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Cover photo: Dr. Weston Heringer, Jr., surveying the clinic floor. Courtesy of Timothy J. Gonzalez / Statesman Journal.

2014 ODA House of Delegates

Meet the candidates

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- Oregon Dental Association
- PO Box 3710
- Wilsonville, OR 97070-3710
- barrytaylor1016@gmail.com

**Association. Send submissions to:**

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- barrytaylor1016@gmail.com

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**EVENTS & INFORMATION**

**Articles**

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**DBIC RISK MANAGEMENT COURSES**

**Current reporting period: January 2014 to December 2016**

**2014**

**October 28**
Clackamas County – Oregon City
Dr. Fred Bremner, 503.784.9267

**January 30**
Lane County – Eugene
Mark Portman, 541.786.1175

**February 27**
Southern Oregon – Medford
Amanda Davenport, 541.779.0017

**April 9**
Oregon Dental Conference – Portland

**October 16**
Southern Willamette – Corvallis
Dr. Mark Swensen, 541.754.4017

**2015, CONT.**

**November 10**
Washington County – Beaverton
Dr. Kathy Reddicks, 503.848.5605

**December 4**
Marion-Polk County – Salem
Lori Lambright, 503.581.9353

**2016**

**April 7**
Oregon Dental Conference – Portland

**December 2**
Multnomah – Portland
Lora Mattsen, 503.513.5010

**December 9**
Central Oregon – Redmond
Dr. William Guy, 541.923.8678
Random summertime thoughts, and comments borrowed from the past

Because we all know that history repeats itself, I decided to borrow some words from the past, as I thought I’d save some time writing an editorial on this beautiful August day. In an effort to ensure these words are pertinent to 2014, I have deleted internal date references, and I’ve edited for brevity.

The Green Light
The American Dental Association has spoken on fluoridation! It has passed a resolution which, in part, states, “that in the interest of public health, the American Dental Association recommends the fluoridation of municipal water supplies when the fluoridation procedure is approved by the local dental society and utilized in accordance with the standards established by the responsible health authority. A resolution from the State level, speaking for the members of this Association, now appears to be in order. Local dental societies, in cooperation with other health authorities, would then feel confident to proceed with steps toward fluoridation of their own municipal water supplies.”

Integrating Dentistry and Medicine
Dr. Arthur W. Chance, DDS, MD, professor emeritus of dental and oral medicine at the medical school recently retired. Dr. Chance first established a dental clinic for children in the Doernbecher Hospital. Perhaps his greatest contribution to the progress of public health and dental medicine was his organization of the “Division of Oral and Dental Medicine” at the medical school. A new concept at the time, medical schools throughout the country have since installed similar departments as a means of fostering instruction and research in medical dental relationships and treatment. Dr. Chance’s realization that dentistry is more than a mechanical science, led to his entering medical school after graduating from the dental department of Temple University. The dental profession feels a debt of gratitude to Dr. Chance for his voluntary services given to the betterment of dental education, legislation, and to the fields oral medicine and public health.

Pregnancy and Dental Health
Those interested in nutrition sometimes feel that the attention of the physician has been so fixed on the actual mechanical process of childbirth and on the illnesses associated with pregnancy, that he fails to stress sufficiently the nutritional state of the mother, which is of prime importance for the normal functioning of her organs. The nutritionist feels that the pregnant woman should be regarded as the member of the population needing the greatest “protection” in order to ensure adequate physical endowment for the child at the birth and optimum nutrition during infancy. Regarding disorders of the mouth in pregnancy, it is well to realize that such disorders are not only of importance in themselves, but may be significant signs of general systemic imbalance, and, as such, are vital factors in the safety of the mother and child.

Ethical Standards and the Law
Lord Bacon (1561–1626) wrote: “I hold every man a debtor to his profession; from the which as men do seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends, to be a help and ornament thereunto.” This ideal in the hearts and minds of professional men is not likely to be greatly fostered by statute and court decisions. They may have their influence, but they cannot bestow unto men honor, selflessness, and devotion to justice and the service of the welfare of mankind. We are debtors to our profession, living by that creed we shall maintain our profession.

Notes
1 Wm. L. Barnum, DMD, Ore. State Dental Journal; Vol. 20, Dec. 1950, No. 4
2 Dr. Harry Winkler, Ore. State Dental Journal; Vol. 19, June 1950
4 Hall S. Lusk, Associate Justice, Oregon Supreme Court, Journal of the Oregon State Dental Assn., Vol 7, Nov. 1938, No. 11
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Tigard
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Clatskanie
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CORY M. JOHNSTON, DMD
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Rogue Valley Dental Society

ALEXIS KLEINMAN, DMD
Portland
Washington County Dental Society

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For Online Success: Make it Easy for Patients—New and Existing—to Find You Online

Coca-Cola, McDonald’s, and Nike are three of the most iconic American companies. Just the mention of their names brings an image to mind—the red and white soda can; the Golden Arches; the Swoosh. In dentistry, Crest, CareCredit, and Zoom are companies that have consistently presented their product in a way that has clearly communicated who they are, what they offer, and what they stand for—their promise. What do these all these companies have to do with your dental practice? Branding.

Jeff Bezos, founder and CEO of Amazon.com, said: “A brand for a company is like a reputation for a person.” Because dental practices thrive on patient retention and rely on word-of-mouth referrals to reach new patients, a good reputation is of utmost importance. It is critically important for dental practice owners to have a clear vision of who they are as professionals and local healthcare providers—and what their practices have to offer the community. That’s where branding comes in. Branding gives your practice an identity. It helps patients differentiate your practice from others in your community. In addition to your practice identity, branding also conveys the reputation of your dental practice to the community.

Often, solo practitioners minimize the importance of branding their dental practice. They may think that branding is only for big corporations or retail stores. The mindset is that branding is not necessary. On the contrary, branding is just as important, if not more so, for a small dental practice as it is for a large company. Employing a branding strategy, especially online, puts the dentist in the driver’s seat in establishing the identity and reputation of the practice. And if there is no strategy in place, it leaves the practice vulnerable to patient “reviews” and competition.

According to Pew Internet Research, 93 percent of Americans ages 30–49 years use the Internet, and 72 percent of users looked online for health information within the past year. Your dental patients are online, now, more than ever, and for you to reach them most effectively, they need to be able to easily find your practice. The key to success is consistency.

Here are five important elements of a consistent online branding strategy:

1. **Practice Name.** It is not uncommon that a practice’s business cards read “Joe B. Smith, DMD,” while its website uses the moniker “Smith Family Dentistry.” One name should be used across all marketing platforms, including your website, online profiles, practice signage and printed materials.

2. **Social Media.** Today, consumers can significantly impact a brand and company’s reputation by posting their comments, good and bad, online. So, social media should no longer be considered a passing trend. Sites such as Facebook, Twitter and Google+ give dentists the opportunity to connect with patients and to manage your online reputation. It is ideal to set up your dental practice’s social media profiles under the same name as the practice. It may seem more natural to build the profiles in the name of an individual dentist, but in order to be as consistent as possible, use the practice name on each profile.

3. **Website.** Along with having the same name across all online platforms, it is smart to link your online profiles to your website. The homepage of your practice website should include links to your social media profiles and your blog. Likewise, your profiles on social media and patient review sites should also link to your practice website. This will form a consistent—and cohesive—online presence.

4. **Patient Review Sites.** As mentioned above, word-of-mouth has shifted online via sites such as Yelp!, Healthgrades.com, and Google+ Local. Consumer review sites play a large part in a patient’s online research when seeking a new dentist. Many of these sites often automatically create a profile for your business. It is up to you to log on

Naomi Cooper is chief marketing consultant for Pride Institute and also consults for leading companies across the dental industry, developing a cohesive marketing approach aimed at the dental profession and the dental consumer.

