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## *matters*

June/July 2013







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# MEMBERSHIP *matters*



Official publication of the Oregon Dental Association in support of its core purpose to advance the dental profession and promote the highest standard of oral health and oral health care.

## OREGON DENTAL ASSOCIATION

PO Box 3710, Wilsonville OR 97070  
503.218.2010 • [www.oregondental.org](http://www.oregondental.org)



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Membership Matters (ISSN 1082-4111) is published monthly (except June) by the Oregon Dental Association, 8699 SW Sun Pl, Wilsonville, OR 97070. All statements of opinion and of alleged fact are published on the authority of the writer under whose name they appear and are not to be regarded as the views of the ODA or its subsidiaries or affiliates. Subscription to Membership Matters is a member benefit of the Oregon Dental Association. The annual subscription rate for nonmembers is \$40. Single copies may be purchased for \$5 each.

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Periodicals postage paid at Wilsonville, Oregon, and at additional mailing offices. POSTMASTER: Send address changes and all correspondence to: Membership Matters, PO Box 3710, Wilsonville, Oregon 97070-3710; 503.218.2010 or 800.452.5628 (toll-free in Oregon).

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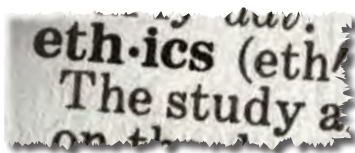
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## CONTACT US

### Letters to the Editor

Letters to the editor are welcomed.  
All letters and other submissions  
to this publication become the  
property of the Oregon Dental  
Association. Send submissions to:

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

### Articles

Are you interested in contributing  
to Membership Matters?

For more information, please  
contact editor, Dr. Barry Taylor:  
barrytaylor1016@gmail.com.

## Oregon Dental Association

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www.oregondental.org • info@oregondental.org

### Mailing address

PO Box 3710, Wilsonville, OR 97070-3710

### Street address

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**Dentist Health & Wellness Hotline** 503.550.0190

**DOPAC** <http://bit.ly/DOPACreport>

### Social networks

Look for the Oregon Dental Association group on:

**facebook** **Linked in** **NewDocs**  
Dentistry's Professional Social Network

### Twitter

Follow ODA President, Jill M. Price, DMD: @ODAPrez

**Blog** [www.TheToothOfTheMatter.org](http://www.TheToothOfTheMatter.org)

**JUL 27** 8:00 AM **Board of Trustees meeting** (ODA)

**SEPT 5** 12 NOON **Executive Committee meeting**  
(Sunriver Resort)

**SEPT 6-7** **ODA House of Delegates**  
(Sunriver Resort)

**SEPT 7** 12 NOON **Board of Trustees meeting**  
(Sunriver Resort)

**NOV 24-27** **Oregon Mission of Mercy IV**  
(Oregon Convention Center—Portland)

## ODA CALENDAR EVENTS & MEETINGS

For more information  
on these and other  
upcoming events, visit  
[www.oregondental.org](http://www.oregondental.org), and  
click 'Calendar' at the top  
of the page or call  
ODA at 503.218.2010.



## OrMOM Registration Open!

ODA will host our fourth Oregon Mission of Mercy (OrMOM) free dental clinic at the Oregon Convention Center in Portland, November 25-26, 2013.

Volunteer registration is open. Have you and your office signed up yet? It takes a lot of people of different talents to execute an OrMOM clinic.

**Please register online at:**

[www.RSVPbook.com/OrMOM2013](http://www.RSVPbook.com/OrMOM2013)

## COMPONENT CE CALENDAR

compiled by Mehdi Salari, DMD

Send your component's CE courses  
to [bendsalari@yahoo.com](mailto:bendsalari@yahoo.com).

**TUES, SEP 10** Marion & Polk **CE HRS: 2**  
**Teenagers: What Their Mouths are Telling You But They Aren't**

Lisa Copeland, RDH, of Philips Sonicare

**LOCATION:** Salem (Boys & Girls Club)

**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com), [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

**TUES, OCT 8** Marion & Polk **CE HRS: 2**  
**Ergonomics in the Office: How to Prevent Back Pain and What to do When it Hits**

Jeff Blanchard, PT, MS, of Therapeutic Associates

**LOCATION:** West Salem (Roth's)

**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com), [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

**TUES, NOV 12** Marion & Polk **CE HRS: 2**  
**To be announced**

Irishi Iyengar, MD, FACC Cardiologist

**LOCATION:** West Salem (Roth's)

**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com), [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

**TUES, DEC 10** Marion & Polk **CE HRS: 2**  
**Oral Surgery for the Rest of Us**

Mark Thomas, DDS, exodontist

**LOCATION:** West Salem (Roth's)

**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com), [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

## DBIC RISK MANAGEMENT COURSES

**DEC 6** 9:00 AM Multnomah (Portland)  
**INFO:** Lora Mattson, 503.513.5010

**DEC 13** 9:00 AM Central Oregon (Bend)  
**INFO:** [www.centraloregondentalsociety.org](http://www.centraloregondentalsociety.org)

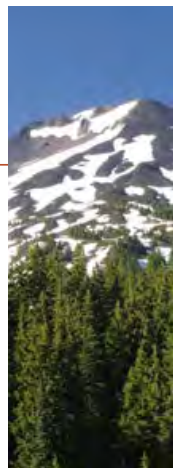
# SAVE THE DATE

**ODA House of  
Delegates meeting**

Sept. 6-7, 2013  
Sunriver Resort

## NEW LOCATION!

For more House of Delegates information,  
please visit [www.oregondental.org](http://www.oregondental.org).





# All dentists are not created equal... or are they?

By Melissa Taylor



Melissa and Barry Taylor were married on October 16, 2010.

**■ WAS ORIGINALLY ASKED** to write this column, and to focus on what it is like to be married to a dentist. As I pondered that topic, I struggled with exactly how to approach it. I finally realized that my problem lays with the fact that I am quite sure all dentists are not created equal, and, therefore, I could not talk about what it is like to be married to any dentist. But I am certainly qualified to write of what it's like being married to one dentist in particular.

I could tell you that Barry Taylor, DMD, is the most wonderful man in the world—perfect and with no faults, able to leap tall buildings in a single bound... but my guess is many of you know him well enough to know that I would be stretching the truth just a little bit. So, I figure I should just come clean and speak the truth. What is it like being married to Barry Taylor?

---

*...at the end of the day,  
a dentist is still “just” a husband  
or a wife, a father or a mother,  
a son or a daughter, and,  
in that, there is greatness.*

---

Well, first, you spend a lot of your time picking up after him, reminding him of the same thing over and over again, waiting to see how long it will take him on this particular day to realize that he forgot his wallet yet again, hoping he doesn't forget to pick up one of the kids again today (yes, that has actually happened) and the like.

