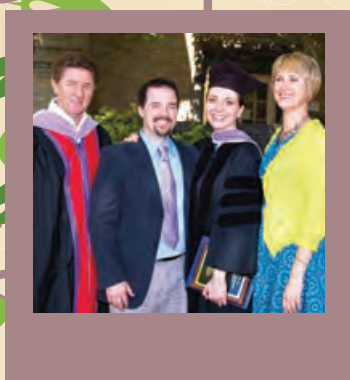




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Letters to the Editor

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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Blog www.TheToothOfTheMatter.org

FEB 18	Dental Day at the Capitol (Salem)
MAR 6	Leadership Seminar (ODA)
MAR 7	Board of Trustees meeting (ODA)
APRIL 9–11	Oregon Dental Conference (Portland)
APRIL 12	Board of Trustees meeting (Portland—Doubletree)
MAY 30	Board of Trustees meeting (Skamania)
JULY 24	Board of Trustees meeting (ODA)
SEP 25	Board of Trustees meeting (ODA)
OCT 30	Board of Trustees meeting (ODA)
NOV 23–24	Oregon Mission of Mercy (Portland)

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.

2015

February 13

Southern Oregon – Medford
Amanda Davenport
sodentalsociety@yahoo.com

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 – Salem
Sabrina Hance, 503.581.9353

DBIC RISK MANAGEMENT COURSES

Current reporting period:
January 2014 to December 2016

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.

SAT, FEB 7	Lane County	CE HRS: 4
Medical Emergencies Update 2015 Steven W. Beadnell, DMD LOCATION: Eugene (Valley River Inn) INFO: www.lanedentalsociety.org/programs		
TUES, FEB 10	Marion & Polk	CE HRS: 1.5
Orthodontics Bart Carter, DMD, MS LOCATION: West Salem (Roth's) INFO: www.mpdentalce.com or mpdentalce@qwestoffice.net		
TUES, FEB 10	Southwestern Oregon	CE HRS: 1.5
Oropharyngeal Carcinoma Steven Shimotakahara, MD LOCATION: Coos Bay (Red Lion) INFO: Dr. Keith Kano		
THU, FEB 19	Multnomah	CE HRS: 1.5
It's Your Life: Establishing Your Personal & Professional Game Plan John Rosenthal, DMD, and Jess Gogumil, CPA LOCATION: Portland (McMenamin's Kennedy School) INFO: www.multnomahdental.org or lora@multnomahdental.org		
TUES, MAR 10	Marion & Polk	CE HRS: 2
Sedation & Drug Updates Patrick Braatz, OR Board of Dentistry LOCATION: West Salem (Roth's) INFO: www.mpdentalce.com or mpdentalce@qwestoffice.net		
TUES, MAR 10	Southwestern Oregon	CE HRS: 1.5
Oregon Pacific Financial Advisor Presentation Ronald Nauman, ChFC LOCATION: Coos Bay (Red Lion) INFO: Dr. Keith Kano		
TUES, MAR 10	Washington County	CE HRS: 1.5
Malpractice War Stories David Miller, JD, and Robert Wagner, JD LOCATION: Beaverton (Stockpot Broiler) INFO: www.wacountydental.org or wcdskathy@comcast.net		
FRI, MAR 13	Lane County	CE HRS: 6
Oral Radiology Shawneen Gonzalez, DDS, MS LOCATION: Eugene (Valley River Inn) INFO: www.lanedentalsociety.org/programs		
WED, MAR 18	Multnomah	CE HRS: 1.5
Tooth Resorption, Diagnosis and Treatment Strategies Salwan Adjaj, DMD LOCATION: Milwaukie (Moda Plaza) INFO: www.multnomahdental.org or lora@multnomahdental.org		
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, Physicians Resources LOCATION: West Salem (Roth's) INFO: www.mpdentalce.com / 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		

Still a Great Profession



Barry J. Taylor,
DMD, CDE

I AM NOT SURE THERE is any career advantage if you have chosen dentistry as your profession and either of your parents were dentists as well. Certainly, however, your parents must have demonstrated that dentistry is a great and satisfying career. The most recent issue of *US News & World Report* has “dentist” in the top spot on their list of the “100 Best Jobs.” Although I have always viewed that magazine’s lists skeptically, the article does have some valid points. As it is expressed in the introduction, “The best jobs pay well. They challenge you without stressing you out too much. There’s room to grow and advance.”

The most recent data from the American Dental Association shows dental income plateauing, and future income growth will be minimal. Despite that data, and the added

complication of the debt with which students graduate, dentists still have an above average income. Unfortunately, these days, any profession that requires a graduate degree is going to put a student in debt. Using

data from *US News & World Report* and the *Oregonian* (“Professional school students offer look at new world of extreme student debt,” 12/11/2014), it is easy to see that there is no easy, debt-free path in a graduate level education today.

An attorney may have an average debt of (only) \$150,000, yet their average salary is less than a dentist, and I would venture to guess that it is a more competitive market for a recent graduate in law. Veterinarians, pharmacists, and, even physicians face a similar student debt problem. In my biased mind, I would argue that dentistry still offers the best balance of student debt and time spent in school for your education, as well as your professional lifestyle and post-graduation income. Do you want to save \$100,000 in

debt, and spend three more years in school to become a family physician, whose income is on par with a dentist? Do you think that being a physician in today’s marketplace is less stressful?

Stress in a profession is difficult to measure and is often very subjective. I am thankful that we no longer hear “Oh, you’re a dentist? Don’t they have the highest rate of suicide?” No, they do not. The reality is that health care practitioners (i.e. physicians, dentists, nurses, and psychologists), as a group, tend to top the list of incidence of suicide in many studies. When one looks at professions in which workers are prone to depression, there is no consensus in the studies. Dentistry may not be more stressful than any other professional career.

The dental profession is changing, and many dentists are now working in corporate group practice settings. There seems to be two prevailing views when it comes to stress in regards to this. Some will argue that these practice modalities are more stressful because of the economic incentives to see more patients. Another prevailing view is that these practice models are less stressful than private practice because stressful tasks, such as managing staff, are handled by administrators, and many of these positions are salaried.

Which brings us to the last and, maybe, most important comment made by *US News & World Report*, “There’s room to grow and advance.” Dentistry can be very rewarding when the practitioner makes the effort and takes the time to be active in his profession. There are many different opportunities for one to grow and advance in dentistry. This can be growth in your clinical skills through continuing education, growth in your patient base, or personal growth by being in a profession that is all about providing patient care and taking care of people. ●

**“The best jobs pay well.
They challenge you
without stressing you out
too much. There’s room
to grow and advance.”**

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.



Lane County Dental Society presents
Shawneen Gonzalez, DDS, MS



speaking on

Oral Radiology

Friday March 13, 2015
8 a.m. - 3:30 p.m.
breakfast & lunch included
Valley River Inn, Eugene
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This course covers radiation protection, digital imaging, radiographic quality control and cone beam computed tomography (CBCT) along with a review of common radiographic findings including anatomical variants on both 2D and 3D radiographs. Current regulations in radiation protection including ADA/FDA guidelines for prescribing radiographs and upcoming changes will be presented. Best practices of creating an ionizing radiation policy in a private office setting will be discussed. Digital imaging basics including strengths and limitations will be covered enhancing those offices with digital and educating those interested in switching or learning more about digital imaging.