Contact her:
- naomi@minoamarketing.com
- www.minoamarketing.com
- @naomi_cooper
- www.fb.com/minoamarketing
and claim your practice’s profile on each of these sites, making sure your business name is correct and contact information is current. After you claim your profiles, encourage patients to share their positive experiences, so that when prospective patients are doing their online research, they can get a complete picture of what your practice has to offer.

5. SEARCH ENGINE OPTIMIZATION (SEO). Keeping your online brand consistent aids your SEO, or search engine optimization. SEO is the process of improving a website’s visibility in search engine results. The higher a website ranks in the list of search results of Google, for example, the more people will click through to the site. Since search engines are robots, not humans, it is not recognized that a website for Joe B. Smith, DMD, should be associated with patient reviews for Smith Family Dentistry. Another way to improve your SEO is to link to other relevant websites that generate a lot of online traffic. For instance, if you accept CareCreditSM, you can add a link to your website on their online Provider Locator, which is searched up to 560,000 times per month. Consistency in your branding will aid your SEO while providing a solid online presence for your dental practice.

Once the important online elements are in place, it’s a good habit to take periodic inventory to make sure everything is up-to-date, and that all digital efforts mirror the more traditional marketing components: business cards, letterhead, signage, patient forms, flyers, and brochures. The ultimate goal is to have branding consistency across all marketing channels—both online and offline.

Jeromy R. Dixson, D.M.D.
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Tristan J. Parry, D.D.S.
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Salem recently hosted the fifth Oregon Mission of Mercy (OrMOM), where more than 1,250 people received free dental care to relieve pain and restore confidence over a July weekend.

Held July 11–12 at Chemeketa Community College in Salem, OrMOM brought nearly 1,000 volunteers together to provide $738,299 in complimentary dental services. Patients like George and Sherry Wilmoth, who lined up nearly 18 hours before the doors opened, and endured daytime temperatures in the 90s, needed extensive care and saw several dentists over the course of the event.

“[The volunteers] were wonderful examples for us all. As a result, we will no longer just brush our teeth; we will clean our teeth,” George Wilmoth wrote in a letter to Salem’s Statesman Journal. “After all the drilling, picking, cleaning, filling, and rinsing, this grand event was behind us. We were amazed how many more services were provided than we expected. We had boxes of toothpaste, toothbrushes, floss, and mouthwash to carry.”

MOM is a dental clinic with portable dental stations set up in a large public arena. Dental screenings and services are provided on a first-come, first-served basis at no charge to those who attend. MOM combines the donated services of hundreds of dentists, dental hygienists, dental assistants, dental lab technicians, and community members to provide these free services.

The Oregon Dental Association hosted the first OrMOM in 2010 at the Oregon Convention Center in Portland. Since then, there have been two more in Portland and another in Medford, in addition to the Salem event, providing nearly $5 million worth of free treatment to thousands of low-income individuals and families.

continues on page 10
PATIENT Comments

Everyone was wonderful. This has changed my life for the better. I can smile now! – Tyler from Gresham

You're doing a great thing. I've needed this. – Dylan from Aumsville

Low income keeps me from getting my teeth checked regularly. I'm thankful you all are here for me to do that. I really need it! You are all a blessing! – Charity from Salem

I haven’t been to a dentist in over six years. I just can't afford it anymore. I came because I have pain all the time. Great people—friendly and helpful. Didn't feel a thing. Best dental experience yet! – Wendy from Vancouver

Awesome volunteers! Thank you! Here to fix a cavity; had pain for two weeks and am a single mom and waitress with no [health] insurance [or] dental. Thanks again! – Eefa from Salem

After losing my job two years ago, I’m happy to see that people really do care. – Sandra from Portland

I came today to get a flipper, and I am so excited to get my smile back, be able to find a job, and get back on track. All is due to your services. I thank you all for such an amazing program. You have given me confidence and a smile back. – Pamela from Salem

I was in a bad accident three months ago. After five reconstructions and at least three surgeries, I couldn’t really afford to get my broken teeth fixed, too. Thank you so much! – Megan from Beaverton

Volunteers are all smiling and making eye contact. Good communication skills. All volunteers are emitting hope and happiness. They are genuinely enjoying this event and are happy to help those of us who haven’t any healthcare for ourselves. – Susan from Manila
It just feels good to help people who need it and want it. – Dentist, volunteered all day Friday and Saturday

I was touched each time a patient talked about their experience on Friday. Each one was thankful for the dentists and assistants who volunteered their time and talents to help patients in need. Several asked me how they could learn more about MOM, so that they could pay it forward by volunteering at a future dental clinic. – Community Volunteer, volunteered Friday morning

The one thing that sticks out in my mind is how many volunteers showed up on a summer weekend to help! Everyone was willing to do whatever it took to make sure patients had a positive experience.
– Community Volunteer, volunteered Saturday morning

There are several things that stick out in my mind. First, it is not necessary to go far away to help people. There is plenty of need right here. Second, as usual, I always get back way more than I give in these situations.
– Dental Hygienist, volunteered all day Friday and Saturday

I was busy every moment. No time was wasted. I felt like I was doing something very worthwhile. I felt appreciated by patients and also by organizers. – Community Volunteer, volunteered Friday afternoon and all day Saturday

We worked on quite a few patients who had some very sad stories, but they were all so happy and appreciative. It’s a wonderful reminder not to get stuck in the minutia of life, to remember to be appreciative of what you have and what you can offer to others. Even if it is just a great big smile! – Dental Assistant, volunteered Friday morning

As I left the Chemeketa campus on Friday afternoon, after having worked for about 12 hours, a patient came up to me. I had seen her before, walking around the clinic, getting the dental work that she needed done. She had tears in her eyes, and she thanked me and all those who donated their time, money and energy to help those in need. The honesty and power of her gratitude drove me to tears as well. That one moment made everything worth it, from waking up early, to being on my feet all day long. The heat and tiredness evaporated. I will never forget that. – Community Volunteer, volunteered Thursday through Saturday

Weston Heringer Jr., DMD, co-chaired the Salem event after volunteering his services at all of the prior OrMOMs. Dr. Heringer said he was particularly impressed by the collaboration with Chemeketa Community College and the Oregon Institute of Technology (OIT), which provided facilities and volunteers for the event.

Several years ago, Chemeketa received bond money and private donations to improve its facilities. The upgrade included Building 8, which houses the dental program’s state-of-the-art equipment, and is situated near the gymnasium where OrMOM took place. OIT has a dental hygiene program on the Salem campus, providing additional support for the MOM event.

“That worked out as a real great partnership,” Dr. Heringer said. “The heat was a bit of a challenge, but we passed out umbrellas and had a canopy to keep people cool. Compared to the 28 degrees we had for people standing in line in Portland [during a November OrMOM], it was a much easier challenge.”

OrMOM benefitted patients, dental professionals, and students alike, according to Nol Cobb, associate dean of health sciences at Chemeketa Community College.

“It gave the students a chance to work with more dentists than they typically do during a clinic here, and it also gave them a chance to network,” he said.

Cobb said OrMOM also provided an opportunity to show members of the community what the school has to offer.

“A lot of the local dentists contributed to the new facility, so there was an awful lot of knowledge within the local dental community about what we have here,” he said. “We were just totally delighted with having the event right here.”

continues on page 12
MEMBERSHIP MATTERS  •  AUGUST 2014

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Tokyo University
Wellness Springs Dental
Dr. Weston, Jr. & Nancy Heringer
William & Patricia Zepp

Photo courtesy of O’Brien Dental Lab
Photo courtesy of Dr. Selma Pierce
Photo courtesy of Dr. Selma Pierce
When it comes back to the Willamette Valley region, we would certainly put our hand up and be willing to host it again, because it was a great community event.”