Once you accept the fact that he can be a bit forgetful, and you choose to look at that as an endearing trait, instead of something to fix, you can then see all of his positive traits. You see his commitment and sense of pride for

doing things well, and being involved in various communities. You see an incredible dedication to his profession and unwavering desire to share it with others. These qualities, I believe, make him well-suited to working at the OHSU School of Dentistry, where he can impart not just knowledge, but his love of dentistry as well.

You will also see his deep reverence for family, both immediate and extended, past and future. Barry's willingness to extend himself has led him to do some not-so-fun things, just as any father or husband has to do—but always with a smile on his face. That may be mundane chores like mowing the lawn or vacuuming the stairs (that is just one of those housecleaning jobs I really do not like and so, thankfully, he always takes that one on). It may be bigger things like chaperoning our daughter's 8th grade class trip to Washington, D.C., for a week—even though it meant he was in charge of four boys he didn't even know. It is also everything in between.

I can only hope that our children truly do “get it” more and more over time, and realize how lucky they are to have him (even though he may forget to pick them up from school once in a while). Most recently, the depth of his heart was so obvious in how he helped to take care of his mother in her last weeks of life.

This issue of *Membership Matters* highlights dentists married to dentists, and you will find many unique stories, filled with different accounts about different people. Yet there is a common theme to be found: at the end of the day, a dentist is still “just” a husband or a wife, a father or a mother, a son or a daughter, and, in that, there is greatness. I am honored to be able to attest to that greatness in your “fearless editor”, Barry J. Taylor, DMD. ●

Melissa Taylor is the wife of Barry Taylor, DMD, our Membership Matters editor. When she is not taking care of Barry and their three children—Sage, Hannah and Carl—she moonlights as a marketing manager and freelance writer.

Mrs. Taylor would like the readers to know that this article reflects her opinions, and was written without the input of Dr. Taylor.

## The ethical case for confidentiality



Gary T.  
Chiodo, DMD, FACD



Phyllis Beemsterboer,  
Ed D, FACD

**H**EALTH CARE PROVIDERS ARE WELL-AWARE of the legal protections extended to patient information via the Health Insurance Portability and Accountability Act (HIPAA) privacy rule. With few exceptions, all information patients provide to us in the form of their medical history, and all data related to the care give them are protected by the HIPAA rules, and may not be released to any third party without patient consent and authorization. While HIPAA may impose strict legal parameters on how patient information must be protected and how it may be released, there are ethical obligations that provide even more persuasive arguments for the bond of doctor-patient confidentiality. These ethical obligations are based in the principles of respect for autonomy and nonmaleficence.

Respect for autonomy is the ethical principle that allows—with few limitations—patients to determine what will and will not be done to their bodies. In normal health care practice, patient autonomy is facilitated and respected through the process of informed consent. The patient has the right to select from various treatment options, and choose the plan that is most concordant with his/her values and wishes. Because the informed consent process is essential in this dynamic, health care professionals must collect and analyze complete information about the patient. For example, surgical options for repair of a periodontal defect may very well change if the dentist knows that the patient has a bleeding problem. Plans to remove teeth may be mitigated by a history of bisphosphonate therapy.

Patient autonomy cannot be truly facilitated and respected unless the dentist has a complete medical history. If the patient is not comfortable with full disclosure because he/she doubts that confidentiality will be respected, important information may be withheld. When this happens, not only will the patient's autonomy be compromised, but the dentist's obligation of nonmaleficence, or avoiding harm to the patient, will be in jeopardy. While most patients would not be reluctant to reveal a bleeding problem or a history of bisphosphonate therapy, some may hesitate to reveal things they consider to be embarrassing or intensely personal.

Perhaps a patient in treatment for mental health issues or chemical dependency may omit that from their medical history, concerned that it will not be treated with strict confidentiality. Or, a male patient using a phosphodiesterase-5 inhibitor on occasion, may leave that out of his medical history; he might worry about who would have access to that information. A young woman who takes a hormonal contraceptive may think that her dentist simply does not need to know that.

As medical professionals, we are well aware of the potential harms that may come to patients when we do not have complete medical information. But patients are less likely to appreciate those harms, or, they may simply decide to accept the risk.

Part of the challenge in obtaining complete and accurate medical information from our patients comes from making sure they understand why we need this information. Another challenge is assuring them that they can trust us to keep it strictly confidential.

As the leader of the team, the dentist needs to be the role model, carefully obtaining and safe-guarding delicate health information. The dental assistants and hygienists in the clinical environment must also be aware of the need for trust around patient data. Comments about an incoming patient who "has a major heart condition," or "Ms. Smith with the complex history is due this afternoon," could be overheard by other patients and undermine that precious trust.

If we are not successful in creating trust, critical information may be withheld and we will not be able to meet our ethical obligations of respect for autonomy and nonmaleficence. In the best case scenario, breaching confidentiality will result in a patient who feels betrayed and goes elsewhere for care. In the worst case scenario, the patient will develop a lack of trust in other health care providers, will withhold vital information, and can be seriously harmed. If we emphasize the protections that we afford their personal information and assure them that they may trust us to keep it strictly confidential, we are honoring our ethical principles and serving our patients best. ●

Gary Chiodo, DMD, is Interim Dean of the OHSU School of Dentistry. You can reach him at [chiodoga@ohsu.edu](mailto:chiodoga@ohsu.edu).

Phyllis Beemsterboer is Associate Dean for Academic Affairs at the OHSU School of Dentistry and Associate Director at the OHSU Center for Ethics in Health Care. You can reach her at 503.494.8801.

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- Wanda E. Palena, DMD, PC, Vancouver, WA

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# NEWS BRIEFS

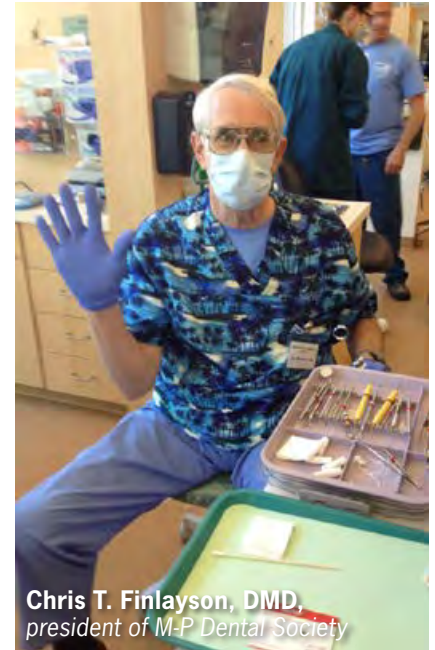
## Marion & Polk Dental Day

The first annual Marion & Polk Dental Day was held on May 3, 2013, at Chemeketa Community College's Oregon Tech Dental Hygiene Clinic.

