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25 Dentists near Wilsonville, OR 97070

SPECIALTIES:

RATING:  +

SORT BY: **BEST MATCH** PATIENT RATING LAST NAME DISTANCE

Joan R. Brushy, DDS [7 REVIEWS](#)

PO Box 3710
Wilsonville, OR 97070

TYPE OF PRACTICE: Pediatric Dentistry

PATIENT RATING



BADGES EARNED



Phillip A. Cavity, DMD [12 REVIEWS](#)

555 Dental Road
Wilsonville, OR 97070

TYPE OF PRACTICE: General Practice

PATIENT RATING



BADGES EARNED



Daniel T. Fluoride, DMD [2 REVIEWS](#)

727 Smiles Court
Wilsonville, OR 97070

TYPE OF PRACTICE: General Practice

PATIENT RATING



BADGES EARNED





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JUNE 12TH
2015

19TH ANNUAL GOLF TOURNAMENT & FUNDRAISER

We invite you to join us for Artisan's 19th Annual Golf Tournament and Fundraiser, Friday June 12th, 2015, at Riverside Golf and Country Club in Portland. Enjoy a day filled with great camaraderie, fun, prizes and gifts. Fifty percent of proceeds will be donated to **The Terry Monetti Memorial Scholarship Fund at OHSU and Medical Teams International**. There will be awards and a banquet lunch following the tournament.

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Please visit our website to register

www.artisandentalgolf.com

or call Ashley Holder at 503.238.6006 ext. 224



MEMBERSHIP *matters*



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



OREGON DENTAL ASSOCIATION

PO Box 3710, Wilsonville OR 97070
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#FightEnamelCruelty

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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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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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Look for the Oregon Dental Association on:



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Blog www.TheToothOfTheMatter.org

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.

- MAY 14** **New Dentist Social**
(Portland—Lucky Labrador Beer Hall)
- MAY 30** **Board of Trustees meeting** (Skamania)
- JULY 24** **Board of Trustees meeting** (ODA)
- SEP 11-12** **House of Delegates** (Bend—Riverhouse)
- SEP 25** **Board of Trustees meeting** (ODA)
- OCT 30** **Board of Trustees meeting** (ODA)
- NOV 23-24** **Oregon Mission of Mercy** (Portland)

DBIC RISK MANAGEMENT COURSES

Current reporting period:
January 2014 to December 2016

2015

- October 16**
Southern Willamette – Corvallis
Dr. Mark Swensen, 541.754.4017
- November 10**
Washington County – Beaverton
Dr. Kathy Reddicks, 503.848.5605
- December 4**
Marion & Polk – Salem
Sabrina Hance, 503.581.9353

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.

TUES, APR 28 Clackamas County **CE HRS: 2**
Endo Update
Dr. Aaron Welk
LOCATION: Oregon City (Willamette Falls Comm. Ctr.)
INFO: www.clackamasdental.com

FRI, MAY 8 Clackamas County **CE HRS: 6**
Clinical Records Prevent Criminal Records
"Do Dentistry, Not Time"
Dr. Roy Shelburne
LOCATION: Oregon City (Willamette Falls Comm. Ctr.)
INFO: www.clackamasdental.com

TUES, MAY 12 Lane County **CE HRS: 2**
Oral Oncology
Wayne Ormsby, MD, and Haidy Lee, MD
LOCATION: Eugene (Valley River Inn)
INFO: www.lanedentalsociety.org/programs

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

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

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

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

TUES, JUNE 9 Lane County **CE HRS: 2**
Managing Time and Productivity in the Dental Office
Bethanne Kronick
LOCATION: Eugene (Valley River Inn)
INFO: www.lanedentalsociety.org/programs

WED, SEPT 16 Multnomah **CE HRS: 2**
Fluoride—Both Sides of the Issue
Dr. Kurt Ferre and Dr. Jay Levy
LOCATION: Portland (Moda Plaza)
INFO: www.multnomahdental.org or lora@multnomahdental.org

