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## *matters*

August 2014





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



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Courtesy of Timothy J. Gonzalez / Statesman Journal.

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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  
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Are you interested in contributing  
to Membership Matters?

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contact editor, Dr. Barry Taylor:  
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**Blog** [www.TheToothOfTheMatter.org](http://www.TheToothOfTheMatter.org)

SEP 5-6

**ODA House of Delegates**  
(Riverhouse—Bend)

SEP 26 9:00 AM

**Board of Trustees meeting**  
(Portland)

NOV 1 8:00 AM

**Board of Trustees meeting**  
(ODA)

FEB 18

**Dental Day at the Capitol**  
(Salem)

## ODA CALENDAR EVENTS & MEETINGS

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on these and other  
upcoming events, visit  
[www.oregondental.org](http://www.oregondental.org), and  
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of the page or call  
ODA at 503.218.2010.

## DBIC RISK MANAGEMENT COURSES

Current reporting period: January 2014 to December 2016

### 2014

**October 28**

Clackamas County – Oregon City  
Dr. Fred Bremner, 503.784.9267

### 2015

**January 30**

Lane County – Eugene  
Mark Portman, 541.686.1175

**February 27**

Southern Oregon – Medford  
Amanda Davenport, 541.779.0017

**April 9**

Oregon Dental Conference – Portland

**October 16**

Southern Willamette – Corvallis  
Dr. Mark Swensen, 541.754.4017

### 2015, CONT.

**November 10**

Washington County – Beaverton  
Dr. Kathy Reddicks, 503.848.5605

**December 4**

Marion-Polk County – Salem  
Lori Lambricht, 503.581.9353

### 2016

**April 7**

Oregon Dental Conference – Portland

**December 2**

Multnomah – Portland  
Lora Mattsen, 503.513.5010

**December 9**

Central Oregon – Redmond  
Dr. William Guy, 541.923.8678

## COMPONENT CE CALENDAR

compiled by Mehdi Salari, DMD  
Send your component's CE courses  
to [bendsalari@yahoo.com](mailto:bendsalari@yahoo.com).

**TUES, SEP 16** Lane County **CE HRS: 2**  
**Prognosis for the Periodontally Compromised Tooth** Thomas J. Kepic, DDS, MSD  
**LOCATION:** Eugene (Valley River Inn)  
**INFO:** [www.lanedentalsociety.org/programs](http://www.lanedentalsociety.org/programs)

**TUES, SEP 16** Washington County **CE HRS: 1.5**  
**Optimizing Each Implant Case** Scott R. Dyer, DMD, MS, PhD  
**LOCATION:** Beaverton (Stockpot Broiler)  
**INFO:** [www.wacountydental.org](http://www.wacountydental.org) or [wcdskathy@qwestoffice.net](mailto:wcdskathy@qwestoffice.net)

**WED, SEP 17** Multnomah/Clackamas **CE HRS: 2**  
**Healthcare Reform—More Questions/More Answers** Kraig Anderson, FSA, MAAA  
**LOCATION:** Milwaukie (Moda Plaza)  
**INFO:** [www.multnomahdental.org](http://www.multnomahdental.org) or [lora@multnomahdental.org](mailto:lora@multnomahdental.org)

**TUES, OCT 14** Marion & Polk **CE HRS: 2**  
**Getting a Grip on your own Retirement** Ron Kelemen, CFP  
**LOCATION:** Salem (Airport)  
**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com) or [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

**FRI, OCT 17** Clack./Mult./Wash. **CE HRS: 6**  
**Tri-County Meeting: OSHA Compliance and CDC Guidelines for Infection Control** Samuel Barry, DMD  
**LOCATION:** Portland (Oregon Convention Center)  
**INFO:** [www.multnomahdental.org](http://www.multnomahdental.org) or [lora@multnomahdental.org](mailto:lora@multnomahdental.org)

**FRI, NOV 7** Lane County **CE HRS: 6**  
**Essentials of Dental Sleep Medicine** Leila Chahine, DMD  
**LOCATION:** Eugene (Valley River Inn)  
**INFO:** [www.lanedentalsociety.org/programs](http://www.lanedentalsociety.org/programs)

**TUES, NOV 11** Marion & Polk **CE HRS: 2**  
**The Medical Management of Caries with Silver Nitrate** Steve Duffin, DDS, MBA  
**LOCATION:** Salem (Airport)  
**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com) or [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

**TUES, NOV 11** Washington County **CE HRS: 3**  
**Medical Emergencies in the Dental Office** Jeffery Reddicks, DMD  
**LOCATION:** Beaverton (Stockpot Broiler)  
**INFO:** [www.wacountydental.org](http://www.wacountydental.org) or [wcdskathy@qwestoffice.net](mailto:wcdskathy@qwestoffice.net)

**WED, NOV 19** Multnomah **CE HRS: 2**  
**Head and Neck Cancer for Dental Providers** Peter Anderson, MD & Neil Gross, MD  
**INFO:** [www.multnomahdental.org](http://www.multnomahdental.org) or [lora@multnomahdental.org](mailto:lora@multnomahdental.org)

**TUES, DEC 9** Marion & Polk **CE HRS: 2**  
**Differential Diagnosis of Periradicular Disease** Jeff Stewart, DDS, MS  
**LOCATION:** Salem (Airport)  
**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com) or [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

**WED, DEC 17** Multnomah **CE HRS: 2**  
**Treatment Planning Issues for Maxillary Anterior Immediate Implants** Steve Beadnell, DMD  
**INFO:** [www.multnomahdental.org](http://www.multnomahdental.org) or [lora@multnomahdental.org](mailto:lora@multnomahdental.org)

### 2015

**TUES, JAN 13** Marion & Polk **CE HRS: 2**  
**Sleep Apnea** Marty Johnson, MD  
**LOCATION:** Salem (Airport)  
**INFO:** [www.mpdentalce.com](http://www.mpdentalce.com) or [mpdentalce@qwestoffice.net](mailto:mpdentalce@qwestoffice.net)

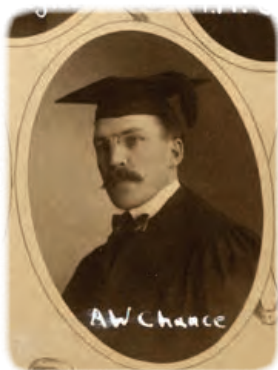
**TUES, JAN 13** Washington County **CE HRS: 1.5**  
**Fraud Protection and Retirement Planning** Bill Douglas and Nelson Rutherford, CPA  
**LOCATION:** Beaverton (Stockpot Broiler)  
**INFO:** [www.wacountydental.org](http://www.wacountydental.org) or [wcdskathy@qwestoffice.net](mailto:wcdskathy@qwestoffice.net)

**WED, JAN 21** Multnomah **CE HRS: 2**  
**Treatment Planning Issues in Maxillary Posterior Implants** Steve Beadnell, DMD  
**INFO:** [www.multnomahdental.org](http://www.multnomahdental.org) or [lora@multnomahdental.org](mailto:lora@multnomahdental.org)

# Random summertime thoughts, and comments borrowed from the past



Barry J. Taylor,  
DMD, CDE



**Dr. Arthur Chance**  
University of Oregon  
Department of Medicine,  
Class of 1901

OHSU Digital Commons,  
accessed August 12, 2014,  
<http://digitalcollections.ohsu.edu/items/show/11813>.

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

**B**ECAUSE WE ALL KNOW THAT HISTORY REPEATS ITSELF, I decided to borrow some words from the past, as I thought I'd save some time writing an editorial on this beautiful August day. In an effort to ensure these words are pertinent to 2014, I have deleted internal date references, and I've edited for brevity.

