

Is your office prepared for a data breach?

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**ODA member dentist,
Dr. Johnson, shares his story**

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Meet ODA President-Elect Dr. Greggery Jones, page 24



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Membership Matters

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A group mentality of ownership



**Barry J. Taylor,
DMD, FAGD, CDE**

Editor,
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There is a premium in ownership of a dental practice. According to 2012 data from the American Dental Association, after controlling for age, gender and region, the average annual income differential between a general practitioner owner's income and non-owner general practitioner is \$36,000. That figure may be somewhat exaggerated when one figures in benefits, but we know that being the owner of the practice is more lucrative than being an employee dentist. We also know that there are cost efficiencies in group practices. So of course investors are going to look at group dental practices as profitable ventures. I don't know what the future of dentistry looks like—maybe this growth in corporate group practices will abate. I don't see any evidence supporting that idea, yet I have plenty of evidence showing the growth of the group practices.

One perspective recently shared with me about corporate ownership is that in 10 to 15 years, equity firms are going to want to "cash out" of corporate dental offices because of the slow rate of return on their investment. From an economic view point, it is easy for an accountant to look at a dental office as being profitable. However, equity firms aren't looking for just profit, they are looking for growth. Achieving double digit growth is difficult, so the question is, will they sell their offices to ownership groups when they no longer are getting a return on their investment? Will there be doctors positioned to purchase these large group practices?

Maybe it is time for dentists to get out of the solo practice mentality and start thinking about the advantages of group practices. Not as in going to work for a group practice, but more the idea of setting up ownership groups for practices with multiple doctors and maybe even multiple locations. With so much concern about the "corporate practice," dentists need to reinvent their own business model. If there truly is a \$36,000 premium on ownership versus being the employee, would you not want to be in the position of ownership? There are many models for a group practice; one office with multiple doctors, maybe multiple locations of small offices under a brand name, or a common space shared by GPs and specialists.

After controlling for age, gender and region, the **AVERAGE ANNUAL INCOME DIFFERENTIAL** between a general practitioner owner's income and non-owner general practitioner **is \$36,000.**

There is a difference when the ownership of the dental practice is a dentist versus a management team that is removed from patient care. From an employee dentist perspective, there is a much greater risk and exposure when there is pressure to provide more care to the patient. If the owner-dentist convinces a patient to do six veneers and they fail, the responsibility comes back to the dentist. The dentist has evaluated the situation and weighed the risk in determining if it is a service that they can reliably provide. If, however, it is non-clinical management pressuring an employee dentist to do those six veneers, the risk *still* falls on the dentist, but the non-clinical management is protected from any liability in the event of failure.

This was recently demonstrated in New York when the New York attorney general announced that a settlement with a large corporate office that it "remove itself from any clinical decisions within its practices, not split patients' fees with the clinics and *make it clear to consumers that the management company is not a provider of dental services...* the company must *stop exercising any control over dental practices' clinical decision-making*" according to a news release from New York Attorney General Eric T. Schneiderman.

If dentists want to maintain the ownership of dental practices and thus clinical decision-making of patient care in this environment of growing group practices, than dentists need to start thinking about different business models. One hopes that someday we will reach equilibrium of solo practices and group practices but, at this juncture in time it is hard to know what that percentage share of the market will be for each model. 🍷

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.

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Events & Education

Events are subject to change. Please consult the sponsoring group to confirm details.

To add your component's continuing education event, please email bendsalari@gmail.com.

Please send all other events to Cassie, cleane@oregondental.org

August 2015

DFO/ODA Event: "Estate Planning Basics,"
Wed, Aug 19, 5pm, ODA Offices,
Wilsonville. Info: 503-594-0880

Oregon Board of Dentistry Meeting:
Fri, Aug 28, 1500 SW 1st Ave, 7th Floor
Conf. Room, Portland. Info: 971-673-3200.

September 2015

Continuing Ed., 1.5 Hrs: "Hospital Dentistry," Presented by Dr. Patrick Haggerty. **Tues, Sept 8,** Boys & Girls Club, Salem. Info: www.mpdentalce.com

ODA House of Delegates: Sep 11-12,
Riverhouse Hotel, Bend.
Info: 503-218-2010.

DFO Event: "Texas Hold 'Em Poker."
Sat, Sept 12, Riverhouse Hotel, Bend.
Info: 503-594-0880

Continuing Ed., 1.5 Hrs: "Restorative Aspects of Eval. and Treatment of Debilitated Dentition," Presented by Wenyi Jia, DDS, MS. **Tues, Sept 15,** Stockpot Broiler, Beaverton.
Info: www.wacountydental.org

Continuing Ed., 2 Hrs: "Fluoride: Both sides of the issue," Presented by Dr. Kurt Ferré and Dr. Jay Levy. **Wed, Sept 16,** Moda Plaza, Milwaukie.
Info: www.multnomahdental.org

October 2015

Continuing Ed., 6 Hrs: "Xylitol: The oral and systemic benefits," Presented by Julie Seager, RDH, BS. **Fri, Oct 2,** Valley River Inn, Eugene. Info: www.lanedentalsociety.org/programs

Continuing Ed., 1.5 Hrs: "Infection control: Bacteria in the water line," Presented by Steven King, PhD. **Tues, Oct 13,** Roth's, West Salem. Info: www.mpdentalce.com

Continuing Ed., 1.5 Hrs: "Endodontic Aspects of Eval. and Treatment of Debilitated Dentition," Presented by James Walker, DDS. **Tues, Oct 13,** Stockpot Broiler, Beaverton.
Info: www.wacountydental.org

DBIC Risk Management: Southern Willamette Dental Society. **Fri, Oct 16,** Corvallis. Info: Dr. Mark Swensen, 541-754-4017

Continuing Ed., 2 Hrs: "Infection Control in the Dental Office," Presented by Karla Kent, PhD. **Tues, Oct 20,** Valley River Inn, Eugene. Info: www.lanedentalsociety.org/programs

Continuing Ed., 2 Hrs: "How the ACA/ Obamacare Affects the Small Employer," Presented by Chris Wright. **Wed, Oct 21,** McMenamins Kennedy School, Portland.
Info: www.multnomahdental.org

ODA Board of Trustees Meeting:
Fri, Oct 30, ODA Offices, Wilsonville.
Info: 503-218-2010.

