



MEMBERSHIP

matters

May 2014

Jane Smith, DMD

ACCEPTING NEW
(Medicaid)
PATIENTS



**FRIDAY
JUNE 13TH
2014**

18TH ANNUAL GOLF TOURNAMENT & FUNDRAISER

We invite you to join us for Artisan's 18th Annual Golf Tournament and Fundraiser, Friday June 13th, 2014, at Riverside Golf and Country Club in Portland. Enjoy a day filled with great camaraderie, fun, prizes and gifts. Fifty percent of proceeds will be donated to **The Terry Monetti Memorial Scholarship Fund at OHSU and Medical Teams International**. There will be awards and a banquet lunch following the tournament.

4 Person Scramble Tournament - Shotgun starts at 8:30 a.m.

\$200 registration fee (bring your own foursome for \$700)

\$75 of cost per person is tax deductible.

Please visit our website to register

www.artisandentalgolf.com

or call Jen Hobson at 503.238.6006 ext. 307



MEMBERSHIP *matters*



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



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CONTACT US

Letters to the Editor

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

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Wilsonville, OR 97070-3710
barrytaylor1016@gmail.com

Articles

Are you interested in contributing
to Membership Matters?

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

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

Social networks

Look for the Oregon Dental Association group on:

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

Twitter

Follow ODA president, Judd R. Larson, DDS: @ODAPrez

Blog www.TheToothOfTheMatter.org

- MAY 31** 7:30 AM **Board of Trustees meeting** (Salishan)
- JUL 11-12** **Oregon Mission of Mercy V** (Salem) Register now at: www.rsvpbook.com/2014OrMOM
- JUL 25** 8:00 AM **Board of Trustees meeting** (Medford)
- 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)

ODA CALENDAR EVENTS & MEETINGS

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



Save the Date

Dental Day 2015
Oregon State Capitol
Wednesday, February 18

COMPONENT CE CALENDAR

compiled by Mehdi Salari, DMD
Send your component's CE courses
to bendsalari@yahoo.com.

TUES, MAY 27 Clackamas County **CE HRS: 1.5**
Diagnostic Injections Dr. Kim Wright
INFO: www.clackamasdental.com

TUES, MAY 27 Lane County **CE HRS: 1.5**
Updates and Advances in Dental Local Anesthesia Administration
Sean G. Boynes, DMD, MS, via live webinar
LOCATION: Eugene (Valley River Inn)
INFO: www.lanedentalsociety.org/programs

TUES, SEP 9 Marion & Polk **CE HRS: 2**
Overseas Trips, Experiences, and Public Health Denny Sanders, Drs. Deming & Murray (Medical Teams International)
LOCATION: Salem (Boys & Girls Club)
INFO: www.mpdentalce.com or mpdentalce@qwestoffice.net

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

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 or 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 or mpdentalce@qwestoffice.net

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

TUES, NOV 11 Marion & Polk **CE HRS: 2**
Silver Nitrate Steve Duffin, DDS, MBA
LOCATION: Salem (Airport)
INFO: www.mpdentalce.com or mpdentalce@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 or lora@multnomahdental.org

TUES, DEC 9 Marion & Polk **CE HRS: 2**
Oral Pathology Jeff Stewart, DDS, MS
LOCATION: Salem (Airport)
INFO: www.mpdentalce.com or mpdentalce@qwestoffice.net

WED, DEC 17 Multnomah **CE HRS: 2**
Treatment Planning Issues for Maxillary Anterior Immediate Implants
Dr. Steve Beadnell
INFO: www.multnomahdental.org or lora@multnomahdental.org

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

WED, JAN 21 Multnomah **CE HRS: 2**
Treatment Planning Issues in Maxillary Posterior Implants Dr. Steve Beadnell
INFO: www.multnomahdental.org or lora@multnomahdental.org

We are all in this together



Barry J. Taylor,
DMD, CDE

IF THE ADA TRIPARTITE SYSTEM wants to increase membership, then current members must change their attitudes towards corporate dentistry. The stereotype of an ADA member is a dentist working in a solo private office that accepts only indemnity insurance plans and cash. It is fair to say that this has long been heralded as the ideal practice model, and we should go to great lengths to protect it.

Over the years, the leadership of organized dentistry has reached out to doctors in other practice models, but there still persists an attitude among many members that private practice is the only—or optimal—way to provide dental care. There is a stigma within organized dentistry against the dentist who

works in any setting outside of this narrowly defined ideal. This attitude may unfairly alienate a growing number of providers who work in corporate settings, yet these dentists have the same concerns for patient care as dentists in solo practice.

Ironically, many solo practitioners' offices are corporations unto themselves. But when the term "corporate dentistry" is applied to a group of offices with

a common brand name, the attitude shifts. Critics claim these offices care too much about making money. How many practice models *aren't* concerned about the bottom line? Who among us can afford to work without earning an income?

The need to make money starts in dental school where student clinic revenue funds school operating expenses. From there, the majority of dental practices provide dental services that are billed out as individual procedures for reimbursement to the doctor. DMOs that don't bill out for individual services still manage their patient pool to

make a profit. It is naïve to think that dentistry would be immune to the economic and social forces that are influencing healthcare providers to "bend the cost curve," a phrase eloquently used by a colleague recently. Every practice model will be affected by changing economic conditions.

ODA executive director, Conor McNulty, recently presented a report on corporate offices to the ODA Board of Trustees. The number of offices in large group practices increased 25% between 2009 and 2011, in the 25 practices surveyed.

In Oregon, Gentle Dental now has 28 offices, Aspen Dental has nine, and Pacific Dental Services has seven. These are just a few examples of corporate dental offices that provide services in an economic model similar to solo offices. These are different than DMO models like Willamette Dental Group or Kaiser Permanente.

When *Inc. Magazine* recently named businesses that are creating jobs across the nation, two of the top ten were dental care companies. Pacific Dental Services came in at number four and Heartland Dental Care at number six. In the healthcare sector, four of the top ten companies adding new jobs were providers of dental care.

Many of these new hires obviously are dentists with many of the same concerns and priorities as any other ADA tripartite member. They want to provide great care for their patients; they want to earn an income; and they are as interested in new technology as doctors in private practices. It is also in their best interests that dentists remain the leaders of dental teams. Due to economies of scale, these companies are able to provide many of the member benefits that organized dentistry traditionally provided to its members.

ADA tripartite members need to recognize the commonalities between corporate and solo dental practices. Viewing corporate providers as somehow lesser than other providers will only further discourage their involvement in organized dentistry, and, from that, there is nothing to be gained. ●

"ADA tripartite members need to recognize the commonalities between corporate and solo dental practices. Viewing corporate providers as somehow lesser than other providers will only further discourage their involvement in organized dentistry, and, from that, there is nothing to be gained."