## The Green Light

The American Dental Association has spoken on fluoridation! It has passed a resolution which, in part, states, "that in the interest of public health, the American Dental Association recommends the fluoridation of municipal water supplies when the fluoridation procedure is approved by the local dental society and utilized in accordance with the standards established by the responsible health authority. A resolution from the State level, speaking for the members of this Association, now appears to be in order. Local dental societies, in cooperation with other health authorities, would then feel confident to proceed with steps toward fluoridation of their own municipal water supplies."<sup>1</sup>

## Integrating Dentistry and Medicine

Dr. Arthur W. Chance, DDS, MD, professor emeritus of dental and oral medicine at the medical school recently retired. Dr. Chance first established a dental clinic for children in the Doernbecher Hospital. Perhaps his greatest contribution to the progress of public health and dental medicine was his organization of the "Division of Oral and Dental Medicine" at the medical school. A new concept at the time, medical schools throughout the country have since installed similar departments as a means of fostering instruction and research in medical dental relationships and treatment. Dr. Chance's realization that dentistry is more than a mechanical science, led to his entering medical school after graduating from the dental department of Temple University. The dental profession feels a debt of gratitude to Dr. Chance for his voluntary services given to the betterment of dental education, legislation, and to the fields oral medicine and public health.<sup>2</sup>

## Pregnancy and Dental Health

Those interested in nutrition sometimes feel that the attention of the physician has been so fixed on the actual mechanical process of childbirth and on the illnesses associated with pregnancy, that he fails to stress sufficiently the nutritional state of the mother, which is of prime importance for the normal functioning of her organs. The nutritionist feels that the pregnant woman should be regarded as the member of the population needing the greatest "protection" in order to ensure adequate physical endowment for the child at the birth and optimum nutrition during infancy. Regarding disorders of the mouth in pregnancy, it is well to realize that such disorders are not only of importance in themselves, but may be significant signs of general systemic imbalance, and, as such, are vital factors in the safety of the mother and child.<sup>3</sup>

## Ethical Standards and the Law

Lord Bacon (1561–1626) wrote: "I hold every man a debtor to his profession; from the which as men do seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends, to be a help and ornament thereunto." This ideal in the hearts and minds of professional men is not likely to be greatly fostered by statute and court decisions. They may have their influence, but they cannot bestow unto men honor, selflessness, and devotion to justice and the service of the welfare of mankind. We are debtors to our profession, living by that creed we shall maintain our profession.<sup>4</sup> ●

### Notes

- 1 Wm. L. Barnum, DMD, *Ore. State Dental Journal*; Vol. 20, Dec. 1950, No. 4)
- 2 Dr. Harry Winkler, *Ore. State Dental Journal*; Vol. 19, June 1950
- 3 Wallace Graham, DDS, MD, *Journal of the Ore. State Dental Assn.*; Vol. 7, Aug. 1938, No. 8
- 4 Hall S. Lusk, Associate Justice, Oregon Supreme Court, *Journal of the Oregon State Dental Assn.*, Vol 7, Nov. 1938, No. 11





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Washington County Dental Society

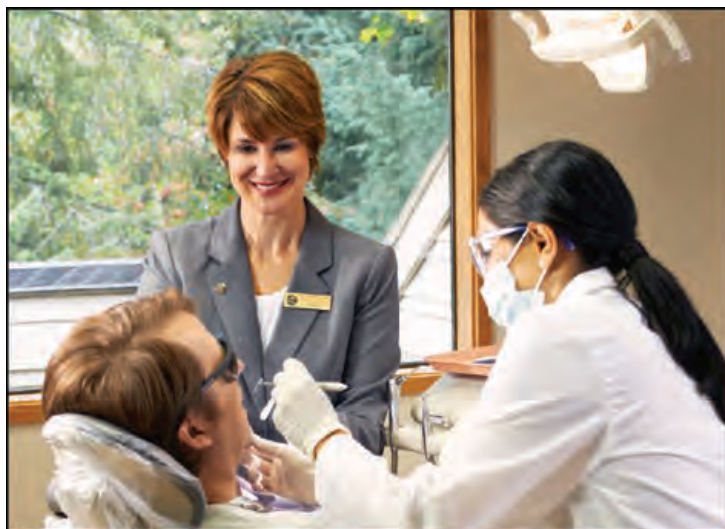
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Naomi Cooper

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

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

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

According to Pew Internet Research, 93 percent of Americans ages 30–49 years use the Internet, and 72 percent of users looked online for health information within the past year. Your dental patients are online, now, more

than ever, and for you to reach them most effectively, they need to be able to easily find your practice. The key to success is consistency.

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

- 1. PRACTICE NAME.** It is not uncommon that a practice’s business cards read “Joe B. Smith, DMD,” while its website uses the moniker “Smith Family Dentistry.” One name should be used across all marketing platforms, including your website, online profiles, practice signage and printed materials.
- 2. SOCIAL MEDIA.** Today, consumers can significantly impact a brand and company’s reputation by posting their comments, good and bad, online. So, social media should no longer be considered a passing trend. Sites such as Facebook, Twitter and Google+ give dentists the opportunity to connect with patients and to manage your online reputation. It is ideal to set up your dental practice’s social media profiles under the same name as the practice. It may seem more natural to build the profiles in the name of an individual dentist, but in order to be as consistent as possible, use the practice name on each profile.
- 3. WEBSITE.** Along with having the same name across all online platforms, it is smart to link your online profiles to your website. The homepage of your practice website should include links to your social media profiles and your blog. Likewise, your profiles on social media and patient review sites should also link to your practice website. This will form a consistent—and cohesive—online presence.
- 4. PATIENT REVIEW SITES.** As mentioned above, word-of-mouth has shifted online via sites such as Yelp!, *Healthgrades.com*, and Google+ Local. Consumer review sites play a large part in a patient’s online research when seeking a new dentist. Many of these sites often automatically create a profile for your business. It is up to you to log on

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

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and claim your practice's profile on each of these sites, making sure your business name is correct and contact information is current. After you claim your profiles, encourage patients to share their positive experiences, so that when prospective patients are doing their online research, they can get a complete picture of what your practice has to offer.

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

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

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Mission of Mercy V  
July 11–12, 2014  
Salem, Oregon

# Continuing dentistry's legacy of **reaching out** to the underserved

By Melody Finnemore

998 *volunteers*  
+ 1,255 *patients*  
+ 6,533 *procedures*  

---

\$738,299 **donated care**

Salem recently hosted the fifth Oregon Mission of Mercy (OrMOM), where more than 1,250 people received free dental care to relieve pain and restore confidence over a July weekend.

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

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

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

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

*continues on page 10*

Melody Finnemore is a freelance writer for ODA and a partner in Precision Communications. She can be reached at [precisionpdx@comcast.net](mailto:precisionpdx@comcast.net).



