOWNLOAD

1. In Apple or Google store, search "Oregon Dental Association."
2. Find Oregon Dental Association— Membership Matters.
3. Look for the  and click to download and enjoy!



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# THROUGH THE LOUPES



*ODA volunteers give countless hours, contributing their expertise to help better the ODA, the community, and the profession of dentistry.*

## Larry M. Over, DMD, MSD



**Educator**



**Specialist**



**OBD Examiner**

### How does the ODA support you, your practice and your patients?

I have been a member of the ODA since I came back to Oregon from my four year residencies in prosthodontics and maxillofacial prosthetics at the Indiana University Medical Center. I count on the ODA to support me by protecting me and my colleagues from those factions that would like to take dentistry or parts of dentistry as we know it away from us. The ODA, through very strong legislative lobbying, has protected the interests of dentistry very well over many years and they continue to do so. This has protected my practice, and in doing so also protected the patient-doctor relationship that is so vital to me and other dentists.

### What do you enjoy most about dentistry?

I enjoy the direct patient care in the diagnosis, treatment planning, and treatment of my patients. We have such fantastic patients in my practice. It's really a joy to come to work and to treat them and get to know them over their many visits. I also enjoy the dentists that I work with on a daily basis. I am extremely fortunate to work with a great group of generalists and specialists alike. They have become my friends over the past 24 years and it's very evident these professionals want the best for the patient.

### If you could part any wisdom to new dentists what would it be?

I would tell any new dentist to become immediately involved with organized dentistry.

There are many things that organized dentistry, including the ADA and the ODA, and the local societies do for new dentists. These organizations can assist them with transitioning to a private practice they have purchased, help them get established as an associate, meet other dentists in the community, and have access to retirement and insurance plans, just to name a few.

### What does organized dentistry mean to you?

Organized dentistry is the epitome of a true profession where we all help each other and we want what is best for the patient. The organization, in our case the ODA, is behind us and supports us in those goals and promotes the highest level of ethics. To me that is the most important part of our profession.

### What would your colleagues be surprised to learn about you?

I am a huge college baseball fan and have been fortunate to attend three college world series.

### What is your greatest life lesson?

How precious life is and how important my family is to me. We are all mortal. I am reminded of that on a regular basis while treating our head and neck cancer patients.

### Favorite dental procedure?

I would name two procedures. One is sculpting and coloring facial prostheses, and the other is preparing  $\frac{3}{4}$  gold crown preparations.

### Why do you love dentistry?

It is a profession that allows me to use my hands to treat each patient, while developing relationships with those patients is equally rewarding.

### What is the most valuable thing you did to enhance your career?

The most valuable thing was completing my residencies in prosthodontics and maxillofacial prosthetics at Indiana.

### What discourages/encourages you about where dentistry is headed?

I do not want our profession to lose its professionalism. I want us to always be thought of as true professionals with unquestionable integrity and ethics, where the patient is treated with utmost respect and the best treatment is provided to the patient. I don't like the educational debt that our new graduates are encountering, which is a huge burden for them that we didn't have when I graduated in 1985. I believe this financial burden is preventing many of them from transitioning into private practice. This is one of the main reasons that corporate dentistry has become so strong, so quickly. Dentistry and medicine are two professions where we have very intimate relationships with our patients. This is a great privilege that will continue indefinitely. The patients' need for the vast spectrum of dentistry's services will continue for many years as well. 📌



# PREPARE FOR NEW PATIENTS

## 4 Ways to Get Ready for the ADA's New Find-a-Dentist Campaign

Feature provided by the American Dental Association

### ACCORDING TO RESEARCH FROM

**THE ADA** Health Policy Institute, 77% of adults say they intend to go to the dentist, but only 33% actually follow through. The same research also shows ADA member dentists have the capacity to see more patients.

Now, it's going to become a lot easier for these prospective patients and ADA member dentists to connect. Over the next three years, an \$18 million advertising campaign will target 19.6 million potential patients and encourage them to make an appointment with an ADA member dentist. The patients who will be reached in the campaign all believe in the importance of dental visits, but for various reasons do not follow through with regular check-ups.