Barry J. Taylor, DMD, CDE, is editor of *Membership Matters*. He can be reached via email at barrytaylor1016@gmail.com.

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.

Oregon was well-represented at Alaska's first Mission of Mercy

The Alaska Dental Society held their first Mission of Mercy free dental clinic, April 11–12, 2014.

Helping them to provide \$1.15 million worth of free dental care to 1,589 patients were the following folks from Oregon:

Rickland G. Asai, DMD ②

Teri L. Barichello, DMD ④

David W. Howerton, DMD ⑤

Mark E. Jensen, DMD ①

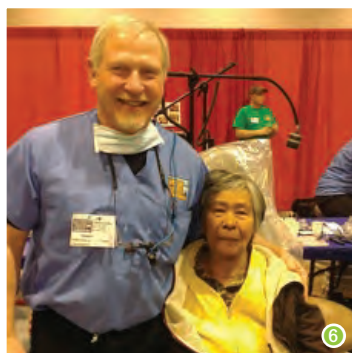
Patrick M. Nearing, DMD ⑥

from O'Brien Dental Lab:
Tracy Mills and Derrick Luksch ③

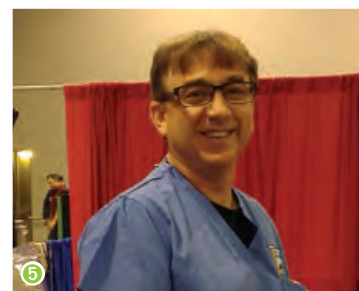
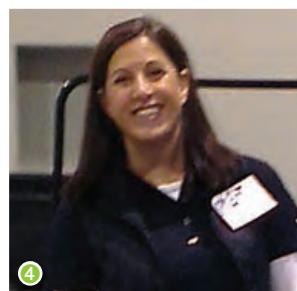
from Oregon Dental Association:
Cindy Fletcher (not pictured)

from Henry Schein:
Chris Whisman, Steve Gunson,
Lee Lehman, and Tracy Thompson ⑦

Thank you to everyone who travelled north to help with Alaska's first MOM clinic!



Alaska's first MOM! ANCHORAGE



Contact Jennifer Webster at jwebster@oregondental.org with any dues-related questions.

Dues Payment Plans

It may seem early to think about paying your 2015 dues, but one of the ODA payment plans involves pre-payment of annual dues. EZ Pay sign-up sheets were mailed earlier this month, and we wanted to make sure all members are informed of the three options we have available for Tripartite membership dues payment.

According to the Oregon Dental Association bylaws, membership dues are to be paid before January 1st of each year. In order to make your dues payment more convenient, we offer these options:

1. **'EZ PAY' PLAN:** Under the EZ Pay plan, participants authorize the ODA to automatically charge their credit card in three equal installments that are billed on July 15, September 15, and November 14, 2014. The payments are based upon your 2014 dues amount.
2. **12-MONTH PLAN:** Under the 12-month payment plan, you authorize the ODA to—on a monthly basis—charge your credit card or deduct from your checking account, your 2015 dues in 12 equal installments from January 2015 thru December 2015. Members may opt in to this plan when they receive their 2015 dues invoice in October.
3. **STANDARD PAYMENT:** Under the standard plan, members are invoiced in October for dues that are to be remitted, in full, by January 1, 2015.

FACING ADDICTION?

*You're not alone.
We can help.*

Support

Dentist Health & Wellness Hotline

ODA volunteers are on call, 24 hours a day to provide confidential, caring assistance for help in dealing with substance abuse and addiction, disability, litigation stress, and mental health challenges.

ODA member dentists recognize the essential human dignity of all those who suffer from chemical dependency or mental disorders.

Our services are available to all Oregon dentists and OHSU dental students in need of help, regardless of their affiliation with the ODA.

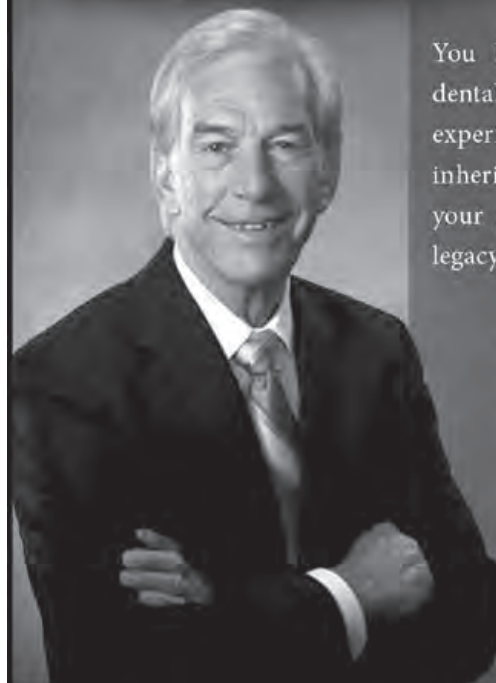
503.550.0190
24-hour support

Pierre Fauchard Academy



Sean Benson, DDS, (left) was presented with the Pierre Fauchard Academy's Dentist of the Year award, during their annual meeting at the Oregon Dental Conference. Here Dr. Benson is being congratulated by Oregon PFA Section Chair **Weston Heringer, Jr., DMD**.

Life & Practice Transitions



You have entrusted him with your dental practice transition. Now, let his experience with wills, trusts, gifting, and inheritance taxes help you transition your personal estate and realize your legacy planning goals.

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Health clinic in Belize looking for dental volunteers

Virginia Feldman, MD, volunteers with Hillside Clinic, in the tropical paradise of southern Belize. The clinic is looking for dentists/dental teams for volunteer

work with their underserved patients, which are a fascinating mixture of Mayan (Mopan and K'ichi), Spanish Kreole, and African Garifuna. Basic equipment and a dental clinic are already set up. Preventive dentistry and fluoride varnish programs began years ago. The one local dentist is very cooperative.

Long-term MDs, nurses, and PTs started serving Hillside 12 years ago, complemented by health professionals and students rotating for 1–4 week tours. Originally faith-based, Hillside is now secular. Clinic staff arranges



VOLUNTEER OPPORTUNITY IN CENTRAL AMERICA

licensing, and helps with lodging. Weekends or pre/post-trip escapes to snorkeling, fishing, Mayan ruins, or jungle wild-life are easily arranged.

English is the main language. To learn more about the clinic, visit www.hillsidebelize.org or contact Dr. Ginny Feldman at 503.635.4799 or feldmanvi@gmail.com.