Oregon Board of Dentistry Meeting:
Fri, Oct 30, 1500 SW 1st Ave, 7th Floor
Conf. Room, Portland. Info: 971-673-3200.

November 2015

Continuing Ed., 1.5 Hrs: "Public Health Dentistry," Presented by Bruce W. Austin, DMD. **Tues, Nov 10,** Roth's, West Salem.
Info: www.mpdentalce.com

DBIC Risk Management: Washington County Dental Society. **Tues, Nov 10,** Beaverton.
Info: Dr. Kathy Reddicks, 503-848-5605

Continuing Ed., 2 Hrs: "Cyber Security," Presented by Christopher Verbiest & Daryl Johnson, DMD. **Tues, Nov 12,** Valley River Inn, Eugene. Info: www.lanedentalsociety.org/programs

Continuing Ed., 2 Hrs: "Employment Agreements, Buy-ins, Transitions," Presented by Greg Englund, JD and Alex Trauman, JD. **Wed, Nov 18,** Moda Plaza, Milwaukie. Info: www.multnomahdental.org

Oregon Mission of Mercy: Nov 22-23,
Oregon Convention Center, Portland.
Info: www.oregondental.org.

December 2015

DBIC Risk Management: Marion & Polk Dental Society. **Fri, Dec 4,** Roth's, West Salem. Info: Sabrina Hance, 503-581-9353

Continuing Ed., 2 Hrs: "The Paradigm Shift—Tilted Implants for Full Mouth Reconstruction," Presented by Dr. Steve Beadnell and Dr. Carlos Ugalde. **Wed, Dec 16,** OHSU School of Dentistry, Portland. Info: www.multnomahdental.org

Oregon Board of Dentistry Meeting:
Fri, Dec 18, 1500 SW 1st Ave, 7th Floor
Conf. Room, Portland. Info: 971-673-3200.

January 2016

ODA Board of Trustees Meeting:
Fri, Jan 8, ODA Offices, Wilsonville.
Info: 503-218-2010.

Continuing Ed., 1.5 Hrs: "Pediatric Dentistry," Presented by Hai Pham, DMD. **Tues, Jan 12,** Roth's, West Salem.
Info: www.mpdentalce.com

Continuing Ed., 1.5 Hrs: "Implant Site Analysis & Development," Presented by Jay Malmquist, DMD. **Tues, Jan 12,** Stockpot Broiler, Beaverton.
Info: www.wacountydental.org

Continuing Ed., 2 Hrs: "Dentofacial Esthetics," Presented by Judah Garfinkle, DMD. **Wed, Jan 20,** OHSU School of Dentistry, Portland.
Info: www.multnomahdental.org

February 2016

Continuing Ed., 6 Hrs: "Contemporary Esthetic Dentistry," Presented by Roberto P. Macedo, DDS, PhD. **Fri, Feb 5,** Valley River Inn, Eugene.
Info: www.lanedentalsociety.org/programs

Continuing Ed., 1.5 Hrs: "Cardiology & Dentistry," Presented by Priya Kansal, MD. **Tues, Feb 9,** Roth's, West Salem.
Info: www.mpdentalce.com

Continuing Ed., 1.5 Hrs: "Investment & Portfolio Analysis," Presented by Jeff Auxier. **Tues, Feb 9,** Stockpot Broiler, Beaverton. Info: www.wacountydental.org

March 2016

ODA Board of Trustees Meeting:
Sun, March 6, ODA Offices, Wilsonville.
Info: 503-218-2010.

Continuing Ed., 1.5 Hrs: "Measure 91 and the Workplace," Presented by Randall Sutton or David Briggs. **Tues, March 8,** Roth's, West Salem.
Info: www.mpdentalce.com

Continuing Ed., 1.5 Hrs: "Review of Infectious Diseases," Presented by Erin Bonura, MD. **Tues, Mar 15,** Stockpot Broiler, Beaverton.
Info: www.wacountydental.org

Continuing Ed., 2 Hrs: "Managing Dentin Hypersensitivity: A continuous care strategy," Presented by Monica Monsantofoils, RDH. **Wed, March 16,** McMenamins Kennedy School, Portland.
Info: www.multnomahdental.org



Participate

The leadership positions detailed below are currently open for nominations. **All ODA members are encouraged to participate in the leadership of this organization.** For more information about any of these positions, please call 503-218-2010 or email cleane@oregondental.org.

Nominations are currently open for:

➤ **ODA Trustee**

Term: Four years

Elected: Sept. 12, 2015, by ODA House of Delegates

Positions Open: Two

Incumbents: Matthew C. Biermann, DMD, MS;
Steven E. Timm, DMD

Declared Candidates: Matthew C. Biermann, DMD, MS;
Bradley W. Hester, DMD

➤ **ADA Delegate At Large**

Term: Three years

Elected: Sept. 12, 2015, by ODA House of Delegates

Positions Open: One

Incumbents: Karley R. Schneider, DMD

Declared Candidates: Karley R. Schneider, DMD

➤ **Leadership Development Committee**

Term: Three years

Elected: Sept. 12, 2015, by ODA House of Delegates

Positions Open: Four

Incumbents: Patrick M. Nearing, DMD;
Kimberly R. Wright, DMD

Declared Candidates: Patrick M. Nearing, DMD

➤ **Dental Foundation of Oregon Board of Directors**

Term: Four years

Elected: Oct. 30, 2015 by ODA Board of Trustees

Positions Open: Two

Incumbents: Janet P. Peterson, DMD, PhD
Thomas D. Pollard, DMD

➤ **Moda, Inc., Board of Directors**

Term: Four years

Elected: Oct. 30, 2015 by ODA Board of Trustees

****Deadline to submit materials: July 22, 2015****

Positions Open: One dental director;
Two non-dental directors

Incumbents: Mark E. Jensen, DMD

Interested applicants should submit a letter of interest and a one-page resume, by the deadlines listed for each position. Send materials by U.S. Mail or email:

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

Email: leadership@oregondental.org

Why do you volunteer for a leadership position in ODA?



