

*Washington Leadership Conference - 2005*



*Annual Meeting Council - 2019*



*ADA House of Delegates Delegation - 2019*



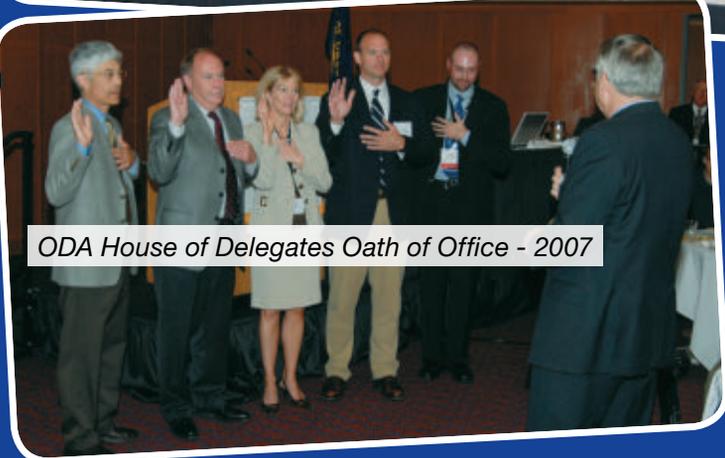
*ODA Leadership Academy - 2018*



*ADA House of Delegates Delegation - 2004*



*President Party Award Recipients - 2006*



*ODA House of Delegates Oath of Office - 2007*

## LEADERSHIP IN DENTISTRY



*ODA Board of Trustees - 2010*

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# We Can All Shine Together



By Alayna Schoblaske

**THIS YEAR'S VIRTUAL ADA HOUSE OF DELEGATES** was an adventure in flexibility and innovation. The whole thing went off without a single technical glitch. Members were engaged, and conversation was lively. And we all surprised ourselves by stretching the day out into an uncharacteristically long 11-hour Zoom marathon. The resolutions that we thought would garner a lot of conversations were actually quite efficient, and the obscure resolutions that were originally on the consent agenda were hotly contested. One of those was Resolution 101, which called for the ADA to “assess the feasibility and mechanisms by which the ADA increases the proportion of each trustee delegation who are dentists that qualify as ‘New Dentists.’”

Ultimately, the resolution was voted down by a narrow margin, so there will be no official ADA action to encourage more New Dentist participation at future meetings of the House of Delegates. I was disappointed by this result. And I was even more disappointed by the discussion of the resolution. Many members who spoke against the resolution shared concerns that the ADA could mandate a “quota” of New Dentist delegates and that this would prevent more experienced members from the opportunity of serving as a delegate. The sinister context between the lines of this conversation seemed to be an assumption that experienced dentists had earned their role of delegate, and did not want to be replaced by New Dentists who may not have spent as much time volunteering in organized dentistry.

My concern with this rhetoric is multifaceted. First, while the role of delegate is certainly an honor that comes with a certain level of engagement with organized dentistry, I do not believe that it should require a minimum number of years of volunteer service. A highly engaged New Dentist who has been involved for a year or two is just as deserving of representing their state as

a highly engaged dentist who has been involved for twenty years. The thought that these two delegates are somehow competing for positions is counterproductive to our association’s mission of representing the dental profession.

You see, I believe in what two of my favorite authors and podcast hosts — Aminatou Sow and Ann Friedman — call Shine Theory. And I want the ADA to believe in it, too. Shine Theory “is an investment, over the long term, in helping someone be their best self — and relying on their help in return. [...] Shine Theory is a commitment to asking, ‘Would we be better as collaborators than as competitors?’” For me, practicing Shine Theory means that I facilitate and celebrate my peers’ achievements because I know that our collective impact will be much better when each participant is fully engaged, fully heard, and fully contributing.

