<table>
<thead>
<tr>
<th>Name</th>
<th>Type of Practice</th>
<th>Location</th>
<th>Rating</th>
<th>Badges Earned</th>
<th>Reviews</th>
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<td>Joan R. Brushy, DDS</td>
<td>Pediatric Dentistry</td>
<td>Wilsonville, OR 97070</td>
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<td>General Practice</td>
<td>Wilsonville, OR 97070</td>
<td>★★★☆☆</td>
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<td>2</td>
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</tbody>
</table>
We invite you to join us for Artisan’s 19th Annual Golf Tournament and Fundraiser, Friday June 12th, 2015, at Riverside Golf and Country Club in Portland. Enjoy a day filled with great camaraderie, fun, prizes and gifts. Fifty percent of proceeds will be donated to The Terry Monetti Memorial Scholarship Fund at OHSU and Medical Teams International. There will be awards and a banquet lunch following the tournament.

4 Person Scramble Tournament - Shotgun starts at 8:30 a.m.
$200 registration fee (bring your own foursome for $700)
$75 of cost per person is tax deductible.

Please visit our website to register
www.artisandentalgolf.com
or call Ashley Holder at 503.238.6006 ext. 224
ON THE COVER

Dental Day 2015
Giving oral health a voice in Salem

Give Kids a Smile! 2015
Multnomah Dental Society
Lane County Dental Society
Washington County Dental Society
Kaiser Permanente

Molar Movement
#FightEnamelCruelty
Where has the scarf been this month?

ALSO INSIDE...

4 News Briefs
7 Regulatory Update
9 Member Benefit of the Month
22 In Your Practice
24 Dental Foundation of Oregon
26 Classifieds
Letters to the editor are welcomed.

Letters to the Editor
barrytaylor1016@gmail.com
Association. Send submissions to:
Wilsonville, OR 97070-3710

Are you interested in contributing to Membership Matters?
For more information, please contact editor, Dr. Barry Taylor:
barrytaylor1016@gmail.com

Articles

Oregon Dental Association
503.218.2010 • 800.452.5628 • Fax: 503.218.2009
www.oregondental.org • info@oregondental.org

Mailing address
PO Box 3710, Wilsonville, OR 97070-3710

Street address
8699 SW Sun Pl, Wilsonville, OR 97070

Dentist Health & Wellness Hotline 503.550.0190

Social networks
Look for the Oregon Dental Association on:

Facebook
LinkedIn
YouTube

Twitter
Follow ODA president, Steven E. Timm, DDS: @ODAPrez
Blog www.TheToothOfTheMatter.org

EVENTS & INFORMATION

CONTACT US

MAY 14
New Dentist Social
(Portland—Lucky Labrador Beer Hall)

MAY 30
Board of Trustees meeting
(OA)

JULY 24
Board of Trustees meeting
(OA)

SEP 11–12
House of Delegates
(Bend—Riverhouse)

SEP 25
Board of Trustees meeting
(OA)

OCT 30
Board of Trustees meeting
(OA)

NOV 23–24
Oregon Mission of Mercy
(Portland)

Oregon Dental Conference – Portland

Infection Control in the Dental Office
Dr. Ethan Kloser, DDS

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

FRI, MAY 8
Clinical Records Prevent Criminal Records “Do Dentistry, Not Time”
Dr. Roy Shelburne
LOCATION: Oregon City (Willamette Falls Comm. Ctr.)
INFO: www.clackamasdental.com

TUES, MAY 12
Lane County
CE HRS: 2
Oral Oncology
Wayne Ormsby, MD, and2
Haidy Lee, MD
LOCATION: Eugene (Riverhouse)
INFO: Oregon Dental Association

TUES, MAY 12
Marion & Polk
CE HRS: 2
OSHA HIPAA
Teresa Davis, Physician’s Resource
LOCATION: West Salem (Roths)
INFO: www.mdentaltc.com or mdentaltc@qwestoffice.net

TUES, MAY 12
Southwestern Oregon
CE HRS: 1.5
Pediatric Dental Presentation
Heidi Pahls, DDS
LOCATION: Coos Bay (Red Lion)
INFO: Dr. Keith Kano

TUES, MAY 12
Washington County
CE HRS: 1.5
Table Clinics
LOCATION: Beaverton (Stockport Broiler)
INFO: www.wacountydental.org or wcdkathy@comcast.net

WED, MAY 20
Multnomah
CE HRS: 1
Table Clinics
LOCATION: Portland (TBD)
INFO: www.multnomahdental.org or lora@multnomahdental.org

TUES, JUNE 9
Lane County
CE HRS: 2
Managing Time and Productivity in the Dental Office
Bethanne Kronick
LOCATION: Eugene (Riverhouse)
INFO: Oregon Dental Association

WED, JULY 6
Multnomah
CE HRS: 2
Fluoride—Both Sides of the Issue
Dr. Kurt Ferre and Dr. Jay Levy
LOCATION: Portland (Moda Plaza)
INFO: www.multnomahdental.org or lora@multnomahdental.org

FRI, OCT 2
Lane County
CE HRS: 6
Xylitol: The Oral and Systemic Benefits
Julie Seager, RDH, BS
LOCATION: Eugene (Riverhouse)
INFO: Oregon Dental Association

TUES, OCT 20
Lane County
CE HRS: 2
Infection Control in the Dental Office
Karla Kent, PhD
LOCATION: Eugene (Riverhouse)
INFO: Oregon Dental Association