Dr. Matthew Biermann

"I volunteer for many reasons, but most importantly because there are many outside interests constantly trying to interfere in the relationship between dentists and their patients. **The Oregon Dental Association is at the forefront of these battles**, maintaining the sanctity of this relationship."



Dr. Karley Schneider

"As a new dentist, I enjoy being a member of the Board because of the **relationships I have developed with other, more experienced dentists**. I also feel that it makes issues that impact the dental profession less overwhelming when I can be directly involved in the discussion."



Dr. Bruce Burton

"Finding a way to serve a **higher purpose than one's self** makes for a much more rewarding life. Getting to work with and be friends with people trying to do the same doesn't get any better. Being part of the ODA team is **one the best choices I have made** in my life and would highly recommended it to any of my fellow dentists."



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Rickland G. Asai, DMD

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*drasaidmd@
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11TH District Trustee Update

AS YOUR 11TH DISTRICT TRUSTEE, I would like to take this opportunity to report back to you, our valued member. But first of all, let me thank you for the opportunity to serve—this is a humbling experience, and I can only tell you that I am doing my very best to get up to speed on all of the issues and make decisions that are best for our members and the ADA. At this board level, it is hard not to want to dip down lower than the 30,000-foot level. But more clearly than ever, I understand that the duties and responsibilities of the BOT is to set policy and to oversee that the operations of the ADA in all of its endeavors are strategic and financially sound. One of the challenges is taking in all of the information. So let me begin by sharing some recent actions and activities. As always though, please do not hesitate to reach out and contact me.

It is truly amazing just how much the ADA has to offer to its members and to our profession. The ADA is well-recognized as an effective advocate for dentists and dentistry at the national level. This advocacy is appreciated by our members, because, I think, members understand that without it, intrusions by government regulations and fees would be even more overbearing than they

already are. One reason we are so respected in both state and national legislatures is that roughly two out of three dentists are members of organized dentistry. Some states have higher membership than

that, and that is great. We must keep high levels of membership to retain the ability to adequately represent our profession in these arenas.

➤ New building

One important decision in this regard as it relates to the Washington D.C., politic is the CGA and ADPAC request and BOT approval to purchase a building in Washington D.C. It is located strategically close to the House office buildings for convenience in meeting with members of congress. The purchase was really a transfer of assets from our reserve account to a real estate account, so no “new” dollars were required to make this purchase. It can be looked at as a reallocation of assets, with the ability to leverage those assets to making an

ongoing impact, and in the estimation of those closest to the Washington scene, a better impact in our advocacy efforts. The effectiveness and outcome will be closely monitored.

➤ Strategic plan and ongoing success

In regards to membership, it is very clear to me—instilled from day one of my orientation—that membership recruitment and retention is front and center in the minds of all staff and volunteers alike. And this is being driven by our strategic plan, “Members First 2020”. The beauty and laser like focus of our Strategic Plan is in its broad view on three very important areas.

Those areas are: Membership, Finance and Organizational Capacity. While broad in scope, they each have metrics so that we can agree on what success looks like. All three are necessary to the ongoing success of the ADA. In many ways, it is like the proverbial three legged stool...you lose one leg and the stool loses its balanced support and falls over. And so it is with the ADA. The finance and organizational legs are well established and sound. The membership leg is beginning to splinter, and we are going to get more than slivers if we do not shore up our membership numbers. As the environment around us constantly changes, we may have to consider if our stool simply needs repairs or needs a complete overhaul.

That is why I was so pleased to attend the Recruitment and Retention Symposium in Chicago in April. This *sold out* meeting was the greatest thinking, breathing, and sharing of membership ideas ever assembled together in one place. The energy was just short of electrifying, and I think everyone left with a renewed sense of confidence in making a difference in their states. One message that I think really resonated was a message emphasized by many: that the best and most effective “touch” with members and potential members is at the local level. The importance of the component interaction is so profoundly basic that we need to re-evaluate how we—at the component level, with support from our state—can better leverage that interaction. I believe that it is critical to our strength as the Power of Three.

Thank you for all that you do for our patients and our profession. I am proud to be your colleague and look forward to seeing you in the very near future. 📍

*It is **TRULY AMAZING**
just **HOW MUCH THE**
ADA HAS TO OFFER to its
members and to our profession.*

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

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2015 Student Research & CaseCAT Poster Prize Awards



Thanks to our sponsors: ODA (Dr. Barry Taylor), Dentsply, Alumni Association (Dr. Don Sirianni), Dean's office (Dr. Phil Marucha).

Student Table Clinic Prize Winners

- 7th Prize: **Namgu Kim** (mentor: Dr. Carmem Pfeifer) *Mapping depth of cure in dental composites as a function of shade;*
- 6th Prize: **Arthur Gutnik** (mentor: Dr. Carmem Pfeifer) *Exothane monomers as BPA-free alternatives for dental composites*
- 5th Prize: **Lindsey Yap** (mentors: Dr. Jack Ferracane, Dr. Tom Hilton) *Can Expansion Stresses from Water Sorption in Resin Cements Cause Cracking of Ceramic Dental Crowns?*
- 4th Prize: **Lillian Nguyen** (mentor: Dr. Carmem Pfeifer) *Light Transmission in Restorative Composites is a Function of Shade and Thickness*
- 3rd Prize: **Jonathan Yih** (mentor: Dr. Carmem Pfeifer) *Influence of Thio-Urethane Additives on Mechanical Properties of Dental Composites*
- 2nd Prize: **Erin Flamiatos** (mentor: Dr. Curt Machida) *Children with Severe Early Childhood Caries: Streptococci Genetic Strains within Carious and White Spot Lesions*
- 1st Prize: **Noelle George** (mentor: Dr. Christine Sedgley) *Oral Microbiota within Endodontic Abscesses and Cellulitis: Identification using Human Oral Microbial Identification Microarrays.*
- Plus Dentsply Student Clinician Research Program Award (2015 ADA/DENTSPLY Student Clinician Research Program in Washington, DC)

CaseCAT Poster Prizes

- 3rd Prize: **Adam Fox** (mentor: Dr. Brian Whitten) *Direct Pulp cap vs. Partial pulpotomy for Treating Carious Pulp Exposures*
- 2nd Prize: **Caroline DeVincenzi** (mentor: Dr. Jim Katancik) *Effect of Nonsurgical Periodontal Therapy on Diabetes Control*
- 1st Prize: **Seth Monson** (mentor: Dr. Christine Sedgley) *Do Analgesics Influence Pulp Tests?*

Congratulations to all!