The learning objectives include:

1. Implementing the most current radiation protection guidelines.
2. Applying digital imaging basics to improve your office imaging or prepare your office for purchasing/upgrading to digital imaging.
3. Understand the importance a radiographic quality control program and best practices for creating one in your office.
4. Review common radiographic findings on 2D and 3D radiographs.
5. Understand and apply the strengths and limitations of CBCT aiding in the prescription of CBCT scans.
6. Understand the legal considerations of CBCT units and CBCT scans.

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You are invited to ODA's Dental Day at the Capitol!

February 18, 2015 8:30 AM–4 PM*

Oregon State Capitol

900 Court St NE, Salem, OR 97301

Join your ODA colleagues in a day at the state capitol helping to educate legislators and their staff about the importance of oral health. We'll start the day with orientation before you'll have a chance to meet with your legislator.

Additional opportunities to participate by staffing an education table are also available.

RSVP to Lori Lambricht: llambricht@oregondental.org
or 503.218.2010 ext. 104

Be a part of the process: Join us!

8:00 AM Registration

8:30 AM–4 PM* Training and Meetings with Legislators

**Note: We will arrange a meeting with your legislator for you, and you do not need to stay until 4PM if that meeting is earlier in the day.*



Drs. Todd Beck, Barry Taylor, and Kurt Ferre show off Dr. Ferre's fluoride-focused t-shirt.

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 April 12, 2015**

Elected by ODA Board of Trustees

ADA Alternate Delegate at Large

POSITIONS OPEN Five

TERM 1 Year

DECLARED CANDIDATES

Florence Dental Clinic awarded 2014 Community Applause Award from Oregon Bankers Association

The Oregon Bankers Association (OBA), in partnership with the Independent Community Banks of Oregon (ICBO) and *Oregon Business* magazine, recently announced that Florence Dental Clinic is the recipient of a 2014 Community Applause Award, which includes a



commemorative plaque and a \$1,000 donation to the non-profit of their choice. Founded in 1996, the award competition is open for banks doing business in Oregon to nominate their business customers in recognition of their service in the community. An independent panel of judges reviews each nomination and selects one winner annually.

Co-owners of Florence Dental Clinic, **Dr. Brian Holmes** and **Dr. Justin Linton**, accepted their award and the \$1,000 donation to Mapleton Food Share. The award ceremony also included videos about each award recipient, which can be viewed online at www.oregonbankers.com/community/applause-awards.

Florence Dental Clinic was honored with a 2014 Community Applause Award in the category of "Businesses with less than 50 employees."

Pictured from left: Lonnie Iholts, Siuslaw Bank; Tammy Holmes and **Dr. Brian Holmes**; **Dr. Justin Linton** and Erin Linton; and Debra Dee Osborne, Siuslaw Bank.

Florence Dental Clinic won in the category of "Businesses with less than 50 employees," and was nominated by Debra Dee Osborne, vice president at Siuslaw Bank. Devoted to comprehensive and preventative patient care, Dr. Brian Holmes and Dr. Justin Linton, of Florence Dental Clinic, have an unwavering commitment to bettering the lives and the health of adults and children in their community.

For the dentists, improved health starts with teaching children proper dental care, which is why they provide dental education to all kindergarten, preschoolers, and first graders in their community. And, since 2002, the dentists and their staff have volunteered in MTI mobile dental clinics at Mapleton and Siuslaw elementary schools, screening every child for emergency dental needs. They then return to the schools to provide critical services free of charge. Dr. Holmes and Dr. Linton host the dental vans multiple times per year, for a combined total of 48 volunteer days and over \$400,000 in free care provided. The dentists at Florence Dental Clinic also support many non-profits, assist with fundraisers, and donate volunteer time to a variety of organizations.

In commenting about her nomination, Osborne said, "Florence Dental Clinic is the kind of business every town dreams of. Dr. Holmes and Dr. Linton are professional, successful businessmen, and with that success they give back to the community by donating services, volunteer time and money. I am proud to be their banker and customer." ●

About the Oregon Bankers Association

Established in 1905, the Oregon Bankers Association is Oregon's only full-service trade association representing state and national commercial banks, thrifts and savings banks chartered to do business in Oregon. More information is available at www.oregonbankers.com.



MEMBER NEWS

Share your fun and exciting news with ODA colleagues!

New ventures, wedding/birth announcements, special events/reunions, community service/mission trips, other exciting life events.

We want to hear about it!

Email your announcement, 50 words or less, in a Word document with high resolution digital photos (.jpg) to Anna Velasco, avelasco@oregondental.org.

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MEMBER BENEFIT OF THE MONTH

ADA Health Policy Institute Surveys

AS PART OF MEMBERSHIP IN THE TRIPARTITE, the surveys produced by the ADA Health Policy Institute are free, including the 2013 *Survey of Dental Fees*, for which non-members pay up to \$400 in the ADA catalog.

The 2013 *Survey of Dental Fees* covers material collected in 2013 from the 2,198 responding dentists. The survey sample was a simple random probability sample of 13,052 dentists in private practice, which included both member and non-member dentists.

The 2013 *Survey of Dental Fees* report includes:

- National average fees broken for both general practitioners and each of the six specialties
- National level statistics for fees for over 200 commonly performed dental procedures
- Average fees charged by general practitioners, broken down into nine regional areas, using U.S. Census divisions

- Standard deviation and percentiles for each fee
- Dental procedures identified by procedure code and nomenclature from the Code on Dental Procedures and Nomenclature as published in the ADA's CDT 2013
- Methodology, glossary, and survey instrument information

The survey data should not be interpreted as constituting a fee schedule in any way, and should not be used for that purpose.

You can find this survey (as well as other useful practice management information) on the ADA's Center for Professional Success' website: success.ada.org.

The specific URL for the 2013 Survey of Dental Fees is: <https://success.ada.org/en/practice/operations/financial-management/2013-survey-of-dental-fees>. ●

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

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

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Family Legacies



The benefits and challenges of having spouses and relatives who are dentists

By Melody Finnemore

Like father, like son, and—in the case of dentistry—‘like wife, like daughter’ as well. Several Oregon families have multiple members in the oral health profession. The Smiths, Colasurdos, and Tinkles are among them, and they recently shared some of the pros and cons of working with spouses and other family members who also are dentists.



From left:
Stevenson Smith, DMD,
Steven E. Smith, DMD
and **Jessica Jackson, DMD**



The Smith family

The Smith's dental family tree includes Oscar (grandfather); **Steve** (father, and ODA past-president); David and James (uncles); **Stevenson** (son); and **Jessica Jackson** (daughter). Jessica Jackson, DMD, said her father's mentorship and support has been invaluable throughout her career.

