

Membership Matters

A publication of the Oregon Dental Association • April 2016





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12 On the Cover

The Oregon Dental Association successfully sponsored HB 2972 that requires public school students seven years of age or younger who are beginning an educational program to have dental screening.





David J. Dowsett, DMD: The Importance of **Sports Mouth Guards**







Give Kids A Smile Multnomah Dental Society

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Member Matters accepts original submissions for publication from member dentists. For viewpoint articles, please limit to 800 words. For clinical articles, please limit to 1,600 words. Membership Matters is not a peer review publication. Publication of any article is at the discretion of the Editor. Please disclose any financial interests you may have in products or services mentioned in your article. Email editor, Barry Taylor at barrytaylor1016@gmail.com with any articles or questions.



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Membership Matters

Volume 21, Issue 11 **April 2016**

Membership Matters is an official publication of the Oregon Dental Association in support of its core purpose to advance the dental profession and promote the highest standard of oral health and oral health care.

Membership Matters

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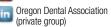




OregonDental channel









"We Were Wondering if You Could Help Us Out..."



By Barry J. Taylor, DMD, FAGD, FACD, CDE Editor.

Membership Matters

barrytaylor1016@ gmail.com YOU REALLY HAVE NOTHING TO GAIN, AND EVERYTHING TO GAIN, BY VOLUNTEERING TO BE A LEADER WITH YOUR COUNTY DENTAL COMPONENT OR THE OREGON DENTAL

ASSOCIATION. You have nothing to gain in that it does involve your valuable time and the pay is usually nothing more than a free meal at a meeting. However, you have everything to gain because it is an opportunity to have influence in your profession that you have invested so much in. In addition, as Lora Mattsen, the Executive Director of Multnomah Dental Society states, "Serving locally provides an opportunity to network with peers within your community. Our Board continues to seek leaders to support our mission and serve the entire dental community. It's also a fun gig!"

So let's dispel some of the myths of why you don't think you are able to volunteer.

> I pay my dues; I don't need to volunteer

First I would like to thank you for being a dues paying member because that is very important and the Association needs your support. Your dues do pay our wonderful staff. However, our staff does the work as directed by our volunteer members. For example, as a member of the ODA's Annual Meeting Council you will suggest speaker's for the Oregon Dental Conference but it will be the ODA staff (thank you very much Lauren Malone) who will negotiate the fees and arrangements for the speaker.

> I don't have enough experience

I am the Editor and my formal English education ended with a B grade in literature my freshman year at Oregon State University. The Association is about your profession and is an advocate for oral health; so by the very fact that you are a dentist you have the "experience".

I volunteered in the past

I love people like you. As Isaac Newton said, "If I have seen further than others, it is by standing upon the shoulders of giants". Past volunteers can be the best recruiters for future volunteers. It is great that you are respectful and you have stepped back to let others volunteer. From your backrow seat you can be very inspirational and motivational to encourage others to volunteer.

> I don't have the time

Just for the sake of discussion, how much time do you think it takes to volunteer with your county component society? It is not the expectation that every volunteer that helps at the County level will also volunteer to eventually become involved with the ODA. Many County component boards only meet at most once a month. There are also many opportunities to volunteer that do not involve board meetings.

> I don't live in Portland

This is a legitimate concern but that doesn't preempt you from helping at the county component level. The greatest need is at the county component level. For the ODA it is easy to set up video conference calls so that a volunteer doesn't have to travel to the ODA's office for meetings.

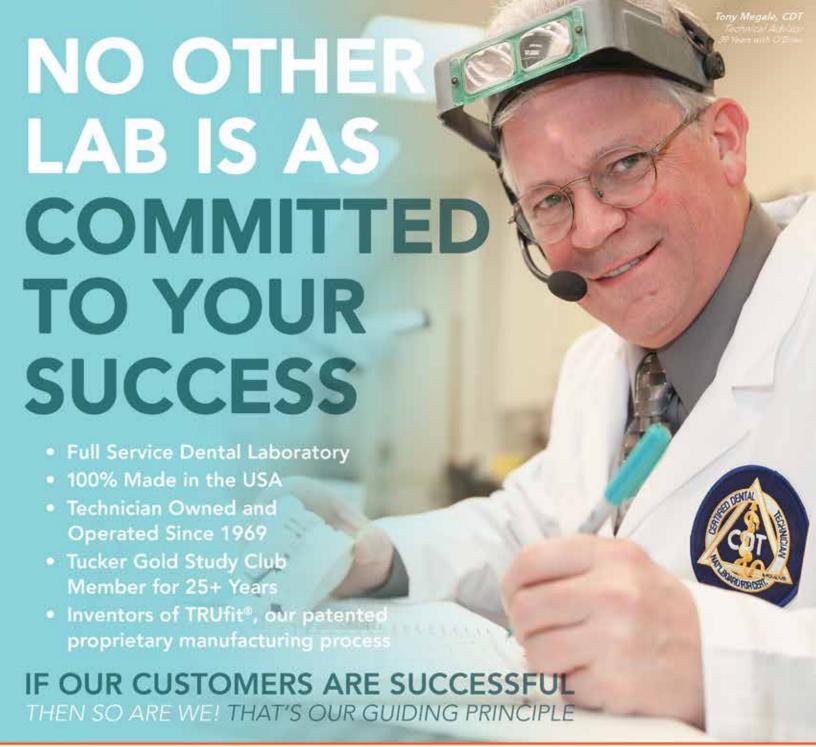
➤ I'm not a leader

This may be one of the biggest myths. When we think of leaders we imagine the extrovert person with the take-charge attitude, exceptional organizational skills, and who has the vision to move an organization forward. The reality is that it is a group of volunteers with different skill sets, ideas, and perspectives that lead an organization such as ours.

As ODA President **Dr. Joni Young** states, "Being a part of something bigger than yourself is beyond rewarding. We have opportunities to contribute, provide feedback, and help shape important work that affects the profession and the patients we serve. The connections made through volunteering are a huge benefit personally and professionally — and it's a fun way to be involved and make a difference."