ALYSE M. DRAKULICH, DMD
Portland • Multnomah Dental Society

CHRISTOPHER D. FELLOWS, DDS
Portland • Multnomah Dental Society

ROBERT M. FROME, DMD
Corvallis • Southern Willamette Dental Society

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GORDON R. STANGER, DDS
Portland • Multnomah Dental Society

BRIAN R. SUMMERS, DMD
Albany • Southern Willamette Dental Society

Volunteers NEEDED

The ODA councils and committees listed below currently have volunteer opportunities. **All ODA members are encouraged to participate in the leadership of this organization.**

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

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

Email: leadership@oregondental.org

✓ **Election held Sept. 6, 2014**
Elected by ODA Board of Trustees
★ ★ **If interested, the deadline to submit materials is July 3, 2014.** ★ ★

ODA Trustee

POSITIONS OPEN Three

TERM 4 years

INCUMBENTS Fred A. Bremner, DMD
Richard L. Garfinkle, DDS, MS

DECLARED CANDIDATES

ODA Secretary Treasurer

POSITIONS OPEN One

TERM 3 years

INCUMBENTS Sean A. Benson, DDS

DECLARED CANDIDATE Gregory E. Jones, DMD

ADA Delegate at Large

POSITIONS OPEN Two

TERM one 1-year term; one 3-year term

INCUMBENTS Rickland G. Asai, DMD
David J. Dowsett, DMD

DECLARED CANDIDATES

Leadership Development Committee

POSITIONS OPEN Four

TERM three 3-year terms; one 1-year term

INCUMBENTS Kevin J. Kwecien, DMD, MS, FAGD
William F. Warren, Jr., DDS
Renee R. Watts, DDS

DECLARED CANDIDATES

✓ **Election held Nov. 1, 2014**
Elected by ODA Board of Trustees

Health Services Group Board of Directors

★ ★ **If interested, the deadline to submit materials is July 31, 2014.** ★ ★

POSITIONS OPEN Two non-independent
(dental) directors

Two independent directors

TERM 4 Years

INCUMBENTS Michael E. Biermann, DMD
C.J. McCleod
Michael L. McKeel, DMD

DECLARED CANDIDATES Michael E. Biermann, DMD
Steve Hill
C.J. McCleod
Michael L. McKeel, DMD

ODA Councils and Committees:

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

For more information, please call 503.218.2010.



MEMBER BENEFIT OF THE MONTH

CareCredit patient financing

Help patients get the care they want, without delay!



This column is intended to acquaint you with the benefits that you receive as a member of the Tripartite (ODA, ADA, and your component dental society).

More information on member benefits can be found at <http://bit.ly/ODAbenefits>.

As a concerned professional, you do everything you can to help patients receive the care they need—or the elective options they desire. Sometimes that means providing payment solutions to ease the way. Offering CareCredit's financing options gives approved patients a quick and easy way to spread payments over time. CareCredit is accepted by over 90,000 dental practices nationwide, and millions of patients have used the program to get the care they want and need.

The CareCredit credit card is a dedicated healthcare credit card that offers your patients a convenient


alternative to classic consumer credit cards. CareCredit can be used for the entire family for a wide variety of treatments and procedures, including dental, veterinary, optometric, chiropractic, and cosmetic procedures. CareCredit's promotional financing offers allow patients to choose to pay over time—with their 'No Interest if Paid in Full' offer, approved patients can avoid paying interest charges when they pay off their promotional purchase amount in full within the promotional period (minimum monthly payments required).

Your office staff is provided with a personalized orientation, all the tools needed to present the program to your patients, and all the materials to quickly and efficiently process applications. Once a patient has signed up and is approved, your office staff can begin processing charges to their account. Within two business days, the treatment fees are electronically deposited into your practice's bank account, less a minimal processing fee.


Patients can apply right from your office and receive decisions within seconds, so approved patients can immediately schedule the care they need. ●

For more information, please go to: www.carecredit.com/dental. You can sign up by calling 800.800.5110.


Don't forget to mention that you're a member of the ODA / ADA. CareCredit's customer service number is 800.859.9975.



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The clinical record The ultimate communication tool



Dr. Roy Shelburne

TRUE SUCCESS OF THE DENTAL PRACTICE

Things on good communication. The method and rate of exchange of information is one of the greatest determiners of patient satisfaction, office morale, and, ultimately, successful outcomes in the clinical treatment of our patients. Good communication leads to success, and the better the communication, the better and higher the level of success. Bad communication leads to varying levels of frustration and confusion, with a complete failure to communicate leading to a “crash and burn” scenario. Learning to communicate more effectively should be a goal of every practice; and improving communication should be an area of focus of the practice.

To highlight the importance of good communication, let's look at communication as it relates to the clinical record and how excellent communication may lead to greater satisfaction, increased reimbursement, reduced stress, and better clinical outcomes for the doctor, the staff, and our patients.

Take, for example, an oral cancer screening performed during the patient examination and recorded as part of the patient's evaluation. In fact, the ADA's CDT states: “This (D0120) includes an oral cancer evaluation and

periodontal screening, where indicated, and may require interpretation of information acquired through additional diagnostic procedures.” An oral cancer screening should be performed “as indicated” as part of the evaluation process. What is “as indicated”? My interpretation of “as indicated” means ‘every patient who presents to the dental office who might be at risk for oral cancer’...and isn't that *every* patient?

With an increase in the number and severity of oral cancer cases observed in today's environment, it's just good for our patients. Performing an oral cancer screening doesn't take very long to perform and, in my opinion, the time taken is time well spent. How then, is the oral cancer screening and its result communicated? How is it recorded? My recommendation requires the doctor and team member to work together to perform and record the oral cancer screening. *Working together, hmm...what a concept!*

Here's how I suggest the system be implemented. The doctor, during the examination, explains to the patient that he/she will be performing an oral cancer screening. The doctor then proceeds to perform the screening and verbally

DBIC RISK MANAGEMENT COURSES

Current reporting period:
January 2014 to December 2016

2014

- April 3**
Oregon Dental
Conference – Portland
- August 22**
Eastern Oregon – Pendleton
Dr. Jason Walker
541.276.1561
- 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
- November 10**
Washington County – Beaverton
Dr. Kathy Reddicks
503.848.5605
- December 4**
Marion-Polk County – Salem
Lori Lambright, 503.581.9353

2016

- April 7**
Oregon Dental
Conference – Portland
- December 2**
Multnomah – Portland
Lora Mattsen
503.513.5010
- December 9**
Central Oregon – Redmond
Dr. William Guy
541.923.8678

communicates that “Mr./Ms. Patient, I’m taking a look at your tissues here to see if there are any suspicious areas in your mouth. I see here on the roof of your mouth, there is a red, blistered looking area. What can you tell me about that?”