WED, OCT 21
Multnomah
CE HRS: 2
Health Insurance: What You Need to Know
Chris Wright
INFO: www.multnomahdental.org or lora@multnomahdental.org

WED, NOV 18
Multnomah
CE HRS: 2
Employment Agreements, Buy-Ins, Transitions
Greg Englund, JD and Alex Trauman, JD
INFO: www.multnomahdental.org or lora@multnomahdental.org

WED, DEC 16
Multnomah
CE HRS: 2
The Paradigm Shift—Tilted Implants for Full Mouth Reconstruction
Dr. Steve Beadnell and Dr. Carlos Ugalde
INFO: www.multnomahdental.org or lora@multnomahdental.org

View the ODA CALENDAR online
For more information, please visit www.oregondental.org, and click ‘Calendar’ at the top of the page or call 800.452.5628.

For more information on these and other upcoming events, visit www.oregondental.org, and click ‘Calendar’ at the top of the page or call ODA at 503.218.2010.

DBIC RISK MANAGEMENT COURSES
Current reporting period:
January 2014 to December 2016

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

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

December 4
Marion & Polk – Salem
Sabrina Hance, 503.581.9353

2015

2016

April 7
Oregon Dental Conference – Portland

December 2
Multnomah – Portland
Lora Mattsen, 503.513.5010

September 9
Central Oregon – Redmond
Dr. William Guy, 541.923.8678

Clackamas County

Marion & Polk

Southwestern Oregon

Multnomah

Multnomah

Multnomah
Excellent as usual!
Thank you for working on this case, it's always a pleasure. Your craftsmanship and professionalism is bar none.
Don’t miss it!

NEW DENTIST SOCIAL

6:30 – 10 PM, Thursday, May 14
Lucky Labrador Beer Hall
1945 NW Quimby, Portland

Dentists who have graduated within the last 10 years are invited to attend the New Dentist Social, sponsored by the ODA New Dentist Committee.

This is a casual event. Both ODA members and non-members are welcome to attend. Enjoy friendly, collegial conversation, along with pizza, salad, and perhaps a beer or two!

The leadership positions detailed here are currently open for nominations. All ODA members are encouraged to participate in the leadership of this organization. The deadline to express interest is 45 days prior to election, unless otherwise noted below.

Interested applicants should submit a letter of interest and a one-page resume to:

Mail: ODA Leadership Development Committee
Jim Smith, DMD
Chair, Nominating Sub-Committee
PO Box 3710, Wilsonville, OR 97070

Email: leadership@oregondental.org

Volunteers NEEDED

☑ Election held Sept. 12, 2015
Elected by ODA House of Delegates
If interested, the deadline to submit materials is July 6, 2015.

ODA Trustee
POSITIONS OPEN Three
TERM 4 years
INCUMBENTS Matthew C. Biermann, DMD, MS
Greggery E. Jones, DMD, MAGD
Steven E. Timm, DMD

DECLARED CANDIDATES

ADA Delegate at Large
POSITIONS OPEN One
TERM 3 years
INCUMBENTS Karley R. Bedford, DMD

DECLARED CANDIDATES

Leadership Development Committee
POSITIONS OPEN Three
TERM 3 years
INCUMBENTS Patrick M. Nearing, DMD
William F. Warren, Jr., DDS, MS
Kimberly R. Wright, DMD

DECLARED CANDIDATES

☑ Election held Oct. 30, 2015
Elected by ODA Board of Trustees

Dental Foundation of Oregon
Board of Directors

POSITIONS OPEN Two non-independent (dental) directors
Two independent directors

TERM 4 Years
INCUMBENTS Janet P. Peterson, DMD, PhD
Thomas D. Pollard, DMD

DECLARED CANDIDATES

☑ Election held Oct. 30, 2015
Elected by ODA Board of Trustees

Moda, Inc. Board of Directors
If interested, the deadline to submit materials is July 31, 2015.

POSITIONS OPEN One dental directors
Two non-dental directors

TERM 4 Years
INCUMBENTS Mark E. Jensen, DMD

DECLARED CANDIDATES

RSVP
BY: Fri., May 8
TO: Anna Velasco
503.218.2010 x102
avelasco@oregondental.org

NEWS BRIEFS
NEW ODA MEMBERS!

JOSEPH V. CALIFANO, DDS
Portland
Multnomah Dental Society

STEPHEN I. CAMPBELL, DDS
Warm Springs
Central Oregon Dental Society

ALLEN C. CHENG, DDS
Portland
Multnomah Dental Society

ALEXANDRA C. DE MILLO TERRAZZANI, DDS
Portland
Multnomah Dental Society

MEENAKSHI DEWAN, DDS
Beaverton
Washington County Dental Society

EMILY C. JONES, DMD
Lebanon
Southern Willamette Dental Society

KATHRYN E. PETERSCHMIDT, DMD
Keizer
Marion and Polk Dental Society

TYLER B. SCHAFFELD, DMD
Enterprise
Eastern Oregon Dental Society

DENISE M. WALTHOUR, DMD
Portland
Multnomah Dental Society

LEEANN WELCH, DMD
Warm Springs
Central Oregon Dental Society

WESLEY D. WERMUTH, DDS
Astoria
Clatsop County Dental Society

NEWS BRIEFS

Join the Molar Movement
#FightEnamelCruelty
Post your photos to Facebook or Twitter and tag the ODA, and you may be featured in a future Membership Matters!
For more information, contact ODA Membership Specialist Kristen Andrews at 503.218.2010 x110 or kandrews@oregondental.org.