I want the American Dental Association to shine. I want us to welcome New Dentists and experienced dentists alike, not because of a quota or obligation, but because we are such cheerleaders for one another that states naturally send diverse delegations to the House of Delegates. I am proud of Oregon for modeling this. Our delegates represent different ages, different practice modalities, different races and ethnicities, different gender identities, and different geographic locations within our state. We invest in our leaders, and we listen to each other with curiosity and respect. We build community where our difference is our strength. And in doing so, Oregon represents our myriad of members well. I think that, if the ADA took a look at what Oregon is doing and implemented it on a national scale, we wouldn’t feel the need to diminish New Dentist delegate participation to a checkbox. And we would be much closer to being an association that serves *everyone* in the profession of dentistry. ●

*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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# Welcome

## *New ODA Members!*

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Multnomah Dental Society

**Travis Alcorn, DDS**  
Lane County Dental Society

**Bryan Baker, DMD**  
Washington County Dental Society

**Natasha Bodiroga, DMD**  
Multnomah Dental Society

**James Bonar, DMD**  
Marion and Polk Dental Society

**Natasha Bramley, DDS**  
Multnomah Dental Society

**Keith Brannen, DMD**  
Marion and Polk Dental Society

**David Carlson, DMD**  
Multnomah Dental Society

**Michael Carreon, DMD**  
Central Oregon Dental Society

**Tyler Craven, DMD**  
Multnomah Dental Society

**James Dentino, DDS**  
Klamath County Dental Society

**Hailey Dodson, DMD**  
Multnomah Dental Society

**Taylor Ellson, DMD**  
Southern Oregon Dental Society

**John Fawcett, DMD**  
Multnomah Dental Society

**Hannah Glazunov, DMD**  
Multnomah Dental Society

**Shreya Gupta, DMD**  
Washington County Dental Society

**Heidi Hansen, DMD**  
Multnomah Dental Society

**Sarah Herrmann, DDS**  
Central Oregon Dental Society

**Sohayla Horani, DMD**  
Multnomah Dental Society

**Geoffrey Houf, DMD**  
Multnomah Dental Society

**Hatai Jivagunchainan, DMD**  
Multnomah Dental Society

**Tae Hyung Kang, DMD**  
Washington County Dental Society

**Jacob Kaufman, DMD**  
Multnomah Dental Society

**Jane Kim, DMD**  
Multnomah Dental Society

**Rachel Margis, DDS**  
Klamath County Dental Society

**Nicolas Maxim, DMD**  
Multnomah Dental Society

**Stephen McLean, DMD**  
Eastern Oregon Dental Society

**Hayden Meriwether, DMD**  
Multnomah Dental Society

**Jennifer Montgomery, DMD**  
Multnomah Dental Society

**Eva Moon, DMD**  
Multnomah Dental Society

**Dang Nguyen, DMD**  
Multnomah Dental Society

**Cosmo Peng, DMD**  
Southern Oregon Dental Society

**Natalie Potter, DMD**  
Multnomah Dental Society

**Heather Ries, DMD**  
Central Oregon Dental Society

**Allison Swanson, DMD**  
Southern Oregon Dental Society

**Maikhanh Tran, DMD**  
Clackamas County Dental Society

**Courtney Verloo, DMD**  
Clackamas County Dental Society

**Brian Wojahn, DMD**  
Central Oregon Dental Society

**Dar Yoon, DMD**  
Marion and Polk Dental Society

**Beatrix Zenger, DMD**  
Multnomah Dental Society 



Please help us welcome Dr. Ralph M. (Mike) Shirtcliff of Redmond, Oregon to the Consani Associates Brokerage Team. Dr. Shirtcliff direct: (541) 680-9028

I hope this message finds you and your family well. We are advising buyers to take this time to find an opportunity that looks to be of interest then visit the practice and the community. If the practice looks like it is a good fit, many of our selling dentists are willing to structure a sale, including financing, leases and closing documents, and then wait to close when you say that you are ready.

We are doing everything we can to take advantage of the fact that doctors have the time to research opportunities and to prepare for the next steps towards practice ownership.

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# Events & Education Component CE Calendar



Calendar provided by Mehdi Salari, DMD

Due to the COVID-19 pandemic, events may be altered or postponed. Please visit the host dental society website for the most up-to-date information.