The patient responds, “Oh, I burned that last night. I bit into a piece of pizza that was too hot and it burned me.” The doctor then responds, “Sorry to hear that. Typically burns like this heal in a week or so. Please, if it doesn’t heal by next week, give me a call, and I’ll want to take another look.”

While this conversation proceeds, the office staff member takes note of what is said, and the information is recorded in the clinical record. This note establishes when the cancer screening was done, as well as records the outcome of that exam, and notes any recommendations made by the doctor. The clinical record is complete and the criterion necessary to bill for and be reimbursed for the clinical evaluation has been met.

Certainly, the standard of care has been achieved and the patient is very impressed at the thoroughness of the doctor. The team is working together with one goal: complete, comprehensive and excellent care for the patient. The information has been recorded by a well trained staff member, and the patient’s needs have been met.

The scenario above is a single instance where a system of communication may be implemented to meet the needs of the patient and provide excellent care. I encourage you to examine your practice for similar situations where communication can be improved for the betterment of your practice and for your patients. It’s just good practice. ●

This article is reprinted, with permission, from the ODA’s blog, “The Tooth of the Matter.” Find this article and many more online at www.TheToothOfTheMatter.org.

Dr. Roy Shelburne has practiced in Virginia for 27 years. He has spoken at the Oregon Dental Conference and specializes in record keeping and business systems that protect and defend.

Why a Career at Willamette Dental Group?

“Willamette Dental Group has given me the tools and team to grow and provide great care to a community. Between the progressive treatment approach, the CE opportunity and integrated referral system, they provide a supportive infrastructure that new dentists can really thrive in. The best thing that I’ve been given is the confidence and support to work at my own pace if I want, or push myself and see if I can get better every day. I lucked out!”



Quinn Hummel, DMD
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Passing the torch *A student's perspective*



By Audrey Mikkelsen

Dental school stinks! *There, I said it!*

OKAY, WAIT, LET ME BACK UP. On the first day of school, one of the faculty half-jokingly told us we should write a letter to our loved ones which, to summarize, should read, “See ya in four years!” Truly, it’s not that bad—we do still see our non-dental friends from time-to-time, work on our golf games, even enjoy a happy hour or two. Along the way, I even managed to meet my husband who I married over spring break! Despite those highlights, I know I am not alone in saying that my three years at OHSU have been the most challenging of my life to date. Every once in a while, when we put down the handpiece, close the textbook, and log out of our Axium scheduler, my classmates and I will look at one another and wonder aloud how we are actually managing to get through this experience in one piece. Of course there are many facets to that answer, but the crucial component is staring us in the face: it’s our colleagues.

We students get some help from the school. The OHSU School of Dentistry group practice model—in which each of the six practices is cleverly named after a beloved Portland bridge—is brilliant. Not only does it spark a bit of friendly competition between practices, but the system fosters mentorship and communication across the classes. As a current third-year dental student, I have the best of both worlds when it comes to mentoring: my fourth year colleagues are indispensable wells of sage advice each time I am faced with a new, butterfly-inducing procedure in clinic, and my first and second year comrades do a great job putting up with my tips on how to go about a comprehensive exam. I will add that, though I loathe those last minute appointment cancellations, I am never disappointed when I seize the opportunity to sit down and assist classmates who will inevitably pass along new techniques.

Even more impressive to me, however, is that OHSU dental students step out of this system and come together in an organic way beyond the day-to-day challenges of dental school to make our community healthier. Just last year, after seeing how many committed patients were unable to pursue treatment because of financial needs, a group of students created the Student Patient Assistance Program (SPAP). For the past couple years, students have enlisted dozens of their colleagues to serve patients at the annual Tigard Compassion Clinic. I was privileged to be one of the coordinators of the 2013 Celebration of Smiles educational outreach event at the Portland Children’s Museum.

These are all wonderful, but this is dental school, and thankfully, it’s only a four year cycle; each of these endeavors would die out without more students willing to take on the challenge. Luckily, that’s exactly what we have at the School of Dentistry: exceptional students ready to take over each of these worthy programs. When you have colleagues like mine, it feels good to pass that torch, knowing your baby—I mean *program*—will be in capable hands. Just this past month, I spent the evening of April 4th at the Portland Children’s Museum performing oral health screenings for children, while this year’s coordination team skillfully orchestrated a superb Celebration of Smiles event.

This is who we are. We may complain about our board exams, have trouble responding in a timely manner to emails, and tell you, if asked that, frankly, dental school stinks. But we are a group of colleagues committed to helping one another get through this time in order to depart from the school as talented, compassionate dentists. We are your OHSU dental students, and we’re here to stay...for the next couple years, anyway! ●

Audrey Mikkelsen is a third year dental student at OHSU School of Dentistry. She can be contacted at riesen@ohsu.edu. She is looking forward to graduating and hopes to work in general practice in the beautiful Pacific Northwest.

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- George Abdelnour, DDS, McMinnville, OR