# 2014 OrMOM PATIENT Comments

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

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

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

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

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

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

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

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

**Volunteers are all smiling and making eye contact. Good communication skills.**

**All volunteers are emitting hope and happiness. They are genuinely enjoying this event and are happy to help those of us who haven't any healthcare for ourselves.** – Susan from Manila



All photos on this page courtesy of Dr. Selma Pierce

# 2014 OrMOM VOLUNTEER Comments

**It just feels good to help people who need it and want it.** – *Dentist, volunteered all day Friday and Saturday*

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

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

– *Community Volunteer, volunteered Saturday morning*

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

– *Dental Hygienist, volunteered all day Friday and Saturday*

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

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

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

## Reaching out, CONT.

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

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

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

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

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

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

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

*continues on page 12*



# 2014 OrMOM SPONSORS

## PLATINUM

Chemeketa Community College	MODA Health / ODS
Dental Foundation of Oregon	Mountain West Investment Corp.
DOPAC	O'Brien Dental Lab
Drs. Bud and Selma Pierce	Oregon Dental Association
DWA Tradeshow Services	Patterson Dental Supply
Henry Schein	Permanente Dental Associates
Marion & Polk Dental Society	Salem Health

## GOLD

A-dec, Inc	Aribex
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## SILVER

Adam's Ribs	DoubleTree by Hilton Hotel Salem
CED	Hampton Inn & Suites—Salem
Chemeketa Foundation	NW Natural Gas
Columbia Bank	Safeway Pharmacy

## BRONZE

Colgate Oral Pharmaceuticals	Fresh n' Local Kettle Chips	Salem Leadership Foundation
Dentech	Medical Teams International	Sassy Onion
DEXIS		Statesman Journal
DMC	Northwest Innovations	Taqueria Marcos
EZ Orchards	Pact One	The H Group
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## OTHER

Athena M. Bettger, DMD	Marion County Fire District, No. 1	Roth's Fresh Markets
Charles & Jo Howard	New Hope Young Adults	Salem City Club
Church at the Park	Northwest Oral & Maxillofacial Surgery	Salem-Keizer Volcanos
Church on the Hill	OIT Dental Hygiene Program	Salvation Army
Cindy Fletcher	Oregon Convention Center	Sodexo
DoubleTree by Hilton Hotel Portland	Pierre Fauchard Academy	Team Oregon
Dream Center	Precision Communications	Tokyo University
Ike Box	Roth's Catering	Wellness Springs Dental
Lee Lehman		Dr. Weston, Jr. & Nancy Heringer
LLM Publications, Inc.		William & Patricia Zepp



Photo courtesy of O'Brien Dental Lab



Photo courtesy of Dr. Selma Pierce



Photo courtesy of Dr. Selma Pierce



## EXIT INTERVIEW STATISTICS

# 80.5%

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

# 86.3%

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

# 52.9%

of patients came with at least one family member.

(988 total responses)

47.1% came by themselves

32.7% came with 1 family member

10.5% came with 2 family members

9.7% came with 3 or more

# 29.1%

of patients traveled more than 20 miles to OrMOM

(988 total responses)

46.1% traveled 0–5 miles

24.8% traveled 5–20 miles

19.6% traveled 20–50 miles

9.5% traveled over 50 miles

# 60.6%

of patients cited inability to pay for care as a reason they haven't been to the dentist recently.

# 76.6%

cited lack of dental insurance.

(800 total responses) Patients could choose more than one answer. Other responses included:

3.3%: Afraid/don't like dental treatment;

4.4%: Too difficult to get to dentist (time/travel);

3.3%: Didn't think they needed to go.

# 39.5%

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

**OF THOSE IN PAIN:**

**60.9%** had been in pain for more than **SIX MONTHS**

(405 total responses)

13.6%: 1 week or less

25.4%: 1 month or less

32.8%: 6 months

28.1%: 1 year or more

# 7.3%

of patients had **NEVER** been to the dentist

# 29.3%

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

# 55.5%

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

# 23.7%

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

(1074 total responses)

Patients could choose more than one answer. Other responses included:

15.5%: Newspaper, flier, or poster

9.1%: Internet

5.1%: TV or radio announcement

## Reaching out, *CONT.*

When it comes back to the Willamette Valley region, we would certainly put our hand up and be willing to host it again, because it was a great community event."

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

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

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

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

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





All Photos on this page by  
Oregon Dental Association

# 2014 OrMOM LEADS & CLINIC CHAIRS

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

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

**This clinic could not have been a success without them.**

**Weston Heringer, Jr., DMD**  
Clinic Chair

**Selma Pierce, DDS**  
Community Chair

**Becca Jordan**  
Pediatric Line Lead

**Bud Pierce, MD**  
Medical Triage Lead

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

**Robin Richardson, RPh**  
*Moda Health*  
Medication Table Co-Lead

**Gabe Kennedy, DMD**  
Oral Surgery Co-Lead

**Mary Robinson**  
*Kaiser Permanente*  
Line Lead

**Bill Kohlmeier**  
*Chemeketa Community College*  
Security Lead

**Bryan Rogers**  
Patient Escort Lead

**Lori Lambright**  
*Marion & Polk Dental Society*  
Patient Registration Lead

**Mark Rogers, DMD**  
Restorative Co-Lead

**Robert Lee, RPh**  
*Moda Health*  
Medication Table Co-Lead

**Tim Rogers**  
*Chemeketa Community College*  
Facilities Co-Lead

**Lee Lehman**  
*Henry Schein*  
X-Ray Co-Lead

**Elisa Schofield, RDH**  
Dental Hygiene Co-Lead

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

**McKenzie Schofield, RDH**  
Dental Hygiene Co-Lead

**Derrick Luksch**  
*O'Brien Dental Lab*  
Lab Co-Lead

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

**Karen Luksch**  
Food & Beverage Co-Lead

**Karla Smith**  
Education Co-Lead

**Tami Lundy**  
*SEDCOR*  
Food & Beverage Co-Lead

**Matthew Malone**  
*CED*  
Facilities Co-Lead

**Ernie Martin**  
Onsite Volunteer Registration Co-Lead

**Mark Miller, DMD**  
Dental Triage Co-Lead

**Jessica Minahan**  
Community Health Information Lead

**Rosalea Peters**  
*WEO Media*  
Volunteer Information Table/  
Directional Volunteer Lead

**Hai Pham, DMD**  
Pediatrics Co-Lead

**Christina Swartz Bodamer**  
*Oregon Dental Association*  
Legislative & PR Lead

**Paul Turgesen, DMD**  
Anesthesia Co-Lead (restorative)

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

**Jim Vu**  
Waiting Room / Entertainment Lead

**Meagan Walker**  
Runner Lead

**Mike Wilson**  
*O'Brien Dental Lab*  
Lab Co-Lead

**Joni Young, DMD**  
X-Ray Co-Lead

**Kent Zerr, DMD**  
Restorative Co-Lead

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

**Karley Bedford, DMD**  
Waste Management Co-Lead

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

**Bruce Burton, DMD**  
Dental Triage Co-Lead

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

**Bart Carter, DMD, MS**  
Patient Routing Lead

**Maria Casillas**  
Interpreter Lead

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

**Sharon Crawford, RDH**  
Onsite Volunteer  
Registration Co-Lead

**Trent Crollard**  
*Patterson Dental Supply*  
Clinic Layout Lead

**Debbie Davis**  
Solo Assistants Lead

**Jeff Davis**  
*Chemeketa Community College*  
Parking Lead

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

**Dee Dixon**  
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Facilities Co-Lead

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Exit Interview Lead

**Ross Emerick**  
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**Cindy Fletcher**  
*Oregon Dental Association*  
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Registration Lead

**Jennifer Frankel, DMD**  
Post Op Lead

**Brian Fredricks**  
*Oregon Dental Association*  
Accounting Lead

**Ron Hays**  
Fundraising Lead

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

**Weston Heringer, III, DMD**  
Pediatrics Co-Lead

**Joel Hopkin, DMD, MD**  
Oral Surgery Co-Lead

**David Howerton, DMD**  
Oral Surgery Co-Lead

**Edith Ibanez**  
Education Co-Lead





Photo courtesy of Dr. Selma Pierce



Photo courtesy of Dr. Selma Pierce



Photo courtesy of Dr. Selma Pierce

# OrMOM is FIVE!

Since 2010, Oregon Mission of Mercy has provided **\$4.7 million in free dental care** to **7,811 patients!**

This amount of care could not have happened without the support of our many partners and volunteers.