Above: Representative Cedric R. Hayden, DDS, shows his professional pride at the state capitol. Below: Bruce A Burton, DMD, brings his Molar Movement scarf into the sun. Bottom: Dental students fight enamel cruelty in Boston at an ASDA conference.

Do you get to the end of the day wondering what you really accomplished?

It’s time for a change!
Time for you and your team to take control and manage your time instead of it managing you!
Time for you and your team to learn productivity strategies to get the right things done!

Lane County Dental Society presents
a program for the entire dental office team
Bethanne Kronick speaking on
Managing Time & Productivity in the Dental Office
Tuesday, June 9, 2015 5:30 – 8:00 p.m. dinner included
Valley River Inn, Eugene

complete program details and registration at
lanedentalsociety.org/programs
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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.

For additional information, please contact ODA Member Compliance Coordinator, Lori Lambright, at 503.218.2010, x104 or llambright@oregondental.org.

Infection Control Guidelines state that (4) heat sterilizing devices shall be tested for proper function on a weekly basis by means of biological monitoring system that indicates micro-organisms kill.

In case you haven’t heard, this is another reminder that the Oregon Board of Dentistry has mandated spore testing to be performed weekly in your office, as well as in any secondary practice location you might have. If your office(s) is/are closed during any given time period, your spore testing log must reflect the dates of closure with a notation of the reason you did not test.

- Even if your office is open only one day per week, you must still test weekly—no matter the patient load.
- You must retain the log of weekly spore test results for the current year, as well as results from the previous two years.

Are you are in compliance, and can you access your spore log quickly if requested?

Risk #19
Fueling Your Need for Speed

Take risks in life, not with your practice.

DBIC provides insurance and risk management for dentists. Call today to learn how we can protect your practice, 800-452-0504 | dentistsbenefits.com
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Contact Pete Mulholland, CAD/CAM Specialist, to set up your Demo Today!
Cell: 503-860-3794 • Office: 503-682-2609 • email: pete.mulholland@henryschein.com
25589 SW Canyon Creek Road, Ste. 600, Wilsonville, OR 97070

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DENTAL
This column is intended to acquaint you with the benefits that you receive as a member of the Tripartite (ODA, ADA, and your component dental society). More information on member benefits can be found at http://bit.ly/ODAbenefits.

Do you fully understand the impact and value of accepting new benefit plans in your office? The ADA Benefit Plan Analyzer, powered by SIKKA Software, is a tool meant to help you analyze the financial impact of a payer’s rates to your practice. You can incorporate overhead, capacity, and fee and procedure data specific to your practice.

In addition, you can make informed decisions based upon accurate data and comprehensive business analysis. The analyzer offers monthly and year-long membership options. ADA members can use the analyzer for one month for $60. The cost is $90 for nonmembers. An annual subscription for members is $160, $240 for nonmembers.

For more information, please go to: http://success.ada.org/en/apps
The Preferred Restoration of Choice for Full Contour Zirconia

Our dentists prefer Zenostar, a high translucency, pre-shaded, 100% full-milled zirconia. Zenostar is a restorative solution that not only meets the high performance demands of challenging cases but the aesthetics your patients demand.

- Less than half the price of a gold crown
- Aesthetic alternative to gold restoration and PFM
- 1200 MPa flexural strength
- Excellent marginal fit
- Conventional or adhesive cementation
- Polished zirconia results in exceptionally low wear to opposing dentition
- Indications: posterior crowns and bridges, implant restorations and ideal with limited occlusal clearance

“We ensure consistent quality—case after case. Our remake percentage is less than 2.5—well below industry standard.” — Assured Dental Lab

“I am so pleased with the crown and bridgework you provide for me. The contours, margins and esthetics are great. I love that I no longer have to grind away the beautiful anatomy for occlusal adjustments like I used to have to do with other labs. We hardly have to do any adjustments at all.”

- Maureen Gierucki DDS, Harrison, MI

All restorations controlled under ISO quality management systems, excluding Zenostar.

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Quality Products at Amazing Prices. Case after Case.
As a member of the ODA, you are already known within your community as a member of a distinguished group of individuals who set precedents for advancing the dental profession and promoting the highest standard of oral health and oral healthcare. The Oregon Dental Association has created a new benefit that will give you more accessibility to share your hard work and contributions with your patients and local communities.

The ODA is excited to announce your newest membership benefit: Digital Badging. You have already earned your first badge to share with your patients and communities—the 2015 ODA Member Badge—and now it’s time to put it to use!
MEMBERSHIP BADGES

- **2015 ODA MEMBER**
  Awarded to members of the Oregon Dental Association in 2015.

- **NEWBEE!**
  Awarded to new members of the Oregon Dental Association.

- **STUDENT MEMBER**
  Awarded to student members of the Oregon Dental Association.

- **NEW DENTIST**
  Awarded to active members of the Oregon Dental Association, practicing for less than 10 years.

- **5YR ODA MEMBER**
  Awarded to those who have been a member of the Oregon Dental Association for 5 years.

- **ODA LIFE MEMBER**
  Awarded to life members of the Oregon Dental Association.

CONTRIBUTION BADGES

- **2015 DFO DONOR**
  Awarded to members who contribute above and beyond to the Dental Foundation of Oregon in 2015.