"One of the biggest benefits for me, as a part-time dentist, wife, and mother of three, was sharing ownership of our dental practice with my dad. While our patients and practice were very important to me, he supported me working part-time, which was the right balance for me and my family. It was nice to share practice responsibilities and patient care with someone I trusted," she said.

"I also truly benefited from the mentorship my dad offered me from the time I started working summers in the practice at age 12. I had over a decade of practical experience in all aspects of dentistry—from reception to clinical care to lab work—by the time I decided to pursue a DMD degree," Jessica said.

Jessica joked that it can sometimes be a challenge for spouses and other relatives when she, her brother, and father want to talk about dentistry during family gatherings. "I still can't understand how they find teeth boring," she said with a smile.

"On a serious note, it can take a toll on relationships when individuals in a family work closely together, as personalities and philosophies differ. Plus we have so much history with each other, which, at times, can be a struggle to completely set aside while at work," Jessica said.

"Finally, it's hard to not get caught up in unrealistic expectations of myself as a professional when I see the contributions my dad made to dentistry and our

patients over his 40-year career. At least it keeps me humble," she added.

Since Steve Smith, DMD, retired in 2013, Jessica said, she has enjoyed the "changing of the guard" and now co-owns Smith & Jackson Family Dentistry, in Eugene, with her brother, Stevenson Smith, DMD. "I look to the future with gratitude and excitement that we'll have the opportunity to practice together," she said.

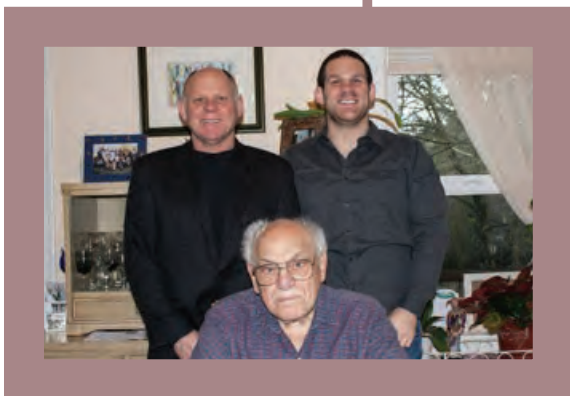
Stevenson said he has benefitted from learning how to talk to patients from his father, uncles, and grandfather.

"When you're fresh out of dental school you are way too formal and sterile. Being my father's dental assistant at times, growing up, helped me realize that people are coming to you and want your recommendation. They don't want 10 different treatment plans with contingency plan upon contingency plan. Being straightforward with patients while being realistic about risks and expectations of treatment is a valuable skill," he said.

Stevenson said he also benefitted from seeing how his father lived his life away from the office. "He gave me an example to learn from and improve on, while showing an example of how someone deals with the challenges of managing a dental practice," he said.

Among the challenges Stevenson has encountered is patients' expectations of him after his father retired.

"My father is loud and gregarious while I am more soft-spoken. Patients have remarked on how quiet our office was after Dr. Steve retired. Being yourself while meeting an expectation has been a challenge, especially when patients are conditioned for loud and gregarious," he said.



A.J. Colasurdo, DDS (front) with his son, **John Colasurdo, DMD**, and grandson, **Vincent Colasurdo, DMD**



Drs. **Melissa** and Vini Colasurdo

The Colasurdo family

The Colasurdos who share dentistry as a passion and a profession include **A.J.** (grandfather); **John** (son); **Vincent “Vini”** (grandson) and Vini’s wife, **Melissa**.

Melissa (Faber) Colasurdo, DMD, said she was attracted to a career in the medical field as a child. She grew up on a dairy farm and loved sports, and thought she would be a veterinarian or a physical therapist.

“However, in high school, I went on a trip to the Dominican Republic and worked with a dentist. In the first hour we were there, she showed us how to assist, clean teeth, and give shots,” she said. “We worked for two weeks straight and I loved every day working with her and helping in a very underserved community. From that day forward I knew I wanted to be a dentist.”

Melissa met Vini in dental school, and they married soon after their 2014 graduation. She said she appreciates having family members in the dental field, because, among other benefits, she is able to get advice about the cases she experiences in her Portland practice.

“We talk about new techniques or encounters we have had in the dental office. When I talk about my day my husband understands, which is nice. We also are able to go to CE and dental meetings together. It’s great to hear stories or advice from my grandfather or father-in-law because they have had years of experience and various techniques,” she said.

There are few challenges in her mind, though dentistry often tends to take up the bulk of family conversations, Melissa said.

Vincent Colasurdo, DMD, joked that the NFL never came calling, so he chose a career in dentistry. He credits his family members with serving as mentors, noting that dental schools do a good job of training students, but “it is impossible to experience every situation and become proficient in every nuance.”

“Having my father in the office, with his decades of experience to draw upon at any moment, is invaluable. Our relationship is already present, so there is no reason for hesitation to ask for a second opinion or advice,” he said. “Some aspects of dentistry have changed drastically since my grandfather was practicing, but an awful lot is very similar. His advice on patient relationships is just as effective and relevant today as it was when he was hand-mixing amalgam.”

The challenges Vini has experienced as a third-generation dentist include maintaining the standard of care that has been present in his family for more than 60 years.

“I have been a patient in the same operatories in which I now work, and can draw on those experiences to fully understand how high the bar has already been set. It is a great motivator to continue to learn and improve and provide the highest level of care that our patients have come to expect,” he said.

From left:
Jim Tinkle, DMD,
Aaron Tinkle, DMD,
Amanda Tinkle, DMD, and
Sandra McCoy, DMD



The Tinkle family

The Tinkle's dental family tree includes **James Wilson Tinkle** (grandfather, and ODA past-president); **Jim Tinkle** (son of James) and his wife, **Sandra McCoy**; **Aaron Tinkle** (nephew of Jim), and his wife, **Amanda**.

Jim Tinkle, DMD, said camaraderie and understanding are among his favorite benefits of having other dentists in the family. "When somebody has a problem—or the opposite of a problem—it's easy to understand how they are feeling and how they got to that feeling," he said. "Everything is more meaningful when someone has had the same kind of day or the same kind of experience and knows what you are going through."

Jim noted that spouses and family members who share the same profession also provide inspiration for each other. "When Aaron was considering becoming a dentist, it was easy to point to his grandfather and show him what a good life dentistry could provide, and what a great and talented man he was," he said.

The down side is the inability to take extended vacations or, sometimes, even mental breaks from the office, particularly if spouses run a practice together.

"I think the challenges come more in what I saw with my parents. My father was a dentist and my mother was his office manager, so they were together every minute of the day, and that created some difficulties," Jim said.

Aaron Tinkle, DMD, agreed with the work-life balance challenges cited by his uncle. He and Amanda are raising a 5-year-old and a 2-year-old. Aaron runs Belmont Family Dentistry in Portland, and Amanda practices in

Vancouver. Aaron said he feels fortunate to have family members who serve as role models about how to balance work and family life.