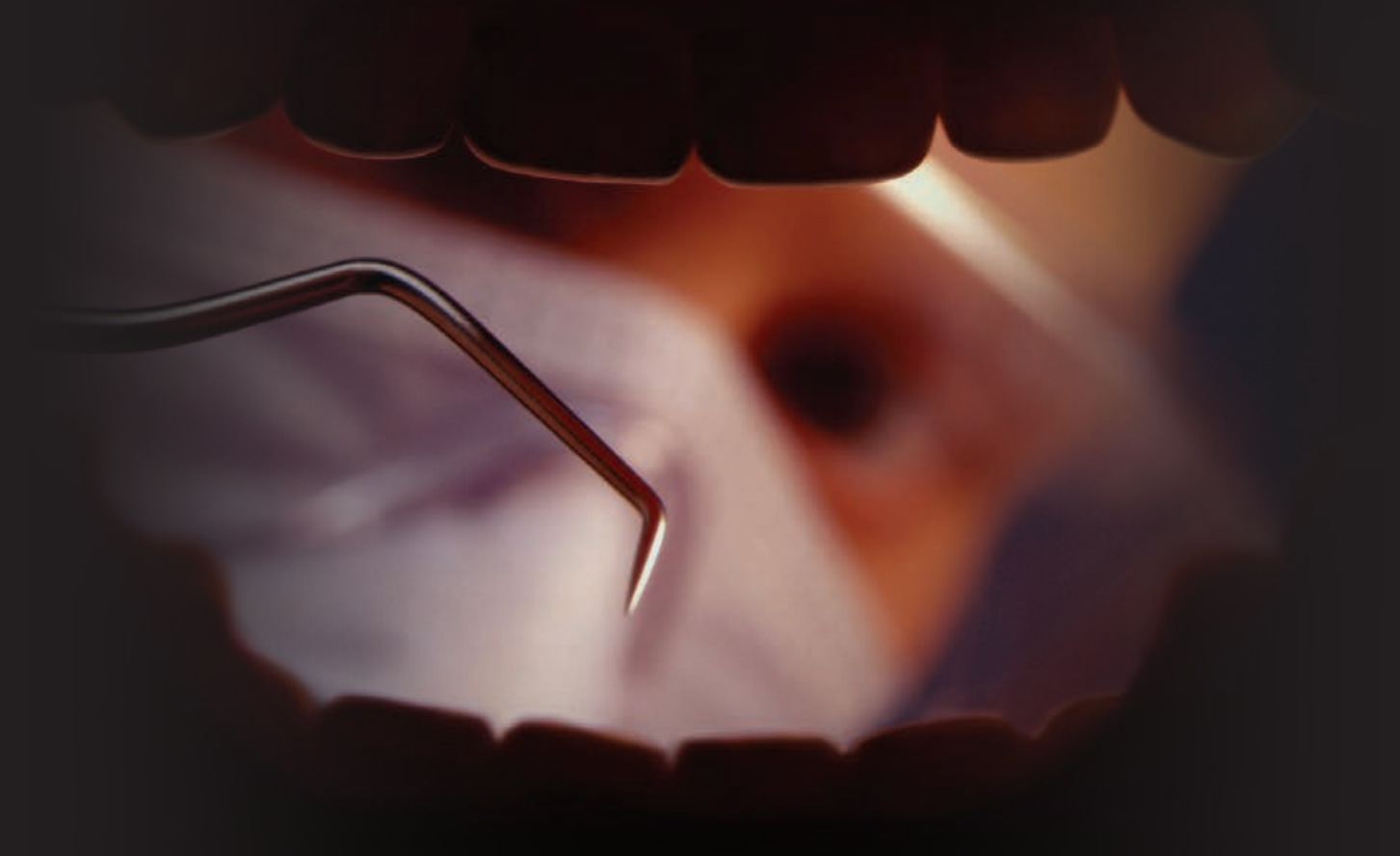
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Our practice makes yours *perfect*

Increased Medicaid enrollment presents *opportunities* and *challenges* for Oregon dentists

By Melody Finnemore



It's essential for the dental community to voluntarily step up to invite Medicaid patients, not only to serve the growing number of those eligible to receive care, but to ensure that legislative measures don't dictate how the reforms shape dental care in Oregon.

– Teri Barichello, DMD

MORE THAN 250,000 OREGONIANS are expected to receive dental benefits this year through the Medicaid eligibility expansion that is part of the Affordable Care Act. The expansion is prompting leaders in the dental profession to advise practitioners how to take proactive steps now in order to effectively handle the increase in both patients and regulations.

Bill Ten Pas, DMD, senior vice president at Moda Health Plans (formerly ODS, and one of the state's largest Medicaid providers), said many of the added enrollees are new Medicaid patients. However, practitioners will discover that others are existing patients who now qualify for Medicaid whereas they previously did not because of their income levels.

"Doctors need to look at their practice to see what the change has done to their patient population," said Dr. Ten Pas, a past president of both the Oregon Dental Association and the American Dental Association. "They also need to look at their fee schedules and the patient appointments to see if dental Medicaid makes sense in their practices. It may make sense in a practice that has some openings and has the ability to treat [Medicaid patients] either in their hygiene department or by the dentists themselves."

While some dentists already see Medicaid patients and don't want to increase that number, other practices are inviting new Medicaid patients. "We try to make sure we answer the needs of the doctor when those requests come up," he said.

Teri Barichello, DMD, Moda's vice president and chief dental officer, and a past president of ODA, said the expanded eligibility is accompanied by a broader array of benefits, creating even more of a backlog of unmet care. Some patients who previously were covered to a lesser degree—for example, only for emergency services—now qualify for additional services under the reforms.

Susan Watson, Moda's dental professional relations supervisor, said her department has initiated an outreach campaign to educate Oregon practitioners and help them become network providers so they can serve Medicaid patients.

"We've reached out to our dentists who may not have been on this plan before, and they have patients who they have treated forever, and now they are in this uncomfortable position where they now must treat them under Medicaid," Watson said, noting that Medicaid rules and restrictions have generated some confusion among providers. ➡



Approximately 8.3 million adults are eligible to gain Medicaid dental benefits in 2014. This is a result of expanded Medicaid eligibility and increased enrollment efforts, two key aspects of the Affordable Care Act. An estimated 2.9 million are eligible to gain extensive benefits with an additional 5.4 million eligible to gain limited benefits.

— American Dental Association



In the few states that are expanding Medicaid eligibility and providing extensive dental benefits, a significant increase in demand is expected for dental care among Medicaid adults. In these states, policy makers ought to ensure that the enabling conditions are in place to ensure the Medicaid population can access dental care.

– American Dental Association

“Our department works very hard to direct them to the resources they need. We give them a provider handbook, and we connect them with state resources that are available,” she said.

Watson said the biggest obstacle at this point is the balance billing aspect of the new regulations.

“We have to make sure [dentists] completely understand that process, and, when it’s appropriate, to enter into a financial waiver,” she said, adding it’s essential that dentists have the proper identification numbers. “We’ve got to make sure they understand that so we can protect them and it’s not like, ‘We’re sorry, but you need to write off \$1,000.’”

Karen Nolan, Moda’s manager of dental claims and chair of its DCO/CCO Integration Implementation Team, said her department’s goal is to turn authorizations around as quickly as possible so dentists who do see Medicaid patients are reimbursed efficiently.

“It’s really important to us when they are treating this population that we pay them very quickly, and we typically pay within two weeks. We also are able to pay some claims on a weekly basis,” Nolan said.

Dr. Ten Pas acknowledged that some communities do not have adequate access to dentists, and a movement is underway to identify practitioners who are inviting Medicaid patients to join their practice. He referred to a Salem clinic that Moda has established which is thriving, thanks to its growing roster of Medicaid patients.