The Oregon AGD Digital Dentistry Symposium and Annual Meeting

GET AHEAD OF THE CURVE!

This event's speakers and exhibitors will ensure that you know where dentistry is headed!

This symposium will provide an overview of digital restorative dentistry technologies and the event will include an exhibitor's hall that will allow you to make informed decisions about the best approach for your practice.



Conventional versus Digital Prosthodontics

Dr. Lyndon Cooper



Digital Technology: How to Get Started!

Dr. Marcus Abboud



Cad-Cam: The Ups and Downs of In-Office Systems

Dr. Aaron Tinkle



Integration: Digital Information and Your Lab

Dr. Michael DiTolla



Guided Surgery and Implant Treatment Planning

Dr. Doug Chenin



Structuring a Fully Digital Workflow

Dr. Siamak Abai



Date:
Saturday, October 3, 2015

Time:
8:00 AM - 4:30 PM

Location:
Sheraton Portland Airport Hotel

Don't miss the exhibition hall with happy hour and live jazz band from 4:30 PM-6:30 PM!

For more information visit www.oragd.org or call 503-228-6266



Welcome new ODA members!

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Allison J. Daniels, DMD • Salem
Marion & Polk Dental Society

Rachael M. Heydt, DDS • Klamath Falls
Klamath County Dental Society

Georgina O. Jamison, DDS • Damascus
Multnomah Dental Society

Nina Kapur, DDS • Portland
Multnomah Dental Society

George W. Knight, DDS • Portland
Multnomah Dental Society

Sean C. Lee, DDS • Salem
Marion & Polk Dental Society

Dana L. Matlock, DDS • Lowell
Lane County Dental Society

David G. Miller, DMD • Portland
Multnomah Dental Society

Craig E. Robbins, DMD • Portland
Multnomah Dental Society



JULIE SEAGER, RDH, BS - XYLITOL: THE ORAL & SYSTEMIC BENEFITS
FRIDAY, OCTOBER 2, 2015

KARLA KENT, PHD - INFECTION CONTROL IN THE DENTAL OFFICE
TUESDAY, OCTOBER 20, 2015

CHRISTOPHER VERBIEST & DARYL JOHNSON, DMD - CYBER SECURITY
THURSDAY, NOVEMBER 12, 2015

ROBERTO P. MACEDO, DDS, PHD
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FRIDAY, FEBRUARY 5, 2016

LCDS invites ADA members from Oregon dental societies
to join LCDS as Associate Members.

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Kristen Andrews at 503-218-2010 x110 or
kandrews@oregondental.org.



▲ Kyle Kern, DMD and James Nelson,
DDS celebrate with their Molar Movement
Scarf prize, as winners of the Yamhill
County Dental Society's, *Jeopardy!* event
in February.

➤ ODA President Dr. Steven Timm
visited the Yamhill County Dental Society,
and posed with Yamhill County Dental
Society President Mark Miller, DMD.

✔ Multnomah Dental Society members,
Deborah Struckmeier, DMD, Kurt
Ferré, DDS, Andrea Beltzner, DMD,
Mark Mutschler, DDS, MS, and Fariba
Mutschler, DDS, *Fight Enamel Cruelty*
at the MDS meeting at McMenamins
Kennedy School.



Student-run, Interdisciplinary Health Fair

By Britta Martinez, OHSU School of Dentistry, D2

An interprofessional group of OHSU students organized and ran a health fair on April 26th as part of Healthcare Equity Week. Aimed to expand access to care to under-served populations in Portland, students provided dental, medical, and hygiene services with the support of the ODA and the Oregon Medical Association.

At the event, second year dental students provided oral health information, and handed out hygiene products, while third- and fourth-years did tooth extractions and restorations in the dental vans with the support of **Dr. Barry Taylor**.

All of the hard work put in by students, faculty and our professional organizations made the Health Care Equity Week health fair a huge success, as we were able to see **over 220 people from the community!**



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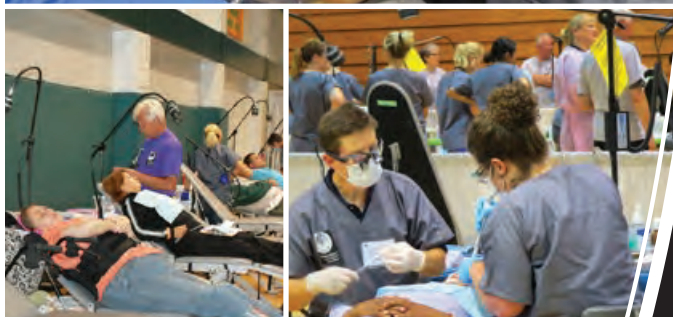
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Texting & HIPAA



Lori Lambright

Member Compliance
Coordinator

503-218-2010, x104

llambright@oregondental.org

**Q
&
A**

Does HIPAA allow Protected Health Information to be transmitted by text?

Text messaging is not secure and using it to transmit Protected Health Information (PHI) may violate individuals' privacy rights.

Texting between patients and dental practices shouldn't be used for anything more complicated than appointment confirmation, and even then a practice should limit the information in the text to the doctor's name, date, and time.