This event provided nearly \$40,000 of free dental care to over 70 patients in the community who are low-income and have no dental insurance. Patients were x-rayed and pre-screened by OIT's hygiene students. Chemeketa's second year dental assistants worked alongside 15 of MP's volunteer dentists and their staff members. The Medical Teams International dental van, parked outside the clinic, was also put to good use. MP dentists were also able to treat patients from the Salem Free Clinic who had been on months-long lists waiting for treatment.



**Gary W. Boehne, DMD, MACG**



**Chris T. Finlayson, DMD,**  
president of M-P Dental Society

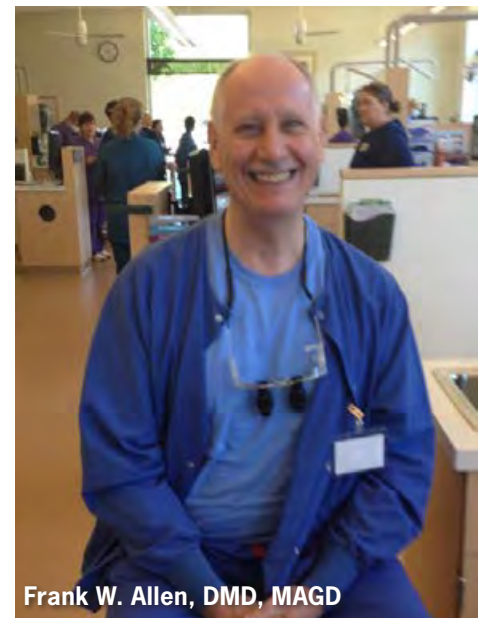


**Kinley K. Adams, DMD**

The success of the clinic was made possible by the generous support of volunteers and community donors: Chemeketa Community College Foundation, The H Group Inc., Rich Duncan Construction, Saalfeld Griggs PC, Cravinho & Jaeger Financial Services, Inc., Drs. Bud & Selma Pierce, Mercedes-Benz of Salem, HR Central Inc., Willamette Valley Bank, Columbia State Bank, Oregon Tech Dental Hygiene, Chemeketa CC Dental Assisting, Medical Teams International, Patterson Dental, O'Brien Dental Lab, Boys & Girls Club of Salem, Salem Free Clinic, DBC, Assured Dental Lab, and Dr. Frank & Mrs. Allen.



**Dan D. Saucy, DMD**



**Frank W. Allen, DMD, MAGD**



June 12, 2013



Dear Oregon Dental Association Board of Trustees,  
Members, and Friends,

The Oregon Dental Association's executive director, Mr. Don Bretthauer, has resigned and is returning to his home in Kansas.

The Association's Executive Committee will begin the search for a new executive director. We continue to be in very capable hands at our association, with a very seasoned leadership and staff that will continue the business of the Association. **Dr. Sean Benson**, secretary/treasurer, will step in as interim executive director; Ms. Cindy Fletcher, associate executive director, will oversee the day-to-day operations of the Association. We are very confident in the current team we have at the Association.

We appreciate your continued support. Please contact Dr. Benson or me should you have any questions.

Sincerely,

Jill M. Price, DMD  
President, Oregon Dental Association

## Amended Anesthesia Rules

The Oregon Board of Dentistry (OBD) recently amended Division 26 Anesthesia of the Oregon Administrative Rules (OAR). One of the significant amendments to the Division 26 Anesthesia Rules is that licensees **who do not** hold a Moderate Sedation, Deep Sedation or General Anesthesia Permit **may not** administer Benzodiazepines or narcotics to children under 6 years of age, for the purpose of anxiolysis or minimal sedation.

In addition, effective January 1, 2014, licensees who administer moderate sedation must **also now** use as part of their monitoring an End-tidal CO<sub>2</sub> monitor. Licensees who administer deep sedation must **also now** use as part of their monitoring an End-tidal CO<sub>2</sub> monitor; and licensees who administer general anesthesia must **also now** use as part of their monitoring, an End-tidal CO<sub>2</sub> monitor.

Following is the link to review the amended Oregon Administrative Rules Division 26, Anesthesia. Please take some time to review the amended rules so you are familiar with the changes.

[www.oregon.gov/dentistry/docs/Rules/Revised\\_Div\\_026\\_July\\_2013.pdf](http://www.oregon.gov/dentistry/docs/Rules/Revised_Div_026_July_2013.pdf)

If you have any questions, contact the Oregon Board of Dentistry at 971.673.3200 or email [information@oregondentistry.org](mailto:information@oregondentistry.org).

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## NEWS BRIEFS

### Healthy Kids, Healthy Portland Water Fluoridation Campaign

On Tuesday, May 21st, the historic campaign to add fluoride to Portland's water came to an end. While the election did not produce the outcome we had hoped for, after months of working to raise awareness about our community's dental health and the benefits of water fluoridation, we have much of which to be proud.



Oregon Dental Association was a founding member and leader of one the broadest and most diverse community coalitions that Portland has ever seen in a ballot measure campaign. (For a full list of coalition members, please visit [www.HealthyKidsHealthyPortland.org/supporters/](http://www.HealthyKidsHealthyPortland.org/supporters/).)

ODA has long been an advocate of community water fluoridation, and this campaign brought together not just the dental and medical community, but children's advocates, business leaders, and Portland citizens, to advocate for fluoridating Portland's water as a safe, effective, and affordable way to increase the oral health of our community.

The campaign knocked on over 20,000 doors and called over 50,000 voters, and we have all had countless conversations with our friends, colleagues, and neighbors. We garnered national media attention with articles in everything from the *Washington Post*, *LA Times*, and even a tweet from Steven Colbert.

The effort to bring fluoridation to Oregon will not end here. One in three Oregon children has untreated cavities, jeopardizing their health and educational success. Financially, dental decay accounts for 30 percent of all health care costs for children. Dental-related emergency room visits by Oregon's Medicaid enrollees jumped 31 percent in the past few years, taking a tremendous toll on healthcare costs.

A big thanks to all member dentists who volunteered your time for the campaign by phone banking, canvassing, putting up signs in your offices and lawns, and for talking to your patients about the effectiveness of water fluoridation.



Lane County Dental Society  
presents

**Nestor Cohenca, D.D.S.**

Director of Endodontics and Traumatology  
The Center for Pediatric Dentistry, University of Washington

### **Multidisciplinary Approach for Diagnosis, Treatment and Prevention of Dental Trauma**

Friday, September 20, 2013 8:00 a.m. - 3:00 p.m.