Like Dr. Heringer, event co-chair Selma Pierce, DDS, had participated in several of the prior OrMOMs and gained invaluable knowledge from those who were involved in organizing those events. Dr. Pierce said that, despite the success of previous OrMOMs, it took some effort to get the word out about the Salem event and raise money for it.

In the end, however, Dr. Pierce said she was overwhelmed by the volunteer spirit, community support, and appreciation from patients she witnessed during the event. She also noticed that while the Friday openings drew many adults, the following Saturday attracted a multitude of families, many of whom did not speak English.

“The volunteers were very happy. They were glad to know they were doing something to help out, but they also were just happy to be there,” Dr. Pierce said. “It was good for the patients and it was good for us, too.”

Joel Hopkin, DMD, MD, is a Salem oral surgeon who has participated in all OrMOM’s except the one held in Medford, and was a co-leader of the oral surgery services provided during this year’s OrMOM. Dr. Hopkin said the Oregon Missions of Mercy offer a great opportunity for Oregon’s dental professionals to educate people about the community service they provide.

“It is a kind of notice for dentistry. In our practice, we take care of people and help them feel better, and a lot of times at no cost for people who can’t afford it,” he said. “It really kind of goes under the radar, and we don’t always get recognized for that. So this is a way to showcase what we do every day in the community.”

86.3% of patients DO NOT have any insurance to pay for dental care (988 total responses) 8.8% have Medicaid/OHP; 3.5% have insurance through their/spouse’s job; 1.4% have plan they purchased.

52.9% of patients came with at least one family member. (988 total responses) 47.1% came by themselves 32.7% came with 1 family member 10.5% came with 2 family members 9.7% came with 3 or more

29.1% of patients traveled more than 20 miles to OrMOM (988 total responses) 46.1% traveled 0–5 miles 24.8% traveled 5–20 miles 19.6% traveled 20–50 miles 9.5% traveled over 50 miles

60.6% of patients cited inability to pay for care as a reason they haven’t been to the dentist recently. 76.6% cited lack of dental insurance.

7.3% of patients had NEVER been to the dentist

29.3% of patients had been to the dentist at least once, but not within the past 3 YEARS (988 total responses)

55.5% of patients heard about OrMOM from a friend or family member.

23.7% of patients heard about OrMOM from a social agency, church, or community group

80.5% of patients do NOT have a place to go to be seen for dental care after today (988 total responses)

39.5% of patients were IN PAIN before coming to clinic (60.5% answered No; 988 total responses)

OF THOSE IN PAIN:
60.9% had been in pain for more than SIX MONTHS (405 total responses) 13.6%: 1 week or less 25.4%: 1 month or less 32.8%: 6 months 28.1%: 1 year or more

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Thank you to the following individuals who shared their time and talents with OrMOM before, during, and after the event.

Even before the long days on the clinic floor, these volunteer leaders spent the months prior to OrMOM helping with logistics and recruiting volunteers.

This clinic could not have been a success without them.

Josette Beach, RDH, MS
Portland Community College
Sterilization Co-Lead (clinic)

Karley Bedford, DMD
Waste Management Co-Lead

Herm Boes
Salem Leadership Foundation
Patient Food & Beverage Co-Lead

Bruce Burton, DMD
Dental Triage Co-Lead

Margie Campbell
DS4, OHSU School of Dentistry
Waste Management Co-Lead

Bart Carter, DMD, MS
Patient Routing Lead

Maria Casillas
Interpreter Lead

Tina Clarke, RDH
Oregon Institute of Technology
OIT DH2 Co-Lead

Sharon Crawford, RDH
Onsite Volunteer Registration Co-Lead

Trent Crollard
Patterson Dental Supply
Clinic Layout Lead

Debbie Davis
Solo Assistants Lead

Jeff Davis
Chemeketa Community College
Parking Lead

Karla Dettwyler
Waiting Area Checker / End of Treatment
Clipboard Checker Lead

Dee Dixon
Chemeketa Community College
Facilities Co-Lead

Beth Doss
Exit Interview Lead

Ross Emerick
Set Up / Tear Down Lead

Cindy Fletcher
Oregon Dental Association
Data Entry / Volunteer Registration Lead

Jennifer Frankel, DMD
Post Op Lead

Brian Fredricks
Oregon Dental Association
Accounting Lead

Ron Hays
Fundraising Lead

Paula Hendrix, EPDH, Med
Oregon Institute of Technology
OIT DH2 Co-Lead

Weston Heringer, III, DMD
Pediatrics Co-Lead

Joel Hopkin, DMD, MD
Oral Surgery Co-Lead

David Howerton, DMD
Oral Surgery Co-Lead

Edith Ibanez
Education Co-Lead

Becca Jordan
Pediatric Line Lead

Dave Kaplan
Patterson Dental Supply
Central Supply & Equipment Co-Lead

Gabe Kennedy, DMD
Oral Surgery Co-Lead

Bill Kohlmeyer
Chemeketa Community College
Security Lead

Lori Lambright
Marion & Polk Dental Society
Patient Registration Lead

Robert Lee, RPh
Moda Health
Medication Table Co-Lead

Lee Lehman
Henry Schein
X-Ray Co-Lead

Jodi Loper
Boys & Girls Club
Sterilization Co-Lead (oral surgery)

Derrick Luksch
O’Brien Dental Lab
Lab Co-Lead

Karen Luksch
Food & Beverage Co-Lead

Tami Lundy
SEDCOR
Food & Beverage Co-Lead

Matthew Malone
CED
Facilities Co-Lead

Ernie Martin
Onsite Volunteer Registration Co-Lead

Mark Miller, DMD
Dental Triage Co-Lead

Jessica Minahan
Community Health Information Lead

Rosalea Peters
WEO Media
Volunteer Information Table / Directional Volunteer Lead

Hai Pham, DMD
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Mary Robinson
Kaiser Permanente
Line Lead

Bryan Rogers
Patient Escort Lead

Mark Rogers, DMD
Restorative Co-Lead

Tim Rogers
Chemeketa Community College
Facilities Co-Lead

Elisa Schofield, RDH
Dental Hygiene Co-Lead

McKenzie Schofield, RDH
Dental Hygiene Co-Lead

Kelly Small
Patterson Dental Supply
Central Supply & Equipment Co-Lead

Karla Smith
Education Co-Lead

Christina Swartz Bodamer
Oregon Dental Association
Legislative & PR Lead

Paul Turgesen, DMD
Anesthesia Co-Lead (restorative)

D.J. Vincent
Salem Leadership Foundation
Patient Food & Beverage Co-Lead

Jim Vu
Waiting Room / Entertainment Lead

Meagan Walker
Runner Lead

Mike Wilson
O’Brien Dental Lab
Lab Co-Lead

Joni Young, DMD
X-Ray Co-Lead

Kent Zerr, DMD
Restorative Co-Lead
Since 2010, Oregon Mission of Mercy has provided $4.7 million in free dental care to 7,811 patients! This amount of care could not have happened without the support of our many partners and volunteers.

While sponsors and volunteers vary each year, depending on the clinic’s location, the following companies and individuals have contributed to all five Oregon Mission of Mercy free dental clinics! Thank you!