November 22–23, 2010 • Portland  
November 21–22, 2011 • Portland  
September 14–15, 2012 • Medford  
November 25–26, 2013 • Portland  
July 11–12, 2014 • Salem

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

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Kelly Blakeslee, RDH	Gene Meyer
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Cindy Fletcher	Thomas Pollard, DMD
Sendy Garcia, EFDA	Linda Pope
Bryan Guthrie, DMD	Dan Reynolds
Carma Hatton	Hannah Rich, CDA
Weston Heringer, Jr., DMD	Mary Robinson
Sara Houranpay, RDH	Daniel Saucy, DMD
Rebecca Lanxon, CDT	Debbie Stumbaugh, EFDA
Charlie Latourette	Frances Sunseri, DMD
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Jodi Loper, EFDA	Steve Williamson

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**Save the Date  
for OrMOM 2015**





Photo courtesy of Dr. Selma Pierce



Photo courtesy of Dr. Selma Pierce



Photo courtesy of Dr. Selma Pierce

**November 23–24, 2015  
Portland**





Photo courtesy of Dr. Selma Pierce

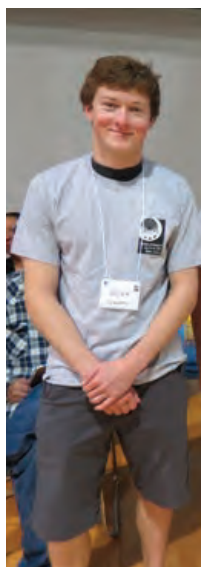
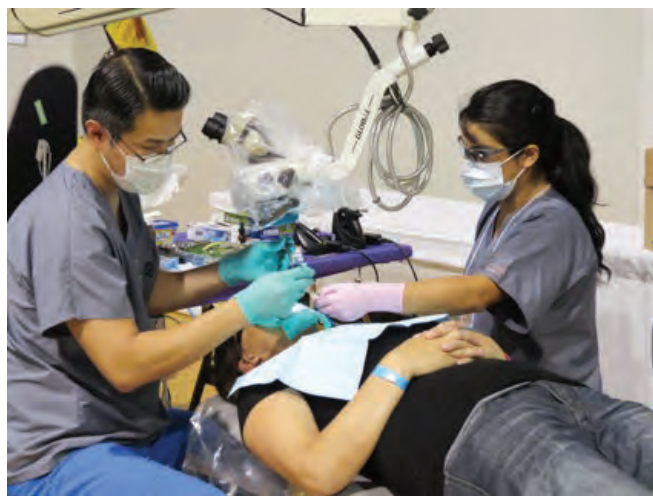


Photo courtesy of Dr. Selma Pierce







**Mission of Mercy V**  
July 11–12, 2014  
Salem, Oregon

**THANK YOU TO  
EVERYONE WHO  
HELPED MAKE  
ORMOM 2014 A  
GREAT SUCCESS!**




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<b>12 Restorative Update 2014</b> Richard G. Stevenson III, DDS	<b>23-26 Volunteer Opportunity of the Quarter - Remote Area Medical®</b> FREE Dental, Vision & Medical Clinic Key Arena at Seattle Center	<b>1 Autogenous Gingival Grafting: The KIWImethod™ Minimally Invasive Non-Palatal Approach (afternoon workshop)</b> George K. Merijohn, DDS
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<b>3 An Update on Implant Options for the Partially Dentate and Edentulous Patient including Fixed Removable Prosthetics</b> Keith Phillips, DMD, MSD <i>This course is offered in partnership with the Seattle King and Pierce County Dental Societies.</i>	<b>31 Clues to Your Patients' Health: The Most Common Physician-Prescribed Medications</b> Hal Grossley, DDS, PhD	<b>14 Dental Hygiene Update: Oral Cancer</b> Eric Staller and Dolphine Oda, BDS, MS <i>This course is presented in partnership with the Washington State Dental Hygienists' Association.</i>
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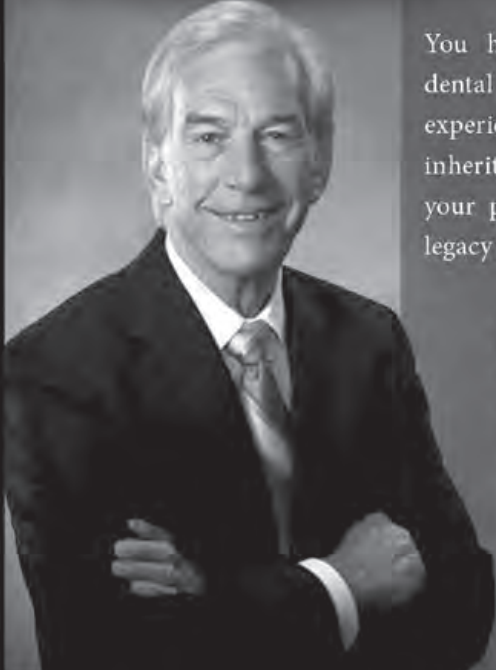
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## ABOUT THE SPEAKER

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

*Sponsored by Multnomah Dental Society, Clackamas County Dental Society and Washington County Dental Society.*



Friday, October 17

8 a.m. – 4 p.m.

Oregon Convention Center  
777 NE Martin Luther  
King Jr. Blvd., Portland OR 97232

## REGISTER

Visit [multnomahdental.org](http://multnomahdental.org)  
or call 503-513-5010.

### Preregister:

\$30 individual/\$100 office  
(up to four) for ADA members  
\$60 non-ADA members

### At the door:

\$50 ADA members  
\$120 non-ADA members

## SCHEDULE

8 a.m. – 9 a.m.

Continental breakfast

9 a.m. – 12 p.m.

Morning session

12 p.m. – 1 p.m.

Catered lunch and networking

1 p.m. – 4 p.m.

Afternoon session







## ODA House of Delegates 2014 September 5–6

*The Riverhouse Hotel &  
Convention Center, Bend*

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

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

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

### Candidates

#### **At-Large Board Members** (4–5 Open Positions)

**Kenneth L. Chung, DDS, MPH**  
Clackamas County Dental Society

**Mark D. Mutschler, DDS, MS**  
Multnomah Dental Society

**Deborah A. Struckmeier, DMD**  
Multnomah Dental Society

**Frances Sunseri, DMD, MAGD**  
Multnomah Dental Society

#### **Secretary/Treasurer**

**Fred A. Bremner, DMD**  
Clackamas County Dental Society

**Gregg E. Jones, DMD, MAGD**  
Central Oregon Dental Society

#### **ADA Delegate-at-Large** (2 Open Positions)

**Karley Bedford, DMD**  
Multnomah Dental Society

#### **Leadership Development Committee** (4–5 Open Positions)

**Thomas D. Pollard, DMD**  
Multnomah Dental Society

**William F. Warren Jr., DDS, MS**  
Klamath County Dental Society

*Candidate Profiles on the next pages > >*

## Kenneth L. Chung, DDS, MPH

**PRACTICE LOCATION** Portland

**HOMETOWN** San Francisco, Calif.

**DENTAL SCHOOL** UCLA School of Dentistry, 1975; graduate studies in public health at the University of Michigan

**HOBBIES/ACTIVITIES** Family time with wife of 38 years and novice role as a grandfather, photography, gardening, volunteering, creating a better wheel

### Why are you seeking this position?

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

**What do you think the ODA needs to do to encourage more members to volunteer?** The tripartite ADA/ODA/component society membership should be a train with appealing “colors” heading in a direction for a destination that encourages everyone to jump onboard, and not be left behind, because the ticket price of the train ride is both affordable and highly valued. Attracting volunteerism is not much different than attracting membership; perceived value gained must exceed the “costs” of volunteerism.