As part of the first phase of the campaign, the ADA Find-a-Dentist tool will be undergoing a physical and technological makeover to make it an easy-to-use experience for patients. The new tool, launching in April, allows prospective patients to easily find an ADA member dentist based on search criteria like distance and dental benefit coverage. Patients will be able to use the tool to contact the practice directly via email or phone to make appointments. The tool will also be promoted in paid search, so anyone looking for a dentist on Google or other search engines will see the ADA Find-a-Dentist tool at the top of the results page.

The ADA wants its members to get the most from this campaign as possible, so it is encouraging members to complete their Find-a-Dentist profile before the tool debuts in May. Here are some ways you can best benefit from the campaign. ●

Over the next three years, an \$18 million advertising campaign will target 19.6 million potential patients and encourage them to make an appointment with an ADA member dentist.

### Update Your Profile at [ADA.org/MyADA](http://ADA.org/MyADA)

When researching what patients are looking for when they are choosing a new dentist, the campaign found that certain pieces of information like office hours and what types of insurance are accepted were important in the decision-making process. Making it easy for potential patients to get the information they're looking for benefits both the patient and the dentist.

So as a part of the new technology built into the campaign, My ADA member profiles have been updated with new fields of information based on this patient feedback. Take a minute to log in and refresh your profile. It only takes five minutes, and completed profiles automatically display first in search results on the ADA Find-a-Dentist tool.

### Bookmark [ADA.org/FindaDentist](http://ADA.org/FindaDentist)

Throughout the campaign, this website will have updates from the campaign and resources to help you communicate with patients and promote your practice. Visit today for 5 quick tips to boost your digital marketing.

### Make Sure You Have a Recent Photo In Your Profile

Profiles with photos get 11 times more clicks than those without. If you don't have a photo, add one today.

If you do have a photo, make sure it's current and a close-up. (Think about a passport photo: Include your head and shoulders—but unlike a passport photo, you can smile!) Your My ADA profile now has a cropping tool, but zooming in too much on a photo taken from far away can affect the quality of the image.

### Get a Chance to Win a Mercedes Lease or \$10,000

If you complete your profile by May 1, 2017, you will have a chance to win a Mercedes Benz C class sedan or GLC SUV 12-month lease—or a \$10,000 cash award. And if you're one of the first 5,000 to complete your profile, you will receive a free sample pack of patient brochures. All active licensed members practicing in the U.S. are eligible to win. Get started today!

# Fill a Form, Fill a Chair

The screenshot shows the ADA Find-a-Dentist website interface. At the top, there's a navigation bar with 'ADA Find-a-Dentist', 'About', 'ADA Products', and 'Contact'. Below that, a 'Back to search results' link is visible. The main profile for Dr. Jane A. Dentist includes a photo, contact information (Phone: 312.440.2500, Email: dentist@ada.org, Website: ADA.org), and a map showing the location at 211 East Chicago Avenue, Chicago, IL 60611. The profile also lists payment options (Cash, Check, Credit Card, Insurance, etc.), insurance providers, gender (Female), type of patients (Geriatric, Children, etc.), practice focus (Sleep Apnea, etc.), and language (English, Spanish). An 'Open hours' section shows the clinic is open from 7:30 AM to 4:00 PM on weekdays and closed on weekends. At the bottom, there are social media icons and logos for ADA, Oregon Dental Association, and Marion Polk Dental Society.



Complete your ADA® Find-a-Dentist™ profile by **May 1, 2017** to be entered for a chance to win a Mercedes Benz C class sedan or GLC SUV 12-month lease or \$10,000 cash award!\*

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

## You told the ADA you wanted to see more patients, so this spring, we are launching an enhanced Find-a-Dentist tool to help new patients find you.

By taking 5 minutes to update your member profile, patients can more easily search by geography, specialty and payment and benefit plans. The new tool also prioritizes completed profiles in the search results, and you will have the ability to track how many views your profile receives.