5-Year Volunteers

Betsy Asai, RPh
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Kelly Blakeslee, RDH
Fred Bremner, DMD
Teri Cole
Mary Daly
Cindy Fletcher
Sendy Garcia, EFDA
Bryan Guthrie, DMD
Carma Hatton
Weston Heringer, Jr., DMD
Sara Houranpay, RDH
Rebecca Lanxon, CDT
Charlie Latourette
Linda Le, DDS
Robert Lee, RPh
Lee Lehman
Jodi Loper, EFDA
Lauren Malone
Matthew Malone
Walter Manning, DMD
Liz Matzke, RN
Tony Megale
Gene Meyer
Virginia Olea, RDH
Rosalea Peters
Janet Peterson, DMD, PhD
Thomas Pollard, DMD
Linda Pope
Dan Reynolds
Hannah Rich, CDA
Mary Robinson
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Christina Swartz Bodamer
Katsuny Theodore, EFDA
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November 23–24, 2015
Portland
THANK YOU TO EVERYONE WHO HELPED MAKE ORMOM 2014 A GREAT SUCCESS!
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ABOUT THE SPEAKER

Dr. Samuel Barry is a certified OSHA trainer and has presented over 200 classes on OSHA compliance, blood-borne pathogens and infection control. He graduated from OHSU School of Dentistry in 1982 and currently works for Henry Schein Dental as a field sales consultant.

Friday, October 17
8 a.m. - 4 p.m.
Oregon Convention Center
777 NE Martin Luther King Jr. Blvd., Portland OR 97232

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Visit multinomahdental.org or call 503-513-5010.

Preregister:
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SCHEDULE

8 a.m. - 9 a.m.
Continental breakfast

9 a.m. - 12 p.m.
Morning session

12 p.m. - 1 p.m.
Catered lunch and networking

1 p.m. - 4 p.m.
Afternoon session

Sponsored by Multnomah Dental Society, Clackamas County Dental Society and Washington County Dental Society.
The ODA underwent a major governance change at the 2013 House of Delegates, when we moved from a geographic board to more of a competency-based board. The House still elects the trustees, but the trustees choose the ODA president-elect (and, therefore, president).

At their May meeting, the ODA board elected Joni Young, DMD, from Salem, as president-elect. She will be sworn in, alongside incoming president, Steve Timm, DMD, from Bend, at the House of Delegates meeting in September. Also being elected at the House are our secretary-treasurer, ADA delegates at large, and members of the Leadership Development Committee.

The House will not only vote on six resolutions, which we’ll expand on in the October issue of Membership Matters, but they will have a mega-issue discussion, led by board member Tom Tucker, DMD, about “Navigating CCOs and dental integration—healthcare reform and your practice.”

Candidates

At-Large Board Members
(4–5 Open Positions)
Kenneth L. Chung, DDS, MPH
Clackamas County Dental Society
Mark D. Mutschler, DDS, MS
Multnomah Dental Society
Deborah A. Struckmeier, DMD
Multnomah Dental Society
Frances Sunseri, DMD, MAGD
Multnomah Dental Society

Secretary/Treasurer
Fred A. Bremner, DMD
Clackamas County Dental Society
Gregg E. Jones, DMD, MAGD
Central Oregon Dental Society

ADA Delegate-at-Large
(2 Open Positions)
Karley Bedford, DMD
Multnomah Dental Society

Leadership Development Committee
(4–5 Open Positions)
Thomas D. Pollard, DMD
Multnomah Dental Society
William F. Warren Jr., DDS, MS
Klamath County Dental Society

Candidate Profiles on the next pages > >
Kenneth L. Chung, DDS, MPH  
**PRACTICE LOCATION** Portland  
**HOMETOWN** San Francisco, Calif.  
**DENTAL SCHOOL** UCLA School of Dentistry, 1975; graduate studies in public health at the University of Michigan  
**HOBBIES/ACTIVITIES** Family time with wife of 38 years and novice role as a grandfather, photography, gardening, volunteering, creating a better wheel  

**Why are you seeking this position?**  
The dental profession has afforded me an opportunity to serve in many capacities over the years. I have enjoyed 11 years in academic teaching and clinical and health services research. I have been in the private practice of clinical dentistry as a solo practitioner, as well as a clinician in a group setting for nearly 29 years. I would like to apply my skill set from these experiences to help the ODA clarify and achieve its mission for relevancy.

**What do you think the ODA needs to do to encourage more members to volunteer?**  

**What do you see as the main issue(s) the ODA must address over the next few years?**  

Mark D. Mutschler, DDS, MS  
**PRACTICE LOCATION** Oregon City  
**HOMETOWN** Torrance, Calif.  
**DENTAL SCHOOL** UCLA School of Dentistry, 1990; combined pediatric dentistry/orthodontic residency, 1994  
**HOBBIES/ACTIVITIES** Biking, running, yard work, and a local community group that encourages resiliency and sustainability  

**Why are you seeking this position?**  
I was an ODA Trustee for two years, and I feel that I have still more to contribute towards organized dentistry in Oregon. My enthusiasm towards improving our world motivates me to speak up and offer my help. I have some solid dental business experience after 20 years of private practice, and I think that I can use this experience to tackle some of the tough issues facing dentistry.

**What do you think the ODA needs to do to encourage more members to volunteer?**  

**What do you see as the main issue(s) the ODA must address over the next few years?**  

Deborah A. Struckmeier, DMD  
**PRACTICE LOCATION** Portland  
**HOMETOWN** Portland  
**DENTAL SCHOOL** OHSU, 1996  
**HOBBIES/ACTIVITIES** Reading, traveling, and working on photo albums  

**Why are you seeking this position?**  
I’ve been involved with organized dentistry since dental school, and that introduction in dental school taught me the value of organized dentistry. I’ve also been involved with Multnomah Dental Society, and I’ve served as a delegate to the ODA House of Delegates nearly every year since 1996. I decided I wanted to do more at the state level.

**What do you think the ODA needs to do to encourage more members to volunteer?**  

**What do you see as the main issue(s) the ODA must address over the next few years?**  

> > PLEASE TURN TO PAGE 25
Frances A. Sunseri, DMD, MAGD

**PRACTICE LOCATION** Happy Valley

**HOMETOWN** Happy Valley

**DENTAL SCHOOL** OHSU, 1988

**HOBBIES/ACTIVITIES** Rowing crew, hiking, kayaking, wine tasting, dancing

**Why are you seeking this position?**
I want to give back to my profession. I have been involved with the ODA as a board member of the Government Relations Council, and I am currently president of the Oregon Academy of General Dentistry.

**What do you think the ODA needs to do to encourage more members to volunteer?**
I think asking one-on-one is the best way, such as having a colleague ask a friend to volunteer.

**What do you see as the main issue(s) the ODA must address over the next few years?**
Access to care and reimbursement are big issues. With the increasing costs of delivering care and student debt, it is difficult to provide care to low-income families.

Fred A. Bremner, DMD

**PRACTICE LOCATION** Milwaukie

**HOMETOWN** Portland

**DENTAL SCHOOL** University of Oregon Dental School, 1964

**HOBBIES/ACTIVITIES** Photography/photo editing, backpacking, history, politics

**Why are you seeking this position?**
I want to be on the ODA's leadership team as it implements the new governance model after the 2012 restructuring to a competency-based Board of Trustees. The ODA has an opportunity to become more attractive to nonmember dentists by following the model as described in the books *Race for Relevance* and *Road to Relevance* by Coerver & Byers. There are a number of road blocks that individuals use as an excuse not to join the ODA. Tripartite dues is one issue. As treasurer, I will work to make the budget transparent and have a dues stabilization plan to reduce the cost of ODA dues and encourage component societies to do the same. One approach would be working to reduce the cost for married couples that now have to pay the same amount for each person. I would like to see a different dues structure for married dentists that reduce the total outlay for both of them to be members.