"It's very helpful having a spouse who is a dentist, because they understand the stress of running a business, that you are nearly always on call, and the fact that it's not an 8-to-5, clock-in, clock-out job," he added. "And there are so many advances within the profession that it's nice to have someone to bounce ideas off of."

Amanda Tinkle, DMD, said she appreciates the family network of support and information.

"I can ask any silly question I may have any time I want, and not feel self-conscious about it," she said. "If I ever find myself stumped or in over my head, I know I have access to help immediately. And if they can't offer the answer, they know many other people who can."

Amanda noted that she felt like she was instantly welcomed into the dental community by all of the people who knew the Tinkles.


"I never felt as isolated as a new dentist might coming out of school. I always had support and encouragement, and I am so lucky for that," she said. "Additionally, seeing what my husband went through, I knew what to expect when I decided to go to dental school. I started school the August after he graduated, so I knew ahead of time what I was getting into."

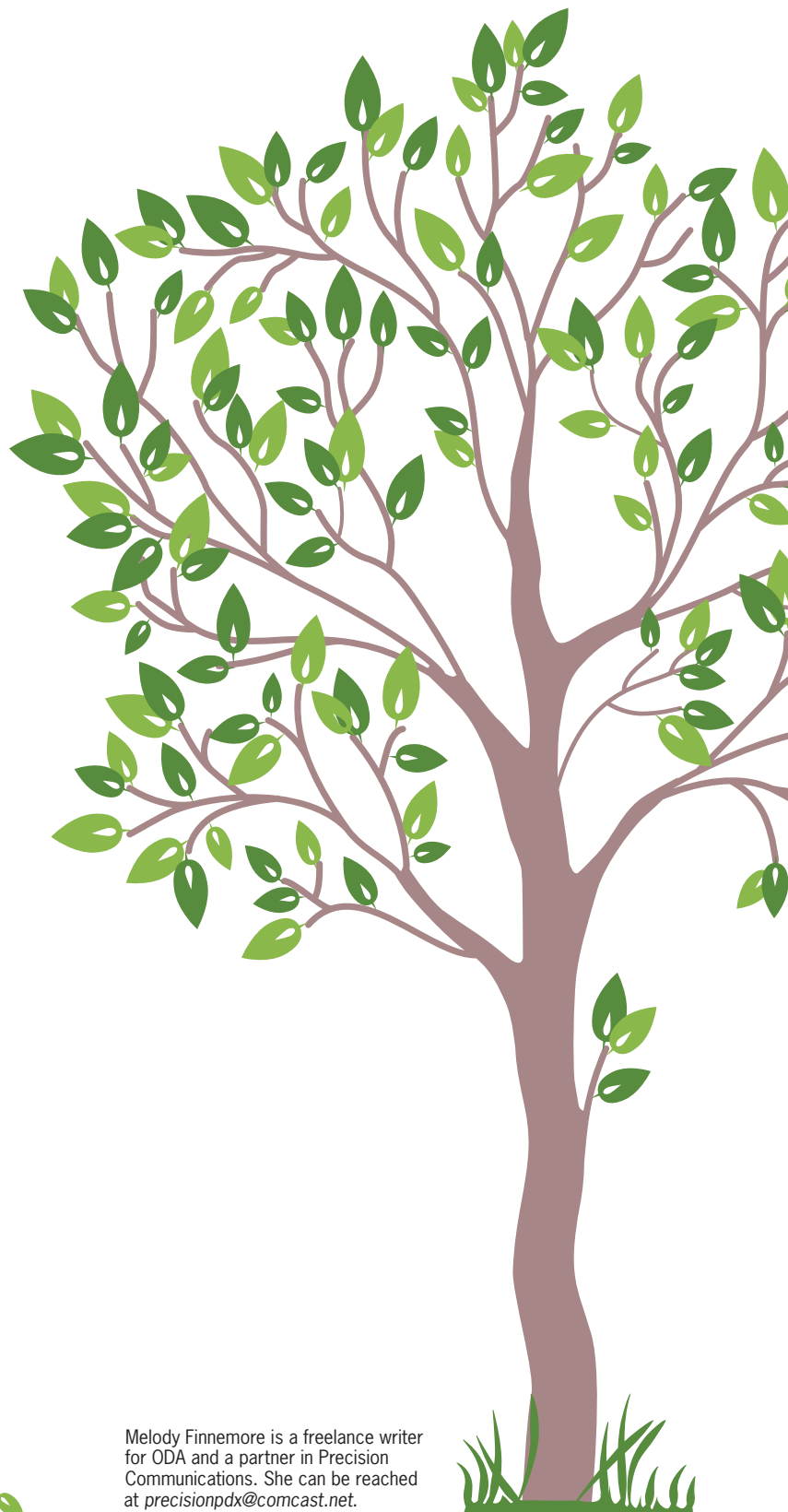
The biggest drawback, she said, is that she compares herself to her husband and is conscious of upholding the Tinkle family name.

"Having motivation to always stay on top of your game isn't bad, but it is difficult to fly under the radar in situations such as organized dentistry and social events," she said. "Even though I know my husband and I are different people who operate in totally different ways, it is hard to not compare myself to him and his practice."

"I prefer for us to see ourselves as peers, but since he has been at it longer than I have, it can feel like a teacher/student relationship, which is not how I prefer our relationship to be," she added. "Because of this, and other reasons, we have chosen to not share a practice. Someone, ultimately, would have to be 'the boss,' and how do you shut that off once you get home? A wise man once told Aaron, 'You need to have a special relationship to be able to work with your spouse, and you don't want to find out if your relationship is that special.'"

Not surprisingly, people often assume Jim is Aaron's father rather than his uncle. Jim said his reaction to this common error is emblematic of the gratitude and appreciation he feels about his family's legacy within the profession.

"It is a huge source of pride for me when I meet someone who doesn't know me but has positive things to say about Sandra or Aaron or Amanda or my father. I never met anyone who didn't say my father was a great guy and most of them launched into a story to illustrate that," he said. "And it might bug them, but I also feel great when asked if Amanda or Aaron are my children." 



Melody Finnemore is a freelance writer for ODA and a partner in Precision Communications. She can be reached at precisionpdx@comcast.net.

Six Ways You Can Help Patients Move Forward with Treatment

By Mark T. Murphy,
DDS, FAGD

WHEN YOU LOOK CRITICALLY AT MOST PRACTICES that say they are not busy enough, there is usually plenty of dentistry left to do. The problem is, it is still in the charts! Incomplete treatment, work not accepted, and undiagnosed procedures can be worth hundreds of thousands of dollars in your practice. The good news is you don't have to get all of them to say yes; just a few more will do. There are some very predictable *behaviors* that we can choose to change that will impact *results*.

Let's look at six things we can do that shift the odds in our favor. Do these, and you will see quick change in your case acceptance and fewer holes in your schedule.

1) Ask More and Tell Less

It is easy to do an exam, develop a treatment plan, and then *tell* someone what they *need* (more on that later). But patients are not usually aware of, interested in, or concerned about the long-term consequences of non-treatment. Many believe the absence of pain or dysfunction means health. Our goal is to ask them questions about the problem, its progression, and the ultimate outcome until they take ownership and ask, "What can I do about that?" A colleague of mine used to say, "Stay in the question. Talk about the problem until they become curious and figure it out with you."