**What do you see as the main issue(s) the ODA must address over the next few years?** How does organized dentistry maintain leadership relevancy for our

> > PLEASE TURN TO PAGE 25



## Mark D. Mutschler, DDS, MS

**PRACTICE LOCATION** Oregon City

**HOMETOWN** Torrance, Calif.

**DENTAL SCHOOL** UCLA School of Dentistry, 1990; combined pediatric dentistry/orthodontic residency, 1994

**HOBBIES/ACTIVITIES** Biking, running, yard work, and a local community group that encourages resiliency and sustainability

### Why are you seeking this position?

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

**What do you think the ODA needs to do to encourage more members to volunteer?** Make each interaction of dentists with the ODA as fun and rewarding as possible. The ODA should pursue activities for women and children so that our increasingly diverse membership can participate with their families. The ODA should also learn from the AGD and try to emulate its success.

**What do you see as the main issue(s) the ODA must address over the next few years?** I feel that the cost of dental education is driving a widening wedge between established solo practitioners and new dentists. With shockingly high debt, increased dentist graduate numbers from new schools, and relatively fewer dentists retiring due to the econ-

> > PLEASE TURN TO PAGE 25



## Deborah A. Struckmeier, DMD

**PRACTICE LOCATION** Portland

**HOMETOWN** Portland

**DENTAL SCHOOL** OHSU, 1996

**HOBBIES/ACTIVITIES** Reading, traveling, and working on photo albums

### Why are you seeking this position?

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

**What do you think the ODA needs to do to encourage more members to volunteer?** I think the most valuable way to get people involved is that personal touch, like talking to friends or giving someone a phone call to ask them to volunteer. Sometimes people just don't understand what they are volunteering for is all about, so that personal touch is a good springboard to educate people and get them involved.

**What do you see as the main issue(s) the ODA must address over the next few years?** I think the ODA should continue to strengthen its relationship with the Oregon Board of Dentistry and keep things moving in a positive direction that way.





**Frances A. Sunseri, DMD, MAGD****PRACTICE LOCATION** Happy Valley**HOMETOWN** Happy Valley**DENTAL SCHOOL** OHSU, 1988**HOBBIES/ACTIVITIES** Rowing crew, hiking, kayaking, wine tasting, dancing**Why are you seeking this position?**

I want to give back to my profession. I have been involved with the ODA as a board member of the Government Relations Council, and I am currently president of the Oregon Academy of General Dentistry.

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

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

**Fred A. Bremner, DMD****PRACTICE LOCATION** Milwaukie**HOMETOWN** Portland**DENTAL SCHOOL** University of Oregon Dental School, 1964**HOBBIES/ACTIVITIES** Photography/photo editing, backpacking, history, politics**Why are you seeking this position?**

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

**What do you think the ODA needs to do to encourage more members to volunteer?** I have found greater willingness for members to volunteer when the purpose of the activity is outward focused to the public rather than inward focused to the organization. I have observed that many nonmember dentists will volunteer for projects like MOM and others that provide free dental care to

&gt; &gt; PLEASE TURN TO PAGE 25

**Gregg E. Jones, DMD, MAGD****PRACTICE LOCATION** Redmond**HOMETOWN** Eugene**DENTAL SCHOOL** OHSU, 1976**HOBBIES/ACTIVITIES** Kayaking, road biking and hiking**Why are you seeking this position?**

I have had a close view of the functioning of the ODA with an aggregate of eight years on the Board of Trustees. In that time I have increasingly had a desire to take a leadership role.

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

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



**Karley R. Bedford, DMD**

PRACTICE LOCATION Portland

HOMETOWN Scottsdale, Ariz.

DENTAL SCHOOL OHSU, 2014

**HOBBIES/ACTIVITIES** Hiking and running with her dog, Zoe, working on home DIY projects**Why are you seeking this position?**

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

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

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

**Thomas D. Pollard, DMD**

PRACTICE LOCATION Portland

HOMETOWN Junction City

**DENTAL SCHOOL** Univ. of Oregon Dental School, 1974, plus three years in the US Army, including a GPR**HOBBIES/ACTIVITIES** Cooking, gardening, handyman activities, and enjoying fine wines**Why are you seeking the this position?**

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

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

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**William F. Warren Jr., DDS, MS**

PRACTICE LOCATION Klamath Falls

HOMETOWN Pleasant Hill, Calif.

**DENTAL SCHOOL** Univ. of California, San Francisco, 1977; certificate in endodontics and master's degree from The Ohio State Univ., 1981**HOBBIES/ACTIVITIES** Horses, bicycling, fishing and camping**Why are you seeking this position?**

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

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

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





**Kenneth L. Chung, DDS, MPH**

&lt; &lt; CONT., FROM PAGE 22

future generation of direct “dental caregivers,” (i.e., dentists, hygienists, assistants, and the potential future “restorative auxiliaries”)? How do the changing demographics in the U.S. population and among dental caregivers influence the ODA leadership’s mission? How do we, with a technologically advanced generation of caregivers, change from a culture of exclusivity to one of inclusivity?

**Thomas D. Pollard, DMD**

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

**Mark D. Mutschler, DDS, MS**

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omy, new dentists are pressured into looking for any job, even if they have to take several part-time jobs, look towards the corporate dental world, or seek relief from loan waiver programs. This impacts dental lifestyle and may influence a shift in practice demographics away from the small business model and toward larger dental companies. The ready solution of a job with a larger dental corporation that offers a regular paycheck (that can be applied towards their debt), has limited management responsibilities or call coverage, offers paid time off, continuing education, and colleague support networks challenges many of the traditional roles of organized dentistry. If more and more dentists are choosing to work as employees, what should the role of the ODA be?

**Fred A. Bremner, DMD**

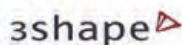
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the underserved. I find a different mix of members volunteering for committees and task forces that are designed to solve community problems that serve others. The tripartite organization should work together to create service projects for the public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

**What do you see as the main issue(s) the ODA must address over the next few years?** Increase membership market share to increase income for budgeting and political influence; maintain the current doctor/patient relationship in light of the Affordable Care Act; access to care for the underserved; and address mid-level provider challenges.

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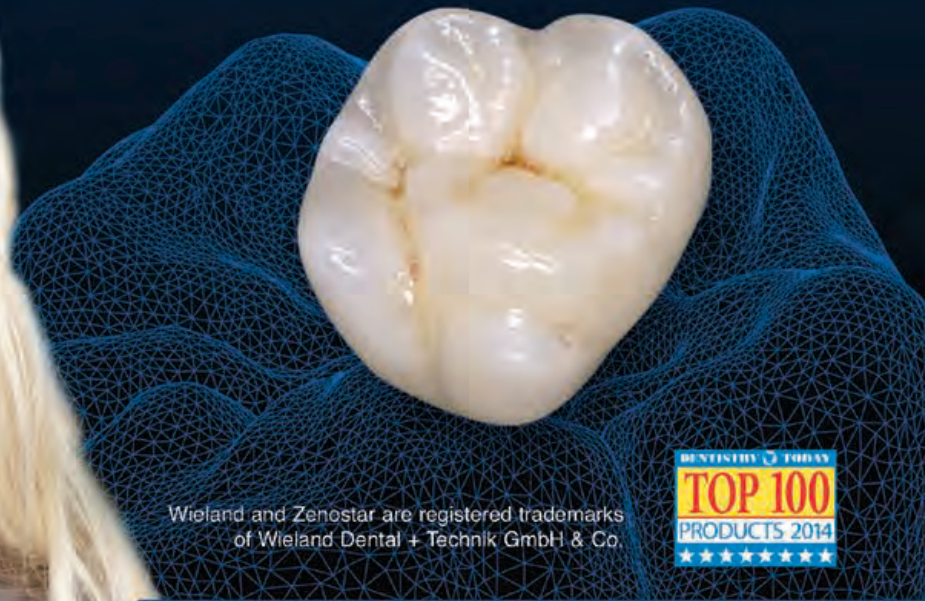


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## Meeting Highlights

July 25, 2014

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

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

The Board discussed and approved the 2015 ODA budget.