PS — This will be the last issue of Membership Matters in which Heather White at LLM Publications will be assisting in the layout and publication of Membership Matters. For the nine years I have served as Editor for the ODA, Heather has helped design and publishes every issue. Her name has never appeared on the masthead so at the very least she deserves recognition for 9 years in helping us put out a great magazine and for nine years of reminding the Editor that he is past the deadline. Good luck Heather in your future endeavors!

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.





At O'Brien, we've built an unmatched team of professionals who strive to deliver the highest level of service, education, innovation, and reliability. If our customers are successful, then so are we. That's the guiding principle in how we operate our company. We support your practice with everything from case consultation to continuing education. No other dental lab is as committed to your success! O'Brien Dental Lab is your partner for Successful Dentistry.









vents & 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, cleone@oregondental.org.

May 2016

Continuing Ed., 2 Hrs: "Optimized Fixed Restorations on Implants," Presented Dr. Scott Dyer, Thu., May 5, Albany Golf & Event Center, Albany. Info: brian@calapooiafamilydental.com

Leadership Development Committee Meeting: Thu, May 5, Wilsonville, Oregon

Continuing Ed., 1.5 Hrs: "Implants," Presented Dr. Scott Dyer, Tues, May 10, Roth's, West Salem. Info: www.mpdentalce.com

Continuing Ed., 1.5 Hrs: "HIV Overview for the Dental Heathcare Team," Presented by Geoffrey L'Heureux & Renee Yandel Tues, May 10, Lane County Community College. Info: www.lanedentalsociety.org

Continuing Ed., 1.5 Hrs: "Treatment & Prevention of Peri-Implantitis," Dr. Harjit Sehgal, Tues, May 10, Stockpot Broiler, Beaverton. Info: www.wacountydental.org

OHSU Mentor Dinner: Thu., May 21, OHSU Room 3A002

Continuing Ed., 2 Hrs: "Table Clinics," Presented by Multnomah Dental Society. Thu, May 19, Multnomah Athletic Club, Portland. Info: www.multnomahdental.org

ODA Board of Trustees Meeting:

Sat, May 21, Mt. Bachelor Village Resort. Info: 503-218-2010

June 2016

Continuing Ed., 1 Hr: "Oregon Board of Dentistry Update," Presented by Stephen Prisby, Thu, June 2, Lane County Community College. Eugene. Info: www.lanedentalsociety.org

DFO Board Meeting: Fri, June 3, Wilsonville, Oregon

DFO Chip! for Teeth Golf Tournament:

Fri, June 17, Langdon Farms Golf Club. Info: www.smileonoregon.org or 503-594-0880

Oregon Board of Dentistry -

Board Meeting: Fri, June 17, 1500 SW 1st Ave, 7th Floor Conference Room, Portland, Oregon. Info: www.oregon.gov/dentistry/ Pages/brd_agendas.aspx

July 2016

DFO Committee Meetings: Fri, Jul 15, Wilsonville, Oregon

ODA Board of Trustees Meeting: Fri, July 22, ODA Office, Wilsonville. Info: 503-218-2010

August 2016

DFO Board Meeting: Fri, Aug 12, Wilsonville, Oregon

Oregon Board of Dentistry -

Board Meeting: Fri, Aug 19, 1500 SW 1st Ave, 7th Floor Conference Room, Portland, Oregon. Info: www.oregon.gov/dentistry/ Pages/brd_agendas.aspx

September 2016

Continuing Ed., 6 Hr: "Clinical **Challenges for Esthetic Adhesive** Dentistry," Presented by Sillas Duarte Jr, DDS, MS, PhD, Fri, Sept 16, Lane County Community College, Eugene. Info: www.lanedentalsociety.org

ODA Board of Trustees Meeting:

Fri, Sept 30, ODA Office, Wilsonville. Info: 503-218-2010

October 2016

ODA House of Delegates: Oct 7 - 8, DoubleTree By Hilton Hotel, Portland. Info: 503-218-2010

DFO Committee Meetings: Fri, Oct 14, Wilsonville, Oregon

Oregon Board of Dentistry -

Board Meeting: Fri, Oct 21, 1500 SW 1st Ave, 7th Floor Conference Room, Portland, Oregon. Info: www.oregon.gov/dentistry/ Pages/brd_agendas.aspx

November 2016

ODA Board of Trustees Meeting: Fri, Nov 4, ODA Office, Wilsonville. Info: 503-218-2010



Mentor Dinner VOLUNTEERS NEEDED

Share your advice and experience with dental students. We invite you to be a mentor at the annual Mentor Dinner, sponsored by the New Dentist Council.

The Mentor Dinner provides dental students a chance to meet with practicing dentists who can answer students' questions about "life after dental school."

Sign up to be a mentor today: http://bit.ly/MentorDinner16.

Dinner is provided as a thank you for your participation.



oregon dental

Thursday, May 12

5:30 PM - 8 PM

OHSU School of Dentistry Room 3A002



An annual tournament benefitting the Dental Foundation of Oregon.



ODA Board of Trustees Nominations

Nominations are now open for the following offices, to be elected by the ODA House of Delegates, Oct. 7.

- LDC (three positions, 3-year term)
- Speaker of the House (3-year term)
 DECLARED CANDIDATE: Jeff Stewart,
 DDS. MS
- Editor (3-year term)
 DECLARED CANDIDATE: Barry Taylor,
 DMD, CDE

All ODA members are encouraged to participate in the leadership of this organization. For more information about any of these positions, call 503-218-2010 or email cleone@oregondental.org.

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

Email your materials to leadership@oregondental.org, or mail to:

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



2015 - 2016 Board of Trustees

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Editor

Join the **Molar Movement** #FightEnamelCruelty



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



For more information, or to email your photo to us, contact ODA Membership Specialist Kristen Andrews at 503-218-2010 x110 or kandrews@oregondental.org.

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Welcome New ODA Members!