- **2015 VOLUNTEER**
  Awarded to members who volunteer with the Tooth Taxi in 2015.

- **2015 CLUB DONOR**
  Awarded to members who contribute above and beyond to DOPAC in 2015.

- **HEALTH CHAMP**
  Awarded to members who show continual commitment to advancing the dental profession and promoting the highest standard of oral health and oral healthcare.

- **2015 ORMOM**
  Awarded to members who volunteer at the 2015 Oregon Mission of Mercy.

- **5YR VOLUNTEER**
  Awarded to members who volunteer for the Oregon Mission of Mercy for five years.

ODC BADGES

- **2015 ODC**
  Awarded to members who attend the 2015 ODC as a CE-earning, non-exhibiting participant.

- **ODC SILVER USER**
  Awarded to members who attend ODC for five consecutive years.

- **ODC GOLD USER**
  Awarded to members who attend ODC for ten consecutive years.
Using a recognized digital badging website utilized by organizations around the country such as the Smithsonian, Harvard and the YMCA, the ODA has created over 20 digital badges to give credit where credit is due—to our hard-working members.

Digital badging is an assessment and credentialing system created to reward and recognize you for your contributions to the ODA and the Oregon dental community. Channeling a system similar to scout merit badges, but in the virtual world, ODA Digital Badges recognize members for a variety of levels and types of participation. Imagine instead of earning a badge for your first camping trip or for developing a skill, you earn a digital badge for volunteering at the Oregon Mission of Mercy.

Display your digital badges on your WEBSITE, FACEBOOK, TWITTER, LINKEDIN, and on your EMAIL SIGNATURE.

Digital badges are promotional currency and enhance awareness you can use to boost your online profile and promote your community involvement and leadership credentials. You can display digital badges on websites, Facebook, Twitter, LinkedIn and email signatures. Digital Badges enhance your website’s search engine optimization (SEO) and your practice’s brand and reputation. Each badge is specially coded—when linked to Credly—to show web visitors what the digital badge is, and what you completed or participated in, in order to receive the badge. From contributions to DOPAC to volunteering your time at the Oregon Mission of Mercy, the ODA badges give you an opportunity to promote your contributions to organized dentistry.

The ODA has created a three part how-to video series for members to learn more about digital badging.

The three part series includes:
1. Digital Badging Introduction
2. Creating a Profile
3. Claiming Your First Badge

The videos are available for viewing on the ODA website and the ODA YouTube channel. In addition, you can find answers to frequently asked questions about navigating digital badges on the ODA website.

The ODA recently launched 22 badges related to membership, volunteer contributions, and event participation. More badges will be unlocked and released throughout the year. Additionally, you have the opportunity to “level-up” and receive badges for consecutive years of membership and much more. Badges will be distributed monthly, so check your inbox and see what you’ve earned. Your first badge—the 2015 ODA Member Badge—was earned with your renewal. Look for a reminder email to claim your 2015 ODA Member Badge on May 12. You can start using this new benefit to promote your achievements to your patients and communities.
DENTAL DAY 2015

Giving oral health a voice in Salem
On February 18, 2015, a group of devoted dentists and dental students from around the state joined together in Salem for a common purpose—to educate our elected officials on the importance of oral health. Not only was that Wednesday a historic day for the state of Oregon, due to the swearing in of Governor Kate Brown, it was historic for the ODA. We had a record turnout for any lobby day, with 85+ attendees! Adorned in Molar Movement scarves and white coats, dental advocates made quite the visual statement this year.

In addition to the legislative meetings, the Capitol galleria was filled with tables providing the general public with oral health information, as well as toothbrushes and information on how to become a dentist. The DFO’s Tooth Taxi was parked across the street from the Capitol and provided care all day to the children from the Salem Boys and Girls Club.

As a result of the large presence and our engaged volunteers sporting eye-catching scarves and white coats, the ODA, DFO, Tooth Taxi, and OHSU School of Dentistry received record exposure. We received solicitations for visits from legislators not on our schedule, and a few impromptu media inquiries. Despite the challenges and competition for attention, very few visits were impacted overall and the presence from the dental community was visible and consistent inside and outside the capital throughout the day! Turn the page for more Dental Day photos >>

<< Dental Action Day attendees pose on the steps leading to the Senate floor before watching Gov. Kate Brown being sworn in.
Photo by Dr. Fred Bremner
DENTAL DAY 2015

Giving Oral Health a Voice in Salem, cont.

Photo by Dr. Fred Brenner
THANK YOU
to everyone who participated!
MDS sponsored several events throughout Multnomah County throughout February. On Saturday, February 28, the OHSU School of Dentistry was the site of our last of six 2015 GKAS events. 147 CHILDREN from the Boys and Girls Clubs of Portland received several thousands of dollars worth of free dental services provided by the dental students.

MDS has been partnering with OHSU SOD on GKAS for the past 13 years, and this was the first to be held at the new dental school building. Dean Phillip Marucha, DMD, PhD, was there the entire time mingling with the children and providing wonderful support to MDS. Dr. Richard Grabowsky provided guidance to the team of dental students who lead a steering committee to help plan the logistics for the day. The Boys and Girls Clubs of Portland were crucial in making sure all of the children had their proper forms filled out and provided transportation and chaperone support. Dental assisting students from Concorde Career College volunteered for lunch duty. They made 200 SACK LUNCHES that were served to all of the children.