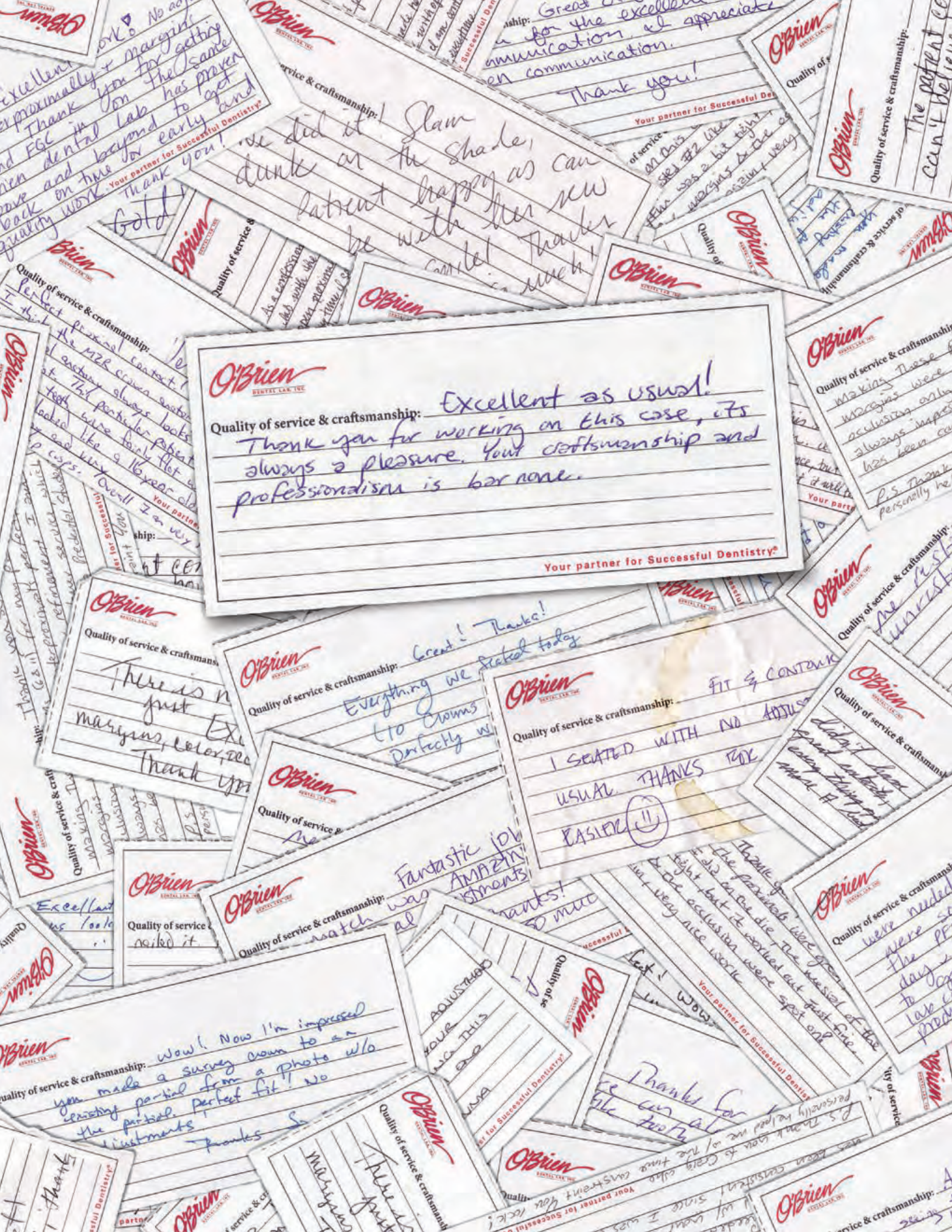
FRI, OCT 2 Lane County **CE HRS: 6**
Xylitol: The Oral and Systemic Benefits
Julie Seager, RDH, BS
LOCATION: Eugene (Valley River Inn)
INFO: www.lanedentalsociety.org/programs

TUES, OCT 20 Lane County **CE HRS: 2**
Infection Control in the Dental Office
Karla Kent, PhD
LOCATION: Eugene (Valley River Inn)
INFO: www.lanedentalsociety.org/programs

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

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

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



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perfectly w/

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were needed
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the day
to go
lab
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you made a survey down to an
existing partial from a photo w/o
the partial. Perfect fit! No
adjustments
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Don't miss it! NEW DENTIST SOCIAL

6:30 – 10 PM, Thursday, May 14

Lucky Labrador Beer Hall
1945 NW Quimby, Portland

RSVP

BY: Fri., May 8

TO:
Anna Velasco

503.218.2010 x102
avelasco@
oregondental.org

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

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

Volunteers NEEDED

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

ODA Trustee

POSITIONS OPEN Three

TERM 4 years

INCUMBENTS Matthew C. Biermann, DMD, MS
Greggery E. Jones, DMD, MAGD
Steven E. Timm, DMD

DECLARED CANDIDATES

ADA Delegate at Large

POSITIONS OPEN One

TERM 3 years

INCUMBENTS Karley R. Bedford, DMD

DECLARED CANDIDATES

Leadership Development Committee

POSITIONS OPEN Three

TERM 3 years

INCUMBENTS Patrick M. Nearing, DMD
William F. Warren, Jr., DDS, MS
Kimberly R. Wright, DMD

DECLARED CANDIDATES

The leadership positions detailed here are currently open for nominations. **All ODA members are encouraged to participate in the leadership of this organization.** The deadline to express interest is 45 days prior to election, unless otherwise noted below. Interested applicants should submit a letter of interest and a one-page resume to:

Mail: ODA Leadership Development Committee

Jim Smith, DMD
Chair, Nominating Sub-Committee
PO Box 3710, Wilsonville, OR 97070

Email: leadership@oregondental.org

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

Dental Foundation of Oregon Board of Directors

POSITIONS OPEN Two non-independent
(dental) directors

Two independent directors

TERM 4 Years

INCUMBENTS Janet P. Peterson, DMD, PhD
Thomas D. Pollard, DMD

DECLARED CANDIDATES

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

Moda, Inc. Board of Directors

★ ★ *If interested, the deadline to submit materials is July 31, 2015.* ★ ★

POSITIONS OPEN One dental directors
Two non-dental directors

TERM 4 Years

INCUMBENTS Mark E. Jensen, DMD

DECLARED CANDIDATES



WELCOME NEW ODA MEMBERS!

JOSEPH V. CALIFANO, DDS

Portland
Multnomah Dental Society

STEPHEN I. CAMPBELL, DDS

Warm Springs
Central Oregon Dental Society

ALLEN C. CHENG, DDS

Portland
Multnomah Dental Society

ALEXANDRA C. DE MILLO TERRAZZANI, DDS

Portland
Multnomah Dental Society

MEENAKSHI DEWAN, DDS

Beaverton
Washington County Dental Society

EMILY C. JONES, DMD

Lebanon
Southern Willamette Dental Society

KATHRYN E. PETERSCHMIDT, DMD

Keizer
Marion and Polk Dental Society

TYLER B. SCHAFFELD, DMD

Enterprise
Eastern Oregon Dental Society

DENISE M. WALTHOUR, DMD

Portland
Multnomah Dental Society

LEEANN WELCH, DMD

Warm Springs
Central Oregon Dental Society

WESLEY D. WERMUTH, DDS

Astoria
Clatsop County Dental Society

Join the Molar Movement #FightEnamelCruelty



Post your photos to Facebook or Twitter and tag the ODA, and you may be featured in a future *Membership Matters!*

For more information, contact ODA Membership Specialist Kristen Andrews at 503.218.2010 x110 or kandrews@oregondental.org.



Above: Representative **Cedric R. Hayden, DDS**, shows his professional pride at the state capitol.

Below: **Bruce A Burton, DMD**, brings his Molar Movement scarf into the sun.

Bottom: Dental students fight enamel cruelty in Boston at an ASDA conference.



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Bethanne Kronick speaking on

Managing Time & Productivity in the Dental Office

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Valley River Inn, Eugene



complete program details and registration at
lanedentalsociety.org/programs



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Spore testing and compliance

This column is intended to help you to be better informed of the rules and regulations that are required of running a dental practice in Oregon.

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

IN CASE YOU HAVEN'T HEARD, this is another reminder that the Oregon Board of Dentistry has mandated spore testing to be performed **weekly** in your office, as well as in any secondary practice location you might have. If your office(s) is/are closed during any given time period, your spore testing log must reflect the dates of closure with a notation of the reason you did not test.

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

OAR 818-012-0040

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

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



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ADA Benefit Plan Analyzer

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

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

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



For more information,
please go to:

<http://success.ada.org/en/apps>

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— Maureen Gierucki DDS, Harrison, MI



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Now it's time to share with your patients and local community...

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

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

continues ➔

MEMBERSHIP BADGES



Awarded to members of the Oregon Dental Association in 2015.



Awarded to new members of the Oregon Dental Association.



Awarded to student members of the Oregon Dental Association.



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



Awarded to those who have been a member of the Oregon Dental Association for 5 years.



Awarded to life members of the Oregon Dental Association.

CONTRIBUTION BADGES



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



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



Awarded to members who contribute above and beyond to DOPAC in 2015.



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



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



Awarded to members who volunteer for the Oregon Mission of Mercy for five years.

ODC BADGES



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



Awarded to members who attend ODC for five consecutive years.



Awarded to members who attend ODC for ten consecutive years.

DIGITAL BADGING

Using a recognized digital badging website utilized by organizations around the country such as the Smithsonian, Harvard and the YMCA, the ODA has created over 20 digital badges to give credit where credit is due—to our hard-working members.

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

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

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

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

The three part series includes:

1. Digital Badging Introduction
2. Creating a Profile
3. Claiming Your First Badge

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

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

Watch videos about ODA's Digital Badging program on the **ODA website**, or on the **ODA YouTube channel**.



www.youtube.com/oregondental

DENTAL DAY 2015

Giving oral health a voice in Salem





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

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

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

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

DENTAL DAY 2015

Giving Oral Health a Voice in Salem, cont.



Photo by Dr. Fred Bremner





THANK YOU
to everyone who participated!