Katie Burley, DMD **Clackamas County Dental Society**

Jarid Burley, DMD **Clackamas County Dental Society**

Jonathan Foshay, DMD **Lane County Dental Society**

Joshua Kucharski, DMD **Washington County Dental Society**

Sushilpa Mangineni, DDS Multnomah **Dental Society**

> Kelley Wilson, DMD **Washington County Dental Society**



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ADA NEWS

Published semi-monthly membership periodical distributed to members as a direct membership benefit.

JADA

Introduced in 1913, the monthly The Journal of the American Dental Association is the nation's premier dental journal — a reliable, peer-reviewed source of information on dentistry and dental science. Each issue of JADA is available in print, online at JADA Online and via a mobile Web application.



ADA MORNING HUDDLE

ADA. Morning Huddle

Daily email compiling news stories from a wide range of sources to let you know what the media is saying about dentistry, whether or not it agrees with the ADA's view, to keep you better informed and aware. The ADA Morning Huddle allows members to learn what's being said in the media about their profession before the first patient of the day arrives for an appointment. Each issue also includes a "From the ADA" box highlighting news and information direct from the Association.

ADA DENTAL PRACTICE SUCCESS

Quarterly digital magazine that ADA's Publishing Division produces in cooperation with the ADA Center for Professional Success. DPS features articles from well-known experts on a broad range of useful topics and fresh ideas on how to improve your practice.

JADA SPECIALTY SCANS

Quarterly emails highlighting compilations of articles for the general dentist on news and developments in selected dental specialties. View current and past issues in each specialty, including: Endodontics, Oral and Maxillofacial Radiology, Oral Pathology, Orthodontics, Pediatric Dentistry, Periodontics, Prosthodontics, and Cosmetic/Esthetic Dentistry.



ADA CATALOG

The ADA Catalog offers a wide selection of dental practice resources such as books, e-books, brochures, models, apps and DVDs. Topics include patient education, coding, HIPAA and OSHA compliance, practice management, and more.

ADA NEW DENTIST NEWS

Quarterly publication, distributed as an insert in the ADA News as a member resource for new dentists and dental students.

ADA PROFESSIONAL PRODUCT REVIEW (PPR)

Results of evaluations conducted in the ADA Laboratory as well as collaborations with dental schools and other institutions. Expert panel discussions, clinical techniques, dental therapeutics, interviews with key opinion leaders and other information is intended to help the clinician with purchasing decisions and patient care.

ADA DENTAL PRODUCT GUIDE

Online easy-access directory to the supplies, equipment and services available to help make your dental practice a success. This guide also allows you to get more information on dental materials and equipment by communicating directly with dental manufacturers and distributors.



>>> For more information about ADA's publications visit www.ada.org/publications

www.oregondental.org April 2016

Your Handpiece and Infection Control Guidelines



Lori Lambright

ODA Member

Compliance Coordinator

503-218-2010, x104

llambright@oregondental.org

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.

Is heat Sterilization required for handpieces, or can chemical germicides be used instead?

Per the OR Dental Practice Act; Sterilization is required for all instruments or equipment that comes in contact with body fluids, between each patient use. Handpieces can become contaminated internally with patient debris. Acceptable methods of sterilization include chemical vapor sterilizers, dry heat, and autoclaves. Handpiece barrier protection and wiping down with a disinfectant is not enough, and allows for cross contamination from the internal part of the angle. Glutaraldehyde is not a suitable alternative to sterilization, as chemical germicides cannot be biologically monitored. Additionally, extended contact with chemical germicides may corrode its components.

Current handpiece models are heat-tolerant but can degrade by autoclaving, and may require regular replacement of the turbine. If you have an older model handpiece, ask your dental representative if it can be retrofitted to allow for heat-processing.

Some considerations when purchasing a new handpiece:

- 1. Is it designed to be autoclavable?
- 2. Does it have a smooth and seamless design without gaps in the outer casing to prevent debris and bacteria from being trapped?
- 3. Is the finish able to withstand the sterilization process over a long period of time? Titanium withstands the sterilization process better than chrome plate.

(818-012-0040). www.cdc.gov/hicpac/Disinfection_Sterilization/13_0Sterilization.html www.ada.org/~/media/ADA/Member%20Center/Flles/cdc_sterilization.ashx



Meeting Highlights

Friday, March 4, 2016

- Dr. Bruce Burton was elected to serve as the 2016 2017 ODA President-Elect.
- Dr. Patrick Hagerty, Dr. Sarah Post, Dr. Jill Price, Dr. Jim Smith, and Dr. Barry Taylor were elected to serve as Alternate Delegates for the 2016 ADA House of Delegates.
- DMC Smart Training HIPAA and OSHA Compliance Services was approved as an ODA endorsed program.
- Trustees received updates from Moda representatives Robert Gootee, CEO and President; Dr. David Howerton, Chairman of the Board; and Dr. Teri Barichello, Vice President and Chief Dental Officer.
- > Trustees received updates from **Dr. Bruce Austin, State Dental Director.**



Upcoming ODA Board of Trustee meetings:

May 21, 8 ам Sept. 30, 8 ам

July 22, 8 AM

Nov. 4, 8 AM

For more information, visit www.oregondental.org, and click 'Meetings & Events.'



www.oregondental.org April 2016



Tooth decay remains a significant public health concern and causes needless pain and suffering for many Oregon children, despite being wholly preventable. Currently, the Oregon Smile Survey is the only oral health surveillance system we have in the state, and it is only conducted every five years. Although a statistically accurate survey, it is limited to 82 schools statewide. According to the survey, on any given day, as many as 3,800 children in Oregon are suffering from dental pain or infection. Without specific data, we currently have no way to know who is suffering and we are unable to identify areas with the greatest need. This is why, in the 2015 legislative session, the Oregon Dental Association successfully sponsored a bill (HB 2972) that requires public school students seven years of age or younger who are beginning an educational program to have dental screening, as a first step in helping to create a more comprehensive data collection resource.

Although a statewide oral screening requirement generates an important reminder for all Oregon

families that oral health is important, the ultimate goal of HB 2972 is to establish a dental home for each child, and to identify those who need further treatment. Dentists play a critical role in ensuring the success of this program.