2) Create a Co-discovery and Curiosity Examination Experience

By asking about the problem and staying in the question, most patients will start to figure things out with us, and become curious. Letting patients co-discover and see things using the intraoral camera or hand mirror gives them the opportunity to really learn about their mouth. Just telling them what you see is passive education whereas letting them figure it out is much more active and creates ownership. Instead of discussing solutions, talk about the problems and their progression until the patient asks you for your recommendations.

3) Think Wants Not Needs

People may have money for what they *want*, but not always for what they *need*, so focus on helping them want better dentistry and a more complete solution. A great deal of money is spent on alcohol, tobacco, and gambling compared to dentistry. It's also common to

hear complaints about gasoline prices or see people pay \$1 per pint (\$8 per gallon!) for bottled water that is available from the tap for pennies. With patience, the patient will come to understand the problem, and the consequences of inaction. They will eventually "want" to know and ask for a solution.

4) Remember: It's about Value

Luxury goods, high-end cars, and fine jewelry are examples of patients paying for 'upgrades' that they value. Although we can live without teeth, most people place a level of value on having a healthy dentition, and being able to chew. As this new process for case acceptance evolves, remember that the value proposition for patients is very different than it is for the dentist. Helping your patients see, understand, and want a healthy mouth and smile creates a value proposition that makes them more likely to use discretionary dollars to achieve. Going beyond the limited coverage of dental reimbursement and maintenance plans requires that they value it like a better car or expensive watch. People spend money on things they want—especially if they value it highly.

5) Offer Individualized Options

Consumers often finance automobile and other large purchases, so they can make monthly payments. By offering payment options and making patient financing available, we can broaden the field of patients who can manage payment for recommended dental care. I prefer to discuss payment options in terms patients understand. "The total fee for your treatment will be \$13,000. There are three different ways you can pay for that: pay as we go, pre-payment with a bookkeeping

Mark T. Murphy, DDS, FAGD is the Principal of Functional Dental and the Lead Faculty for Clinical Education at MicroDental Laboratories. He also serves on the Adjunct Faculty at the University of Detroit Mercy School of Dentistry and as a Guest Presenter at Mercer Advisors and the Pankey Institute.

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adjustment because we will not have to send statements, or the CareCredit credit card." Most people understand the idea of credit. It is much easier for most folks to digest a monthly payment for 36 months (for example) than a one-time payment of \$13,000.

6) Make sure Patients Understand the Real Role of Insurance

Here is where the rubber hits the road! Many patients have an insurance entitlement mindset and only want to "Do what is covered by insurance." I suggest you have a discussion about the role of dental reimbursement or maintenance plans (see the nomenclature change again) before you look in their mouth. Help them understand that typical insurance plans—like the kind we have for cars and homes—provide coverage in the event of a catastrophic loss. Their dental insurance only provides for \$1,500 in care a year, so it's better to think of it more like a maintenance plan. It's good to have it but it does *not* cover all necessary dental care. To compare: auto insurance does not cover oil changes, new wiper blades, and new tires; home insurance does not cover maintenance for your air conditioning or a new disposal in the sink.

Dental insurance started in Washington state 60 years ago, and, for the most part, benefits have remained unchanged. If we adjusted \$1,500 worth of coverage for inflation, it would have grown to \$7,000–\$14,000 (using 3% and 4% as bookends). Now that would be catastrophic insurance coverage.

Use these six constructs regularly, and you will see your case acceptance improve. There will be more dentistry, the kind you love to do, getting done in your chairs than sitting in your charts. And you will be able to help more of your patients have healthier mouths and create greater success for you and your team. ●

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Catch a sneak peak below.

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For the first time ever, you can attend the “Case CAT” presentations, taking place Saturday in the Exhibit Hall. Participating OHSU dental students will use the best clinical evidence found in existing literature to answer a clinical question about one of their patients. Students will present their findings to judges during the ODC, and cash prizes will be awarded to the top Case CAT presenters. Stop by and show your support for the future of dentistry!

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For a complete list of exhibitors, visit www.oregondental.org > Oregon Dental Conference > Exhibit Hall > 2015 Exhibitors.

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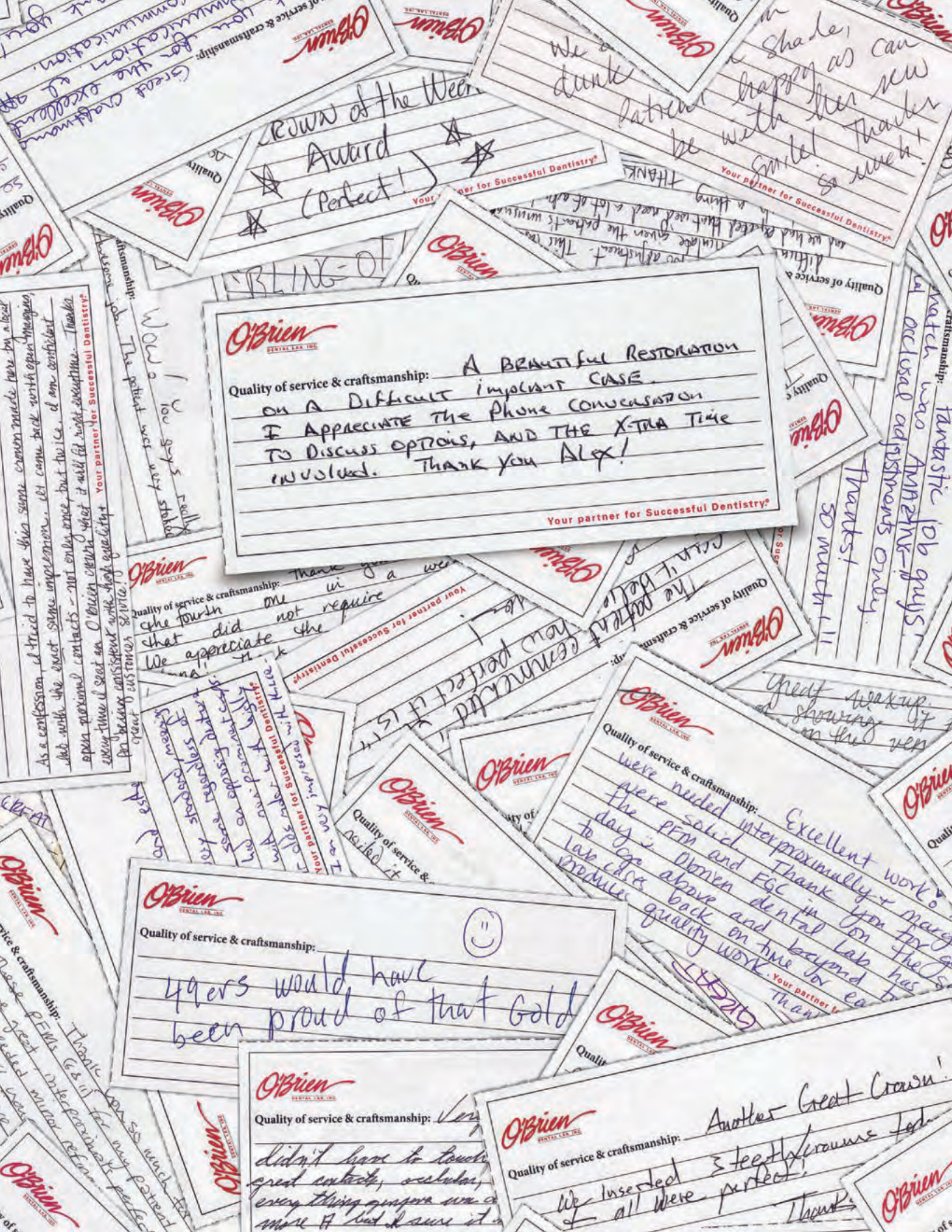
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Quality