Date	Host Dental Society	Course Title	Speaker	Hours CE	Location	More Information
01/20/21	Multnomah	Periodontal Presentation	Ted Weesner, DDS	2	TBD	multdental@aol.com or lora@multnomahdental.org
01/26/21	Clackamas	Medical Emergencies & Nitrous Oxide	Dr. Erik Richmond	4	Oregon City (Providence Willamette Falls Comm. Center)	www.clackamasdental.com or executivedirector@clackamasdental.com
02/23/21	Clackamas	Cultural Competency	Carol French	2	Oregon City (Providence Willamette Falls Comm. Center)	www.clackamasdental.com or executivedirector@clackamasdental.com
03/10/21	Multnomah	Prosthodontics	Dr. Larry Over	2	TBD	multdental@aol.com or lora@multnomahdental.org
03/16/21	Clackamas	Endodontic Presentation	Dr. Geoff Clive	2	Oregon City (Providence Willamette Falls Comm. Center)	www.clackamasdental.com or executivedirector@clackamasdental.com
05/25/21	Clackamas	Risk Management	Chris Verbiest	3	Oregon City (Providence Willamette Falls Comm. Center)	www.clackamasdental.com or executivedirector@clackamasdental.com

Find this calendar online at [www.oregondental.org](http://www.oregondental.org). Click “Meetings & Events” > “Calendar of Events”.

Due to the COVID-19 pandemic, many component meetings were canceled or postponed. Looking for additional ways to get CE? The American Dental Association has a large collection of webinars and on-demand video learning opportunities available, many of which are free to members. Visit [adaceonline.org](http://adaceonline.org) to catch up on the latest offerings on your own schedule. 🎧

# Occlusal Clearance Tools



Alex Rugh, CDT  
Implant Specialist, O'Brien Dental Lab

At O'Brien, the most common reason for halting production on a case is a lack of adequate occlusal space. Fortunately, there are tools you can use chairside to measure the clearance when doing your crown prep.



The first option is Flex Tab, a single-use product made of a flexible, rubbery material. After tooth preparation, place the tab on the prep. Then, with the patient biting down, pull the tab through.

If it resists the pull, there is most likely an area of the prep that does not meet clearance requirements.

The second option is PrepCheck, another single-use product similar to FlexTab except for a coating on one end that works like articulating tape. Place the tab's coated side on the prep after preparation, and have the patient tap or grind their teeth on the coating.



Next, remove the PrepCheck from the mouth and inspect the prep for any areas showing markings from the PrepCheck coating.



Reduce any high spots on the prep. Then, place the uncoated end of the PrepCheck onto the prep, have the patient bite down, and pull the tab through. If the tab resists the pull, there may still be some areas that need further reduction. There is also a mini version of the PrepCheck available, which may work better for smaller teeth.



The third option is PrepSure, an autoclavable solution for multiple uses. There are two ends to the tool, one used for checking the mesial portion of the prep and the other for the distal portion.

Start with the patient in the closed position and insert the tool to measure the space. Begin measurement by placing the mesial end on the outside of the mesiobuccal cusp. Attempt to slide the instrument up over the buccal cusp and into the central groove. Then continue to slide it over the mesiolingual cusp.

The tool will easily slide up and over if you have created an adequate amount of space. You can then repeat the procedure on the distal side using the distal end of the instrument.

All of these tools come in three sizes to match the common thickness requirements of various restorative options. 1.0mm is recommended for full cast gold, PFM's with metal occlusal, and full zirconia restorations. 1.5mm is the minimum recommended reduction for ceramic crowns, and 2.0mm is the optimal reduction for ceramic crowns.



We hope you found this article helpful. If you have any questions or comments, please email us at [implants@obrientalab.com](mailto:implants@obrientalab.com). To subscribe to our educational videos and articles, please visit [obrientalab.com/subscribe](http://obrientalab.com/subscribe).