If a practice wishes to use text messaging for the purpose of confirmation, its Notice of Privacy Practices must mention the use of text messaging for appointment reminders.

Patients who do not wish to receive text messages have a right to receive communications from the dental practice in a manner of their choosing. 📱

i Find this online at: <http://bit.ly/ODACompliancecorner>

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.

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In late 2014, the ODA created a task force to begin the conversation around what important benefits ODA membership should provide to our members. After getting feedback from members and approval from the ODA Board of Trustees, we are happy to announce the endorsement of WEO Media for websites and marketing.

i Find this online at:
<http://bit.ly/ODAbenefits>

In May, Membership Matters highlighted ODA's new endorsement of SoFi, to help members with student loan debt.

If you missed it, find it online at www.oregondental.org, click "Read Membership Matters" on the left side of the homepage.

Many dental practices struggle to keep up with the rapidly changing world of online marketing. It is difficult to know what to do, which vendors to use, and who to trust. To make matters more confusing, the majority of vendors providing these services to dentists often don't understand the dental industry very well.

WEO Media is a full-service dental marketing company that provides dental practices with a wide range of services to meet their marketing needs. WEO Media's services include custom websites, social media, online reviews generation / reputation management, SEO (search engine optimization), PPC (paid ads on Google), video production, patient e-newsletters, branding, graphic design, advertising, and much more.

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“My dental office records were

By Melody Finnemore



As Daryl Johnson earned his DMD from the OHSU School of Dentistry in 1993, his vision for his professional path was clear.

“I like using my hands, I’m intelligent, and I wanted a mental and physical challenge,” he said. “But I also wanted my work to be in some kind of artistic function and to help people.”

Dr. Johnson built his skills and experience over the next 15 years. When the opportunity arose in 2010 to purchase a general practice in Molalla, he jumped at the chance. Just a couple of years later, however, his professional and personal lives were both crippled as he learned his patients’ records were being inadvertently uploaded to the Internet.

Unbeknownst to Dr. Johnson and the dentist who sold him the practice, a data breach had allowed first a major Internet search engine, and then hackers – most likely foreign – to access patient records. Dr. Johnson was reported to the federal Office for Civil Rights, which launched a 15-month investigation and threatened him with up to \$4.5 million in fines and up to three years in prison.

Georgia-based attorney Stuart Oberman says health care organizations make up 33 percent of all data security breaches, and represent the most breached industry in the U.S. In a 2013 article for *Dentistry Today*, Oberman wrote that many dentists

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

Office hacked.”

Local data breach victim advises fellow dentists to beware of cyber attacks.



Daryl Johnson, DMD

believe cyber criminals will not target small practices. However, many hackers select these practices specifically because they may not have the resources for sophisticated security devices.

In Dr. Johnson's case, the attack had a damaging ripple effect. "My receptionist quit and a number of patients left because they were afraid. But the most difficult part was the distraction of it all. I wasn't able to give the practice the attention it deserves," Dr. Johnson said. He added that the stress he was under often caused his eyes to water, forcing him to cancel some procedures and suffer even larger economic losses.

About the only silver lining in the situation was that when he found out about the data breach, Dr. Johnson had

the wherewithal to immediately unplug all of the computers in his office. This helped prevent further cyber attacks. In addition, the practice's previous owner paid for some of the \$100,000 in mitigation expenses that Dr. Johnson agreed to with the Office for Civil Rights.

Those mitigation expenses included a forensic study to determine when and how the breach happened, and its full scope. Dr. Johnson was required to send a letter to each patient who had potentially been impacted by the breach. Patients were spread across ten states, and each state had their own required legal language. If letters were returned undelivered, those patients had to be tracked down.

continues

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Health care organizations make up 33 percent of all data security breaches, and represent the most breached industry in the United States.

In addition, Dr. Johnson was required to maintain a call center to take patient calls 24 hours a day, seven days a week, for three months. And he had to provide ID theft insurance to any patient who requested it.

"I talk to other dentists and they tell me their IT people feel strongly they are protected, but unfortunately they remain quite vulnerable. What [they don't realize] is that every medical computer is cyber attacked about 50 times a minute per computer," Dr. Johnson said.

"The big lesson is for practice owners to make sure their data storage device is secure. The other lesson is to make absolutely sure you have cyber security insurance, because this bill was all on us."

So far, it does not appear that any of Dr. Johnson's patients suffered losses related to the cyber attack. And while he was spared a prison sentence and millions of dollars in fines, Dr. Johnson is still piecing his life back together, both financially and professionally. He would like to keep his practice going if possible, and he is seeking adjunctive employment for the short term. Dr. Johnson also is going through a divorce, and says this whole experience has taught him much about personal resiliency.

Dr. Johnson has shared his data breach experience with members of several dental societies lately, including Clackamas County.

continues

Other data breaches in the news...

IN OTHER DATA-RELATED CASES,

a May 2014 *ADA News* article details a breach of unsecured electronic protected health information at New York Presbyterian Hospital (NYP) and Columbia University Medical Center, and the largest settlement in the history of the Health Insurance Portability and Accountability Act (HIPAA).

According to the Office for Civil Rights, the investigation revealed that the breach was caused when a Columbia-employed physician, who developed applications for both NYP and Columbia University, tried to deactivate a personally-owned computer server on the network containing NYP patients' electronic protected health information.

NYP paid a monetary settlement of \$3.3 million and Columbia University paid \$1.5 million, with both entities agreeing to "substantive corrective action" plans to include risk analysis, risk management, revised policies and procedures, staff training and progress reports, according to the article.

In Oregon, the Dental Benefits Insurance Company (DBIC) has launched a campaign to educate local dentists about the threat of data breaches. Some of the dangers DBIC lists on its website include paying about \$214

per compromised patient record to meet compliance; the cost of notifying all patients involved; credit monitoring (with a 500-record breach costing up to \$107,000); the cost of contacting necessary federal and state authorities and the media; the loss of personal and staff time; damage to the practitioner's reputation; and possible civil lawsuits by patients.