Downtown Athletic Club, Eugene

breakfast and lunch included

*Recommended for: Dentists, Hygienists, Assistants,  
Course Type: Lecture - 6 hours CE credit  
Conflict of Interest Disclosure: None*

*Complete program details and registration at  
**[lanedentalsociety.org](http://lanedentalsociety.org)***



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### BREN D. DIXON, DDS

Medford  
Southern Oregon Dental Society

### KEITH K. KANO, DDS

Coos Bay  
Southwestern Oregon Dental Society

### VIVIAN M. LAM, DMD

Beaverton  
Washington County Dental Society

### PETER J. MORSE, DMD

Albany • Southern Willamette Dental Society

### JOHN T. ROBERTS, DMD

Hillsboro  
Washington County Dental Society



ODA president, **Jill Price, DMD**, at OHSU School of Dentistry graduation, with ODA Leadership Award winner, **Iraj Kasimi, DMD**.

## ODA Leaders & Volunteers NEEDED

The leadership positions detailed to the right are currently open for nominations. **All ODA members are encouraged to participate in the leadership of this organization.**

Please submit your nomination 45 days prior to election. Interested applicants should submit a letter of interest and a one-page resume to:

### ODA Leadership Development Committee

Chair, Nominating Sub-Committee  
PO Box 3710, Wilsonville, OR 97070  
or email: [leadership@oregondental.org](mailto:leadership@oregondental.org)

**Please cc: Sean A. Benson, DDS**  
Interim Executive Director,  
at [info@oregondental.org](mailto:info@oregondental.org)

In addition to the elected positions at the right, there are also voluntary spots available on the following **ODA Councils and Committees:**

- Annual Meeting Council
- Membership Council
- New Dentist Committee
- Public and Professional Education Council
- Publications Advisory Committee

For more information, please call 503.218.2010.

### ☑ Election held Sept. 7, 2013 Elected by ODA House of Delegates

#### Leadership Development Committee

TERM 9/2013 – 9/2016

POSITIONS OPEN Four

INCUMBENTS Teri L. Barichello, DMD  
Bruce A. Burton, DMD  
James A. Smith, DMD  
Jay M. Wylam, DMD

DECLARED CANDIDATE Weston W. Heringer, Jr., DMD

#### ODA Speaker of the House

TERM 9/2013 – 9/2016

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DECLARED CANDIDATE Barry J. Taylor, DMD, MULTNOMAH

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POSITIONS OPEN Ten

ONE-YEAR TERM (9/2013 – 9/2014) Two open

TWO-YEAR TERM (9/2013 – 9/2015) Two open

THREE-YEAR TERM (9/2013 – 9/2016) Three open

FOUR-YEAR TERM (9/2013 – 9/2017) Three open

#### DECLARED CANDIDATES

Matthew C. Biermann, DMD, WASHINGTON COUNTY  
Fred A. Bremner, DMD, CLACKAMAS COUNTY  
Kae S. Cheng, DMD, MD, WASHINGTON COUNTY  
Richard K. Garfinkle, DDS, MULTNOMAH  
Greggery E. Jones, DMD, CENTRAL OREGON  
James G. McMahan, DMD, EASTERN OREGON  
Mark D. Mutschler, DDS, MULTNOMAH  
J. Lee Sharp, DDS, UMPQUA  
Joni D. Young, DMD, MARION & POLK

*We'd love to see contested elections.*

**Submit your nomination by Tues., July 23.**

### ☑ Election in November, 2013

Elected by ODA Board of Trustees

#### ODS Board of Directors

TERM 2014 – 2017

POSITIONS OPEN Three

INCUMBENTS G. Jim Darke, DMD  
David W. Howerton, DMD  
Patrick M. Nearing, DMD

DECLARED CANDIDATES G. Jim Darke, DMD  
David W. Howerton, DMD  
Patrick M. Nearing, DMD

### ☑ Election in November, 2013

Elected by ODA Board of Trustees

#### DFO Board of Directors

TERM 2014 – 2016

POSITIONS OPEN Five

INCUMBENTS Michael J. Goger, DMD  
Weston W. Heringer, Jr., DMD  
Patrick M. Nearing, DMD  
Thomas S. Tucker, DMD  
Renee E. Watts, DDS

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## Dr. Robert E. Varner elected president-elect of AAO



**Robert E. Varner, DMD**, an orthodontist who practices in Roseburg, Ore., has been elected the 2013–14 president-elect of the American Association of Orthodontists, the world's largest dental specialty organization with more than 17,000 members. Dr. Varner will become AAO president, beginning in May 2014.

"The AAO is an outstanding professional association and serving within its leadership has been an enlightening experience," said Dr. Varner. "It will be a privilege for me to work during the coming year in preparation to become the association's president. Orthodontic care has become an integral part of managing overall dental health, and can be appropriate at almost any age. I am dedicated to the AAO's mission to support our members through education, research, advocacy and professional services so that they can provide patients with the highest level of orthodontic treatment possible."

A 1969 graduate of the University of Oregon Dental School, Dr. Varner served three years as a dental officer in the United States Navy, including a one-year dental internship at Balboa Naval Hospital in San Diego, Ca. After his military service, Dr. Varner completed his orthodontic education at the University of Oregon Health Science Center in Portland in 1974, and has since been in private practice. He is a Diplomate of the American Board of Orthodontics.

Dr. Varner has held leadership positions in organized orthodontics at local, state, regional, and national levels since 1977. He has held the presidencies of the Oregon State Society of Orthodontists and the Pacific Coast Society of Orthodontists (PCSO).

In addition, Dr. Varner is also a member of the World Federation of Orthodontists, the Northwest Component of the Edward H. Angle Society, the American Dental Association, the Oregon Dental Association, and the Umpqua Dental Society.

Dr. Varner and his wife, Jacquetta, enjoy traveling, golfing, and spending time with family and friends.



# • WANTED •

## New ODA Members

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For each non-member recruited, the ODA will write you a \$100 check\*.

You may keep the check, apply it towards the new member's dues, or donate it to the Dental Foundation of Oregon—it's your choice.

### REWARD: Free Lunch

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The ODA member who recruits the most new, active members into membership by September 30, 2013, will receive a luxurious 4-night getaway to Santa Fe, New Mexico!

The package is worth over \$6,000 and includes round-trip airfare for two, lodging at The Residence Club at El Corazon de Santa Fe, and more!

#### ADDITIONAL REWARDS

There are additional incentives and prizes from ADA's Member-Get-A-Member Campaign, thru 9/31/13. Find resources to assist your recruiting efforts, plus information incentives and prizes, and complete rules at [www.ADA.org/MGAM](http://www.ADA.org/MGAM).