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

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

**Rickland G. Asai, DMD**  
ADA delegate at large

**Sean A. Benson, DDS**  
secretary/treasurer

**Fred A. Bremner, DMD**

**Margaret Campbell**

**David J. Dowsett, DDS**  
ADA delegate at large

**Richard L. Garfinkle, DDS, MSD**

**Scott S. Hansen, DMD**

**Judd R. Larson, DDS**  
president

## We welcome ODA's newest life members.

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

**Kenneth E. Blake, DMD**  
Washington County Dental Society

**William J. Blaumer, DMD**  
Marion Polk Dental Society

**H. Martin Bumstead, DMD**  
Lane County Dental Society

**Gary E. Carpenter Sr, DMD**  
Lane County Dental Society

**Dennis P. Clark, DMD**  
Washington County Dental Society

**Roger M. French, DMD**  
Southwestern Oregon  
Dental Society

**Richard B. Gabriel, DMD**  
Lane County Dental Society

**Daniel J. GaRey, DMD MS**  
Rogue Valley Dental Society

**Daren L. Goin, DMD**  
Marion Polk Dental Society

**Richard L. Grabowsky, DMD**  
Multnomah Dental Society

**Charles D. Howard, DMD**  
Marion Polk Dental Society

**Thomas J. Hunt, DMD**  
Lane County Dental Society

**Rodney R. Janssen, DMD**  
Marion Polk Dental Society

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

**John W. Larson, DMD**  
Lane County Dental Society

**Robert L. Larson, DMD**  
Lane County Dental Society

**Alan W. Liesinger, DMD**  
Southwestern Oregon  
Dental Society

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

**James F. Meadows, DMD**  
Washington County Dental Society

**Rich Meltebeke, DMD**  
Lane County Dental Society

**Robert L. Miles, DMD**  
Clatsop County Dental Society

**Robert W. Moser, DMD**  
Lane County Dental Society

**Reid T. Sono, DMD**  
Multnomah Dental Society

**Robert E. Stafford, DMD**  
Clackamas County Dental Society

**Raelyn N. Sutton, DMD**  
Rogue Valley Dental Society

**Richard S. Teel, DMD**  
Marion Polk Dental Society

**Carl B. Vorhies, DMD**  
Washington County Dental Society

**Karl Wagenknecht, DMD**  
Lane County Dental Society

**Douglas E. Whittaker, DMD**  
Lane County Dental Society

**Brian M. Wolfsehr, DMD**  
Multnomah Dental Society

## Congratulations!



# DENTAL FOUNDATION OF OREGON

## Help us reach our goal!

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

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

**GOAL!**  
**\$100,000**



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

### Support ODA's charity!

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

We will send them a nice card indicating a generous donation (amount not reported) has been made by you in their honor.



### How to Donate

**Online** [www.SmileOnOregon.org](http://www.SmileOnOregon.org)

**By check** Mail to DFO at PO Box 2448, Wilsonville, OR 97070. (The ODA building)

**Either way, we'll send you a tax receipt and a big thank you!**

\$80,000

\$60,000

\$40,000

Currently at  
\$23,500!

\$20,000







# Kids Town at Mission of Mercy



**M**OBILE UNITS ON THE MOVE! A quadrant of mobile dental vans created Kids Town for the fifth Oregon Mission of Mercy. Medical Teams International (MTI) brought three vans to the clinic where hygiene, restorative, and oral surgery services were provided for young adults and parents of children. MTI van managers, Denny Sanders (Salem), Suzette Wallace (Portland), and Kevin Abbe (Roseburg) were a powerful trio.

The Tooth Taxi rounded out the quartet of dental vans in Kids Town, which focused on care for the younger set. DFO board members **Dr. Hai Pham** (pictured above, 2nd from left), and **Dr. Janet Peterson**, worked on the vans in Kids Town. We had several other volunteers, including Tooth Taxi staff, Catherine Johnson, Becca Jordan, and Mary Daly, providing a full range of services to families.



Families were grateful for services rendered and patiently waited in the heat for appointments while kids played games and added artistic flourishes to coloring books. With a great turnout of families, there was no shortage of patients at Kids Town. It was our busiest MOM yet! ●

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## New dental facility open for business!

By Sydney Clevenger



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

### THE NEW DENTAL FACILITY

is located at

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Portland, OR 97201-5042

For a map, directions,  
and other details, please go to  
[www.ohsu.edu/sod](http://www.ohsu.edu/sod)

The OHSU School of Dentistry can be found online at [www.ohsu.edu/sod](http://www.ohsu.edu/sod).

The School is also on Facebook: [www.facebook.com/ohsuschoolofdentistry](http://www.facebook.com/ohsuschoolofdentistry).

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

**ORAL CARE IS UNDERWAY** in the new Skourtes Tower OHSU School of Dentistry with raves from patients about the beautiful new operatories, stunning views, and the usual professional care from dental students supervised by faculty. The new facility officially opened July 7.

Sixty-seven-year-old Camelia from Gresham was one of the first patients in the new dental facility—the school's fourth home in its 114-year history.

"The new building is impressive," she said. "I like that the dentists and students work closely together to cooperate on diagnoses which makes it more comfortable to make decisions. Everyone here works carefully and precisely and professionally," she said.

### Grand Opening

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

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

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

The transformational gift for the dental school was from Willamette Dental co-founder, **Gene Skourtes, DMD**, and his wife,

Bonnie, who donated \$10 million. Additional major donors included the Oregon Dental Association, Moda Health, and A-dec, Inc.

"With its focus on collaboration and interdisciplinary teaching, the CLSB is revolutionary," said Dr. Skourtes, a 1968 graduate of the dental school. "Most professional schools in this country train students in silos. It is inspiring for me that the new dental school is within a collaborative environment."

### Dental Facility Highlights

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

#### *Clinical and curricula highlights include:*

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

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

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

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

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

**Twelfth floor, Skourtes Tower** The top floor has a 16-chair open orthodontic clinic, the radiology clinic, and 20 treatment rooms for the Faculty Dental Practice, continuing dental education, and the under-development AEGD (Advanced Education in General Dentistry) program.



"The building is spectacular, and the clinics are a really beautiful space for patient care and education," said School of Dentistry Dean **Phillip Marucha, DMD, PhD**. "The dental students, staff, and faculty are so excited to be in our new building down on South Waterfront." ●



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

## Why a Career at Willamette Dental Group?

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**"**



Dr. Skvorak  
Traveling Dentist | OR, WA, ID

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## DENTAL OPPORTUNITIES

### 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](http://pda-dental.com), or for current practice opportunities: <https://pdacareers.silkroad.com/pdaext/employmentlistings.html>. Contact us, phone: 503.813.4915 or email: [pdajobs@kp.org](mailto:pdajobs@kp.org).

**F/T GENERAL DENTIST IN PORTLAND, OR AREA.** As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. **APPLY ONLINE:** [http://interdent.force.com/careers/apex/ts2\\_\\_\\_JobDetails?jobId=a0xi0000001ZLJAA4](http://interdent.force.com/careers/apex/ts2___JobDetails?jobId=a0xi0000001ZLJAA4).