The DBIC notes that in 2011, data breaches increased 32 percent among health care organizations polled in a study. According to the DBIC website, the majority of those data breaches were caused by simple mistakes, such as leaving a computer where it could be stolen, or placing confidential documents in a recycling bin.

"Furthermore, the use of electronic health records systems and mobile devices may increase your risk, leaving patient information exposed to: theft or loss; malware and hacking; unauthorized access or disclosure, even by a trusted employee; and improper disposal," according to the DBIC.

DBIC recommends and offers cyber security insurance that covers the cost of a comprehensive investigation into a data breach; the cost of notification and credit monitoring to all patients affected; and legal coverage that extends to coverage for damages, judgments and settlements.

Oregon-based Advantage Dental recently notified 151,626 patients of a breach of protected health information after its intrusion detection system discovered that an internal database was illegally accessed. The unauthorized access occurred this past February, and the intruder was able to gain access to this database through a computer that had been infected with malware. The intrusion resulted in unauthorized access to patients' names, dates of birth, phone numbers, social security numbers, and home addresses. No treatment, payment, or other financial data was accessed, according to Advantage Dental's website.

Since terminating that illegal intrusion in late February, Advantage has been reviewing and improving its safeguards, implemented mitigation steps to prevent further access, and has been working with law enforcement to properly determine the scope of the incident, and any additional steps that might be required. Advantage has no indication that the stolen information has been used for criminal activity—including identity theft—the website states. ●



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“It leaves you understanding just how VULNERABLE you are.”

It's pretty scary.”

Clackamas County Dental Society Executive Director, **Dr. Fred Bremner** notes, “The potential is not being aware of where you might have a problem.”

While protecting patient records and emails are part of today's more stringent HIPAA regulations, the requirements are much broader and often stretch beyond dentists' expertise. The ODA is looking into encryption technology and educational information that will help protect members.

Dr. Johnson can certainly relate to the overwhelming feeling of being expected to master an ever-broadening array of professional expertise. “In dentistry, especially these last 10 years or so, we've become responsible for so much more than just dentistry. We're not computer people, but now we have to be chief information security officers, too.”

He said that it's difficult to talk about his experience, but it becomes more cathartic with each telling. “It would be easier to lay low and let it pass, and that's kind of who I am. But I don't want this to happen to any of my colleagues,” Dr. Johnson said. “It leaves you understanding just how vulnerable you are. It's pretty scary.”

How can you protect yourself?

The Federal Trade Commission (FTC) has a variety of tips and articles on this topic at www.ftc.gov.

Visit the U.S. Department of Health & Human Services at www.hhs.gov for information on privacy and HIPAA compliance.

Visit ODA's Cyber Security Resource Page <http://bit.ly/odadataencryption>



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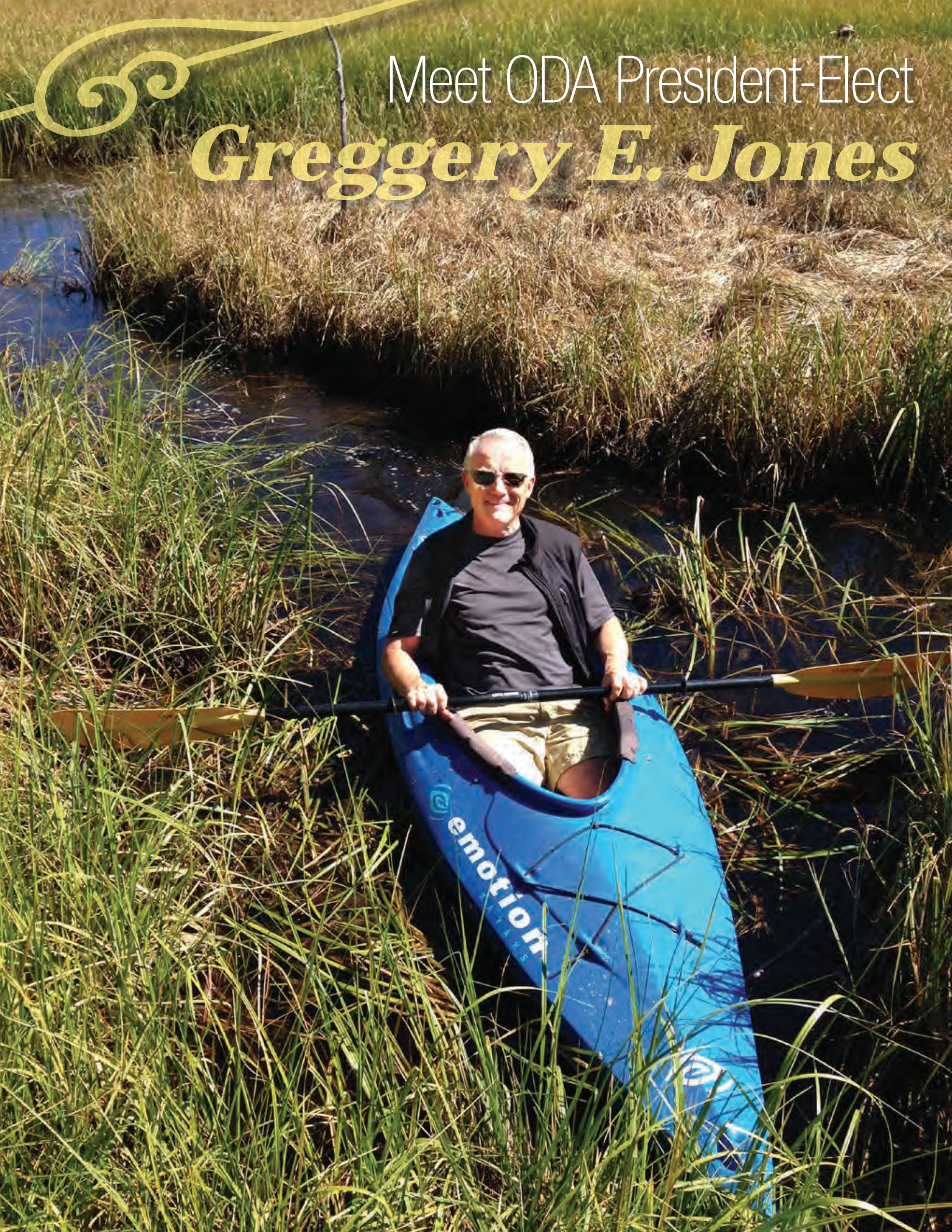
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Meet ODA President-Elect
Greggery E. Jones



Camaraderie and advancing the dental profession draw Dr. Jones to leadership role.