## Bounty Claim Form

#### Member/Recruiter Information

NAME \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

#### Applicant Recruited

NAME \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

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Ph: 503.218.2010 • Fax: 503.218.2009

\* Completed membership application, reimbursement form, and payment of new member's dues are required for \$100 check and/or \$50 lunch reimbursement.

For more details, new member applications, reimbursement forms, or for a full list of non-member dentists, please contact Margaret Torgeson at [mtorgeson@oregondental.org](mailto:mtorgeson@oregondental.org) or 800.452.5628, ext. 108.



## Quick Collect, Inc. (QCI)

**OREGON DENTAL ASSOCIATION HAS ENDORSED**  
Quick Collect, Inc. (QCI) as their exclusive collection agency for the past 28 years. Members receive access to QCI's years of proven healthcare collections, and, ultimately, QCI helps dental practices get more money back in their offices.

Even in a good economy, the recovery of delinquent accounts is a time-consuming process; without proper training, it can be overwhelming. In this tough economy, however, collections are even more daunting. It is critical to have office policies, procedures, and best practices firmly in place. Whether insurance companies are paying less and leaving more responsibility to individuals, or if patients are covering themselves fully, getting your money is becoming more difficult.

From decades of working with healthcare providers, QCI has seen nearly all issues and circumstances a practice may face in collections. As a result, QCI understands how both statute and case law can affect a practice. They have gleaned the policies and procedures of successful practices, as well helpful strategies for securing payments. From difficult outspoken patients to understanding who really is responsible for a bill, all of the years of their experience and information is passed on to ODA members to help their bottom line.

### Key benefits QCI brings to your practice

#### Maintaining Your Professional Reputation.

Because QCI works exclusively with health care collections, their team understands your practice and the importance of the provider/patient relationship. Because of that understanding, QCI treats your patients in an ethical, legal, and respectful manner. For example, before reporting to the three nationwide credit bureaus, we allow a 30-day grace period.

**Free Training for Your Staff.** QCI knows that in any business, there is change. Staff turns over, and job responsibilities shift frequently along with regulation changes and industry trends. At no cost to you, QCI works with

your staff to provide them with up-to-date collection procedures, important do's and don'ts, and information so your team can be successful at collecting internally, before turning an account over to our experienced collections team.

**Customer Service.** QCI understands the numerous demands on an office staff; for many practices, the area of collections can be daunting. QCI conducts quarterly in-office visits, to keep your collections employee updated on progress, to answer questions, and to suggest solutions. This direct access to QCI's client services team is like having more staff to help you in getting the job done. QCI customer service strives to help you avoid difficulties before they happen and deal with them if they do.

**High Recovery Rate.** QCI has one of the highest recovery rates in the state. Many factors contribute to QCI's high recovery percentages. QCI works **all** accounts—many collection agencies “cherry pick,” working only large accounts or easier-to-collect accounts. QCI calls all accounts, no matter the amount. In the end, this helps determine a high or low recovery percentage, and ultimately a higher or lower amount of money sent back to your practice.

**Resourceful Website, [www.qciAgency.com](http://www.qciAgency.com).** QCI created a quality resource where clients can reference law summaries or check out sample forms available for use in your office. QCI is HIPAA-compliant, involving a joint Business Associate Agreement with our clients.

QCI is proud to have provided volunteers for the ODA's Mission of Mercy (MOM) program from its beginning in the state of Oregon.

To learn more about the benefits of working with Quick Collect, please call 800.252.6422 and ask for Client Services. A representative will gladly meet with you and go over how QCI's program and experience can benefit your practice, as well as answer any questions you may have. ●



800.252.6422

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>.

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A photograph of three vibrant red roses resting on the pages of an open book. The book is placed on a light-colored wooden surface. The roses are in various stages of bloom, with some showing green leaves and stems. The overall scene is romantic and elegant, complementing the article's title.

# *Dynamic Duos*

By Melody Finnemore

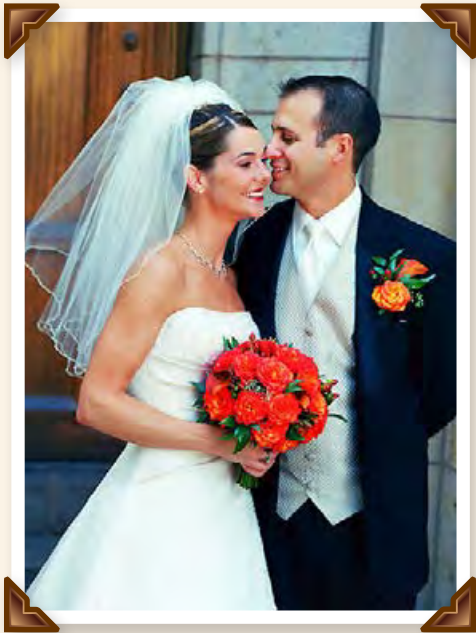
**Married dentists say teamwork, balance the keys to personal and professional success**

Dental school may not seem like the most romantic of places for most people, but many dentists do indeed find love in that most unlikely of places. Four married couples who are also ODA members recently shared with *Membership Matters* how they met, the challenges they have encountered personally and professionally, and how they mastered – or at least got the hang of – the juggling act required for work/life balance.

## Tiffany Goldwyn, DMD



## David Goldwyn, DDS



**WHILE MANY PEOPLE BELIEVE THE** first year of marriage is the most challenging, Tiffany and David discovered that the year before they got married proved to be the most difficult.

"I told David I could not start planning a wedding until after boards were over, so we had a long engagement," she said. "That was a tough year. I had just started working, David was ending his residency and starting to practice, and we were planning a wedding."

The pair met at the OHSU School of Dentistry in 2000 and married in 2003. They both practice in Southwest Portland, she as a general dentist and he as a periodontist. The Goldwyns have two children, Zach, who is 6, and 4-year-old Lilly. When they began their family, Tiffany stopped working full time and began to work one day a week as an emergency dentist. As the children grew older, she then began to work as an associate half time.

"I think working half time definitely helps us with the work/family balance, and we're able to be more organized that way," she said. "One of the challenges as a mom and not owning my own practice is that I wanted David to be able to do what he wanted and needed to do for his practice. I found it a challenge to get back into the groove of getting to meetings and being involved in the dental community the way I wanted to."

One way she addressed the issue was to dedicate an evening each month to a study club so she can earn her continuing education credits and remain active within the dental community.

The Goldwyns also credit a good babysitter and supportive family with helping them strike a balance. David said that although he does organize an implant study club, he no longer tries to attend every society meeting, so that he can spend more time with his family.