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Meeting Highlights

Friday, January 9, 2015

Dr. Joe Robertson was elected to a four year term on the Moda, Inc. Board of Directors.

Dr. Hai Pham was appointed to a three year term as ADA Delegate at Large.

Dr. Bruce Burton was elected to complete the term on the ODA Board of Trustees that is being vacated by **Dr. Scott Hansen**.

Dr. Nicole Oliveras was elected to complete the term on the ODA Board of Trustees that is being vacated by **Dr. David Carneiro**.

Dr. Joe Jensen was appointed to the Annual Meeting Council.

An update was given on ODA's activities in:

- Digital badging
- 18-month new member communication plan
- Member engagement analysis
- Molar Movement scarf

ADA alternate delegate at large nominations will be open to current ADA council representatives and other qualified members. The election will occur at the April 12th Board of Trustees meeting. ●



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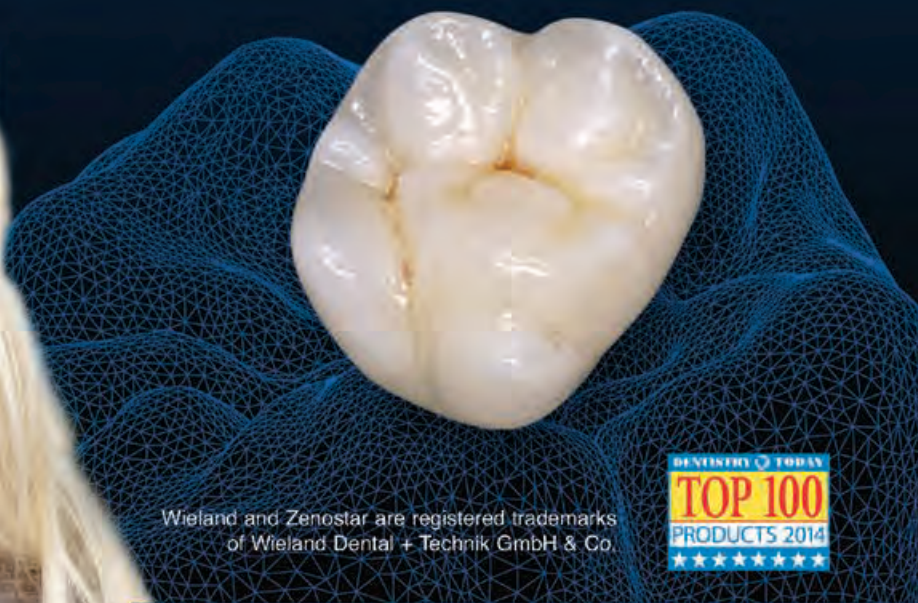
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Women's Dental Interest Group



By Margaret Campbell

NOT SO LONG AGO, DENTAL SCHOOL was overwhelmingly a male endeavor. Female dental students were a curiosity and were expected to behave and desire the same things their male counterparts did. Over time as more women matriculated, dental school culture was slow to adapt to its women students. While there is no "male" or "female" dental student archetype, there surely are differing needs and interests that emerge from student bodies as they become more gender diverse. In fact, women now comprise 51% of dental students nationally; so progressive dental schools encourage and celebrate their female students.

In response to the changing gender composition of dentistry, female students began to develop programs catering to their interests. In January 2014, two 3rd year dental students, **Sarin McKenna** and myself, created OHSU's Women's Dental Interest Group (WDIG). **Drs. Lisa Greene** and **Denice Stewart** recognized the importance of this type of programming and were willing to serve as founding faculty advisors. The organization sought to be gender-inclusive; its message would be positive, and activities would be geared toward service. In the end, our mission had three key goals: to foster a culture of collegiality (not only between men and women in the profession, but also between students, dentists, hygienists, researchers, and specialists); to foster student-doctor mentorship; and to develop community outreach for the underserved women and children in our area.

WDIG enjoyed a tremendous outpouring of support from OHSU's administration. The inaugural WDIG meeting was launched January 2014 with over fifty students, faculty, hygienists, and researchers attending. Although the audience was mostly female, a few male students and **Dr. Dennis Nicola** (a great supporter who has attended nearly every WDIG meeting) participated. **Dean Phillip Marucha**, who strongly supported this group, catered the meeting. The opening discussion was about the sort of programming the audience wanted from WDIG, and we got

a great array of suggestions. There was a lively philosophical debate concerning whether WDIG should promote women versus men, but the group rejected pitting the sexes against each other, preferring to learn from different gender perspectives and use one another's strengths toward mutual benefit.

In its first year, WDIG has had a variety of programming for dental students. Last spring was the first biannual social at the Oregon Dental Association headquarters with guest speaker, ODA past president, **Dr. Jill Price**. Dr. Price delivered an inspirational speech about women changing the face of Dentistry and graciously volunteered her time to mentor students in our group. Most recently, **Dr. Teri Barichello**, ODA past president and vice president and chief dental officer at Moda Health, hosted WDIG's fall social at the Moda Tower. Dr. Barichello shared with students pearls of wisdom such as the importance of collegiality and professionalism; she has also mentored WDIG members.

WDIG's community outreach programs were quickly put into place. Programming included providing dental screenings and oral hygiene education for Head Start pre-schoolers. In December, WDIG organized screenings in two Gresham pre-schools and preformed 74 dental exams and administered 292 fluoride varnishes. Trying to provide a more rounded social life for women students, WDIG is working on a book club, and recently hosted a holiday party, complete with a recipe exchange. In addition, WDIG organized a number of lunch-and-learns on topics ranging from applying to specialty programs, panel discussions for women dentists in public health, corporate, and private practice, and physical therapists provided health tips such as avoiding female-specific injury prone areas, and managing working while pregnant and after birth.

Moving forward, WDIG plans to help victims of domestic violence. The ADA reports that 90% percent of domestic violence victims suffer head, neck, and facial injuries, which underscores the need for dentists to be knowledgeable and compassionate about

Margie Campbell is a fourth year student at the OHSU School of Dentistry. She can be reached at campmarg@ohsu.edu.