By Barry Finnemore

GREGGORY E. JONES, DMD, MAGD, was drawn to dentistry by the opportunity to develop relationships with patients and to apply his skills to help people stay healthy. Being a leader with the Oregon Dental Association appealed to him because of the camaraderie and chance to move the profession forward.

“Organized dentistry allows us to connect with colleagues, and it’s one of the biggest things I enjoy as a member,” he said. “I was also really drawn to the idea of trying to precipitate more progressive thinking.”

Dr. Jones has been an ODA leader for nine years—over two stretches—serving in a handful of roles from chair of the Annual Meeting Council to member of the Leadership Development Committee to an at-large member of the Board of Trustees. Over the years, he’s had an interest in taking on a greater leadership role. And recently, equipped with his combination of experience and working part time at his Redmond general dentistry practice, Dr. Jones decided the time was right to throw his hat into the ring to become the organization’s president-elect. “Dentistry is changing, and it’s an exciting time,” he said.

As the ODA’s president-elect, Dr. Jones is looking forward to learning new things and participating in meetings at the national level. “It’s going to be great exposure for me to the ADA, and a real learning experience,” he said.

He also anticipates during his year as president-elect exploring a few initiatives that he believes are important to the ODA’s future, including strategies to create even more value to membership and to increase the diversity of the organization’s members.

He said it was gratifying, as chair of the Annual Meeting Council several years ago, to work with colleagues to increase the number of Oregon Dental Conference speakers. He also took a leading role in helping boost and ensure participation of more hygienists and a broader range of specialties in the annual event.

A Eugene native with bachelor’s degrees in general studies and biology, Dr. Jones chuckles when recalling his introduction to dentistry. He was just finishing his second undergraduate degree from what is now Southern Oregon University in Ashland, when his best friend at the time suggested they both take the entrance exam for the OHSU School of Dentistry. Dr. Jones passed the test, applied to the dental school, and only after his acceptance learned that his dad, who worked for the U.S. Forest Service, had wanted to be a dentist.

Until that point, Dr. Jones himself hadn’t contemplated a dental career but, looking back, said “things just kind of clicked” after he took the entrance exam.

Dr. Jones has practiced for nearly 40 years, first in association with an oral surgeon. He then bought a practice in St. Helens, where he worked for 25 years. A dozen years ago, he sold that practice and since then has served patients from a Redmond office.

He notes on his website that he enjoys interacting with people and having a



positive impact on their health, and that “good dentistry is about people, not procedures.”

“The relationships with patients are the most important thing,” he said.

Dr. Jones relishes living and working in Central Oregon. He and his wife, Kelle, have a home near Sunriver, and the father of two grown sons, Sheldon and Taylor, enjoys many of the outdoor activities the region has to offer, including hiking, cycling, kayaking and snow skiing. Recently, he was certified as a volunteer with the Deschutes County Sheriff’s Office Search and Rescue (SAR) after completing a challenging eight-week academy. As a volunteer, he can choose which operations he participates in, and must be ready to respond quickly to searches, rescues and recoveries. “It’s been really fun to learn and participate in,” he said. “I’m really excited about it.” 📍

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



Washington Leadership Conference



Every spring, hundreds of dentists gather together in the nation's capital to advocate for their patients, profession, and their practice at the Washington Leadership Conference (WLC).

WLC is a great opportunity to bring public attention to ADA members advocating for the Action for Dental Health Act. Calling attention to care already being delivered to people suffering with dental disease, Action for Dental Health works at strengthening and expanding the public/private safety net, and bringing dental health education and disease prevention into underserved communities.



- ^^ (top) Drs. Biermann and Young in front of the US Capitol after a visit with Congressman DeFazio's office.
- ^ (above) Drs. Asai and Hagerty outside of the ADA's Capitol Hill Town House.
- < Drs. Asai, Hagerty and Burton with Congressman Blumanauer's health care aide.

Meet the Press host Chuck Todd was this year's keynote speaker. Mr. Todd is also NBC News' political director and is responsible for all aspects of the network's political coverage. He was also the special guest at ADPAC's Diamond Club Reception, held on the first evening of the WLC. Additional speakers included House Minority Whip, Rep. Steny Hoyer (MD-05) and Senator Bill Cassidy, MD (LA).

This year's Oregon delegation included ODA President-Elect **Joni Young, DMD**; DOPAC Chair **Patrick V. Hagerty, DMD**; **Michael E. Biermann, DMD**; **Daniel Saucy, DDS**; **Rickland G. Asai, DMD**; **Bruce Burton, DMD**; Executive Director, Conor McNulty, CAE; and Managing Director of Public and Professional Affairs, Christina Bodamer.

ODA delegates were able to meet with the offices of Oregon's five congressional representatives. The message taken to Capitol Hill included:

- **Federal Student Loan Refinancing Act (HR 469).** Allows individuals to refinance their federal student loans more than once at a fixed rate.
- **Action for Dental Health Act 2015 (HR 539).** Allows for Center for Disease Control and Prevention oral health grants to support volunteer dental projects, like Give Kids A Smile and Mission of Mercy.
- **Heath Benefits Act of 2015 (HR 1185).** Allows families to carry over all unused funds in flex spending accounts (FSA) from year to year, raises the cap from \$2,500 to \$5,000 for FSAs, and allows an additional \$500 to be added to the cap for each dependent beyond two.