The screening can be accomplished by:

- ➤ A complete examination and treatment plan performed by a dentist, or
- A more basic oral health evaluation, which can be performed by a dentist, hygienist, or an appropriately trained employee an education provider.

Starting this spring, Oregon schools will be notifying parents/guardians about the dental screening requirement and will provide information on the importance of oral health to overall health. Children entering public school for the first time, in kindergarten or first grade, are instructed to have their oral health assessed by a dental professional within 120 days of the start of school.

The ODA extends its most heartfelt appreciation to Representative Hayden, Representative Keny-Guyer, and Representative Parrish who acted as the chief sponsors of House Bill 2972.

To help kick start this movement, ODA is making August 2016 Oral Health Screening month. Help the us make this first year a success:

- In your private office, be a resource to your patients with kids entering school to provide the necessary paperwork to fulfill the dental screening requirement. If you are already this family's dentist, it should be a routine matter for your office to schedule a dental examination for the child. The oral health assessment requirement is not intended to alter your usual office protocol with regard to new or recall child exams. The only "additional" part of the visit is completion of an assessment form that the family can return to the school. If the child is already a patient-of-record and has had an examination within the last 12 months, the results of that exam will satisfy the requirement. Your office may want to develop a protocol for parents asking if you will complete the form based on the child's record from the last exam.
- ➤ Volunteer an hour, an afternoon, or even a full day to provide free screenings in your community. ODA is creating a database of free screening locations as a service to families in need of assistance obtaining a screening. Let us know if you are willing to open your office for this service. If you choose to do a screening, and are unable to become that child's dental home, be very clear that you will be conducting the screening, at no charge, as a public service. When the family arrives be sure to have a form signed that explicitly outlines that the child receiving the screening has not become a patient-of-record and establishes the parameters of the free service you are providing.
- Many schools work with local dental components or already established school-based screening programs to ensure all of their new kindergartners/first graders get a screening. Your participation is essential to the success of these efforts. Reach out to a local school and offer assistance in creating a school screening program or just simply offer to provide screenings in an existing program.



Dental screenings create an incredible opportunity for parents to become educated about the condition of their child's oral health, the consequences if disease is not treated and the benefits of ongoing care. A screening can become a family's opportunity to establish a dental home.

Find more information online visit: oregondental.org/government-affairs/schoolscreenings

www.oregondental.org April 2016 1

The Importance of

Sports Mouth Guards



David J. Dowsett, DMD **ODA Member** General Dentist in Portland ddowsett@completehealth dentistryofportland.com

IMAGINE WHAT IT WOULD BE LIKE IF YOU SUDDENLY LOST ONE OR TWO OF YOUR FRONT TEETH. SMILING, TALKING, EATING - EVERYTHING WOULD SUDDENLY BE AFFECTED. NOW THINK WHAT IT WOULD BE LIKE KNOWING THAT YOU COULD HAVE PREVENTED THIS FOR LESS THAN \$200. AND THAT IT WAS A CHILD.

Facial and head injuries can be sustained in nearly every game, from "contact" sports such as football, soccer and basketball, to "noncontact" sports like baseball, gymnastics, bicycling, or skateboarding. Damage to the teeth, lips, tongue, and jaws are frequent occurrences in both children and adults. General dentists see more injuries to the mouth as a result of playing sports than from almost any other single cause. A survey conducted by the University of Texas found nearly five percent of all male college athletes who played football, basketball, soccer, volleyball, baseball, ice hockey and lacrosse without wearing a mouth guard sustained some oral injury. That's more than 2,000 injuries in just a single year at the college level alone! To make matters worse, it is at the junior high, high school, community, and amateur levels that most injuries occur.

The literature has shown unquestionably that mouth guards help prevent fractured jaws and teeth, lacerations to the cheek and tongue (often requiring surgery for repair), and traumatic damage to the roots and surrounding alveolus. While mouth guards are not currently required equipment in most sports, wearing one is an important precaution for athletes of any age and ability.

Now the question becomes: are we doing all we can to help our patients? Specifically, I want to address protecting a subset of all those that we care for: our young athletes. And I consider almost anyone who is physically



active an athlete. I'm not talking about the pros, but all of those young stars to be and the weekend warriors. Whether your child is playing a contact sport or just monkeying around on the monkey bars, accidents happen. A recently published study by the University of Alabama at Birmingham analyzed data from the National Electronic Injury Surveillance System (NEISS), a database of injuries treated at hospital emergency departments, for the period 2001 - 2008. Researchers found the five most common causes of childhood injuries were, in order of frequency, basketball, football, bicycling, playgrounds, and soccer.1

An estimated 12 million people ages of 5 and 22 years suffer a sport-related injury annually, which leads to 20 million lost days of school² and approximately \$33 billion in healthcare costs.3 The Centers for Disease Control state that sports-related dental injuries account for more than 600,000 emergency room visits every year! Some will say, "It's just a tooth, right?" We understand the bigger picture - the physiological, psychological, and emotional cost. We all know the effort and

David Dowsett, DMD is a certified team dentist and has been a member or the Academy For Sports Dentistry since 2006. He has served on the medical staffs of several sports clubs and is currently on staff with the Portland Winterhawk and is the dental consultant for Portland City United Soccer Club.

- 1. www.sciencedaily.com/releases/2014/10/141013152656.htm.
- 2. National Athletic Trainers' Association. (Unpublished media review).
- 3. Ferguson RW. Safe Kids Worldwide Analysis of Consumer Product Safety Commission (CPSC) National Electronic Injury Surveillance System (NEISS) data, 2013.