“We don’t blame dentists for not wanting to see a Medicaid patient because of the difference in Medicaid reimbursement compared to commercial reimbursement,

Electronic health records can open door to federal subsidies under Affordable Care Act

By Melody Finnemore

As Oregon dentists prepare to serve more than 250,000 new patients under the Affordable Care Act’s Medicaid eligibility expansion, the use of electronic health records may help them qualify for a healthy reimbursement through “meaningful use” federal subsidies.

Bill Hockett, director of technical innovation at Dentist Management Corporation (DMC), a subsidiary of Moda Health, said federal stimulus funding was designated to encourage healthcare practices to accept Medicaid patients. The stimulus funding encompasses dental practices, meaning those that accept Medicaid patients could receive \$63,000 in federal subsidies over a five-year period.

The subsidies promote the use of electronic health records to document that at least 30 percent of patients treated over any given three-month period are Medicaid recipients, Hockett said,

but we still have obligations to those patients,” Dr. Ten Pas said, adding the clinic also accepts family members who already have private dental insurance.

“We don’t want to break the family up into having to go to different dentists to get their care done,” he said, adding the clinic saw about 150 Medicaid patients in February as well as one “commercial” patient. “Our goal is to serve Medicaid patients, but we won’t turn away family members who have insurance.”

Dr. Barichello said it’s essential for the dental community to voluntarily step up to invite Medicaid patients, not only to serve the growing number of those eligible to receive care, but to ensure that legislative measures don’t dictate how the reforms shape dental care in Oregon.

As an example, the state Legislature could require every dentist to accept a designated percentage of Medicaid patients, an idea that is being implemented in Minnesota, and being considered by Oregon lawmakers.

“Of course, we would not be supportive of that because we believe providers should have a choice,” Dr. Barichello said. “Collectively, if we don’t stand up and take care of these patients, someone will decide that for us.”

Dr. Ten Pas acknowledged that Oregon dentists already go above and beyond to provide pro bono care for underserved patients, while receiving little credit but plenty of complaints about the state’s access to care issue.

Nolan concurred, saying, “Many providers provide treatment that they know is going to be written off, and they do it all the time without getting any recognition for it, unfortunately.” ●



If all states were to expand Medicaid eligibility, this would further increase the number of adults with Medicaid dental benefits by 2.7 million. The impact of states enhancing their current adult dental benefit within Medicaid, however, would be far greater.

– American Dental Association

adding DMC provides a certified electronic health record for practices to use.

“Physicians have really gone for this, and dentists are eligible as well,” he said. “We have a number of clients who would qualify if we provide them with electronic health records.”

Karyn Zerr, DMC’s product development analyst, said the biggest hurdle to dentists using electronic health records is that a lot of the information within the records pertains to physicians. Many of the codes may seem like they don’t apply to dental practices—but they do.

“Dentists are just not quite to the point of understanding why it’s important for them to collect information such as weight, height, and body mass index,” she said, adding billing and diagnosis codes often add to the confusion.

“Money is an incentive, but many dentists aren’t sure if the work is worth it,” Zerr said. “That is one of the challenges whenever there is new technology. We have the new technology, so how are we going to put it into practice and make it work?”

Hockett said the \$63,000 is a big reward, but it may mean dentists have to change the way they do business in order to meet the meaningful use requirement.

“I think of it like the first couple of dentists we rolled this out to were kind of like deer in the headlights. They want the \$63,000, but they see the software and aren’t so sure about it,” he said.

When the stimulus funding was released for this use, regional extension centers were established to educate medical providers about the subsidies and how to select an electronic health record to meet the meaningful use requirement. Oregon dentists can connect with O-Hitec (www.o-hitec.org) for guidance.

With the Medicaid eligibility expansion in place, Hockett said he expects to see an increase in the number of Oregon dentists who qualify for the federal subsidies.

“If a dentist didn’t have the 30 percent threshold before, maybe after the expansion they will have the threshold,” he said. ●

How does one become a Medicaid provider?



With dental plans being integrated in Coordinated Care Organizations, the process for becoming a Medicaid provider varies around the state.

Basically, though, your office will need to follow these three steps.

- 1 Determine which Medicaid dental plans are in your area. Use this page (www.oregon.gov/oha/healthplan/Pages/plans.aspx) to search for Coordinated Care Organizations (CCOs) and dental plans in your area.
- 2 Decide with which one(s) you'd like to participate. Are you getting more calls/requests for one over others?
- 3 Contact the dental plan itself for information on how to become their provider. If you are already a provider on the commercial side, it's likely a fairly easy process to add you to the Medicaid network.



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Anna M. Knecht, DMD; Gary R. Templeman, DDS; Carl I. Wheeler, DMD; Steven A. Gold, DDS; Kent D. Burnett, DDS (chair); Keith W. Doty, DDS, and Larry R. Franz, DMD.
Not pictured: **Stacey A. Geisler, DDS, PhD and Jean M. Pacewic, DMD.**



Dr. Rick Cardoza spoke about how the dental community could respond during a major public health disaster.

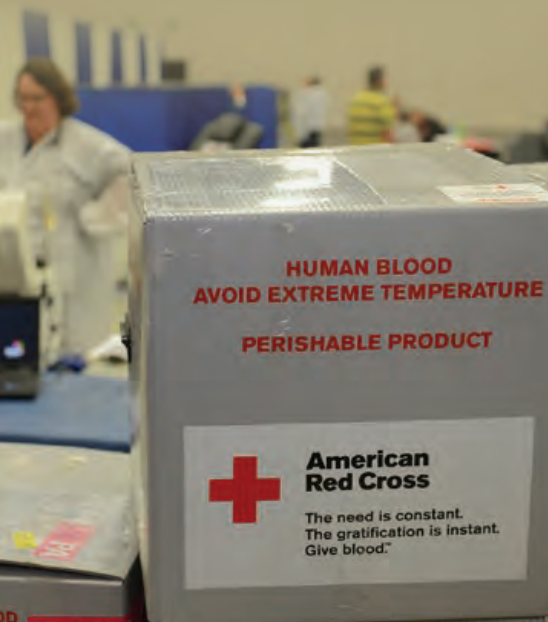


Dr. John Svirsky kept his audience entertained as he taught them about recognition, diagnosis, and treatment of soft tissue lesions.

55 speakers provided 62 continuing education courses

2014 Oregon Dental Conference®—Recap

64 pints of blood collected at the American Red Cross blood drive, potentially saving up to 192 lives!



ODC Attendance 2006–2014

2014	6,846
2013	6,844
2012	6,743
2011	6,704
2010	6,443
2009	6,351
2008	6,202
2007	6,271
2006	5,866

Evening Events

Disco was all the rage on Friday night at the President's Party, featuring the band 5 Guys Named Moe.