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# Board of Trustees Meeting Highlights

UP FRONT

Friday September 25, 2020

- Jill Eberwein, Steve McNannay, Dr. Hai Pham, and Dr. Renee Watts were appointed to a four-year term on the Board of Moda Holdings Group.
- Dr. Teri Barichello and Dr. Phillip Marucha were appointed to a three-year term on the Dental Foundation of Oregon Board of Directors.
- The Board reviewed and approved the retention of the ODA Investment Policy.
- GE was added to ODA's co-endorsements through ADA Member Advantage.
- Smart Training was added as an ODA Endorsed Program.
- The 2021 Budget was reviewed and approved.
- The ODA Volunteer Social Media Policy was approved.
- The Annual Meeting Council's recommendations for the 2021 Oregon Dental Conference were approved. 🎧



2021 ODA Dental Day - New Virtual Format!

Thursday, February 4, 2021, from 6:00-8:00pm

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## *ADA Practice Transitions Expands to Oregon!*

**OREGON DENTAL ASSOCIATION IS THRILLED TO ANNOUNCE** that ADA Practice Transitions (ADAPT) is now available in our state! Powered by the ADA, ADAPT helps dentists find the right fit whether they want to:

- Sell a practice
- Buy a practice
- Hire an associate
- Find a job

If you are ready for a change, ADAPT can help you think through your options and discover the best fit for your goals, personality, and practice approach. Whether you know exactly what you want or need some guidance, ADAPT can help you make your next career step positive, predictable, and successful.

This service answers a very real need in today's dental transition market. Many practice owners want to find someone who shares their practice philosophy to ensure continuity of care for their patients. At the same time, dentists spoke about challenges they face integrating into a new practice, agreeing how to manage the practice (particularly in a longer-term associate-to-owner buyout scenario), and making the process seamless for patients and staff.

The ADAPT model was built to address these current challenges and support both dentists long after the paperwork is signed. The goal isn't just to help dentists transition in and out of practices, but rather to help facilitate successful transitions, thriving practices, and satisfying careers.

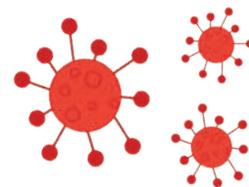
Complete your ADAPT profile and match with likeminded dentists or practices to ensure your success as you take your next step — whether you are preparing for your first associateship or last day in the office.

Create your profile today at [ADAPracticeTransitions.com](https://www.adapracticetransitions.com).

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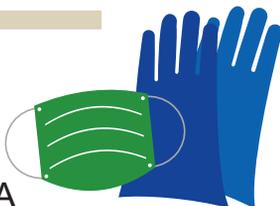
# ODA is here for you



COVID-19 created a time of crisis in our industry and the need for immediate information, action and support. The ODA staff and volunteer leaders worked diligently to support our members and the dental profession in the state of Oregon. Through it all we witnessed the strength of the ODA community.

**We are stronger together and we've got your back. ALWAYS.**

**600 DENTISTS**  
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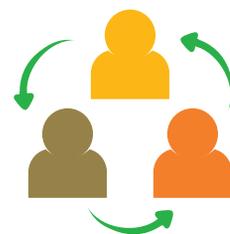
sent to Oregon legislators asking them to remember Oregon dentists in recovery packages.



**29,429 VISITORS**  
to the ODA's COVID-19  
Resource page

**200 WELLNESS CHECK-IN CALLS**  
were made by ODA Board  
members; and

**25 WELLNESS AMBASSADORS** are available throughout the state, willing to provide colleagues with support and open conversation as we navigate these uncertain times together.



Our advocacy helped dental offices open

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**65 COVID-19 UPDATE EMAILS**

sent to members to ensure they always have the most up-to-date information in an ever-changing environment



ODA issued  
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to ODA members who participated in a COVID-19 Hot Topics webinar series. Each member could earn **UP TO 11 HOURS** by participating in these live webinars.