"...victims who lose a tooth to trauma can face a lifetime dental cost of \$10 – 20,000 depending upon the age and manner it was lost."

expense of restoring a smile, but rarely do our patients until they go through the process. I am sure they would be stunned to realize victims who lose a tooth to trauma can face a lifetime dental cost of \$10-20,000 depending upon the age and manner it was lost. Yet, the Academy of General Dentistry has estimated that mouth guards prevent upwards of 200,000 injuries each year. The American Dental Association reports that an athlete is sixty times more likely to suffer an injury to the teeth when not protected by a mouth guard. And still it is rare to see a young player wearing a mouth guard when it is not required. These injuries can be **prevented by us** - by educating those we care for and fabricating for our patients the best appliances possible. A properly fitted mouth guard is a critical piece of any athlete's protective equipment.

Every April, National Facial Protection Month strives to raise public awareness and remind parents/caregivers, coaches, and athletes to play it safe while playing sports. The Academy for Sports Dentistry (ASD), American Academy of Pediatric Dentistry (AAPD), American Association of Oral and Maxillofacial Surgeons (AAOMS), American Association of Orthodontists (AAO), and the American Dental Association (ADA) are collaborating to promote the 2016 April National Facial Protection Month observance to help people learn more about how simple and effective it can be to protect not only the mouth and face, but also our patients peace of mind.

The next question would be: What choices do we have? Mouth guard options are plentiful and many are well marketed by several major athletic companies. They fall into three major categories: Stock, Boil and Bite, and Custom. The first two categories can range in price from \$5 to \$75 or more. A well-made custom mouth guard usually range from \$100 – 200, but can be fantastic (see Floyd Mayweather's — \$25,000!)

Most patients and parents ask, 'why should I pay more for and have the hassle of going into

the dentist's office (twice) to have a custom mouth guard?' The simple answer is superior protection quality and the fact that a custom mouth guard will be worn by the athlete. Stock mouth guards are made of poor quality material and deteriorate very rapidly — I have patients tell me they have gone through three or four in a single football season — they are very uncomfortable and most importantly, fit very poorly (as they come in limited sizes).

Since no athlete can choose the moment of impact, it is critical to have the mouth guard in the right place at the right time. Boil and Bite guards are a step up, but are difficult to properly mold to the mouth, are uncomfortable (bulky), lack proper extensions, and rarely have the highest quality protective material. Neither the stock or Boil and Bite guards allow for good airway flow/breathing, nor communication with fellow teammates.

Custom mouth guards are designed and fabricated with the athelete's individual needs taken into account. Pressure Laminated Mouth guards incorporate multiple layered Ethylene Vinyl Acetate (EVA) material pressed onto a model of the athletes' mouth which is then trimmed and finished to properly cover the teeth and supporting tissues. Additionally, they can be stylized to be cool.

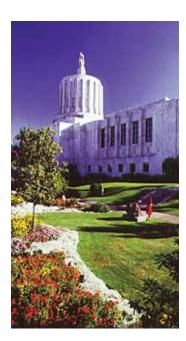
As we approach April, I would encourage all of us to ask a few quick questions of our young patients about their activities and have a serious conversation with them and their parents. Both will be grateful and perhaps we can change the perception of all. A wealth of information can be found at the Academy for Sports Dentistry website at www.academyforsportsdentistry.org.



www.oregondental.org April 2016

2016 Legislative Session Wrap Up

By George Okulitch, Okulitch and Associates - ODA Contract Lobbyist



ON MARCH 3, JUST THREE DAYS SHY OF THE CONSTITUTIONAL DEADLINE,

Oregon's 78th Legislature adjourned their 35 day session. In what was supposed to be a congenial discussion of issues and a chance to re-balance the budget ended up in a month long argument of partisanship and disagreement. Amongst many policy directives, Democrats pushed through several controversial pieces of legislation including: a minimum wage increase, inclusionary zoning, tenant protection legislation, and eliminating the use of coal by 2035 (the first state to do so). They also attempted to increase the cap on wrongful damages from \$500,000 to \$1.5 million, but this legislation failed the last week of session. Republicans, in the minority in both the House and Senate, tried unsuccessfully to stop many of these measures by using several parliamentary procedures to slow the process down, some of which haven't been used since the early days of statehood. All and all, the Oregon Dental Association faired quite well navigating the choppy environment and we were able to come out with several wins for the session.

> Expungment of Past Disciplinary Actions

For the last several sessions, ODA worked with Rep. Vic Gilliam (R-Silverton), on addressing an issue for one of his constituent dentists who wanted a specific disciplinary issue removed from the Board of Dentistry website. House Bill 4095, finally passed this session, requires the Oregon Board of Dentistry, upon request from a dentist or dental hygienist to remove from its website and other accessible print and electronic publications information related to the discipline of an individual. However, the person making this request can only be disciplined if there was no financial or physical harm to a patient and that individual self reported the error to the Board. The bill past both the House and the Senate unanimously and was signed by Governor Kate Brown. ODA anticipates that a similar bill impacting physicians and nurses may be introduced during the 2017 legislative session.

> Oregon Medicaid Primary Care Loan Repayment

After the 2015 Legislative session, several members informed ODA's Government Relations Committee that Oregon's Medicaid Primary Care Loan Repayment program was defunded, impacting many of our rural doctors. As a result, restoring this money during the 2016 session became an important priority for ODA. Oregon's Medicaid Primary Care Loan Repayment Program allows newer practitioners the ability to accept Medicaid by providing up to 35K for loan repayment. Although dentists are not the only eligible providers (some money goes to physicians, nurses, etc.), about 1/3 of those awarded funds were dentists. ODA worked with key

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Membership Matters Oregon Dental Association

Ways and Means legislators, as well as along side other stakeholders (ONA, OMA, etc.) to help restore this money for the remainder of the 15 – 17 biennium. This amounted to around \$2 million dollars restored in the office of Rural Health. ODA will continue to monitor this program as we enter the 2017 legislative session.

Next Steps and Moving Forward

ODA is beginning the process of starting to strategize for the 2017 Legislative session. This interim, we plan to meet with candidates and legislators across the state and continue to build our grassroots network with local doctors. This is a valuable tool for helping legislators and elected officials make decision effecting dentistry by reaching out to dentists in their community.