MDS is grateful for the partnership and support we have from the ADA, Henry Schein, Colgate, The Boys and Girls Clubs of Portland, Concorde Career College, and the numerous MDS members and volunteers who contributed both time and money to keep our children smiling and provide this great day of giving.
The Assistance League of Eugene's Children's Dental Center provided care to **60 children** during the month of February with the help of the following volunteer dentists:

- Dr. Carolyn Cantrell
- Dr. David A. Bennion
- Dr. Dennis Dunne
- Dr. Jason Fife
- Dr. Jedidiah Gass
- Dr. William G. Grieve
- Dr. Jessica Jackson
- Dr. Larry Laurinat
- Dr. Thomas Macready
- Dr. Paul Newman
- Dr. David G. Niles
- Dr. Stevenson Smith
- Dr. Benjamin Thornton
- Dr. Dennis Trammell
- Dr. William G. Grieve
- Dr. Jessica Jackson
- Dr. Stevenson Smith
- Dr. Benjamin Thornton
- Dr. Dennis Trammell
- Dr. Ben White

In February, the South Lane County Children's Dental Center provided donated dental services **valued at $10,097** to children in South Lane, Creswell, and North Douglas school districts. The services were provided by volunteer dentists Drs. Jonathan Backer, Leah Hickson, Park McClung and Lonn Robertson.
Kaiser Permanente Northwest provided more than $80,000 in free dental care and vaccinations to approximately 200 uninsured and underinsured children at 7 locations in Oregon and Southwest Washington. More than one-quarter of those children received both dental and medical care.

Care was provided on a first-come, first-served basis. In addition to the preventive services advertised, volunteer Kaiser Permanente providers performed some fillings, extractions, and a root canal. Among those who benefited from the free clinics was 7-year-old August Ebalaroza, who had been complaining of dental pain. She had a decayed baby tooth removed, a cavity on another tooth filled, and received a flu shot. “It’s pretty amazing. We are moving soon and need to save all of our money for that, so the fact that we can get free services means the world to us. I want to thank everyone involved with this event,” said August’s mother, Jamie Read.

Dylan Kruse, age 3, was among the nearly 200 children who received free dental care and vaccinations at Kaiser Permanente Northwest’s Give Kids A Smile events taking place in Oregon and Southwest Washington.

Dr. Gregory Stafford and dental assistant Pamela Geister were among the 230-plus volunteers for the event. Here, they provide dental care for 2-year-old Nina Badon-Boateng.

Two-year-old Nina Badon-Boateng is all smiles after receiving free dental care as part of the Kaiser Permanente Northwest Give Kids a Smile clinics that took place throughout Oregon and Southwest Washington on Feb. 7.

Photo: Courtesy of Kaiser Permanente Northwest.

Photo: Andie Petkus Photography
Members of the Washington County Dental Society joined forces with Pacific University School of Dental Hygiene students and employees at the university’s Hillsboro campus on Saturday, Feb. 7, to give more than 100 children a better smile.

The two entities came together for the seventh consecutive year to provide western Washington County a site for the ADA’s national Give Kids A Smile initiative. This year, 22 WCDS dentists and 25 of their assistants volunteered their time and expertise to deliver the care to 101 pre-screened children.

The kids received comprehensive oral evaluations, including x-rays of their teeth, oral hygiene instruction, teeth cleanings with fluoride treatments, and restorative procedures such as dental fillings, crown placements and necessary extractions. In all, the children received more than $67,200 worth of dental care at no cost to their families—many of which are uninsured or underinsured. The total value includes the estimated cost of $26,300 for materials, equipment and time to fill cavities, place crowns or extract severely diseased teeth.

A special thanks, also, to WCDS members who volunteered for our “Smile Factory Team.” These member dentists agreed to see a few children in their own practices after the GKAS event, to address the additional dental needs that could not be completed at the one-day event.

Give Kids A Smile began in 2003 as a way for members to join with others in the community to provide dental services to underserved children. Each year, approximately 450,000 children at 1,500 sites around the country benefit because of the efforts of more than 40,000 volunteers.

Pacific and the WCDS’s “Give Kids A Smile” day began in 2009 and has grown each year to provide services to an increasing number of children from low-income households.
THE CURRENT DENTAL BENEFITS MARKET

The current dental benefits marketplace has fewer capitation plans and indemnity plans, and a lot more PPO plans. Nationwide, government subsidized dental benefit programs are subsidized less than in the past.

HMO and PPO dental benefit plans have traditionally been labeled as forms of “managed care.” An HMO (Health Maintenance Organization) plan is one where the contracting doctor is paid a fixed amount per unit of time to provide all of the dental health care needed for a defined population. These are often called capitation plans.

A PPO (Preferred Provider Organization) plan is a fee-for-service plan where the doctor contracts directly with a benefit company, agreeing to a fee schedule lower than what he/she would charge in the open market. PPOs have ranged in remunerative levels from Delta Dental Premier on the high end to government subsidized plans on the low end.

An indemnity plan provides fee-for-service benefits regardless of which doctor a patient chooses. The doctor has no contract with the benefit company and can therefore charge what the market will bear. As with patients paying cash, these market-based fees are known as usual, customary, and reasonable (UCR).

Then and Now

When I started practice in California in 1979, Delta Premier was the dominant PPO. Delta PPO, Delta’s lower-fee product, was non-existent. Other than plans sold by Delta Dental, indemnity plans were the most common. The Delta Premier fee schedule was at—or very near—the UCR rates for most doctors. The majority of doctors in private practice only treated patients who were insured by an indemnity plan or Delta Premier, or who paid cash at UCR fees.