“ I greatly appreciate that the **ODA continues to tirelessly advocate for us** during this pandemic crisis. ODA communications are **relevant and sincere**, and the work they do on our behalf is heartfelt and effective. ”

—ODA member

Fay Gyapong Porter, DMD

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# Profiles in Leadership

**THE OREGON DENTAL ASSOCIATION BENEFITS FROM A** robust and dedicated volunteer infrastructure that sustains the activities of the organization. As ambassadors for the association, our volunteer leaders are essential to our sustainability and growth. Learn more about some of our volunteer leaders below:



**Component:**  
Lane County Dental Society

**Current Volunteer Leadership Role at ODA:**  
Chair of the Regulatory Affairs Council

## Terri Baarstad, DMD, FAGD

**What has been your favorite volunteer role or experience with the ODA?** One of the years we had the House of Delegates in Skamania Lodge (I think it was HOD). It was amazing! The meetings were interesting, the people happy and friendly, and the comradery was lovely. And we had an amazing time in the area. It is very beautiful.

**What do you think the true role of a leader is?** To gather all of the information, look at the outcomes of the possibilities, weigh the pros and cons for ALL people involved, and make the best decision for the greatest number of people. To lead by example and show integrity and compassion.

**What do you appreciate most about the profession of dentistry?** As a woman, it is one of the few career choices where I have full autonomy and equal pay.

**If you could have any superpower, what would it be, and why?** I would be Aqua Woman, so that I could free dive to my heart's content. To be immersed into another world that is so full of life and so mysterious. To see all the tiny, unique, and strange creatures and be able to communicate with them would be an amazing gift.



**Component:**  
Central Oregon Dental Society

**Current Volunteer Leadership Role at ODA:**  
ODA President

## Brad Hester, DMD

**How did you first get involved with organized dentistry?** I graduated OHSU in 1987 and shortly thereafter acquired my first practice in the Hollywood District in NE Portland. A group of "seasoned" dentists met weekly at a local Chinese restaurant, and I was invited to join with the group. Many in the group were either currently involved with the ODA or Multnomah Dental Society or had been and encouraged me to get involved. I was soon the chair of the Nursing Home Committee for Multnomah and later joined the Annual Meeting Council with the ODA. I left Portland for Bend in 1994 and took some time off from leadership to raise and coach my five children in many various sports. When the last child was done with school, I jumped back in and soon took the president's role of CODS. From there it was becoming a delegate, trustee, and now president of the ODA.

**What do you appreciate most about the profession of dentistry?** The privilege to help patients maintain or achieve oral health is truly an honor. While it's great to learn and deliver really cool procedures, it really comes down to the people we get to have relationships with while helping them with their health.

**What is the best piece of advice you've ever been given?** My dad was a man of few words, but his example can really be viewed as the best advice I have been given. Work hard and remain persistent and you will achieve your goals. That has been the formula I have followed and found to be valuable.

**If you had a time machine, what year would you visit, and why?** I think I would like to go ahead 50 years just to see what advancements have been achieved. We have seen so much advancement, and it seems to be accelerating at light speed. It would be amazing to see all that we have accomplished. I would venture to guess that the doctor/patient relationship will still be the most valued aspect of our profession.



## Cyrus Javadi, DDS

**How did you first get involved with organized dentistry?** I participated in the ODA Leadership Academy and then served on the ODA Board of Trustees.

**What is the best piece of advice you've ever been given?** Never put profits before people. For me, that means two things: First, always prioritize family over work; and, second, never allow making a buck to become more important than doing the right thing for someone.

**What do you think the true role of a leader is?** The true role of a leader is to develop and support a vision, and then to guide others through service in pursuit of realizing that vision.

**What do you appreciate most about the profession of dentistry?** I most appreciate both the professional autonomy of a dentist and the services we provide for our patients.

**If you could have any superpower, what would it be, and why?** Easy. I would choose invisibility. You could sneak into some cool places. I think being able to walk around the Smithsonian after hours, hop on a plane to any country, check out Area 51, etc. would make for some pretty cool adventures. You really could do just about anything you could imagine.