**What do you think the ODA needs to do to encourage more members to volunteer?**
If the membership is educated about what we, as an inclusive group, can do, and what services we provide, individuals will volunteer. The sense of participation and camaraderie with volunteering is a high reward. Case in point, when coming away from helping at a Mission of Mercy (MOM), one cannot help but have a warm sense of reward from helping our fellow citizens. I feel that many individuals are afraid to step forward, and perhaps with a one-on-one contact from a fellow ODA member, people will come to their first volunteering event. I firmly believe that once someone volunteers, it fosters a want to help again.

**What do you see as the main issue(s) the ODA must address over the next few years?**
The ODA needs to focus on a variety of issues. Namely, recruiting and retaining members, and making members aware of the value of membership for our profession. The ODA also needs to foster a forward-looking relationship with OHSU students, and to continue and develop our long-standing relationship with Moda Health.

Gregg E. Jones, DMD, MAGD

**PRACTICE LOCATION** Redmond

**HOMETOWN** Eugene

**DENTAL SCHOOL** OHSU, 1976

**HOBBIES/ACTIVITIES** Kayaking, road biking and hiking

**Why are you seeking this position?**
I have had a close view of the functioning of the ODA with an aggregate of eight years on the Board of Trustees. In that time I have increasingly had a desire to take a leadership role.

**What do you think the ODA needs to do to encourage more members to volunteer?**
I have found greater willingness for members to volunteer when the purpose of the activity is outward focused to the public rather than inward focused to the organization. I have observed that many nonmember dentists will volunteer for projects like MOM and others that provide free dental care to
Karley R. Bedford, DMD
PRACTICE LOCATION Portland
HOMETOWN Scottsdale, Ariz.
DENTAL SCHOOL OHSU, 2014
HOBBIES/ACTIVITIES Hiking and running with her dog, Zoe, working on home DIY projects

Why are you seeking this position? I got involved with the ODA through OHSU-ASDA, and I was a student trustee. I enjoyed all of the dentists I was meeting and also the staff of the ODA. They are so nice and really organized, and they have been very helpful. I just really value organized dentistry and everything it does for our profession, so I want to do my part to help out.

What do you think the ODA needs to do to encourage more members to volunteer? Getting the ODA known at the student level is really important, and the ODA has done a really good job of getting people excited about it so they need to keep that up. On Signing Day, 100 percent of my class signed up for membership.

What do you see as the main issue(s) the ODA must address over the next few years? I think one of the big issues is how practices are changing. Ten years ago, when dentists graduated they would start a practice on their own or with another person. Now so many new dentists are part of a group practice, like I am. So the ODA should focus more on the needs of dentists in different kinds of practices. Some dentists in group practices may not think about the bigger picture of organized dentistry because many of their needs are already being taken care of.

Thomas D. Pollard, DMD
PRACTICE LOCATION Portland
HOMETOWN Junction City
DENTAL SCHOOL Univ. of Oregon Dental School, 1974, plus three years in the US Army, including a GPR
HOBBIES/ACTIVITIES Cooking, gardening, handyman activities, and enjoying fine wines

Why are you seeking the this position? I have not learned to sit around for long, but I hope to develop those skills over time. That is one of the reasons I am seeking to be on the LDC. I try to help when it is helpful to the ODA and MDS. I am giving up a board position on the Oregon Oral Health Coalition, so I have some extra time. I still work full time so I try to limit my volunteer time.

What do you think the ODA needs to do to encourage more members to volunteer? Dentistry has to be aware of all the outside forces that are trying to change our profession. We must change but still keep the focus on our patients. We will need to improve our practice models some, but keep our satisfaction level high. I think there are a lot of dentists out there that can offer solutions to our changing problems, but they either don’t know it or think they won’t make a difference. We need to stay informed and read our emails and talk to other dentists. If membership falls too low, we will become easier targets. Younger members need to be involved and support organized dentistry, because they will be practicing for many years.

William F. Warren Jr., DDS, MS
PRACTICE LOCATION Klamath Falls
HOMETOWN Pleasant Hill, Calif.
DENTAL SCHOOL Univ. of California, San Francisco, 1977; certificate in endodontics and master’s degree from The Ohio State Univ., 1981
HOBBIES/ACTIVITIES Horses, bicycling, fishing and camping

Why are you seeking this position? The Oregon Dental Association does an amazing job in serving its members, and I am seeking a second term as a member of the Leadership Development Committee to help in that process and to support organized dentistry in general.

What do you think the ODA needs to do to encourage more members to volunteer? While many avenues are available to encourage members to volunteer for ODA service, perhaps the most important is making friends of colleagues and sharing information about volunteer opportunities one to one. I very much enjoy developing friendships, especially with younger colleagues, and I share the opportunities and benefits of serving organized dentistry whenever I can.

What do you see as the main issue(s) the ODA must address over the next few years? Attracting and retaining members is key to the vitality of any organization, and it is exciting to see that ODA leadership continues to improve the value of membership on a yearly basis. The more difficult issue may be to assure that the value of ODA membership is truly recognized.
What do you see as the main issue(s) the ODA must address over the next few years?

The best way to get members to volunteer to help is to ask them. We need to find out what time they have to give to all of us and find an appropriate position. There are moments in life when we can’t spare any time but the seed can be planted for the future. I did very little until the early ’90s because I was not asked to help. Over time, we need to refresh the volunteer pool and younger or different people need to become leaders.

Future generation of direct “dental caregivers,” (i.e., dentists, hygienists, assistants, and the potential future “restorative auxiliaries”)?

How do the changing demographics in the U.S. population and among dental caregivers influence the ODA leadership’s mission?

How do we, with a technologically advanced generation of caregivers, change from a culture of exclusivity to one of inclusivity?

The underserved. I find a different mix of members volunteering for committees and task forces that are designed to solve community problems that serve others. The tripartite organization should work together to create service projects for the public so that when individuals volunteer they will receive a positive emotional payback for their time spent. This would encourage greater incentive to volunteer more. This will give increased value to the ODA and incentivize nonmembers to join.

What do you see as the main issue(s) the ODA must address over the next few years?

Increase membership market share to increase income for budgeting and political influence; maintain the current doctor/patient relationship in light of the Affordable Care Act; access to care for the underserved; and address mid-level provider challenges.

What do you see as the main issue(s) the ODA must address over the next few years? The best way to get members to volunteer to help is to ask them. We need to find out what time they have to give to all of us and find an appropriate position. There are moments in life when we can’t spare any time but the seed can be planted for the future. I did very little until the early ’90s because I was not asked to help. Over time, we need to refresh the volunteer pool and younger or different people need to become leaders.
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- Maureen Gierucki DDS, Union City, MI

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The Board had presentations from ODA’s auditor, McDonald Jacobs, and investment advisor, West Bearing Investments about ODA’s strong financial position.

Thirty-one ODA members (see sidebar) were approved for life membership, starting in January 2015. Congratulations!

The Board discussed and approved the 2015 ODA budget.

As part of a new and ongoing board evaluation process, ODA executive director, Conor McNulty, led the board in a discussion about what traits they would like to see in members of the ODA Board of Trustees.