How things have changed! Delta Dental of California has not sold a new Delta Premier plan in over three years. The only Premier plans that exist in California are renewals, largely for public employee unions. The majority of policies that Delta Dental of California has been selling are Delta PPO plans, which now account for over 73% of the existing Delta of California plans. The remainder is approximately 10% Delta Care HMO and 17% Delta Premier. Indemnity plans account for less than 7% of the total dental benefits market in CA. Many of the PPO plans in today’s market are deeply discounted below UCR, many as much as 50%.

In Oregon, Delta Dental of Oregon (Oregon Dental Service, or ODS) is more closely aligned with the Oregon Dental Association (ODA). ODA has a strong working relationship with DDOR/Moda Health; one that other dental associations with Delta Dental in their states admire and envy. In contrast to what we’ve seen in California, the market for Delta Premier remains strong in Oregon. Oregon dentists still need to be aware of what is occurring in the dental benefits marketplace so they will be able to make strategic decisions concerning how to best care for patients and run their practices.

What to do

Most dentists see a practical reality: they must adapt to the marketplace that exists, and not waste energy wishing for the one that is gone. That is a wise if not inevitable choice.

To survive and thrive in the new marketplace, some dentists who own practices may choose to change their business model. The logical first steps toward determining the wisdom of such a change would be to learn what models currently exist, and which model the practice is in.

While speaking at the Oregon Dental Conference and other conferences in recent years, I reference my 2010 article called “Choosing a Model of Dental Practice.” There are four current business models that differ primarily by relationship with contracted dental insurance (PPO and HMO). They are in numerical order based upon their prevalence in the marketplace.

Model 1 is a practice where approximately ¼ of the services provided are on patients who have a PPO plan under which the doctor is contracted. Model 2 is one where approximately ½ of the services are on contracted PPO patients. In Model 3, ¾ or more of the services are on contracted patients, including PPO and HMO patients. Model 4 practices have no contracted insurance.

An analysis of practice statistics will identify which model a practice is currently in. It is possible that a practice could be midway between two different models, causing some confusion concerning category assignment. If, however, the models
are viewed as a continuum rather than as separate categories, all private practices would fit somewhere on a spectrum from least percentage of contracted insurance to most. See Figure 1.

The remunerative levels among different managed care plans vary. Restrictions on treatment affecting reimbursement also differ. These factors create some differentiation among practices occupying the same place on the continuum, but in general, the similarities among practices in the same model are more important than the differences. Contrasting one model to another, allows a doctor to gauge and plan what would be involved in changing to a different model.

Looking at the Model Continuum (see Figure 1), practices further to the left tend to be slower paced, have lower variable costs (staff, supplies, and lab), and are generally less constrained by issues related to time. Practices further to the right tend to see more patients per unit of time, use more supplies, and have more expanded function auxiliaries.

Practices anywhere on the continuum can be profitable. Practices on the left generally achieve profitability via lower overhead, those on the right via higher production.

**Changing models with changing markets**

In some demographics, the percentage of Model 1 practices is diminishing and the percentages of Model 2 and Model 3 practices are increasing. Many doctors are considering transitions to Model 4, but relatively few have done so. Future changes in the dental benefits marketplace will likely create further shifts.

Michael Perry, DDS, is Director of Practice Management, California Dental Association.
Tooth taxi supports ODA Dental Day in Salem

On February 18, the Tooth Taxi joined leaders from the Oregon Dental Association to support the ODA Dental Day at the Capitol. We treated children from the Salem Boys & Girls Club and educated political leaders on the importance of good oral health.

Oregon media was in full force that day for the swearing in ceremony for Governor Kate Brown. The Tooth Taxi parked right next to the press corps directly across the street from the Capitol which landed us two interviews with KOIN 6 TV and KPTV Channel 12.

Savanna Yuzko, Dr. Joni Young, and Jodi Loper helped provide care for children from the Salem Boys & Girls Club who received treatment on the Tooth Taxi. Dr. Young, ODA president elect, was also busy discussing oral health with legislators and fellow dentists inside the Capitol.

We had many visitors to the Tooth Taxi including Dr. Weston Heringer, Jr. president of the DFO board; Dr. Phillip Marucha, DFO board member and Dean of the OHSU School of Dentistry; and Dr. Dan Saucy.

The Dental Foundation of Oregon is the charitable arm of the Oregon Dental Association. For more information, visit www.SmileOnOregon.org.
Anyone Can Play!

You don’t have to be a professional golfer to play in the Chip! for Teeth Golf Tournament on Friday, June 19, 2015 at Langdon Farms Golf Course—although opposable thumbs will help.

Anyone can play and support the ODA’s charity and programs like the Tooth Taxi and the Mission of Mercy.

Register online at www.SmileOnOregon.org or call the DFO office at 503-594-0880 today.

Support Chip! for Teeth. Support the ODA’s charity.
DENTAL OPPORTUNITIES

ENDODONTICS

LOOKING INTO PARTNERING WITH A SENIOR ENDODONTIST who has a million dollar track record? Polaris Dental Specialists is a single-owner, multi-location, multi-specialty (endo/perio/OMS/pedo) practice that will mentor you into a partner. We are not "Corporate Dentistry" but rather a "Mom and Pop" practice with lots of ambition and very long teeth. Our practice is quality-oriented, paperless and equipped with microscopes and digital radiography (intraoral sensors and pano/CBCT). We are looking for an energetic Endodontist who loves people. Compensation of up to 50% with full benefits. Considering joining our team? Give us a call at 503-327-4396 or email us at ngyuyen@tcendodontics.com.