Stand out in search results and include:

- A photo of yourself
- Payment options
- Dental benefit plans you accept
- Office hours
- Phone and email contact information
- Business address(es)



Login to complete your profile for the chance to win!

*\*All active licensed members practicing in the U.S. are eligible to win. Visit [ADA.org/fadrules](http://ADA.org/fadrules) for official rules.*

# ADA<sup>®</sup> FIND-A-DENTIST<sup>™</sup>

## FREQUENTLY ASKED QUESTIONS

### What is the Utilization (or See Your ADA Dentist) Campaign?

Resolution 67, which was adopted by the ADA House of Delegates during the 2016 Annual Meeting, authorized funding for the “See Your ADA Dentist Campaign,” the ADA’s largest investment in consumer marketing to date. In this three-year campaign, the ADA will be spending \$6 million annually on search and digital advertising to direct consumers to make an appointment with an ADA dentist.

### What is the purpose of this campaign?

In a survey conducted by the Health Policy Institute, their data showed that although 77% of adults say they intend to go to the dentist, only 33% actually follow through with making an appointment. Also, despite the rebounding economy over the past several years, ADA dentists continue to report that they have the capacity to see more patients. The purpose of this campaign is to address the busyness gap by driving more referrals to ADA member dentists.

### What is the goal of this campaign?

We have two major goals:

- ▶ For members: from now until May 1, 2017, the goal is to have practicing members update their My ADA profiles which populate the Find-a-Dentist search tool. That way, the tool will be well-populated when we focus our marketing efforts on consumers to use Find-a-Dentist to search for providers.
- ▶ For consumers: our goal for the social and digital advertising campaign is to generate 218 million advertising and search impressions, and 776,000 clicks to Find-a-Dentist by the end of 2017.

### What are the benefits for members?

The Find-a-Dentist enhancements are designed to make dentists’ practice information more accessible to potential patients so they can more easily search by geography, payment/benefit plan and specialty and connect to book an appointment with them, thus addressing the “busyness” gap.

### What are the new features in Find-a-Dentist?

The new tool includes:

- ▶ A new drop down list of dental benefit companies
- ▶ New search criteria for patients looking for doctors who treat special needs, cancer, and high anxiety patients

### Can patients book appointments with this new tool?

Patients are unable to book appointments using the current tool, but the ADA is investigating new technology vendors who could offer this functionality.

### How long does it take to update a Find-a-Dentist profile?

On average, it takes only five minutes.

### Who is the target audience for this campaign?

In 2016, the ADA conducted extensive consumer research that identified, nearly 20 million people, or 36% of the U.S. adult population, most of whom have dental benefits or sufficient income to afford care. In this campaign, we are providing them with the motivation to visit the dentist more regularly.

### Are there any additional incentives for dentists to update their profiles?

Yes! All (U.S. active licensed) members who update their Find-a-Dentist profile by May 1, 2017 will be entered for a chance to win a Mercedes Benz C class sedan or GLC SUV 12-month lease (a \$15,000 value) or \$10,000 cash award! See ADA.org/fadrules for official sweepstakes rules.

### How can state and local societies help?

Resources are available for state and local dental societies on the ADA Dental Society Portal which include a flyer, print ads, talking points, sample email and web copy and website rotators. A matching fund initiative will be announced in March to help state or local societies amplify the marketing efforts in their areas.

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Our goal for the social and digital advertising campaign is to generate 218 million advertising and search impressions, and 776,000 clicks to Find-a-Dentist by the end of 2017.

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### What is the strategy for accomplishing this goal?