Past ODA presidents, **Dr. Bill Ten Pas** and **Dr. Mark Jensen**, at the Presidents Dinner on Thursday evening.

2014 Oregon Dental Conference®—Recap, cont...

ODC 2014 Attendance Breakdown



- Dentist—1,233
- Hygienist—1,764
- Exhibitor—1,110
- Assistant—821
- Administrative Staff—532
- Assistant Student—444
- Dental Student—364
- Hygiene Student—272
- Guest—147
- Resident—68
- Pre-dental Student—46
- Other—45



ADA president-elect, Dr. Maxine Feinberg, addressed conference attendees during the general session.





Congratulations to our Exhibit Hall winners!

Grand Opening Raffle Winners

Rebel T5 Cameras

- Nubia Hirschfield
- Ngoc Ly

Raffle Winners

- Lori Degel
\$100 Nordstrom gift certificate
- Dr. Bruce Floor
\$100 gift certificate to McCormick and Schmick's
- Danica Herrmann
Wine gift basket
- Juan Hidalgo
Free mid-year tax analysis
- Trisha Knobbs
\$100 gift certificate to Amazon
- Casey Scroggins
Cookie and coffee gift basket
- Lori Skilton
iPad mini

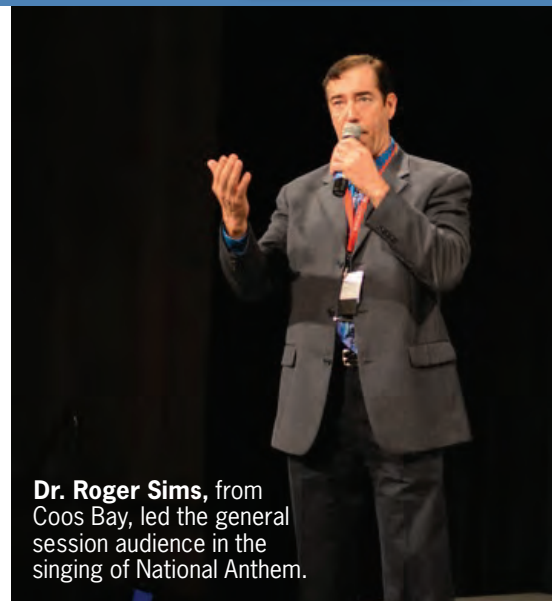
Crack the Code App Raffle Winners

Each won an iPod shuffle

- Shannon Hofeld
- Barbara Holy
- Dr. Cory Johnston



The ODA Member Art Show was brought back to the ODC for 2014.



Dr. Roger Sims, from Coos Bay, led the general session audience in the singing of National Anthem.

Rick Shandy, Heather Hippenstiell, and Bill Ludwig from BnK Construction accept the Dental Champion Award from DFO Executive Director, Charlie LaTourette. BnK has raised over \$42,000 for the DFO by sponsoring Texas Hold 'em Poker Tournaments.



2014 Oregon Dental Conference®—Recap, cont...



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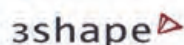
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July 11–12, 2014
Salem, Oregon

Who can receive treatment?

The clinic is first-come, first-served. Anyone (adults and children) willing to wait in line can be seen, whether uninsured, under-insured, or insured.

Photo identification, social security number, or other personal identification/documentation is NOT required.

Services provided

- ☺ Cleanings
- ☺ Fillings
- ☺ Root canals on front teeth
- ☺ A limited number of partial dentures
- ☺ Extractions
- ☺ Oral health education
- ☺ X-rays

Services not provided

- ☹ Full dentures
- ☹ Dental implants
- ☹ Root canals on molars
- ☹ Crowns
- ☹ Extractions of unexposed wisdom teeth
- ☹ Narcotics will not be dispensed



Mercy

July 11–12, 2014

Chemeketa Community College
Salem, Oregon



What has been
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Total patient visits to date:

6,556

Total procedures to date:

32,485

Total value of donated
care to date:

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Who can volunteer?

The following are examples of volunteer opportunities that are available. Keep in mind that we need people from the community to help with every part of the process both before and after the patient is receiving treatment. You do not have to be a dental professional to make a difference!

- ✓ Clinicians
(dentists, hygienists, assistants, lab techs)
- ✓ Clinic set up/tear down
- ✓ Data entry
- ✓ Interpreter
- ✓ Food service
- ✓ Medical triage/ EMT
- ✓ Medication table (pharmacists)
- ✓ Patient escort
- ✓ Patient exit interviews
- ✓ Patient/volunteer registration
- ✓ Runner
- ✓ Parking management
- ✓ Waste management



THE OREGON DENTAL ASSOCIATION will present our fifth Oregon Mission of Mercy free dental clinic in Salem on July 11 and 12, hosted by the Marion & Polk Dental Society. The majority of the 100+ mobile dental unit clinic will be set up in the gym at Chemeketa Community College, with pediatric patients and their parents being seen in one of four mobile dental vans (the DFO's Tooth Taxi and three MTI vans), and oral surgery patients treated in the Oregon Institute of Technology's School of Dental Hygiene clinic, which is housed at Chemeketa.

Having oral surgery and pediatrics off of the clinic floor has freed up treatment chairs and allowed us to increase the number of dental units available in both the restorative and the dental hygiene departments. The additional chairs, however, are only effective if we have dentist, assistant, and hygienist volunteers available to staff them. If you have not yet registered yourself and your staff to volunteer, please do so now by going to the OR Mission of Mercy section of www.oregondental.org.

Your time and talents will not be wasted, and will make a real difference in the lives of the patients you see. In fact, it would not be surprising if you gained more from the experience than you expect. A 2013 volunteer said of their OrMOM experience, "Being in dentistry can be isolating, as you typically only see people from your office. It was particularly meaningful for me to see, meet, and experience other dental industry professionals with such a heart for service. [It was] very inspiring and connecting as a dental office professional."

If you are concerned about the idea of providing treatment in an unfamiliar environment, one of our 2013 MOM dentist volunteers had this to say about working at OrMOM, "I could not believe how great the suction power was with the huge numbers of clinicians using suction; that was a great surprise. Also the portable equipment, in my opinion, was Cadillac, as I have used portable equipment a lot."

Go ahead and plan a team-building experience out of it! We have many dental offices that close down for the day so their entire team can volunteer together. This year, with the clinic on Friday and Saturday, your office doesn't even need to close! A dentist working at our first clinic, in 2010, had this to say about volunteering with their team, "My entire staff and I felt uplifted by this amazing experience in giving back to our community with our dental skills. It was an exceptional experience to be a part of and we will continue to volunteer every year for the MOM!"