Additionally, ODA's government relations committee will begin considering concepts and ideas to possibly draft as legislation for the 2017 legislative session. We encourage any member doctors who have legislative ideas to contact Christina Bodamer, Managing Director of Government Affairs and Communications at cbodamer@oregondental.org so they can be submitted to the committee. This fall, we will finalize the agenda and update everyone in Membership Matters with our pre-session update.





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New Chips on Credit Cards Will Affect Your Practice

By Jennifer Nieto, President of RJ Card Processing

TO PANIC OR NOT TO PANIC? That is the question. You may have heard that credit cards should contain an encrypted chip in addition to a magnetic swipe stripe by October 2015. This is a new rule to heighten security on credit card purchases and to prevent fraud. If your office processes credit cards, you will need a terminal that has EMV (Europay, Mastercard and Visa) chip-reading ability for credit card processing. If your office doesn't have a terminal or swiper with this enhancement yet, there is no need to panic; however,



What is EMV?

In the wake of numerous large-scale data breaches and increasing rates of counterfeit card fraud, U.S. card issuers are migrating to this new technology to protect consumers and reduce the high cost of fraud that they incur. EMV-chip cards are designed to decrease credit card counterfeiting by making them more difficult to copy. Unlike magnetic-stripe cards, which store unchanging data in their stripes, EMV-chip cards generate a new code for every transaction. Cardholders also have to verify their EMV card purchases with either a signature or by entering a PIN (however, the new EMV cards will still have the magnetic stripes on them for quite some time).

you should start looking into new equipment to avoid liability should a fraudulent card be presented at your office.

Here are the facts.

It is not a law to have EMV chip-reading equipment, nor is it a Payment Card Industry (PCI) mandate. There is no fine and you will not pay higher rates if you do not have the equipment. In fact, any new terminal (or old terminal for that matter) will still read magnetic stripes and credit cards will maintain their magnetic stripes.

So why bother making a change?

While EMV is not a mandate, this technology is important for your practice to avoid a financial hardship due to the liability of processing a fraudulent card at your office. If a patient presents a stolen or counterfeit card at your office that contains a chip and you swipe the magnetic stripe instead of using a chip reader, you will have no recourse when the charge is proven invalid and will lose any related chargeback. We have seen several instances where the patient did not initiate a chargeback, but the card issuer/bank did initiate a fraud chargeback for non-use of EMV chip.

Up until October 2015, if a fraudulent card was swiped at your office, the dispute would follow standard chargeback protocols. This means that you would have a chance to prove that your staff performed due diligence. You would have approximately 30 days to respond to the dispute with proof that your signed receipt has the same name and signature as that on the presented card. This continues to be the case for cards that still do not have EMV chips in them, as well as for any keyed transactions.

While there is a low incidence of fraudulent cards at dental practices, it is an important liability protection for your practice to purchase equipment to meet these new rules, as one chargeback may cost you more than the price of owning EMV equipment. While the equipment itself should not be too costly for you to own, the technology involved is complex and expensive to manufactures of equipment, the back-end processors, and the card-issuing banks. As a result, the transition is moving slowly.

Oregon Dental Association

What does your staff need to know?

To minimize liability to the practice, there are some important things you should cover in staff training.

- With any face-to-face transaction, it is important that staff match the name on the card with the person presenting it. In addition, they should be sure the signature matches the name on the card.
- When keying in a credit card, it is important to input the three-digit CVV code (4-digit for Amex), as well as the address and zip code of the cardholder's account. If all three of these key identifiers match, the practice would most likely win a chargeback should it arise.
- ➤ EMV-compliant transactions require customers to insert the card in the reader and leave it there until the transaction is complete. Make sure that your new equipment is PIN-enabled in case the issuer of the EMV card requires a 4-digit code (even for credit transactions).

Best Card welcomes questions on this or any other aspect of credit card processing for your practice. Contact them to learn more at 877-739-3952 or visit bestcardteam.com.

The Strawhecker Group (TSG), a management consulting company focused on the global payments industry, released survey results [in February 2016] that estimate 37 percent of U.S. merchant locations are EMV-ready four months after the October 1st, 2015 liability shift. TSG's previous survey of payment processors and other payment providers completed last September estimated that over 40 percent would be EMV ready by this time, showing a slower pace of implementation than expected before the shift. www.businesswire.com/news/home/20160217005243/en/EMV-Merchant-Adoption-Slower-Expected

Jennifer Nieto is president of RJ Card Processing Inc. (d/b/a Best Card), the ODA's endorsed credit card processor. She is a former CPA and director of finance for the Colorado Dental Association, as well as a former FDIC Bank Examiner. Best Card is currently endorsed by more than 20 dental and medical associations or their affiliates due to their excellent rates (the average dental practice saves 22% or \$1,480 annually in processing fees) and personalized customer service. Contact them to learn more at 877-739-3952 or visit bestcardteam.com.





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- Maureen Gierucki DDS, Harrison, MI



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Fourth year dental student **Anne Purcell** performs a dental screening in lap-to-lap knee-to-knee position.



OHSU dental students **Yvonne Hollett, Ghazaleh Vargah,** and **Kira Douglas** paint children's faces.



Each year, OHSU School of Dentistry sponsors Celebration of Smiles, a free children's event hosted at the Portland Children's Museum. The purpose of this event is to get children interested in and talking about their oral health. There are many fun, educational stations set up throughout the museum to help inform children and their parents the importance of oral health in overall health. Stations included make-your-own-tooth pillow, tooth painting, and dental screenings, among others.

This year, the student run event had over 50 OHSU dental students and over 20 PSU pre-dental students that volunteered at the event. With their support, the event was a huge success. Over 1,500 attendees filtered through the museum, each leaving with a better understanding of children's oral health.



First year OHSU dental students **Kat Trinh**, **Ryan McCormick**, **Rachel Haas**, **Casey Thein**, **Elizabeth Tran**, and **Emily Monroe** help children paint clay teeth models, generously provided by Dr. Sirianni. Second year dental student, **Jordan Cross**, and first year dental student **Greg Sykora** educate children on the importance of brushing and flossing and how to properly do so.