We have developed a marketing plan to increase visits to ADA dentists. Because a high percentage of the target audience are Gen X and Millennials, the plan focuses on digital and social media strategies, which are much more targeted and cost efficient than traditional TV, radio and print/magazine plans. The four parts of the plan include:

- ▶ **Paid Search:** When our target consumers search for a dentist on Google and other search engines, the ADA Find-a-Dentist tool will appear near the top.
- ▶ **National Digital and Social Media Advertising:** The target personas are younger and more accustomed to sourcing information on digital devices, such as phones, tablets and computers, so our media buy will be 100% digital. This national overlay also includes ad placements on Facebook in addition to websites and apps.
- ▶ **State and Local Support:** Matching funds will be provided to state and local societies to amplify the message in their respective areas for greater reach and penetration.
- ▶ **Member Resources:** Will be added to ADA.org/findadentist, the campaign page for members, in March, June and September. Resources will include tips for marketing their practices and engaging with patients, customizable digital and social assets, print materials, and other resources specifically developed for member use. 📱



## Complimentary Headshots for ODA Member Dentists!

Need a professional headshot for your website or ADA, LinkedIn, and social media profiles? Stop by the ODA booth, #815, for a complimentary headshot!

Headshots will be offered to ODA member dentists only on:

**Thursday, April 6**

3:30 – 6:30 pm

**Friday, April 7**

11:00 am – 6:00 pm

**Saturday, April 8**

11:00 am – 1:00 pm



*Your Headshot session will take around 3 minutes and you will choose your favorite image to be edited and delivered in 3-5 business days via Email.*

# National Signing Day

*2nd Year in A Row—100% participation at National Signing Day!*

**ADA'S NATIONAL SIGNING DAY (NSD) IS A NATIONAL PROGRAM** aimed at engaging and encouraging dental school seniors to apply for ADA membership. National Signing Day brings together dental schools, state and local dental societies, and ASDA chapters to welcome new dentists to the profession. In partnership with ODA DS4 representative, Michelle Crabtree, and OHSU's ASDA

chapter, Oregon was able to sign 100% of the DS4s even before the scheduled NSD event for the second year in a row! OHSU Alumni and ODA volunteer, Dan Miller, DMD joined the program for his second year. Dr. Miller shared his personal insight and journey with organized dentistry and discussed the value of the tripartite membership to the class of 2017. 🎤



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# Clackamas County Dental Society Volunteerism



**MEMBERS AND THEIR STAFF OF CCDS ARE VERY GENEROUS** with volunteering to provide care to the underserved in our community. We are not a large society so partnering with other groups multiplies our effectiveness.

- ▶ Members have participated in every MOM project from the start.
- ▶ Compassion Connect helps local faith groups organize and provides operating equipment when requested. Events have been held in North Clackamas, Estacada, Sandy and Oregon City.
- ▶ Members have assisted Northwest Family Services put on community health fairs.
- ▶ Clackamas County Health Division puts on dental clinics for their housing projects, and in Veterans Stand Down events.
- ▶ Individual members have opened their offices to provide their communities with a day dedicated to treating anyone who lacks the resources to obtain dental care. 🌐



*Drs. Amy and Aaron Welk with staff.*



*Dr. Kevin Speer doing triage at the Oregon City Heights Housing event.*



*Dr. Don Sirianni providing treatment on mobile van at Milwaukie Health Fair.*



*Dr. Mike Regan accepting patients in his office to provide care for patients examined that day at a North Clackamas Compassion Connect event.*



*Dr. Olesya Salatbe opened her office in Mollala for Dr. Paul Puffer Heart of The Community Day.*

# Multnomah Dental Society Charitable Care

## THE MULTNOMAH DENTAL SOCIETY PROVIDES HUNDREDS OF SMILES

to low-income, underserved children in the community through their annual Give Kids A Smile events. Children are screened and assessed for dental needs and provided care on MTI dental vans with services provided by MDS dentists and dental students who volunteer their services. This year's event was held on Saturday, February 4 at Reynolds Middle School in East County. There were 325 children who received dental screenings and fluoride varnish along with oral health education. Many of those children required urgent dental care and were treated on one of the three mobile dental vans. Along with dental care, there were screenings for vision and hearing. Immunizations and lead poison testing were done. A variety of other health, safety and nutrition resources were provided, along with 500 sack lunches!

This is the 15 year that MDS has participated in GKAS and our 28th year having a Free Children's Health Fair. Combining these two events has proven to be beneficial to many underserved children and families in Multnomah County.