"I don't go to quite as many meetings as I used to, and that's mainly because I have kids, and I want to spend as much time with them as possible," he said.

As they shared their story over a cell phone during a recent Saturday morning of driving from one child's activity to another, they admitted that maintaining that balance is rarely easy for any parent.

"I think as dentists we're all perfectionists, and we think we can do it all. It took a while to realize that trying to balance a career and a family in the way that we're used to, trying to do everything right, is very challenging and pretty stressful. So if you can get help, it really makes everything better," Tiffany said.

"We also tell our kids that mommy and daddy help other people, and it's important for them to know that so they don't resent us when we go off to meetings," she added. "They tell people what we do, and they are proud of it—they even examine each other's mouths."

The Goldwyns enjoy skiing, hiking, swimming, biking, and gardening as a family. Tiffany and David said they look forward to volunteering for overseas dental missions with Operation Smiles and other similar organizations when their children are teenagers.





## Sandra McCoy, DMD & Jim Tinkle, DMD



**JIM VIVIDLY RECALLS THE MOMENT** he knew he was in love with Sandra. They were both in graduate school at the Oregon Health & Science University School of Dentistry and often socialized with a group of mutual friends when romance began to blossom.

"One day she came down the stairs and the sun was behind her, shining on her hair. She looked just like Julie Christie," he said.

The pair married in 1986 following their respective graduations from grad school. Sandra, who worked as a dental hygienist for many years before becoming a general dentist and then a periodontist, worked at Permanente Dental Associates. Jim split his time between a private practice in endodontics and teaching at OHSU.

"Our biggest challenge was figuring out where to live because, at the time, we were living on the west side and practicing on the east side," Sandra said, noting they ultimately settled on Fairview. "There are other concerns for people who get married when they are older, like whose accountant to use and whose bank to use. We went with my accountant and his bank."

As they became more established in their practices and got more involved in the dental community, carving out time together became more difficult.

"She was practicing one place and I was practicing in another. By the time I battled traffic home from OHSU, it was 6:30 at night and we still had dinner to cook and the house to care for," Jim said.

"Sometimes we had meetings two or three nights a week, and it wasn't always on the same night," Sandra added. "That's when we had to learn to say 'no.' When people asked us to be on this committee or that, we wanted to be good dentists and help out, but we had to start saying 'no.'"

The couple also was able to recapture some time together when Sandra was asked to teach periodontics courses at OHSU on Monday afternoons.

"We would go out to dinner and talk after that," she said. "We had to go out that night in case the rest of the week got messed up."

Time together has been one of their favorite aspects of retirement. After teaching for 30 years and being honored as a Legacy Faculty member, Jim still participates in dental society meetings and other professional gatherings but scaled way back when they retired five years ago. Now, Sandra and Jim enjoy golfing together; they are also both avid readers, and love to travel abroad.

## Sarah Pitman, DMD & Ryan Pitman, DMD



**SARAH AND RYAN ALSO KNOW** firsthand the hectic pace often involved in raising a family and running a practice. Their two daughters are Nora, 3½, and Caroline, 1½, and the Pitmans said frequent help from the grandmas is essential to their family.

Now in general practice together at Pitman Family Dentistry in Portland, Sarah and Ryan met at the OHSU School of Dentistry when she was a freshman and he was a senior. "Time was running out before his graduation so I had to make the first move," Sarah pointed out.

They married in 2004, the year before Sarah graduated from dental school. By then, Ryan had joined a large group practice, and Sarah did the same when she started practicing. They both knew, however, that they wanted to practice together. Sarah started Pitman Family Dentistry in 2007, and Ryan was able to join her a year later.

"I cannot imagine supporting two separate practices, and I think it's great that we work together," she said.

In their endeavor to maintain a good balance, Sarah sees patients two days a week, and Ryan sees patients four days a week. The Pitmans said they know several married couples who are dentists, and the couples regularly have dinners together to talk about issues related to work and life. A frequent topic is how to establish boundaries.

"We need to continue to work on having boundaries, because we talk about work at home quite a bit.

Fortunately, having kids has kind of forced us to be focused on family when we're at home," Sarah said, adding that the family enjoys playing at the park, making music together, going swimming, and playing tennis.

Ryan said one key to their success is that they have different roles at work.

"It's nice to be able to share the responsibilities. Sarah deals with some aspects of running a business better than me, and it's nice not to have to worry about those," he said. "She is my ultimate teammate at work, which is really great."





## Denice Stewart, DDS, MHSA & Jeffery Stewart, DDS, MS



**D**ENICE AND JEFFERY WERE IN the same class at the University of North Carolina School of Dentistry when they started dating in 1978. They married a year later during a short break between their second and third years of dental school.

"I always thought it was an advantage that we got married during dental school," Denice said. "It was nice that we were going through the same things at the same time."

"Anytime there were either good things or bad things that were happening, I knew that Denice would have an understanding and an appreciation for what was going on," Jeffery added.

After graduating from dental school, the pair took turns supporting each other while both furthered their education and training. They moved to Michigan, and Denice practiced while Jeffery did his residency in oral pathology. She worked in downtown Detroit while he trained in Ann Arbor, one of the few professional separations they have had to endure.

"Now that we're working at the same place, I realize just how much coordination it took," she said. "That was really the only time we haven't worked at the same place or been in the same program during our married life."

When Jeffery joined the faculty at the University of Michigan School of Dentistry, Denice returned to the

classroom for her specialty education in public health. They left Michigan when they were both offered faculty positions at the University of Pennsylvania's School of Dental Medicine. They then moved to Oregon in 1999 when the OHSU School of Dentistry offered them both positions.

"We've been fortunate all along," said Jeffery, who is an associate professor in OHSU's Department of Pathology & Radiology and serves on the faculty of the Department of Pathology at the School of Medicine. "It's nice to have one car and be able to coordinate our schedules. We just look at that as a big bonus."

Denice, senior associate dean for clinical affairs at the OHSU School of Dentistry, noted that the pair generally doesn't see much of each other during the workday unless they happen to attend the same meeting.

"It's pleasant to come to work together and go home together, and because we do the same kind of work we probably spend less time talking about it at home," she said.

When they aren't working, the Stewarts enjoy traveling to Hawaii and throughout Europe. One of their favorite spots is Barcelona, Spain, where they recently spent a Thanksgiving holiday enjoying the architecture, history, food and wine. ●

## Washington Leadership Conference 2013

**A**DA'S ANNUAL WASHINGTON LEADERSHIP CONFERENCE (WLC), where dentist advocates canvass the Hill discussing policy, and attend social engagements with the House and Senate members who represent them in Congress, was held May 13–15, 2013.