GENERAL DENTISTRY

PERMANENTE DENTAL ASSOCIATES OREGON / WASHINGTON: Our mission is to provide the best oral health care to every patient through evidence-based dentistry within a group practice setting. Excellent opportunities offered to skilled Dentists, including Specialists. For additional information, please visit: pda-dental.com, or for current practice opportunities: https://pdcareers.silkroad.com/pdaext/EmploymentListings.html. Contact us, phone: 503-813-4915 or email: pdajobs@kp.org.

DR. TODD COCKRELL IS LOOKING FOR AN EXPERIENCED GENERAL Dentist to join his beautiful family practice in Jantzen Beach. This top notch Dentist would practice broad scope General Dentistry treating approximately 10–12 patients a day in a PPO/FFS (no Medicaid) environment. Office is modern with Cerec® Omnicam, intra-oral cameras, soft tissue lasers, and digital charts/x-rays. First class work environment with an emphasis on quality versus quantity while keeping patients for life. Excellent income potential with full benefits, malpractice insurance, CE, and 100% of lab fees paid. Contact Tiffany Hart, browniet@padden.com for more details.

VERY URGENT—GENERAL DENTIST NEEDED ASAP FOR MATERNITY and long term coverage. Very urgent opening for a qualified ethical Dentist to cover for 8–9 weeks, full three-day work schedule in a private office as current Dentist has sudden medical emergency. Should have OREGON dentist license, DEA and own malpractice insurance to work. Doctor will be compensated according to experience. Compensation is flexible between salary-based or production-based. Kindly reply ASAP if you are interested. Email to contact: okc0126@gmail.com.

GP PRACTICE IN TIGARD, OREGON FOR SALE. Beautiful build-out with 10 dental suites (4 of them equipped). Two year old build-out in a great retail space with reserved parking. Almost new! Office is producing $430,000 a year on 3 days a week. The dental office is priced to sell at $360,000. Great opportunity with lots of potential for a veteran dentist looking to relocate their practice, a dentist looking for a 2nd office or a young doctor looking for an affordable start. Please call 503-528-6418 or email pdxdentist@yahoo.com.

PORTLAND VANCOUVER METRO, CENTRAL AND SOUTHERN OREGON——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. Contact Tiffany Griffin, griffint@interdent.com, 503-449-5618.

SEEKING FULL- OR PART-TIME ASSOCIATE (4 DAYS/WEEK OR 2-3 days/week) for practice in Vancouver. Two years experience is desirable. Please email resume to declinic@gmail.com.

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 mbowermans@aal.com or fax to 360-604-7927.

GP NE PORTLAND PRACTICE FOR SALE. A well established busy general dentist practice in Northeast Portland on a major highway is priced to sell. Dental office is collecting $840,000 a year. Asking price is $695,000. Dental office is in a stand along building with plenty of parking and signage. Building has been appraised for $770,000 and asking price is the same. This dental office has a healthy patient base with plenty of cash flow and an excellent associate and staff who is willing to stay on board. A building and dental office combo with this much visibility and parking in NE Portland will go fast! Call 503-528-6418 or email pdxdentist@yahoo.com for more details.

OREGON, PORTLAND—EXPANDING DENTAL ORGANIZATION WITH 10 OFFICES seeking general dentists. Full-time or part-time. Our high-energy organization has a reputation for providing excellent care and patient service. Our beautiful state-of-the-art dental offices are located in scenic Portland, OR and adjoining Vancouver, WA. Very competitive compensation and benefits. Applicants are invited to fax C.V. to 360-573-4022, email ted@dentalservicellc.com, or call 360-571-8181 x201.

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ORAL & MAXILLOFACIAL SURGEONS—LOOKING INTO PARTNERING WITH A SENIOR SPECIALIST who has a million dollar track record? Polaris Dental Specialists is a single-owner, multi-location, multi-specialty (endo/perio/OMS/pedo) practice that will mentor you into a partner. We are not “Corporate Dentistry” but rather a “Mom and Pop” practice with lots of ambition and very long teeth. Our practice is quality-oriented, paperless and equipped with microscopes and digital radiography (intraoral sensors and pano/CBCT). We are looking for an energetic Oral Surgeon who loves people. Compensation of up to 50% with full benefits. Considering joining our team? Give us a call at 503-327-4396 or email us at ngyuyen@tcendodontics.com.

PEDIATRIC DENTISTRY

LOOKING INTO PARTNERING WITH A SENIOR SPECIALIST who has a million dollar track record! Polaris Dental Specialists is a single-owner, multi-location, multi-specialty (endo/perio/OMS/pedo) practice that will mentor you into a partner. We are not “Corporate Dentistry” but rather a “Mom and Pop” practice with lots of ambition and very long teeth. Our practice is quality-oriented, paperless and equipped with microscopes and digital radiography (intraoral sensors and pano/CBCT). We are looking for an energetic Pedodontist who loves people. Compensation of up to 50% with full benefits. Considering joining our team? Give us a call at 503-327-4396 or email us at ngyuyen@tcendodontics.com.