MDS also provides a service to senior citizens in the county with our

Senior Smile Program. This ADA award winning program provides reduced fees for services provided in a dental office by MDS dentists who participate in the program. Seniors must meet the requirements of residing in Multnomah County, at least 65 years old, monthly income less than \$1,140 and no dental insurance. Our dentists who participate agree to reduce in-house fees 50% and typically will work out financial arrangements as to not create any hardship for the patient while providing care they need. Currently, MDS has over 200 Senior Smile patients who participate and receive the care they need and would otherwise not be able to afford.

The Friends of Creston Children's Dental Clinic, located in SE Portland provides year-around free dental services to qualifying children who attend Portland Public Schools. The dental services are provided by volunteer dentists and hygienists operating four days a week.

All of these programs are made possible due the unselfish volunteer efforts of our MDS members. These dentists continue to give back to the community and help provide oral health services to a segment of our community who might otherwise go without. True Heros! 🦸







Currently, MDS has over 200 Senior Smile patients who participate and receive the care they need and would otherwise not be able to afford.



# Marion Polk Dental Society Outreach

**MARION & POLK COUNTY DENTAL SOCIETY MEMBERS PARTICIPATE IN MANY CHARITABLE EFFORTS** as well as community outreach. To name a few but this certainly doesn't complete our list: "Salem Boys & Girls Club," "Community Connect," "Medical Teams International," "Neighborhood Dentist," and "Salem Free Clinic." MPDS has also held their own successful Dental Day in 2013 and MOM in 2014.



MPDS has proudly offered a Dental Assisting Scholarship for over 20 years to a Chemeketa student. We believe in helping a local student by promoting education and providing assistance to an enrolled student of the Dental Assisting Program at Chemeketa Community College. The scholarship is used to help defray their tuition costs and other fees after meeting certain criteria. The scholarship is broken into terms so that the student must continue in the program to take full advantage of the monetary gift.



Annually the Marion & Polk Dental Society is presented with student ID#'s and is asked to help select a student. The winner is then invited, along with a Chemeketa Dental Assisting Staff Representative to our membership meeting to be introduced to the Dental Society and receive their award. It is very rewarding to see these individuals

become part of the MPDS family as staff members of our local members. Chemeketa students intern in the offices in Marion & Polk counties as well as finding jobs in the future. 🌟



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# Calling All Aspiring Writers!

The July/August Issue of *Membership Matters* will be an Office/Patient Issue. This issue will be designed for members to have in your office for patients to peruse at their visits. We are looking for all dentists interested in contributing to the issue. From dental tips and specialty procedures to what to expect when you come in for a routine cleaning, submit your idea or an article for review.

Please submit all questions and articles to *Membership Matters* Editor, Barry Taylor, DMD, FAGD, CDE, at [barrytaylor1016@gmail.com](mailto:barrytaylor1016@gmail.com) by May 17.



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# The Tooth Taxi *Cascade School District*

**WITH A STEADY FLOW OF LATE STARTS AND SCHOOL CANCELLATIONS** to say that Jack Frost has kept us on our toes so far this winter is an understatement. After some unexpected delays I'm happy to report that the Tooth Taxi kicked off the New Year by heading just South of Salem to the Cascade School District, where we were able to work with the district to serve kids at three different elementary schools. We were fortunate to have return volunteer assistant Kristin Holen join us for a day. She was able to jump right in and help Dr. Rice to ease the apprehension of a few of our patients, allowing them to have a positive experience and leave with a smile on their face. Even with the loss of treatment days due snow and ice the team was still able to screen 106 students and provide almost \$27,000 in care. 🦷



*Top: Kristin Holen, EFDA and patient. Above Left: Saje and patient. Above Right: Saje and Itsie with thank you from kids.*

## SUMMARY

September 2008 – January 2017

**18,303** students screened

**19,351** students received oral hygiene education in the classroom

**10,338** appointments in the van

**\$5,971,895** value of free dental care provided

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GET A GRIN  
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2017 Camry  
MSRP \$26,604

2017 RAV4 LE SUV  
MSRP \$27,589

2017 GT86  
MSRP \$27,120

Purchase tickets online <http://bit.ly/DFO2017CarRaffle!>

Only 2,000 tickets will be sold. The drawing is on Saturday, April 8th approximately 12:45PM. You must be a resident of Oregon to purchase online.