**F/T GENERAL DENTIST IN THE PORTLAND, OR AREA.** As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. **APPLY ONLINE:** [http://interdent.force.com/careers/apex/ts2\\_\\_\\_JobDetails?jobId=a0xi0000001ZLJAA4](http://interdent.force.com/careers/apex/ts2___JobDetails?jobId=a0xi0000001ZLJAA4).

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Lane County Dental Society presents  
**Thomas J. Kopic, DDS, MSD**

Tuesday, September 16, 2014  
 6 - 8 p.m. - dinner included  
 Valley River Inn, Eugene

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

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

#### LEARNING Objectives:

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

complete program details and registration at  
[lanedentalsociety.org/programs](http://lanedentalsociety.org/programs)



## DENTAL OPPORTUNITIES

### GENERAL DENTISTRY

**GRANTS PASS: FULL/PART TIME POSITION IN A BUSY GP OFFICE** in Grants Pass, OR. Call for information. 541.218.3997.

**SILETZ COMMUNITY HEALTH CENTER IS A STATE-OF-THE-ART FACILITY** built in 2010. This facility is 3 stories, with the dental department seated at the very top. Each operator is blessed with a serene view of the Oregon forest and all of its nature. For a change, you are located only minutes from the Oregon coast where you may even choose to reside. The clinic itself is multidisciplinary with optometrists, physicians, pediatricians, mental health counselor and administrative staff to support you in treating your patient. Eleven operatories are equipped with the latest equipment including television sets for the patients, electric headpieces, and brand new cabinetry and chairs. Our equipment can facilitate nearly every specialty including implant placement. No need to be concerned about losing your skills either, because unlike many IHS facilities that restrict the type of dentistry done, the whole realm of dentistry is available for you to work with from fixed/removable, endodontics, implants, orthodontics, pediatric, oral surgery, etc. Added benefits when working full time for the tribe include: Federal and Tribal holidays, vacation, medical and dental benefits, retirement funding, disability & cell service discounts. Siletz Community Health Clinic HPSA score places it in the higher loan repayment category if you so choose to enroll with the NHSC. The tribe offers loan repayment as well. The staff dentist will have their own office with custom cabinetry. Come be the dentist you want to be without all the traffic and headaches associated with metropolitan practices. The community is very welcoming and in need of dental treatment. For more information, visit [www.ctsi.nsn.us](http://www.ctsi.nsn.us).

**F/T DENTIST IN THE BEND, OR AREA.** As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. Would you like to apply to this job? [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi0000001ZL72AAG](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZL72AAG).

**F/T GENERAL DENTIST IN THE MEDFORD, OR AREA.** As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE: [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi0000001ZINJ4A4](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZINJ4A4).

## DENTAL OPPORTUNITIES

### GENERAL DENTISTRY

**F/T GENERAL DENTIST IN THE GRANTS PASS, OR AREA.** As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE: [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi0000001ZIBdAA0](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZIBdAA0).

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

**P/T GENERAL DENTIST IN THE ALBANY, OR AREA.** As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE: [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi0000001ZIBdAA0](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZIBdAA0).

**F/T POSITION IN ALBANY, OR.** As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE: [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi0000001ZIBdAA0](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZIBdAA0).

## DENTAL OPPORTUNITIES

### GENERAL DENTISTRY

**ESTABLISHED GENERAL PRACTICE IN SE PORTLAND** grossing \$200,000/year on two practice days/week. Contact Pathways, Inc. Bob Hill at 503.887.5430 or email [pathwaysbh@gmail.com](mailto:pathwaysbh@gmail.com).

**SEEKING AN EXPERIENCED GENERAL DENTIST** to join established group practice approximately 32 hours per week in Vancouver, Washington. Please send CV to [jennifers@wendeldental.com](mailto:jennifers@wendeldental.com).

**F/T DENTIST IN THE EUGENE, OR AREA.** As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. Would you like to apply to this job? [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi0000001ZL7HAAW](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZL7HAAW).

**F/T DENTIST IN SALEM, OR AREA.** As an industry leader, Smile keepers 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 Smile Keepers, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. Would you like to apply to this job? [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi0000001ZL7RAAW](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZL7RAAW).

**F/T DENTIST IN THE MEDFORD, OR AREA.** As an industry leader, Smile keepers 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 Smile Keepers, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. Would you like to apply to this job? [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi0000001ZL7BAAG](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi0000001ZL7BAAG).

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## DENTAL OPPORTUNITIES

### GENERAL DENTISTRY

**ASSOCIATE DENTIST IN DOWNTOWN PORTLAND.** Private practice provides implant, sedation, endodontic, cosmetic, and surgical dentistry. We have well respected, long term employees; looking to hire someone who will blend well with the rest of our team. Seeking a personable, patient focused, driven associate dentist. Must have at least two years of experience. No partnerships available. Send your resume to [info@west-end-dental.com](mailto:info@west-end-dental.com) or 833 SW 11th, Ste 300, Portland, OR 97205. [www.west-end-dental.com/index.jsp](http://www.west-end-dental.com/index.jsp)

**F/T GENERAL DENTIST IN THE GRANTS PASS, OR AREA.** As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits to help our affiliated dentists and employees grow in their careers. Are you a Dentist just wanting to focus on building relationships with your patients and providing quality care? With Gentle Dental, you can count on us to manage the nitty gritty of your office so that you can focus on dentistry. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE: [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi000001ZlBdAAO](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi000001ZlBdAAO).

### — ORAL & MAXILLOFACIAL SURGEONS —

**ORAL SURGEON IN THE PORTLAND, OR AREA**—To provide the most comprehensive dental care in the industry means having the best dental specialists working at our Gentle Dental affiliated offices. That's why we take pride in working with Oral Surgeons nothing short of exceptional. Oral Surgeons take care of complicated extractions and extensive surgical procedures that only Oral Surgeons should perform, and give patients the confidence that will provide them with the optimum dental care they deserve. We seek high-caliber professionals possessing degrees or certificates from accredited colleges or technical schools/programs (as well as valid/current state license) with at least 2 years of experience in Oral Surgery. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE: [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi000001ZlN9CAAW](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi000001ZlN9CAAW).

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## DENTAL OPPORTUNITIES

### PEDIATRIC DENTISTRY

**BLUEFISH DENTAL & ORTHODONTICS IS EXPANDING** our existing multi-location, multi-practitioner, multi-disciplinary group practice that provides care and education with an emphasis on early intervention and prevention in the scope of pediatric dentistry and orthodontics. We are seeking an individual(s) interested in making a long term commitment to the practice and the community. In addition to providing pediatric services, must be willing and capable of providing orthodontic care such as interceptive treatment, limited treatment and comprehensive treatment where appropriate. Qualifications beyond dental expertise or specialty certification include detachable ego and inherent sense of play plus leadership skills, specifically: the ability, or willingness, to inspire without judgment. We are an education-based interdisciplinary practice and highly collaborative in our philosophy. We believe in empowering our staff to make a difference in the quality of understanding and care our patients receive. Partnering with our parents allows us to provide anticipatory guidance in both pediatric dentistry and orthodontics. Our success relies on patient and parental education and involvement throughout their visits. Our parents are present chairside for most operative procedures, as it provides a unique opportunity to learn about prevention, and witness firsthand the accomplishments of their child within the scope of treatment. We have a diverse patient population, both culturally and socio-economically. We are intimately involved in preventive measures throughout the community and are known for our commitment to improving oral health care in kids throughout Central Oregon. Our objective is to expand our group practice with partnership opportunities that offer both extrinsic and intrinsic rewards in terms of income, free time and emergency call commitments and creating a financial enterprise that is both lucrative and philanthropic. Our practice locations are in Bend and Redmond, Oregon. Contact: Catherine Quas, 541.317.1887 or [info@bluefishdental.com](mailto:info@bluefishdental.com).