This year's Oregon delegation included ODA President, **Jill M. Price, DMD**; ODA Vice President, **Judd R. Larson, DDS**; DOPAC Chair, **Patrick V. Hagerty, DMD**; **Michael E. Biermann, DMD**; **Rickland G. Asai, DMD**; former Executive Director, Don Bretthauer, CAE; and Managing Director of Public and Professional Education, Christina Swartz.



**Dr. Rick Asai**, Stephanie Hagerty, Rep. Paul Gossar (R-AZ, a dentist), and **Dr. Pat Hagerty**

Welcoming some 550 dentists and state dental leaders from 49 states and the District of Columbia, ADA President, Dr. Robert Faiella said the annual WLC is "our opportunity to bring our issues to the attention of elected officials and their staff" in visits to congressional offices on Capitol Hill.

"Tell dentistry's story when you visit your legislators this week. You are not only messengers, you are the source of knowledge and experience. You know the issues because you live them every day."

This year's conference followed the same shorter schedule that was introduced last year, cutting down from three days to just two. There

were still plenty of speakers sharing their thoughts, including political analyst Charlie Cook, who wove a tale of elections past and yet to come, of political party strength and potential.



**Dr. Pat Hagerty**, Christina Swartz, Rep. Kurt Schrader, **Dr. Dan Saucy**

ODA representatives were able to meet with the offices of all seven members of the Oregon Congressional Delegation. The message taken to Capitol Hill varied among Washington Leadership Conference state delegations, but for the Oregon delegation included:

- HR 1798, Dental Insurance Fairness Act of 2013, sponsored by Rep. Paul Gossar, will help consumers receive the full benefit of their dental coverage by requiring that all self-funded dental plans provide uniform coordination of benefits.
- HB 911, Competitive Health Insurance Reform Act of 2013, sponsored by Rep. Paul Gossar, would align health insurance companies with the rest of the American business community by eliminating the special treatment granted by McCarran-Ferguson.
- HR 963/S466, Coordination of Pro-Bono Medically Recommended Dental Care Act, sponsored by Rep.'s Diane DeGette, Steve Strivers, and Sen. Robert Menendez, creates a grant program that will support national dental programs that coordinate medically recommended dental care for low income individuals.
- HR 523/S 232, Protect Medical Innovation Act of 2013, sponsored by Rep. Erik Paulsen, repeals the medical device tax, which requires dental equipment, materials and supplies purchase by a dentist to be taxed.
- Retaining the rank of the Chief Dental Officer of the US Army and US Air Force Dental Corps as a Major General instead of the proposed cut to a Brigadier General.
- The importance of continued support for community water fluoridation in communities of Oregon and to expand communities served by community water fluoridation.

Also introduced at this year's Washington Leadership Conference, was the new ADA campaign, *Action for Dental Health: Dentists Making a Difference*. Its aim is to reduce the numbers of adults and children with



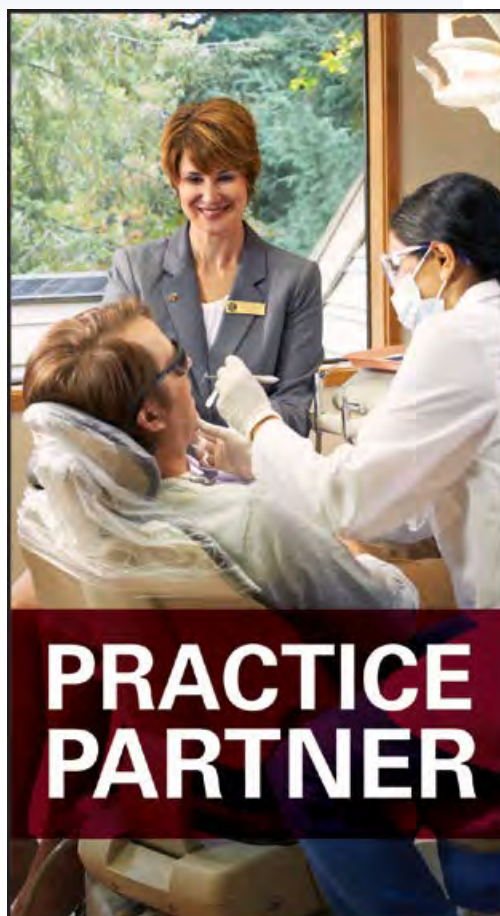


Dr. Dan Saucy with Sen. Bernie Sanders (I-VT), who spoke at the WLC.

untreated dental disease, through oral health education, prevention, and providing treatment now to people in need of care.

Action for Dental Health is national and coordinated in its scope and approach, and is designed to address the dental health crisis in three distinct areas:

1. Provide care now to people suffering with untreated disease;
2. Strengthen and expand the public/private safety net to provide more care to more Americans;
3. Bring dental health education and disease prevention into communities. ●



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## HAVE YOU REGISTERED YET for the Practice Transitions Seminar?

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**August 2 & 3, 2013 at SUNRIVER RESORT in Central Oregon**

Learn about the legal, financial, logistical, and emotional aspects of transitioning out of your full-time dental practice. Our team of experts will lecture and answer questions including: Sequence of a Dental Practice Transition, Helping Your Buyer Get Bank Financing, Online Marketing & Communication Strategies, Advanced Tax & Financial Planning Strategies Before, During & After Transition, and Real Estate & Legal Issues in Practice Transitions.

For only \$295, you and your spouse will attend the seminar on Friday and Saturday mornings including continental breakfast and lunch. To register: call, email or go to the website below.

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# DENTAL FOUNDATION OF OREGON

## On the Road with the Tooth Taxi in **Cloverdale**

By Mary A. Daly,  
Tooth Taxi Program Manager

The Tooth Taxi visited Nestucca Valley Elementary in Cloverdale on the Oregon Coast, and also saw a few students from the high school. Tooth Taxi dentist, Dr. Joshua Moffitt sums up the situation of our 4-day visit:



"My brain is going to explode with the difficulty of deciding **which kids will get treatment** when there are **so many with rampant decay**, toothaches going for over a year, infected teeth, and adult front teeth with savage decay... there isn't enough time to see everyone. There are too many kids with cavities. There is **not enough time to treat the giant cavities**, let alone time to figure out why there are so many [kids] with decay at this school. **IT IS TERRIBLY SAD.**"



That said, this was a successful visit, in part, because the school staff was so helpful, and so appreciative. The Tooth Taxi team made a difference at this site visit and provided oral health education.

Catherine Johnson's oral hygiene presentation was so good that the teacher insisted that the fifth-grade teachers also sign their kids up for the presentation. Catherine also took advantage of opportunities to educate teachers and families. One teacher inquired about oral hygiene for her daughter; one student shared with the class during a presentation that her baby sister had white spots on her teeth.