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Multnomah Dental Society Give Kids A Smile



Thanks go out to our great members who volunteered their time on a Saturday to serve the underserved:

Deborah Struckmeier, DMD Tom Pollard, DMD Athena Bettger, DMD

Andrea Beltzner, DMD Megan Sapp, DDS **Kurt Ferre, DDS**

Allan Pike, DDS Steven and Farielle Houran,



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ASDA at the OHSU School of Dentistry



ADPAC Week Recap

By Jeffrey Sirginson, DS2

ADPAC WEEK BEGAN WITH A PRESENTATION BY DR. PAT HAGERTY, WHO DISCUSSED THE IMPORTANCE OF A DENTAL POLITICAL **ACTION COMMITTEE, AS WELL AS HIS EXPERIENCE SERVING ON THE NATIONAL** ADPAC BOARD OF DIRECTORS. The next event was a presentation by the ODA, talking about specific topics of interest here in Oregon, such as licensing and mid-level providers. The week ended with a breakfast on Friday, with a more informal discussion on issues students were concerned about and how they might get involved. Overall, 48 people signed up for ADPAC, but more importantly, we were able to shed some light on issues important to the future of dentistry and to get students engaged with the profession.







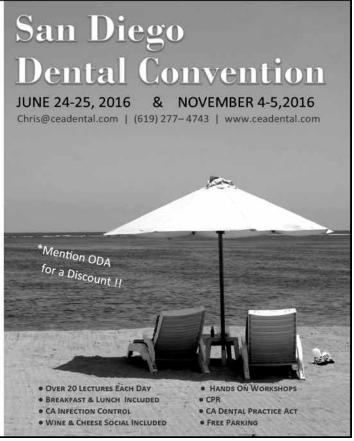
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The OHSU School of Dentistry can be found online at www.ohsu.edu/sod.

OHSU ASDA is on Facebook: www.facebook.com/ohsuasda





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Welcome DS4s to

National Signing Day!

oregon dental

100% Participation at NATIONAL SIGNING DAY!

By Kristen Andrews, Membership Manager

ADA'S NATIONAL SIGNING DAY (NSD) IS A NATIONAL PROGRAM AIMED AT ENGAGING AND ENCOURAGING DENTAL SCHOOL SENIORS TO APPLY

FOR ADA MEMBERSHIP. National Signing Day brings together dental schools, state and local dental societies, and ASDA chapters to welcome new dentists to the profession. For the first time, the ADA offered an online NSD application for 2016. In partnership with ODA DS4 representative, Ericka Smith, OHSU's ASDA chapter and ODA staff, Oregon was able to sign 100% of DS4s even before the scheduled NSD event on Tuesday, March 15. This year the NSD presenter was OHSU Alumni and ODA volunteer, Dan Miller, DMD. Dr. Miller shared his personal insight and journey with organized dentistry and discussed the value of the tripartite membership to over 60 DS4's.



ADA.

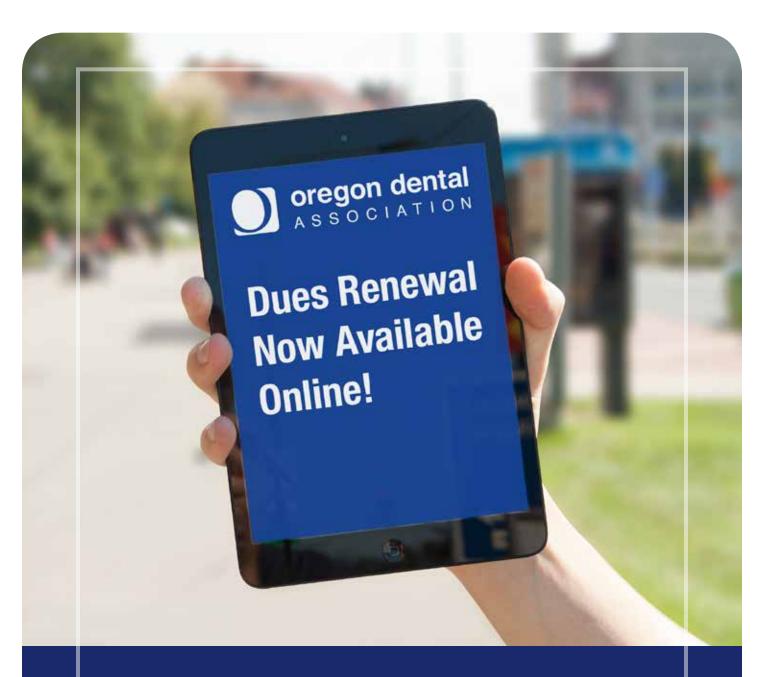


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www.oregondental.org/ member-center/join-renew

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Dental Foundation of Oregon



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

The Tooth Taxi is supported by Moda and the OEA Choice Trust.

For more information, visit www.SmileOnOregon.org.

3rd Annual Prineville Paddy Pint Run

St. Patrick's Day event raises over \$10,500 in support of The Dental Foundation of Oregon and the Tooth Taxi program

THE SUN WAS OUT FOR THE 5:30 PM START OF THE PADDY PINT RUN/WALK ON THURSDAY, MARCH 17 IN PRINEVILLE. Nearly the entire community came out to support the event, which was started three years ago by Dr. Tony and Dannielle Ramos to benefit The Dental Foundation of Oregon (DFO). You could feel the spirit, which nearly took your breath away when Dannielle Ramos sang the national anthem while the stars and stripes waved against the green backdrop. A site to behold!

ODA Executive Director, Conor McNulty, made the drive over the mountain to participate in the run and to lend his support. The Zumba girls were on hand to provide the warm up with energizing music. Then, with a bang, over 300 participants were off in a streak of color from the Windermere starting line. They finished up at the Ochoco Dental finish line behind Ochoco Brewing Company, in an area set up for all to enjoy the post-race party including food, drinks, awards and live music by the *Never Can Evers*.