GIVING BACK

Give Kids a Smile! 2015



MULTNOMAH DENTAL SOCIETY

MDS sponsored several events throughout Multnomah County throughout February. On Saturday, February 28, the OHSU School of Dentistry was the site of our last of six 2015 GKAS events. **147 CHILDREN** from the Boys and Girls Clubs of Portland received several thousands of dollars worth of free dental services provided by the dental students.

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

MDS is grateful for the partnership and support we have from the ADA, Henry Schein, Colgate, The Boys and Girls Clubs of Portland, Concorde Career College, and the numerous MDS members and volunteers who contributed both time and money to keep our children smiling and provide this great day of giving. ●



LANE COUNTY DENTAL SOCIETY

The Assistance League of Eugene's Children's Dental Center provided care to **60 CHILDREN** during the month of February with the help of the following volunteer dentists:

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

In February, the South Lane County Children's Dental Center provided donated dental services **VALUED AT \$10,097** to children in South Lane, Creswell, and North Douglas school districts. The services were provided by volunteer dentists **Drs. Jonathan Backer, Leah Hickson, Park McClung and Lonn Robertson.** ●

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GIVING BACK

Give Kids a Smile
2015, cont.

KAISER PERMANENTE NORTHWEST

Kaiser Permanente Northwest provided more than **\$80,000** in **FREE DENTAL CARE** and vaccinations to approximately **200 UNINSURED** and underinsured children at **7 LOCATIONS** in Oregon and Southwest Washington. More than one-quarter of those children received both dental and medical care.

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



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

Photo: Courtesy of Kaiser Permanente Northwest.



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

Photo: Andie Petkus Photography



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

Photo: Andie Petkus Photography

WASHINGTON COUNTY DENTAL SOCIETY

WCDS BY THE NUMBERS

22 WCDS dentists

25 assistants

64 Pacific dental students

15 faculty

4 staff members

12 Pacific dental hygiene alumni

6 community volunteers

7 hours

101 children

\$67,200+
worth of dental care

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

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

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

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

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

Pacific and the WCDS's "Give Kids A Smile" day began in 2009 and has grown each year to provide services to an increasing number of children from low-income households.



Doing business in the current dental benefits marketplace

by Michael Perry, DDS

THE CURRENT DENTAL BENEFITS MARKET

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

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

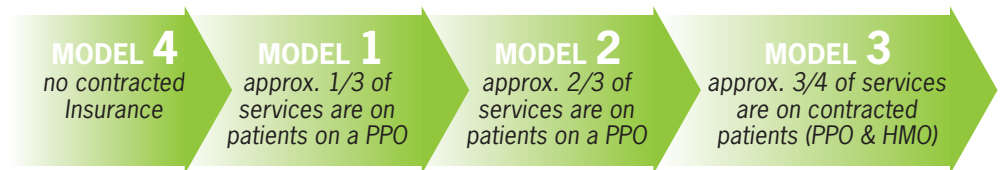
A PPO (Preferred Provider Organization) plan is a fee-for-service plan where the doctor contracts directly with a benefit company, agreeing to a fee schedule lower than what he/she would charge in the open market. PPOs have ranged in remunerative levels from Delta Dental Premier on the high end to government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

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

Then and Now

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

Figure 1: Practice Models & Model Continuum



Models are numbered in order based upon their prevalence in the marketplace, with Model 1 being most common, and Model 4 being the least.

insured by an indemnity plan or Delta Premier, or who paid cash at UCR fees.

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

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

What to do

Most dentists see a practical reality: they must adapt to the marketplace

that exists, and not waste energy wishing for the one that is gone. That is a wise if not inevitable choice.

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

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

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

An analysis of practice statistics will identify which model a practice is currently in. It is possible that a practice could be midway between two different models, causing some confusion concerning category assignment. If, however, the models

are viewed as a continuum rather than as separate categories, all private practices would fit somewhere on a spectrum from least percentage of contracted insurance to most.

See Figure 1.

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

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

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

Changing models with changing markets


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

Michael Perry, DDS, is Director of Practice Management, California Dental Association.


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DENTAL FOUNDATION OF OREGON

Tooth taxi supports ODA Dental Day in Salem



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

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



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

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



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



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EXTRACTION CE—FRIDAY, AUGUST 7TH, VANCOUVER. FOUR HOURS of lecture given by Dr. Murphy and Fletcher. Topics covered include using a 301 elevator and Crane Pick properly, elevating flaps and surgically removing teeth. The class will be 8am to 12pm at the Holiday Inn Vancouver, 711 West Broadway. Tuition: \$600. AGD Pace Accepted for FAGD/MAGD. AGD# 218239. Contact: 843-488-4357; drtommymurphy@yahoo.com; www.weteachextractions.com.

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

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