Although we cannot be directly involved with a family's home care, we can encourage kids to remind their siblings and parents to brush their teeth. Providing education and awareness of good oral health is as key to our mission as treatment. ●



### Realities from the road

DR. MOFFITT: Do you brush your teeth?

HIGH SCHOOLER: No.

DR. MOFFITT: Never?

HIGH SCHOOLER: Never.

### Other notes

73% of students screened needed treatment  
27% needed no treatment

### Stats for Cloverdale

*Nestucca Valley Elementary*  
*May 6–9, 2013*

**73** students screened

**133** students received oral hygiene education in the classroom

**17** appointments in the van

**\$12,320** in free dental services provided

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

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





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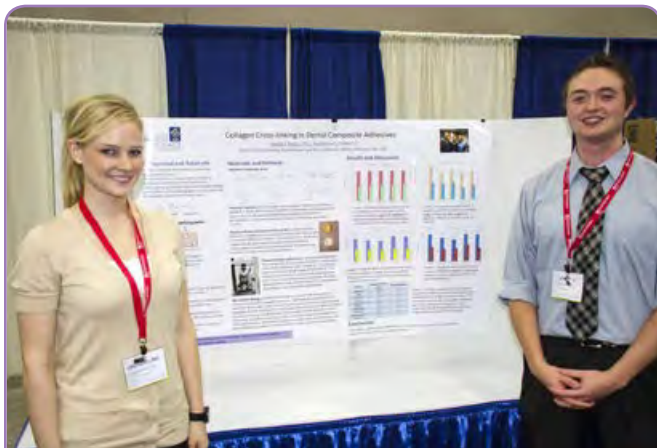


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## School's research day exhibits mentoring

By Sydney Clevenger



First-year dental student **Joseph Knight** (right), and his research team, including classmate **Jacqueline Platta** (left), won best poster at the OHSU School of Dentistry's fifth annual Research Day. (Photo **Fred Bremner, DMD**)

**T**HERE WERE NEARLY THREE DOZEN posters on display at the OHSU School of Dentistry's fifth annual Research Day in late May. The research posters are an indication of the academic and intellectual activity at the dental school, and the many positive faculty-student mentor relationships, said Interim Dean **Gary Chiodo, DMD, FACD**.

"The posters look terrific," said Dr. Chiodo at the May 31 event. "They are truly representative of the research here at the dental school. Mentoring is one of the most effective ways for faculty to teach dentistry because it cements working relationships with those who are becoming our future colleagues."

Of the 33 posters, 12 were projects completed by students, two by residents, and 16 by faculty.

Jeffrey Fellows, PhD, director of the western region of the National Dental Practice-Based Research Network, and an investigator at the Center for Health Research at Kaiser Permanente Northwest, gave the platform presentation. Dr. Fellows spoke on "Energizing tobacco control efforts:

Key opportunities for dental practitioners and researchers."

Lunch was provided by Permanente Dental Associates with support for Research Day by P & G Oral Health.

Dental students and residents presented their posters to several judges. First-year dental student Joseph Knight and his research team received first place for "Improved bond strength through collagen cross-linking in dental Composite Adhesives," and Kayly Lembke, an OHSU doctoral student in Associate Dean for Research, David Morton's lab, won second place for "The effects of loss of TDP-43 function on synaptic transmission at the *Drosophila* neuromuscular junction in a model of Amyotrophic Lateral Sclerosis." ●

Sydney Clevenger is Communications Coordinator for the OHSU School of Dentistry. She can be reached at [clevenger@ohsu.edu](mailto:clevenger@ohsu.edu).

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## Second-year dental student wins ODA/Dentsply-sponsored Student Table Clinic

The winners from the ODA/Dentsply-sponsored Student Table Clinic, held during the 2013 Oregon Dental Conference, were announced in late May. They are:

### FIRST PLACE

Second-year dental student **Mary Vaughan**. She wins \$500 from the ODA and all expenses paid by Dentsply to present at the ADA annual meeting in November in New Orleans.

### SECOND PLACE

Second-year dental student **K.C. Gilbert** wins \$500 from the ODA.

### THIRD PLACE

Second-year dental student **Margaret Campbell** wins \$500 from the ODA.

### FOURTH PLACE

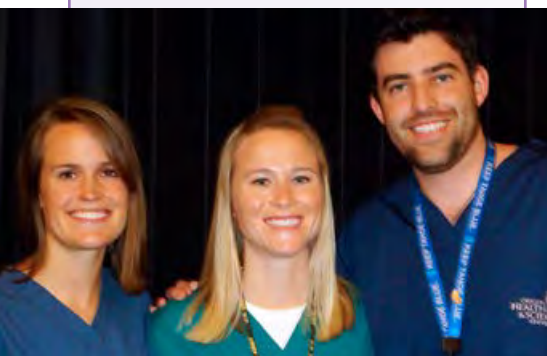
First-year dental student **Joseph Knight** wins \$250 from the OHSU School of Dentistry Alumni Association.

### FIFTH PLACE

Second-year dental student **Devin Wahlstrom** wins \$200 from the OHSU School of Dentistry Dean's office.

### SIXTH PLACE

Second-year dental student **John McLennan** wins \$150 from the OHSU School of Dentistry Alumni Association.



Congratulations to second-year dental students, **Mary Vaughan** (left), **K.C. Gilbert** (right), and **Margaret Campbell** (center), who placed first, second, and third respectively at the Student Table Clinic. (photo by Sydney Clevenger)

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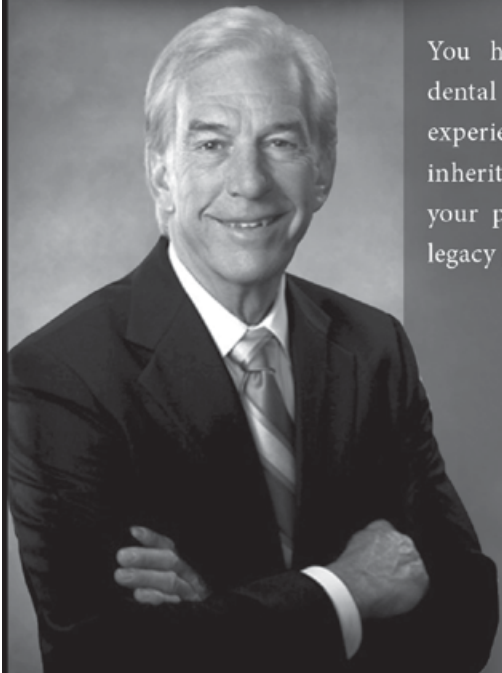
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