Mr. McNulty thanked the following members of the ODA Board of Trustees whose service is complete at the ODA House of Delegates meeting in September, as this was their last board meeting:

Rickland G. Asai, DMD
ADA delegate at large

Sean A. Benson, DDS
secretary/treasurer

Fred A. Bremner, DMD
Margaret Campbell

David J. Dowsett, DDS
ADA delegate at large

Richard L. Garfinkle, DDS, MSD

Scott S. Hansen, DMD
Judd R. Larson, DDS

president

Gaetano A. Amico, Jr, DMD
Marion Polk Dental Society

Kenneth E. Blake, DMD
Washington County Dental Society

William J. Blaumer, DMD
Marion Polk Dental Society

H. Martin Bumstead, DMD
Lane County Dental Society

Gary E. Carpenter Sr, DMD
Lane County Dental Society

Dennis P. Clark, DMD
Washington County Dental Society

Roger M. French, DMD
Southwestern Oregon Dental Society

Richard B. Gabriel, DMD
Lane County Dental Society

Daniel J. GaRey, DMD MS
Rogue Valley Dental Society

Daren L. Goin, DMD
Marion Polk Dental Society

Richard L. Grabowsky, DMD
Multnomah Dental Society

Charles D. Howard, DMD
Marion Polk Dental Society

Thomas J. Hunt, DMD
Lane County Dental Society

Rodney R. Janssen, DMD
Marion Polk Dental Society

Greggery E. Jones, DMD, MAGD
Central Oregon Dental Society

John W. Larson, DMD
Lane County Dental Society

Robert L. Larson, DMD
Lane County Dental Society

Alan W. Liesinger, DMD
Southwestern Oregon Dental Society

F. Brent May, DMD, MSD
Southern Willamette Dental Society

James F. Meadows, DMD
Washington County Dental Society

Rich Meltebeke, DMD
Lane County Dental Society

Robert L. Miles, DMD
Clatsop County Dental Society

Robert W. Moser, DMD
Lane County Dental Society

Reid T. Sono, DMD
Multnomah Dental Society

Robert E. Stafford, DMD
Clackamas County Dental Society

Raelyn N. Sutton, DMD
Rogue Valley Dental Society

Richard S. Teel, DMD
Marion Polk Dental Society

Carl B. Vorhies, DMD
Washington County Dental Society

Karl Wagenknacht, DMD
Lane County Dental Society

Douglas E. Whittaker, DMD
Lane County Dental Society

Brian M. Wolfsehr, DMD
Multnomah Dental Society

Congratulations!
Help us reach our goal!

Donate to the Oregon Dental Association’s charity during our fall campaign and help thousands of low-income and uninsured children on the Tooth Taxi in 2015.

As of June 30, 2014, the Tooth Taxi has provided almost $4.3 million in free dental services to over 15,500 students.

Your support helps us leverage additional dollars from outside the dental community, and sends a powerful message that dentistry is giving back.

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Donate in honor of your dental colleagues, staff and friends.

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Either way, we’ll send you a tax receipt and a big thank you!
MOBILE UNITS ON THE MOVE! A quadrant of mobile dental vans created Kids Town for the fifth Oregon Mission of Mercy. Medical Teams International (MTI) brought three vans to the clinic where hygiene, restorative, and oral surgery services were provided for young adults and parents of children. MTI van managers, Denny Sanders (Salem), Suzette Wallace (Portland), and Kevin Abbe (Roseburg) were a powerful trio.

The Tooth Taxi rounded out the quartet of dental vans in Kids Town, which focused on care for the younger set. DFO board members Dr. Hai Pham (pictured above, 2nd from left), and Dr. Janet Peterson, worked on the vans in Kids Town. We had several other volunteers, including Tooth Taxi staff, Catherine Johnson, Becca Jordan, and Mary Daly, providing a full range of services to families. Families were grateful for services rendered and patiently waited in the heat for appointments while kids played games and added artistic flourishes to coloring books. With a great turnout of families, there was no shortage of patients at Kids Town. It was our busiest MOM yet!

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New dental facility open for business!

By Sydney Clevenger

“I feel very proud to be standing in this beautiful building,” said Willamette Dental co-founder Gene Skourtes, DMD, ’68, who with his wife, Bonnie, donated $10 million to the Skourtes Tower OHSU School of Dentistry, located within the OHSU/OUS Collaborative Life Sciences Building (CLSB).

The Skourtes Tower, on the north side of the $295 million OHSU/OU Collaborative Life Sciences Building (CLSB), was officially unveiled June 26, with a ceremonial ribbon-cutting. “Everything about this building speaks to the future, and the possibility of the future,” said OHSU President Joe Robertson Jr., MD, MBA. “This building was conceived differently, built differently, and funded differently, and I think the people who work and study here will feel that difference.”

The CLSB is a unique partnership among OHSU, Portland State University, and Oregon State University. Additional collaborations were forged with the state legislature (which provided funding); the city of Portland (made development possible along the formerly industrial South Waterfront); and with Tri-Met (which is building a new light rail past the CLSB, connecting South Waterfront with downtown Portland and SE Portland).

In 2004, Schnitzer Investment Corporation gifted 20 acres to OHSU along South Waterfront, followed by a 2007 anonymous $40 million gift to medical education, and then there was a concerted 2011 push among dental community leaders to build the Skourtes Tower OHSU School of Dentistry.

The transformational gift for the dental school was from Willamette Dental co-founder, Gene Skourtes, DMD, and his wife, Bonnie, who donated $10 million. Additional major donors included the Oregon Dental Association, Moda Health, and A-dec, Inc.

“The new dental facility—the school’s fourth home in its 114-year history. “The new building is impressive,” she said. “I like that the dentists and students work closely together to cooperate on diagnoses which makes it more comfortable to make decisions. Everyone here works carefully and precisely and professionally,” she said.

Grand Opening

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Dental Facility Highlights

Having access to medical simulation and an academic resources lab, along with OHSU’s Interprofessional Education (IPE) Initiative regularly bringing together dental, nursing, pharmacy and medical students for learning, the dental school is poised for creative collaborations in its new space.

Clinical and curricula highlights include:

Atrium The dental school’s 200-seat lecture hall, named for the Oregon Dental Association, within the multi-level indoor “student quad,” is designed for collaboration and small group learning.

First floor, Skourtes Tower The entrance from SW Moody is where patients check in, and then they are directed to the floor they need for care.

Eighth/Ninth floors, Skourtes Tower The pre-doctoral clinic is on two virtually identical floors, each with three group practices of first-through fourth-year dental students. Each group practice has 21 open and one closed operatory.

Tenth floor, Skourtes Tower The pre-clinical learning facility, also known as the simulation clinic, includes 76 learning “stations” for first- and second-year dental students to practice dentistry on a mannequin head.

Eleventh floor, Skourtes Tower This floor includes endodontology, periodontology, pre-doctoral oral and maxillofacial surgery (OMFS), OMFS surgical suites, and pre-doctoral and graduate residency pediatric dentistry.

Twelfth floor, Skourtes Tower The top floor has a 16-chair open orthodontic clinic, the radiology clinic, and 20 treatment rooms for the Faculty Dental Practice, continuing dental education, and the under-development AEGD (Advanced Education in General Dentistry) program.
“The building is spectacular, and the clinics are a really beautiful space for patient care and education,” said School of Dentistry Dean Phillip Marucha, DMD, PhD. “The dental students, staff, and faculty are so excited to be in our new building down on South Waterfront.”

The OHSU/OSU Collaborative Life Sciences Building, in which the School of Dentistry resides, is a unique partnership between OHSU, Portland State University, and Oregon State University. Photo Sydney Clevenger

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F/T ENDODONTIST IN THE PORTLAND, OR AREA. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. We will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. **We're looking for General Dentists with at least 2 years of experience.** Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE:

http://interdent.force.com/careers/ apex/hs2__JobDetails?jobid=a0x00000001zw92AAG.

ENDODONTIST WANTED FOR 1-2 DAYS/WEEK, to see our own (internal referral) patients. We have top of the line endo equipment and instruments, experienced assistants, microscope, and an efficient and friendly admin support so that you can do what you do best: endo! This is a rare and incredible opportunity, with plenty of flexibility, for an endodontist who may want to supplement her/his current practice, or perhaps choose to associate with our office of general dentists. There are absolutely no „costs” to join, no buy-in, no extensive paperwork, no restrictive-covenant, or long term commitments. We are not a giant corporate dental practice, there are no OHP patients, and you set the time you need to perform the procedures. We are located in downtown Portland, and we look forward to hearing from you. Contact mdundaleoffice@gmail.com.