SUPPORT STAFF OPPS

DENTAL ASSISTANTS

TOP DOLLARS AND BENEFITS FOR CREAM OF THE crop Dental Assistants. Supportive, outgoing, efficient, enthusiastic and patient-oriented Dental Assistant wanted! We offer unbeatable wages and pay 100% of your benefits; no deduction off your paycheck. Two weeks of paid time off each year. Monthly bonus of hundreds to a thousand dollars/month. READ ON and see! Excellent customer service and communication skills required. Self-starter, detail-oriented, hardworking (“go the extra mile”), warm, calm, good listener and must desire challenge. Outstanding opportunities for promotion are available for the right candidate (lead DA, assistant office manager). Please send resume to ngyuyen@tcendodontics.com.

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

WILLAMETTE VALLEY, OR - G/P collecting $1300K, very nice office in an excellent location.

WESTERN OREGON OMS - Excellent, high profit practice in the Willamette Valley. Very nice, spacious, easy access building with good parking.

NEW! SOUTHERN OREGON - G/P collecting $1M+ with high profit. Beautiful, newer 5-op office in a wonderful location.

PORTLAND, OR - Excellent G/P collecting $700K+ with high profit. 4 ops and wonderful location!

OREGON COAST - Excellent G/P collecting $700K+ in a very nice, well equipped, newer office in a wonderful location.

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

HOMER, AK - PRICE REDUCED! Wonderful, long established G/P collecting around $550K. Includes digital x-rays, laser, and pano.

NEW! ANCHORAGE, AK - Excellent practice collecting over $900K. Practice has Prosthodontic emphasis but the production mix is varied.

FAIRBANKS, AK - Profitable G/P collecting $700K in 2014, 3 ops and great staff ready to transition.

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

FAIRBANKS, AK - Associate wanted for busy Endo practice!

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

KAILUA-KONA, HI - Fee-for-Service G/P collecting about $400K. Come live, work and play on the Big Island! Motivated Seller!

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BELLEVUE, WA - Highly profitable G/P collecting over $1.5M in 2014. 4 ops, digital x-rays, all in a stylish office space.

NEW! CAMAS, WA - Excellent G/P collecting just over $700K in 2014. Good new patient flow! Seller available for long-term back arrangement.

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continued from previous page

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 at Reasor Professional Dental Services, 503-680-4366, info@reasorprofessionaldental.com.

G/P PRACTICE FOR SALE. ESTABLISHED DENTAL PRACTICE for sale in Southern Oregon. Annual collections over $828,000/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. 2700 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.

G/P PRACTICE FOR SALE IN WASCO COUNTY. Annual collections over $870,000. Well trained staff will assist with the transition and stay with the practice. Excellent collection policy. Beautiful single 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. 2700 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.

LANE COUNTY, OREGON: GROSSING OVER $4 MILLION, 16 ops, well established. 100% financing available. Call ProMed Financial 888-277-6633 [REF#0446].

G/P PRACTICE IN PORTLAND METRO. 3 operatories, pano, and Dentrix digital x-rays. Annual collections of $775,000. Outstanding collection policy. Excellent staff will aid with transition and stay with the practice. Active and productive hygiene program. Contact Buck Reasor at Reasor Professional Dental Services. 503-680-4366, info@reasorprofessionaldental.com.

G/P PRACTICE FOR SALE IN SOUTHERN OREGON Annual collections over $655,000. Outstanding location on the busiest commercial street in town. Great visibility with excellent signage. 6 fully equipped operatories. Digital X-rays. Excellent collection policy. Well trained staff will stay with the practice. Possibility of building ownership later on. Contact Buck Reasor at Reasor Professional Dental Services. 503-680-4366, info@reasorprofessionaldental.com.

SPACE AVAILABLE/WANTED

South Salem Office for lease: 4755 Liberty Road South. Professionally designed dental building, approximately 5,777 SF. Busy South Salem location with excellent signage. 16 treatment rooms, multiple x-ray rooms, storage, lounge and private offices. Lease: $8,087.80/month–NNN. Contact Terri Frohnmayer for more information: 503-364-7400, terri@firstcommercialoregon.com. Marketing Flyer: http://firstcommercialoregon.com/4755LibertyRdS.

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FOR LEASE. DENTAL OFFICE SPACE. McMinnville, Oregon. Move in ready. Compressor, vacuum in place. 3 ops, 1400 SF. Former specialist office. Ideal start-up or satellite for specialist or general. Call or text Joe, 503-235-5113.

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EXTRACTION CE—FRIDAY, AUGUST 7TH, VANCOUVER. FOUR HOURS of lecture given by Dr. Murph and Fletcher. Topics covered include using a 301 elevator and Crane Pick properly, elevating flaps and surgically removing teeth. The class will be 8am to 12pm at the Holiday Inn Vancouver, 711 West Broadway. Tuition: $400. AGD Pace Accepted for FAGD/MAGD. AGDA 218239. Contact: 483-488-4357. Drtommymurph@yahoo.com; www.weteachextractions.com.

MISCELLANEOUS

MODERATE SEDATION COURSE—INSTRUCTOR: STEVEN GANZBERG, DMD, M.S. May 13–16, 2015 at Wendel Family Dental Centre Vancouver, WA. Cost: $12,000. A deposit of $5000 is due at time of registration. Course is 80+ hours with 20 patient cases. Contact: Lori, 360-944-3813 or loris@wendeldental.com. Space is limited. AGD#218643.
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