"The Paddy Pint Run is a perfect marriage of community involvement, the need for fun/physical

activity, and a way that the community can give back to the Tooth Taxi for providing services in Crook County. My family and I feel so honored that our community has embraced this event growing from 50 to over 300 participants in three years. It has become an event many people look forward to, and the fact that it's beneficiary is something I truly believe in, makes me very proud to be the Paddy Pint Run's director." – Tony Ramos, DMD, DFO Board and ODA Member

For those 21+ years of age, there were tabs on their bibs to enjoy drinks at Good Bike Co., Sons of Beer (SOB) and Ochoco Brewing along the run. Starbucks Coffee Company offered free drinks for all ages on the 5K course.

Proceeds from the event go toward improving children's oral health by supporting the Dental Foundation of Oregon and its Tooth Taxi program. The Tooth Taxi is scheduled to spend a week in Prineville this fall providing free dental treatment and oral health education to children in the community. The van visited Prineville in the past but it has not been there since March of 2011. If you are interested in volunteering when the van is





Darcy Bedortha, Chuck Coates, Thomas Green, Zumba girls, Central Oregon Trail Alliance, Tom Jay, Vikki Iverson, Shelby James, Mandi Noland Images, Susan Phothiyane, Crook County Fairgrounds, and the CCMS Leadership students.

Dental Foundation of Oregon



in Prineville, contact Carrie Peterson, Tooth Taxi Program Manager at 503-329-8877 or email carrie. peterson@modahealth.com. Read more about the DFO at www.SmileOnOregon.org

All participants received swag bags, compliments of the Bank of the Cascades, which included a toothbrush, toothpaste and floss donated by the DFO, and "I ♥ Prineville" knit beanie donated by Ochoco Family Dental, as well as other sponsored items. ■



RACE WINNERS

Overall Men's

1st Place Chuck Coats
2nd Place Rigo Ramirez
3rd Place Levi Nichols

Overall Women's:

1st Place Lindsay Nelson2nd Place McCall Woodward3rd Place Messina McClellan

Masters 40+

Male Drew Roberts Female Niki Crafton

Stumbling Leprechaun

Nate Robinson (pictured here)

Stroller

1st Place Lindsey Nelson 2nd Place Shawna Holland





Many thanks to the sponsors of this event!

Bank of the Cascades, BL[]NKSLATE, Clinic Pharmacy, CrossFit Prineville, Committee to Elect Seth Crawford, Dad's Place, Good Bike Co., Green Tree Wealth, Ochoco Brewing Co., Ochoco Family Dental, Rebound Physical Therapy, The Sandwich Factory, Slater Chiropractic, Sons of Beer, Starbucks Coffee Company, State Farm Insurance and Windermere Real Estate.

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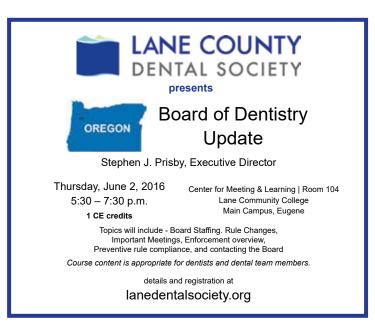
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continues on page 34





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BEND, OR PEDO — Pedodontist retiring after — Pendodontist very nice of fice in a great location.

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PRACTICES FOR SALE

DENTAL PRACTICE FOR SALE – ASTORIA Owner willing to carry the contract, no bank loan needed, great way to start and keep expenses low, 4 Opt.'s, in the heart of Astoria, 2014 Production \$520,000 and over \$600,000 for 2015. Spectacular view with long term staff. Building for sale, overlooks water front on the Columbia river, strong rental history. Contact Jon Schatz at 503-349-1600 or jonschatz@att.net for a confidentiality agreement to obtain more information.

G/P PRACTICE FOR SALE ON THE NORTH-CENTRAL OREGON COAST Three operatories with digital X-rays Annual collections over \$585,000 This well established practice has been in the area for 34 years Excellent collection policy in place Well trained staff will continue with the practice and assist with the transition Great opportunity for a young dentist as the selling dentist refers out most endo and oral surgery Excellent hygiene program in place that produces 40% of the production Building is in an excellent location with great visibility and would be available to the buyer to purchase. Contact: Buck Reasor, DMD. Reasor Professional Dental Services info@reasorprofessional-dental.com 503-680-4366

DENTAL PRACTICE FOR SALE – NEWBERG Owner willing to carry the contract, no bank loan needed, great way to start and keep expenses low, 4 Opt.'s, last three year's production averaging over 1 million. Long term staff, Building for sale. Contact Jon Schatz at 503-349-1600 or jonschatz@att.net for a confidentiality agreement to obtain more information.

PRACTICES FOR SALE

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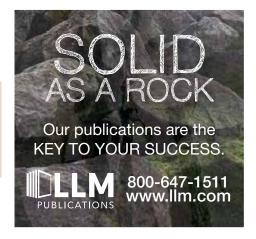
DENTIST NEEDED FOR A METHODIST 10 DAY MISSION TRIP ON A MEDICAL/DENTAL BOAT IN THE BRAZILIAN AMAZON. May 27, 2016 to June 5, 2016. We will be providing basic medical and dental care to small villages along the Amazon River in the Manaus, Brazil area. Contact leader Elaine Jones RN at elainejones1213@hotmail.com, or 503-703-5932

MISCELLANEOUS

THINKING OF SELLING YOUR PRACTICE? Already have a broker in mind? Even if you do, here's dentist who is not a broker, who can help you find the best, as well as the most cost-effective broker for your particular needs. After 20 year of conducting seminars and consulting with dentists on practice sales, no one knows the brokers better than Norm Culver. There is no cost to you for this service. Contact Norm Culver, DDS, 206-784-6941, www. NormCulver.com

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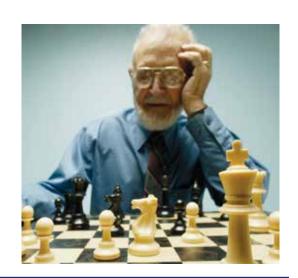
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