DENTIST OPPORTUNITIES

DENTIST ASSOCIATE OPPORTUNITY SW WASHINGTON STATE. An opportunity for an experienced Associate Dentist is open in Vancouver, WA. This is a busy, locally owned, well established, multi-dentist office. This modern, well-equipped, quality practice is very patient-oriented, great staff, excellent dentists, very stable business. We offer very competitive earnings, benefits, opportunity. Email your CV to mbowercons@at.com or fax to 360.604.7927.

CRISDENTAL IS LOOKING FOR AN ASSOCIATE to buy in at our Eugene practice. We have a great brand that is known throughout the Southern Willamette Valley. A steady stream of patients and a prime location with low overhead. Currently providing with 3 ops, 1 hygienist and 3 days. Great time to buy in and build your practice with us. Reasonable initial investment and 2 years of practice experience required. Must be energetic, efficient, and have the desire to win. For more details send an email to hrinfo@726@yahoo.com.

F/T GENERAL DENTIST IN HAZEL DELL, WA AREA. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. **We're looking for General Dentists with at least 10 years of experience.** Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE:

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LANE COUNTY DENTAL SOCIETY

Lane County Dental Society presents

Thomas J. Kepic, DDS, MSD

Tuesday, September 16, 2014

6 - 8 p.m. - dinner included

Valley River Inn, Eugene

Prognosis for the Periodontally Compromised Tooth: A Historical Perspective Along With Short and Long-Term Follow-up of Cases

Establishing an accurate periodontal prognosis is paramount to case success. Prognosis is often thought of as being “static,” established once, and never to change. However, proper periodontal therapy can alter a tooth’s prognosis, if done in time. This course will show both short and long-term cases where prognosis has changed during therapy.

LEARNING Objectives:

+ Identifying the clinical factors used in assigning prognosis.
+ Understanding the historical research that leads to the modern day concept of prognosis.
+ Analysis of periodontal diseases and host susceptibility as factors used in determining prognosis.

complete program details and registration at lanedentalsociety.org/programs

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F/T DENTIST IN THE SALEM, OR AREA. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We’ll handle the details, you focus on your patients, let’s practice together. APPLY ONLINE:

http://interdent.force.com/careers/apex/hs2__JobDetails?jobid=a0x00000001ZWJMAAAW.

F/T DENTIST IN PORTLAND, OR AREA. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We’ll handle the details, you focus on your patients, let’s practice together. APPLY ONLINE:

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SEEKING ASSOCIATE DENTIST—SHELTON, WA. We are a well-known private practice in Shelton, WA seeking an associate who believes in delivering the highest quality of dentistry in a friendly, family oriented environment. We offer great benefits and long term possibilities. You will be free to work in the areas of patient care you are most comfortable with, but will always have the encouragement to gain further skills. If this opportunity is of interest please email resume to help4dds@gmail.com.

P/T GENERAL DENTIST IN THE ALBANY, OR. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. The tribe offers loan repayment as well. The staff dentist will have their own office with custom cabinetry. Come be the dentist you want to be without all the traffic and headaches associated with metropolitan practices. The community is very welcoming and in need of dental treatment. For more information, visit www.cvsr.nos.us.

F/T DENTIST IN THE BEND, OR. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE: http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZL7bAAG.

F/T GENERAL DENTIST IN THE MEDFORD, OR. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE: http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZL7IAA4.

F/T POSITION IN ANIWAY, OR. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let’s practice together. APPLY ONLINE: http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZLA1AA4.

ESTABLISHED GENERAL PRACTICE IN SE PORTLAND. Contact Pathways, Inc. For over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. Would you like to apply to this job? http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZL7IAA4.

F/T DENTIST IN SALEM, OR. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. Would you like to apply to this job? http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZL7IAA4.

F/T DENTIST IN THE EUGENE, OR. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. Would you like to apply to this job? http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZL7IAA4.
ASSOCIATE DENTIST IN DOWNTOWN PORTLAND. Private practice provides implant, sedation, endodontic, cosmetic, and surgical dentistry. We have well respected, long term employees; looking to hire someone who will blend well with the rest of our team. Seeking a personable, patient focused, driven associate dentist. Must have at least two years of experience. No partnerships available. Send your resume to info@west-end-dental.com or 833 SW 11th, Ste 300, Portland, OR 97205, www.west-end-dental.com/index.jsp

F/T GENERAL DENTIST IN THE GRANTS PASS, OR AREA. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401k plan, PTO, CE credits, and career opportunities to advance with the company. We’ll handle the details, you focus on your patients, let’s practice together. APPLY ONLINE: http://interdent.force.com/careers/apex/t2_jobDetails?jobId=a0xi0000001ZLJjAAO.

ORAL & MAXILLOFACIAL SURGEONS—ORAL SURGEON IN THE PORLAND, OR AREA.—To provide the most comprehensive dental care in the industry means having the best dental specialists working at our Gentle Dental affiliated offices. That’s why we take pride in working with Oral Surgeons nothing short of exceptional. Oral Surgeons take care of complicated extractions and extensive surgical procedures that only Oral Surgeons should perform, and give patients the confidence that will provide them with the optimum dental care they deserve. We seek high-caliber professionals possessing degrees or certificates from accredited colleges or technical schools/programs (as well as valid/current state license) with at least 2 years of experience in Oral Surgery. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401k plan, CE credits, and career opportunities to advance with the company. We’ll handle the details, you focus on your patients, let’s practice together. APPLY ONLINE: http://interdent.force.com/careers/apex/t2_jobDetails?jobId=a0xi0000001Z96CAAW.

PEDODONTIST IN THE KEIZER, OR AREA. To provide the most comprehensive dental care in the industry means having the best dental specialists working at our Gentle Dental affiliated offices. That’s why we take pride in working with Pedodontists nothing short of exceptional. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. We seek high-caliber professionals possessing degrees or certificates from accredited colleges or technical schools/programs (as well as valid/current state license) with at least 2 years of pedo experience. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401k plan, CE credits, and career opportunities to advance with the company. We’ll handle the details, you focus on your patients, let’s practice together. APPLY ONLINE: http://interdent.force.com/careers/apex/t2_jobDetails?jobId=a0xi0000001ZJWkAAO.

F/T ORAL SURGEON in the Portland, OR area. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401k plan, PTO, CE credits, and career opportunities to advance with the company. We’ll handle the details, you focus on your patients, let’s practice together. APPLY ONLINE: http://interdent.force.com/careers/apex/t2_jobDetails?jobId=a0xi0000001ZL9CAAO.

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Gentle Dental is seeking an experienced Treatment Coordinator whose passion is making things happen. Our Treatment Coordinators are multitasking superheroes who steer our patients towards the treatment they need and offer them a financial roadmap. Are you talented, highly motivated, hardworking and passionate about your career? If so, Gentle Dental is looking for you! Duties & Responsibilities: Discuss treatment options, establish treatment schedules, and prepare financial arrangements with patients; monitor each patient’s progress to ensure completion of dental treatment plan and report patient status to attending doctor as well as enter and track patient treatment plans in computer system; be knowledgeable in various insurance plans, manuals, exclusions and limitations; ensure that all forms for acceptance (predeterminations to third parties benefit providers) have been submitted and patients have been notified of status and their financial responsibilities; manage consultation reports and progress; be able to complete all tasks and duties assigned to front office personnel; actively participate as a contributing member of the office staff team to achieve patient satisfaction and office production goals; perform other duties as assigned. Qualifications: A minimum of 2 to 5 years front office experience; must have excellent verbal and written communication skills; computer literate a must (QSI experience is a plus); specialties experience with Ortho, Perio, Oral Surgery, Endo, or Ortho a plus. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401k plan, PTO, CE credits, and career opportunities to advance with the company. Gentle Dental has the resources you need to achieve true personal and career success. APPLY ONLINE: http://interdent.force.com/careers/apex/t2_jobDetails?jobId=a0xi0000001ZMmAAAO.