In addition to advocacy, WLC focuses on supporting ADPAC to help elect dentist candidates to Congress. There are currently three dentists in Congress, Congressman Mike Simpson, DMD (Idaho); Congressman Paul Gosar, DDS (Arizona); and newcomer Congressman Brian Babin, DDS (Texas). ADPAC also announced a new tracking system that allows ADPAC to support dentist candidates at the state level when certain criteria are met. 📍



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Meeting Highlights

Saturday, May 30

- **Dr. Dan Miller** was appointed to the Government Relations Council.
- Implementation of a Component Leadership Exchange communication was approved.
- ODA branding and communication enhancements are currently underway.
- Future OrMOM clinics, partners, and locations were discussed.
- The results of the latest ODA financial audit were presented and discussed by Karin Wandtke, from McDonald Jacobs. The 2014 audit went smoothly, and no major issues were found.



Upcoming ODA Board of Trustee meetings:

DATE	LOCATION
July 24	ODA
Sept 25	ODA
Oct 30	ODA

For more information, visit www.oregondental.org, and click 'Calendars' at the top of the homepage.

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Now accepting nominations for 2016 Board of Trustees.
See page 7 for details.



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Stories from the Road



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

For more information, visit www.SmileOnOregon.org.

THE TOOTH TAXI ROLLED INTO SUNNY CENTRAL OREGON to visit Metolius Elementary, four miles outside of Madras. Jamie Smith, district nurse and OEA Choice Trust board member, greeted the team upon arrival. He was a huge help over the week during screenings and helping to coordinate student treatment.

During the Metolius site visit, one first grade boy in particular captured the heart of the entire Tooth Taxi team. He had some pretty extensive dental needs and when he sat in the chair and was asked if any of his teeth hurt him, he pointed to a molar on the upper left. This tooth had a large cavity that had gone into the nerve and infected the tooth. The dentist explained that we would need to take that tooth out in order to get him out of pain. Needless to say this boy was not terribly excited at the idea of getting numb and having his tooth taken out. He was very cooperative but there were tears shed and fear about how we were going to get the tooth out. The dentist extracted the tooth without the boy even knowing it was out. When we told him

the tooth was out his first reaction was "Yes! That tooth can't hurt me anymore!" The tears were quickly replaced with relief. Before he

left the van, he gave each of us a hug and a thank you. The following day his teachers also came out to thank us. The boy had been in pain during class on multiple occasions and unable to concentrate on his reading. This is why we do what we do!

Several wonderful dentists volunteered at Metolius, without whom we would not have been able to make this week happen. A big thank you to new volunteer, Dr. Mike Olin, Redmond; Dr. Janet Peterson, DFO board member and frequent volunteer from Corvallis; and Dr. Ben Crockett, another frequent volunteer from Sisters. With their help, \$15,849 in free dental services were provided during the week.

We are so grateful to each of our volunteer dentists who stepped in to help out during our search for a permanent staff dentist. 🌟



Dr. Mike Olin with a patient



*Dr. Janet Peterson,
Catherine Johnson, and
Becca Jordan with a patient.*

Estate Planning Basics for your Practice & Life

A special one night session designed especially for ODA member dentists covering the basics of estate planning, tips for reducing estate taxes, how to transfer wealth to your heirs, how to avoid Probate and much more.



Oregon Dental Association

Wednesday, August 19, 2015

Dinner and Presentation

5:00 p.m. to 7:00 p.m.



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Building your estate to ensure a secure financial future for your family is not just about creating wealth. Estate planning for dentists and their unique needs should include careful planning for transferring the right assets to the right people at the right time. This session will include information about:

- Understanding the estate tax system (Federal and Oregon)
- Importance of having a Will
- Determination and administration of Probate Estate
- Methods used to avoid Probate
- How gifts are used in planning to reduce taxes
- Use of “revocable living trusts” to avoid Probate
- Other trusts for special situations to reduce estate taxes

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Since 1985, Mark has been instrumental in developing Fluence into a premier accounting firm providing medical and dental professionals with consulting on everything from practice management to retirement planning. He has been a frequent speaker for medical and dental groups including OHSU and many dental study groups.



To reserve your spot call the DFO at 503-594-0880 or email Foundation@SmileOnOregon.org

Limited to the first 20 members who register

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THE SCHOOL OF DENTISTRY AT OHSU IS SEEKING QUALIFIED candidates for the position of Chair in the Department of Pediatrics. The Chair is tasked with managing and building the Pediatric Dentistry department, bringing the department to prominence within OHSU and nationally; mentoring and evaluating faculty; and fiscal management of the department. The Chair will participate in the school and institutional committees, councils, and engage in public service activities. The responsibilities of this position include clinical and didactic teaching at the pre-doctoral and post-doctoral level, participating in dental research (including clinical research), participating in departmental administration and strategic planning activities, delivering continuing dental education, and providing direct patient care. The appointee shall provide services as assigned by the Dean in furtherance of the university's missions and goals of teaching, research, patient care, outreach and public service. The applicant must have a dental degree (DDS/DMD) and certification in Pediatric Dentistry from a CODA accredited school, certification by American Board of Pediatric Dentistry, and a current license endorsement in moderate sedation. The ability to obtain a dental license in the state of Oregon is required. Candidates should have a demonstrable record of excellence in leadership, teaching, research, service, patient care, and academic management. Excellent interpersonal and communication skills are required. The campus is especially interested in candidates who can contribute to the diversity and excellence of the academic community through their research, teaching and/or service. The University is responsive to the needs of dual-career couples. 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. Rank and salary are commensurate with qualifications and experience. OHSU offers an excellent benefits package. Apply online with a CV, letter of introduction, and two references at www.ohsujobs.com, IRC47723.

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S. OREGON COAST – Excellent family G/P collecting \$500K+. Very nice office with newer equipment.

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MISCELLANEOUS

EXTRACTION CE—FRIDAY, AUGUST 7, VANCOUVER. FOUR HOURS of lecture given by Dr. Murph 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; drtommymurph@yahoo.com; www.weteachextractions.com.

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