So, get ready to make a difference this summer and register, today, to volunteer! ●



Salem
July 11–12, 2014

Have you registered to volunteer?

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Board of Trustees meeting highlights Saturday, April 6, 2014

- The Oregon Dental Conference, once again, saw record attendance, with 6,846 attendees.
- Trustees were provided with an overview of corporate and large group practices, including the ADA's new definitions of group practice.
- The following members were elected to one year terms as ADA alternate delegates at large: **Dr. Patrick Hagerty, Dr. Jill Price, and Dr. Kim Wright.**
- The ADA's Power of 3 program was discussed.



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DFO at the Oregon Dental Conference



Motor Mouth winner

Mr. David Kaplan, (left) with Patterson Dental Supply, pictured here with **Dr. Ken Berg**, DFO board member, was the lucky winner of the Motor Mouth Car Raffle, drawn on Saturday, April 5, at the Oregon Dental Conference. He gets to drive away in a 2014 Ford Mustang 50th Anniversary Edition.

Thank you to all who participated. The raffle raised \$39,300 to support DFO programs like the Tooth Taxi.



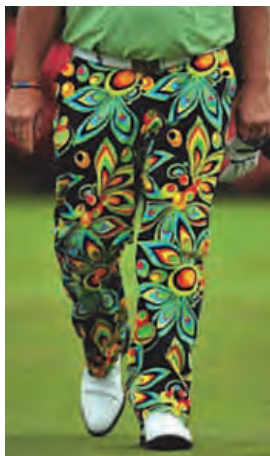
Wall of Wine raises \$5,500!

The annual Wall of Wine was a smashing success, selling out early on Friday afternoon, and raising \$5,500 for the foundation. Elizabeth McCourt (office manager for, and pictured above with, **Dr. John Johnson** of Portland), pulled the French Château Lynch-Bages Pauillac worth \$438, which was generously donated by **Dr. Anthony Hoffman** of Hillsboro. Dr. Johnson kindly purchased wine for his entire staff!

Our sincere thanks to everyone who donated wine this year. See the list of all who donated, online at www.SmileOnOregon.org, News & Events.

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

Reason #19 to register for Chip! for Teeth: No Fashion Police



Register now for the Chip! for Teeth Golf Tournament on **Friday, June 20, 2014** at **Langdon Farms Golf Course**, and support the ODA's charity and the Tooth Taxi.

Help provide free dental care and oral health education to thousands of underserved children across the state, and support the Tooth Taxi, our rolling billboard of goodwill for dentistry.

Register online at www.SmileOnOregon.org or call the DFO office at 503.594.0880 to hold your team.



Support Chip! for Teeth. Support the ODA's charity.

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Based out of Portland, this position is full-time and year-round. The year consists of seven months of travelling Monday-Friday for three weeks a month, while winter and summer months are local. Open to experienced dentists and new grads, this position offers competitive salary and benefits, and a rewarding adventure.

For more on the Tooth Taxi, please visit www.SmileOnOregon.org.

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OHSU Dental Students Active in Community

By Sydney Clevenger



Second-year dental student **Ericka Smith** provides oral health care information and free toothbrushes (donated in part by the National Children's Oral Health Foundation), during Celebration of Smiles at the Portland Children's Museum.

SPRING HAS BROUGHT MANY DENTAL STUDENTS into the community for patient care, advocacy, and networking. Dozens of OHSU School of Dentistry students stepped out of the clinic to provide oral health care information at public events, including Celebration of Smiles, Healthcare Equity Week activities, and Oregon Dental Conference weekend.

Celebration of Smiles

With record attendance (1,240) at the Portland Children's Museum on April 4, more than 1,000 children and their families visited the specially-designed Wally the Alligator dental chair. They had the opportunity to paint molars and bicuspid single-handedly crafted from dental stone by **Donald Sirianni, DMD '64**. Children also created pillows for the tooth fairy, and fished for prizes.

"The event went super well," said second-year dental student **Emily Irby**. "Not only were the interactive stations tons of fun, but a lot of children received screenings and free donated toothbrushes to take home with them."

"If we can evoke positive feelings from these kids early on in regards to oral health, their dental future is going to look a whole lot brighter."

Healthcare Equity Week

OHSU coordinates a number of events annually to highlight the problem of the uninsured and underinsured in Oregon, and one of these is Healthcare Equity Week, when the entire university works together on events for people who are low income. Dental students joined their OHSU and other student colleagues downtown on April 6 to provide oral health information screenings in O'Bryant Square downtown.



Fourth-year dental student **Tyler Peterschmidt** talks to an Oregon Dental Conference attendee about the Student Patient Assistance Program.

Student Patient Assistance Program (SPAP)

Dental students are working hard to spread the word about the Student Patient Assistance Program, a tool for helping patients who are low income, have little or no health insurance, and who are serious about their oral health care, get the assistance they need.

Since the SPAP began making awards in January 2013, more than \$10,500 of dental care has been awarded to 35 patients. To request donations, dental students took turns staffing a courtesy table during Oregon Dental Conference weekend.

"We are pleased with the impact that SPAP has had so far, but the number of patients in need is greater than we can currently meet," said fourth-year dental student **Kelly Sayre**, who currently heads the SPAP committee. "Any support is appreciated!"

For more information on the SPAP, or to make a donation, please email spap@ohsu.edu.

The OHSU School of Dentistry can be found online at www.ohsu.edu/sod.

The School is also on Facebook: www.facebook.com/ohsuschoolofdentistry.

Sydney Clevenger is Communications Coordinator for the OHSU School of Dentistry. She can be reached at clevenger@ohsu.edu.

OHSU/OUS Collaborative Life Sciences Building

In April, a handful of dental students, including second-year dental students **McKay Pearson** (below left) and **Ryan Belcher** (below right) met with alumni and spoke about the school's new simulation clinic in the Skourtes Tower OHSU School of Dentistry within the OHSU/OUS Collaborative Life Sciences Building.

"This is going to be very nice for the students," said Ryan Belcher. "It's much more spacious between the rows. We're going to be doing more CAD/CAM." ●



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DENTAL OPPORTUNITIES

GENERAL DENTISTRY

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MISCELLANEOUS

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GREAT OFFICE PHOTO. 3D, SIGNED, FRAMED, DAFFY DENTISTRY by Charles Fazzino. 22 by 44 inches. Also, 2 Doolittles and a Wyland. Contact Michael Davies, DDS, 775-843-2911.



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Dental Anesthesiologist

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LEARNING Objectives:

- Discuss new research and anesthetic agents that impact the practice of pain management in dentistry
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August 15, 2014 | Portland

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