Gentle Dental is currently seeking a Contract & Compliance Administrator to join our team! The ideal candidate will be a strategic thinker who can provide strong support and guidance to the Management Team in order to maximize the effectiveness of quality assurance policies and programs within the organization. The successful candidate will bring a service orientation to the work, and believe strongly that a diverse workforce makes for a stronger, more effective, mission-driven organization. Key responsibilities: Monitor and ensure compliance with the company’s contracts and regulatory procedures; responsible for the development of policy and procedures and process documentation. Qualifications: Well organized, detail-oriented with excellent written and verbal communication; strong organizational skills and be solid in building relationships; associate degree or 5 years of administrative or professional experience in a fast pace environment. Please send cover letter and resume to clark@interdent.com or fax to 877.473.0196.
Specializing in the Sale, Transition and Appraisal of Dental Practices in Oregon and SW Washington

NEW! EASTERN OREGON – Excellent practice and building opportunity! Well established, high profit, G/P collecting $600K+. Great location!

PORTLAND AREA – Exceptional fee-for-service G/P collecting $1M+ in a wonderful upscale area.

EUGENE, OR – Wonderful quality G/P collecting $500K+ in an excellent access, location.

EUGENE, OR – Exceptional, high profit G/P collecting $1M+. Very nice, easy access, 4-op office.

WILLAMETTE VALLEY, OR – G/P and building opportunity in a beautiful rural setting about an hour from Portland.

WILLAMETTE VALLEY, OR – G/P collecting $1.3M+ in a very nice office in an excellent location. Very good access and off-street parking.

WESTERN OREGON OMS – Excellent, high profit practice with tremendous growth potential. Great high traffic location.

PORTLAND AREA – Wonderful, fee-for-service G/P collecting $700K+ in an excellent, growing area.

CORVALLIS, OR – Beautiful dental office for sale or lease.

OREGON COAST – Excellent G/P in a very nice, well equipped, newer office in a wonderful location.

S. OREGON COAST – Excellent, well established, fee-for-service G/P collecting $1.2M+ with high profit.

S. OREGON COAST – Great start-up opportunity! Building and part-time practice with 3 equipped ops.

S. OREGON COAST – Excellent family G/P collecting $500K+. Very nice office with newer equipment, including Eagle Softi & Schick.

SW ALASKA – Great G/P situated in a sportsman’s paradise! $700K+ in collections working only 37 weeks per year! Associateship available!

FAIRBANKS, AK – Associate wanted for busy endodontic practice!

HOMER, AK – Long established G/P collecting around $550K in 2013. Includes a great staff, laser, digital x-rays, and pain.

RURAL ALASKA – Collecting $350K+ working only 10 weeks per year! Includes small apartment and SUV. Perfect practice!

FAIRBANKS, AK – Long established, profitable G/P collecting $700K in 2013. 3 ops and great staff ready to transition.

KETCHIKAN, AK – G/P collecting $600K. 4 ops updated about 5 years ago. 100% fee-for-service.

AK PROSTHODONTIC – Exceptional practice collecting $1.5M+ in 2013. Seller willing to stay for longer transition.

MAT-SU VALLEY, AK – Excellent G/P collecting almost $400K in 2013. Newer equipment, 3 ops, pano and digital x-rays.

NEW! SPOKANE VALLEY – G/P collecting around $1M in 2013. Spacious office boasts 6 ops (7th possible), pano, digital x-rays, and Cerec system also available.


BELLEVUE, WA – Biological dental practice collecting $600K. Amalgam free/safe office features 7 ops (5 equipped), digital x-rays and great new patient flow.

BELLEVUE, WA – Highly profitable G/P collecting $1.2M+ in 2013. Practice is on a solid growth trend for 2014: 4 ops, digital x-rays, all in a stylish office space.

www.PracticeSales.com
Aaron@PracticeSales.com  RandyH@PracticeSales.com
Please call for a Complimentary, Confidential Consultation
SUPPORT STAFF OPPORTUNITIES

CAREOREGON—THE ORAL HEALTH PROGRAM MANAGER plays a large operational role in CareOregon Dental (a dental managed care organization “DCO”). Including provider network relationships, access and utilization management, contracting, and participation in state or local workgroups or committees. Integration of oral health services at both the DCO and CO levels is a key component in all aspects. Interpersonal skills and relationship building and serving as an oral health resource throughout the organization are also important. Bachelor’s degree in Public Health or Health Care Administration or a related field is required. Clinical dental experience preferred but not required. Advanced degree strongly preferred. Three to five years of progressive professional experience in dental managed care, contracting, provider relations and networks, quality improvement, dental clinic operations, Medicaid; OR any work experience and/or training that would likely provide the ability to perform the essential functions of the position. For complete job description and to apply, visit us online at http://www.careoregon.org/AboutUs/Careers/JobOpenings. Position may close at any time. EEO. We are an equal opportunity employer.

PRACTICES FOR SALE

BANDON, OREGON— PRACTICE FOR SALE! Building For Sale or Lease, valuation in process, fee-for-service private practice (No OHP, Medicare or PPOs). Wonderful people and opportunity to be the community’s Dentist! Contact Randy Wadsworth for more information at dentaltax@gmail.com or 503.475.0000. Visit ModaHealthSolutions.com, or see our Facebook page.

WEST HILLS DENTAL PRACTICE—PORTLAND, OREGON. Beautiful practice in medical professional building in the west hills. Remodeled in 2008, 1,900 SF suite has four op’s (plumbed for a fifth) filled with natural light. Average collections of $441,000 per year working three days per week. Contact Randy Wadsworth at 503.475.0000 to own this practice for $530,000. Visit ModaHealthSolutions.com, or see our Facebook page.

PRACTICES FOR SALE

G/P PRACTICE FOR SALE IN NE PORTLAND. Practice collecting over $200,000 annually. Great facility located on one of the busiest streets in Portland. Great signage and chance to own the building. Approx. 1,500 SF building with 4 ops and room to grow. Great opportunity for an ambitious young dentist. Contact: Buck Reasor, DMD, Cell: 503.680.4366, Fax: 888.317.7231, email: info@reasorprofessionaldental.com. www.reasorprofessionaldental.com.


G/P PRACTICE FOR SALE—SOUTHERN OREGON. ESTABLISHED DENTAL PRACTICE for sale in Southern Oregon. Annual collections over $282,000/year. Very active and productive hygiene program. Both hygiene operatories and the front office have recently been completely remodeled and updated. New computers and monitors in the operatories and new receptionist front desk as well. 2,700 SF Free standing building with a total of 8 operatories. Great location with plenty of parking and fabulous visibility on a very busy street. Above average discretionary earnings. Current staff will stay with the practice. If you love the outdoors then this is the practice for you. Contact Buck Reasor at Reasor Professional Dental Services. 503.680.4366, info@reasorprofessionaldental.com. www.reasorprofessionaldental.com.

BEAVERTON, OREGON—HIGHLY VISIBLE THREE OPERATO-RY practice in Beaverton with recent equipment and technology upgrades. Private off street parking for patients, spacious storage, and large doctor office with private restroom. Speak with Randy Wadsworth at 503.475.0000 to find out more about this practice. Visit ModaHealthSolutions.com and our Facebook page as well.

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MISCELLANEOUS

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