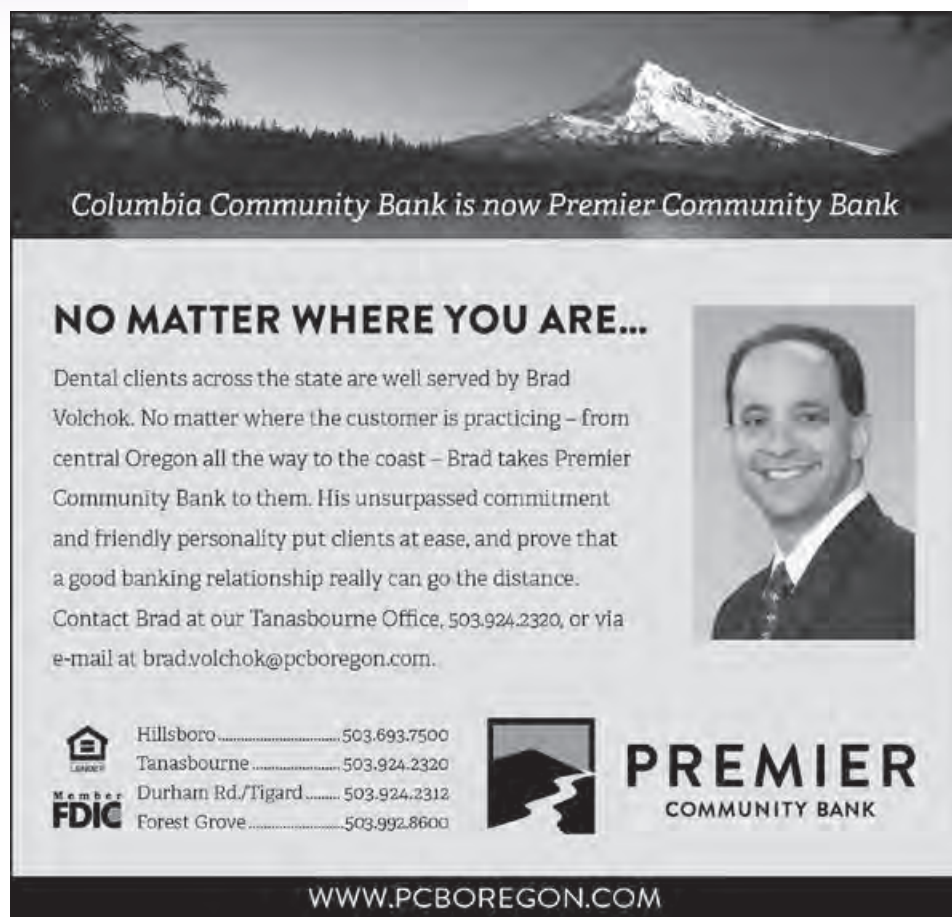
The OHSU School of Dentistry can be found online at www.ohsu.edu/sod.

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

this issue. WDIG hopes to provide oral healthcare to victims of domestic violence and promote awareness among other health care professionals within the community. Working at shelters, WDIG members will do dental screenings to identify needs, and then find these women and children a “dental home.”

We expect to expand membership of WDIG to include dentists in Clackamas, Multnomah, and Washington County Dental Societies. This frequent interaction with dental societies will foster mentorship, expand group activities, and provide networking to facilitate students’ employment opportunities. ●


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FULL TIME GENERAL DENTIST POSITION in Wilsonville. I am seeking an experienced and friendly, warm, general dentist to care for adults, teens, and older children in my pediatric dental practice. Our current general dentist for the last 2 years is purchasing his own practice. Compensation has averaged \$10,000+ take home a month for the past 2 years, working 3 days per week, with a production of over 300,000 per year. This position is open immediately. It is an excellent opportunity to work in a pediatric/general integrated practice. Contact 503-582-8200 or email jamesdu78@me.com.

GENERAL DENTIST—GRESHAM: GENTLE DENTAL IS seeking a Full Time Dentist for our Gresham, OR practice. 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. For more information or to apply online, visit <http://gentledental.catsone.com/careers>.

GENERAL DENTIST—WOOD VILLAGE: GENTLE DENTAL IS seeking a Full Time Dentist for our Wood Village, OR practice. 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. For more information or to apply online, visit <http://gentledental.catsone.com/careers/>.

DENTAL OPPORTUNITIES

GENERAL DENTISTRY

GENTLE DENTAL IS SEEKING A Full Time General Dentist in the Bonney Lake, WA area. Apply Online: http://interdent.force.com/careers/apex/ts2___JobDetails?jobId=a0xi0000001a6icAAA.

OPENING FOR FULL-TIME DENTIST AT RUSSELL STREET DENTAL CLINIC. For full details apply online at www.ohsu.edu/jobs. IRC45422. This position is under the supervision of the Dental Director at OHSU's Russell Street Dental Clinic/Project Dental Health. The duties include: Provide scheduled and unscheduled patient care at the Russell Street Dental Clinic; participate in the education of dental and dental hygiene students in accordance with assignments to Project Dental Health by the School of Dentistry Curriculum Committee and the Community Based Dental Partnership Program (the Department of Health and Human Services Health Resources & Services Administration grant); engage in public service with the knowledge and consent of the Project Director; contribute to the administration of Project Dental Health as assigned by the Clinic Administrator or Project Director. Required: Oregon Dental Licenses, current DEA license, NPI number, CPR certification. Preferred: Five years of practice experience, GPR/AEGD certification. OHSU is an equal opportunity, affirmative action institution. All qualified applicants will receive consideration for employment and will not be discriminated against on the basis of disability or protected veteran status. Applicants with disabilities can request reasonable accommodation by contacting the Affirmative Action and Equal Opportunity Department at 503-494-5148.

GENTLE DENTAL IS SEEKING A Full Time General Dentist for their new practice located at Timberland Town Center in West Portland. For more information or to apply: <http://gentledental.catsone.com/careers/>.

DENTAL OPPORTUNITIES

GENERAL DENTISTRY

FULL-TIME, PORTLAND—WE ARE A LARGE Dental Group seeking a full time General Dentist in the Portland area. We provide our doctors with competitive benefits and trained staff. If you are interested, please forward your resume to Ron Brush at: BrushR@InterDent.com. *We are also offering a \$5000 sign-on bonus.

GENERAL DENTIST ASSOCIATE NEEDED FULL-TIME or part-time in Portland, OR. Office is seeing approximately 50-70 new patients per month. We have a great staff. Office is located near Whole Foods, REI and is currently producing/collecting \$35,000-\$60,000 per month. Compensation is 27% of collections. Please contact George Kang, DDS for more information at 503-528-6418 or drkang@greenappledental.com. Please also visit us at www.GreenAppleDental.com.

MOLALLA, OREGON—A BUSY GENERAL PRACTICE with 9 operatories is seeking a full-time associate Dentist/Partner. We are open 6 days a week with over \$1M production per year. For more information, please contact Al Borromeo, D.D.S at 503-759-3333 or email us at fountainvalleydental@gmail.com.