### ONE LUCKY WINNER WILL WIN A NEW TOYOTA!

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2017 Toyota Camry SE  
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2017 Toyota RAV4 LE  
Retail Price: \$27,589



The Toyota raffle drawing held in the Exhibit Hall during the Oregon Dental Conference at the Oregon Convention Center, Sat. 4/8/2017

Go to [SmileOnOregon.org](http://SmileOnOregon.org) under News & Events to learn more.

The Dental Foundation of Oregon | 8699 SW Sun Place, Wilsonville, OR 97070 | 503.594.0880 | [sgreenberg@SmileOnOregon.org](mailto:sgreenberg@SmileOnOregon.org)



The Dental Foundation of Oregon is the charitable arm of the Oregon Dental Association.

For more information, visit [www.SmileOnOregon.org](http://www.SmileOnOregon.org).

## Wine Donations NEEDED!

The Dental Foundation is getting ready for our Wall of Wine at the Oregon Dental Conference. Please help us by either donating wine or money to purchase wine for the Wall of Wine. If you have a winery connection, let us know.

Please contact Susan Greenberg at 503.594.0880. If you would like to send a donation to DFO 8699 SW Sun Place, Wilsonville, OR 97070, or donate at <http://bit.ly/Donate2DFO>.



# A Word From the Executive Director Jacki Gallo JD, LLM

AS WE SETTLE INTO THE NEW YEAR, many of us strive to make impactful changes in 2017. Giving to others and making a difference in the community are goals that many of us share. I want to thank the Oregon Health Science University (OHSU) dental students for their recent, student-led, campaign benefiting the Dental Foundation of Oregon (DFO). The OHSU dental students took on the challenge of collecting stuffed animals for the Tooth Taxi. In 2016, the DFO set a goal that each child served on the Tooth Taxi would receive a stuffed animal to take home with them as a reminder of their Tooth Taxi experience. The dental students stepped up in a major way, and collected 464 stuffed animals for the DFO! The students conducted a friendly competition to challenge each other to see which class could collect the most stuffed animals for the DFO.

Congratulations to the second-year dental students (class of 2019), who won the competition! However, because of all of the generous donations from the dental students, the children served on the Tooth Taxi are truly the winners! Each child is now given the opportunity to choose, and keep, a stuffed animal during their Tooth Taxi visit, making their visit even more positive. OHSU dental students continue to make a difference in our community, and are a wonderful partner with the DFO. These amazing students have many things to focus on throughout their school year, yet made helping others within our community, and the DFO, a priority. Thank you OHSU dental students!

You are truly impacting the lives of Oregon's children in need. I challenge each of you to make an impact, and give of your talent, time, or treasure to help improve the lives of others. The DFO is always looking for new partners and advocates to join with us in our mission of "improving oral health for Oregon's children." 🐻

For more information on how to partner with us, please contact me directly at: 503-594-0881, or [jgallo@smileonoregon.org](mailto:jgallo@smileonoregon.org)



## The Dental Foundation of Oregon Events

NOW THRU APRIL 8, 2017  
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FRIDAY, MARCH 17, 2017

**Paddy Pint Run**  
Prineville, OR

APRIL 6-8, 2017

**Wall of Wine & Motormouth Car Raffle**  
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JUNE 16, 2017

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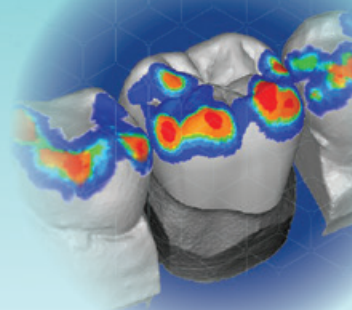
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