**PEDODONTIST IN THE KEIZER, OR AREA.** To provide the most comprehensive dental care in the industry means having the best dental specialists working at our Gentle Dental affiliated offices. That's why we take pride in working with Pedodontists nothing short of exceptional. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. We seek high-caliber professionals possessing degrees or certificates from accredited colleges or technical schools/programs (as well as valid/current state license) with at least 2 years of pedo experience. Gentle Dental has delivered high quality care with a personal touch for over 30 years. We have the resources you need to achieve true personal and career success. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, CE credits, and career opportunities to advance with the company. We'll handle the details, you focus on your patients, let's practice together. APPLY ONLINE: [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi000001ZlBjAAG](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi000001ZlBjAAG).

**F/T GENERAL DENTIST IN SE PORTLAND, OR AREA.** To provide the most comprehensive dental care in the industry means having the best dental specialists working at our Gentle Dental affiliated offices. That's why we take pride in working with Pedodontists nothing short of exceptional. As an industry leader, Gentle Dental provides a large network of resources, including an experienced practice management staff, cutting edge technology, and outstanding benefits. You will also have plenty of dental professionals supporting you to confer and collaborate with as you continue to grow in your career. We seek high-caliber professionals possessing degrees or certificates from accredited colleges or technical schools/programs (as well as valid/current state license) with at least 2 years of pedo experience.

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## DENTAL OPPORTUNITIES

### PEDIATRIC DENTISTRY

*continued from previous column*

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## SEEKING EMPLOYMENT

**OREGON LOCUM TENENS. GENERAL DENTIST** providing practice coverage with your staff at your office while you're away. 541.788.4844.

## SUPPORT STAFF OPPORTUNITIES

**F/T TREATMENT COORDINATOR IN LEBONON, OR AREA.** Gentle Dental is seeking an experienced Treatment Coordinator whose passion is making things happen. Our Treatment Coordinators are multitasking superheroes who steer our patients towards the treatment they need and offer them a financial roadmap. Are you talented, highly motivated, hardworking and passionate about your career? If so, Gentle Dental is looking for you! Duties & Responsibilities: Discuss treatment options, establish treatment schedules, and prepare financial arrangements with patients; monitor each patient's progress to ensure completion of dental treatment plan and report patient status to attending doctor as well as enter and track patient treatment plans in computer system; be knowledgeable in various insurance plans, manuals, exclusions and limitations; ensure that all forms for acceptance (predeterminations to third parties benefit providers) have been submitted and patients have been notified of status and their financial responsibilities; manage consultation reports and progress; the ability to complete all tasks and duties assigned to front office personnel; actively participate as a contributing member of the office staff team to achieve patient satisfaction and office production goals; perform other duties as assigned. Qualifications: A minimum of 2 to 5 years front office experience; must have excellent verbal and written communication skills; computer literate a must (QSI experience is a plus); specialties experience with Ortho, Perio, Oral Surgery, Endo, or Ortho a plus. We aim to provide our network of affiliated doctors and staff with a competitive benefits package, which include: medical, dental, vision, life insurance, 401K plan, PTO, CE credits, and career opportunities to advance with the company. Gentle Dental has the resources you need to achieve true personal and career success. APPLY ONLINE: [http://interdent.force.com/careers/apex/ts2\\_\\_JobDetails?jobId=a0xi000001ZlKmmAAO](http://interdent.force.com/careers/apex/ts2__JobDetails?jobId=a0xi000001ZlKmmAAO).

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

*Classifieds continue on next page*





## PROFESSIONAL PRACTICE SPECIALISTS, INC.

**1-800-645-7590**

**Aaron Pershall - Randy Harrison**



### *Specializing in the Sale, Transition and Appraisal of Dental Practices in Oregon and SW Washington*

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

**PORTLAND AREA** – Exceptional fee-for-service practice collecting \$1M+ in a wonderful upscale area.

**EUGENE, OR** – Wonderful quality G/P collecting \$1M+ in an excellent easy access, location.

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

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

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

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

**PORTLAND AREA** – Wonderful, fee-for-service 4-op collecting \$700K+. Excellent, growing area.

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

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

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

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

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

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

**FAIRBANKS, AK** – Associate wanted for busy endodontic practice!

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

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

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

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

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

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

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

**NEW! WA PERIODONTIC** – Great practice with an emphasis on implants. 4 ops, Pano and more. Collecting \$550k+ in 2013. Great launching pad for a new doctor!

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

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Classifieds continued from previous page

## SUPPORT STAFF OPPORTUNITIES

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

## PRACTICES FOR SALE

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

## PRACTICES FOR SALE

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

**G/P PRACTICE FOR SALE—SOUTHERN OREGON. 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. 2,700 SF free standing building with a total of 8 operatories. Great location with plenty of parking and fabulous visibility on a very busy street. Above average discretionary earnings. Current staff will stay with the practice. If you love the outdoors then this is the practice for you. Contact Buck Reasor at Reasor Professional Dental Services. 503.680.4366, [info@reasorprofessional dental.com](mailto:info@reasorprofessional dental.com). [www.reasorprofessional dental.com](http://www.reasorprofessional dental.com).

## PRACTICES FOR SALE

**WEST HILLS DENTAL PRACTICE—PORTLAND, OREGON.** Beautiful practice in medical professional building in the west hills. Remodeled in 2008, 1,900 SF suite has four opt's (plumbed for a fifth) filled with natural light. Average collections of \$441,000 per year working three days per week. Contact Randy Wadsworth at 503.475.0000 to own this practice for \$310,000. Visit [ModaHealthSolutions.com](http://ModaHealthSolutions.com), or see our Facebook page.

**GRESHAM, OREGON—PRACTICE IN A STAND-ALONE** medical building within a professional plaza with excellent visibility and parking. Digital 4 operator practice including a recently purchased pano. Strong reputation for a broad range of dental services generating average annual collections in excess of \$668,000. Contact Randy Wadsworth for more information at [dentaltax@gmail.com](mailto:dentaltax@gmail.com) and 503.475.0000.

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

**G/P PRACTICE FOR SALE IN CENTRAL OREGON.** Annual collections over \$615,000 with 3 ops plus plumbed for one more and more expansion if desired. Great collection policy. Outstanding location with great visibility and signage on the busiest street in town. Beautiful facility and equipment. Excellent hygiene program with over 37% of production done by the hygiene department. Well-trained staff will assist in the transition and stay with the practice. Digital X-rays with recent upgrade plus pano. Eaglesoft software program. Contact Buck Reasor, DMD, Cell: 503.680.4366, Fax: 888.317.7231, email: [info@reasorprofessional dental.com](mailto:info@reasorprofessional dental.com). [www.reasorprofessional dental.com](http://www.reasorprofessional dental.com).

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**ANTIQUE DENTAL CABINET: DATED 1925** (on back); beautiful, functional, practical; will enhance any dental office or can be used for other purposes. Milk glass inserts, glass drawer pulls with a marble base. Beautiful wood construction. Located in Portland; call A.J. 503.246.1964 or J.G. 503.223.7661. \$3500.

## MISCELLANEOUS

**MODERATE SEDATION COURSE—INSTRUCTOR: STEVEN GANZBERG, DMD, MS.** Dates: Spring 2015 at Wendel Family Dental Centre in Vancouver, WA. Cost: \$12,500. A deposit of \$500 is due at time of registration. Course is 80+ hours with 20 patient cases. Contact: Lori, 360.944.3813 or [loris@wendeldental.com](mailto:loris@wendeldental.com). Space is limited. AGD#218643.

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