GENERAL DENTIST: LARGE DENTAL GROUP seeking General Dentist for their Phoenix AZ practice. For more information or to apply online: <http://gentledental.catsone.com/careers/>.

ROSEBURG, OR PRACTICE LOOKING FOR full time Associate Dentist. Unique opportunity in my updated fee-for-service private practice. Please email cover letter and resume to kobernc@gmail.com or call 541-637-0268 to submit in an alternate form.

SEEKING ASSOCIATE FOR PRACTICE IN Camas and Vancouver area. 2 years experience is desirable. Please email resume to declinic@gmail.com.



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

WILLAMETTE VALLEY, OR – G/P collecting \$1.3M+ in a very nice office in an excellent location.

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

NEW! SOUTHERN OREGON – G/P collecting \$800K+ with high profit. Beautiful, newer 5-op office in a wonderful location.

PORTLAND, OR – Excellent G/P collecting about \$500K with high profit, 7 ops and wonderful location!

OREGON COAST – Excellent G/P collecting \$700K+, 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.

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

FAIRBANKS, AK – 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.

FAIRBANKS, AK – Associate wanted for busy Endo practice!

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

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

NEW! TACOMA, WA PROSTH – Well established practice collecting \$450K+ in 2013. Office boasts 7 ops, digital x-rays and a full denture lab. Building is also available!

SPOKANE VALLEY, WA – G/P collecting around \$1M in 2013. 6 ops, pano and digital x-rays.

WEST PUGET SOUND PERIO – Great practice with an emphasis on implants, collecting \$550k+ in 2013. 4 ops, Pano and more!

NEW! VANCOUVER, WA – Building and Equipment. Very nice, 5-op office with off-street parking. No practice.

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

BELLEVUE, WA – Highly profitable G/P on track to collect \$1.4M+ in 2014. 4 ops and digital x-rays in a stylish office. Don't miss this exceptional practice!

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DENTAL OPPORTUNITIES

GENERAL DENTISTRY

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PEDIATRIC DENTISTRY

GENTLE DENTAL SEEKS AN EXPERIENCED PEDIATRIC DENTIST for their offices in West Portland. Part time, possibly Full time, available. Please apply to this website: http://interdent.force.com/careers/apex/ts2___JobDetails?jobId=a0xi0000001aBYvAAM.

EQUIPMENT FOR SALE

HAVE TWO OFFICES WORTH OF EQUIPMENT TO SELL. All kinds. See Craigslist ad for complete listing. <http://portland.craigslist.org/wsc/hab/4781036205.html>.

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SUPPORT STAFF OPPORTUNITIES

OFFICE MANAGERS

PRACTICE MANAGERS WANTED FOR SOUTHERN OREGON. Large Group practice is looking for Practice Managers for the Portland and Southern Oregon area. Duties and Responsibilities: Maintain an office environment that ensures optimal patient care and customer service; oversee and supervise front and back office staff; evaluate and review office production and procedures to develop new ways to improve efficiency with office operations, patient retention and profitability; analyze and organize office operations and procedures, including but not limited to, book-keeping, invoice processing, cash control, preparation of payrolls and other administrative duties; develop and implement office budgets and manage procurement of general office supplies and equipment; recruitment, retention and termination of staff, work with HR to assess, investigate and resolve employee issues; process dental insurance claims, work with HMO and PPO dental plans, and present dental treatment plans to patients; maintain advanced knowledge of software systems to compile, store and retrieve data for managerial reporting; ensure compliance with all relevant state dental laws, ensure a safe work environment by complying with all local, state and federal health and safety regulations and laws, and ensure compliance with office and company policy and procedures; perform other duties as assigned or necessary to support the office/company. Qualifications: A minimum of 2-5 years of dental or healthcare management experience; associate's degree or equivalent from a 2 year college or technical school; must have excellent verbal and written communication skills; computer literate a must (QSI experience is a plus). Email resumes to: ruizm@interdent.com.

SPACE AVAILABLE/WANTED

MEDICAL OFFICE FOR SALE. 1,464 SF OF MEDICAL OFFICE SPACE in the Tualatin Professional Center, Tualatin, OR 97062. \$275,500 (\$188/SF). Contact: Dick Shafer, Shafer Realty, 503-221-6464.

BRIDGEPORT AREA, TIGARD: DENTAL SPACE for Lease for a Dental Specialist. A dental space for lease is available in the growing Tigard area right off of the I-5 corridor. The office space is only 2 years old and is shared with a General Dentist. Great space for an Oral Surgeon, Orthodontist, Pediatric Dentist or Periodontist. Great location to draw from a patient base with easy access to all of Multnomah, Washington and Clackamas County. There are 5 plumbed operatories in 2400 SF. Rent is \$5,000/month and includes all utilities. Please email drkang@greenappledental.com or call 503-528-6418.

CORVALLIS: FOR SALE OR LEASE WITH OPTION TO PURCHASE: First Class 5000 +/- SF building in NW Corvallis with high visibility and signage. Class A Office. Orthodontic, Periodontal, and General Dentistry Offices in the complex. Highly favorable demographics for General Dentistry, Pedodontist, Oral Surgeon, Periodontist or a combination of all. This building is perfect! 3000 +/- SF on main level with 7 operatories (One designed for pediatric patients). Doctor's private office, laboratory, consultation rooms, large sterilization room. Spacious reception and waiting area, children's play room. Lower level is 1980 +/- SF with staff area, meeting rooms, storage areas, double car garage with utility. For a full packet of information, contact: Lanny Zoeller ALC, CRS, GRI, Principal Broker, Town & Country Realty, Corvallis OR. Email zoellerl@proxaxis.com or call 541-753-0880 ext. 231.

PRACTICES FOR SALE

FOR SALE—GOLDENDALE GENERAL PRACTICE: Be the big fish in a small pond. Four ops with annual production of \$600k. Building also for sale. Contact info@omni-pg.org. SW Oregon General Dental Practice: Great patient doctor ratio. Four ops with average annual collections of \$600,000. Second satellite office available. Stand alone building also for sale. Portland: Great opportunity to own an awesome practice in a downtown suburb of Portland. Production over \$675,000 in 2014, four ops, 25+ new patients per month, great visibility. Building is also for sale. Contact info@omni-pg.com.

NE CALIFORNIA GENERAL PRACTICE FOR SALE— Well established practice located in rural NE California. 5 year old equipment, entire office newly remodeled, 4 OPS, PANO, Nobel Biocare Implant System and much more. 2d/wk hygiene, great staff, reasonable rent. Collected \$531K in 2013 on 3d/wk, \$560K in 2014. Owner retiring. Asking \$175K/will consider offer. If you love the outdoors, this area offers many recreational opportunities. For more information, email litso2084@yahoo.com.

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MISCELLANEOUS

MODERATE SEDATION COURSE—INSTRUCTOR: STEVEN GANZBERG, DMD, M.S. Dates: April 15-19 and 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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