**Component:**  
Clatsop County  
Dental Society

**Current Volunteer  
Leadership Role  
at ODA:**  
ODA Secretary  
Treasurer



## Britta Martinez, DMD

**How did you first get involved with organized dentistry?** I was pulled into ASDA during my first year of dental school and have never looked back.

**What has been your favorite volunteer role or experience with the ODA?** I really enjoyed collaborating on the creation of the new ODC public health track.

**What is the best piece of advice you've ever been given?** Listen with the intention of understanding, instead of replying.

**What do you think the true role of a leader is?** To act as a mirror and show others the vast breadth of their strength and value.

**What do you appreciate most about the profession of dentistry?** I love that the care that we provide has direct, and often immediate, impacts on our patients. Most of all, I appreciate the diversity of individuals who I get to meet and interact with every day.

**If you had a time machine, what year would you visit, and why?** The 1920s. There were a lot of interesting social, political, and scientific changes during this time. The clothing and décor were also amazing!

**Component:**  
Multnomah Dental  
Society

**Current Volunteer  
Leadership Role  
at ODA:**  
Chair of the New  
Dentist Council



## Calie Roa, DMD

**Component:**

Southern Oregon  
Dental Society

**Current Volunteer  
Leadership Role  
at ODA:**

ODA President-Elect

**How did you first get involved with organized dentistry?** My first role with the ODA was on the new dentist council. One of my closest dental friends was very involved with the ODA at that time and was telling me all about what the ODA was doing, the amazing people that were involved and how it was so important to start seeing what organized dentistry can do for our profession. I had no clue what an amazing organization this was until I got involved firsthand.

**What has been your favorite volunteer role or experience with the ODA?** I would have to say it is Lobby Day in Washington. It is such an amazing group of volunteers of all ages, races, cultures, and practice modalities, that come together to lobby for our profession. It is a room of over a thousand dental professionals and students that truly believe in our asks and what our profession as a voice can do for the people working in it and the patients we serve.

**What skills have you learned as a volunteer that you utilize in your professional life?** I would say the biggest would be that I have learned to be a better listener and have realized that there are so many ways to look at a single situation. I have learned, through listening to my staff and my patients, that they have taught me a lot and that my way is NOT the only way. That is a big deal for a type A dentist.



## Robert Stephenson, DDS

**Component:**

Lane County Dental  
Society

**Current Volunteer  
Leadership Role  
at ODA:**

Chair of the Annual  
Meeting Council

**What has been your favorite volunteer role or experience with the ODA?** Although it wasn't with the ODA, I did some volunteer dentistry down in Guatemala for a number of years, which I really enjoyed. It really gives one an appreciation for what we have and also how simply other people live. I've also enjoyed working with the Annual Meeting Council (that's two, I know). Getting to know the dedicated people at the ODA that really make things come together and the other dentists that volunteer their time to serve on the council. During this time of COVID, it has really altered how the convention is held but when it happens it is the culmination of all our efforts.

**What do you appreciate most about the profession of dentistry?** Dentistry is a profession that allows you a lot of flexibility. You can practice your profession the way you want to. It amazes me how different one practice is from another. No two are alike. Dentistry is also a profession that is relation oriented. The bonds you build with the people you work with and the people you care for is very gratifying. Some people I have known for years. We watch them go through life just like we all are. It's a very rewarding profession in many ways.

**What do you think the true role of a leader is?** I believe the role of a leader is like a rudder on a ship. They provide direction to the group as a whole. A good leader will tend to bring out the best in people. Being a good leader is a real skill. I wish I were better at it.

**If you could have any superpower, what would it be, and why?** Who wouldn't like to fly like Superman, but I think it would be pretty cool to be able to magically heal. There is a lot we can do in our profession to improve lives, but there are a lot of things we cannot. It would be pretty cool to be able to cure anyone, anywhere, any time.



## Jossi Stokes, DDS

**How did you first get involved with organized dentistry?** I was involved in ASDA during dental school, which was a nice change from constantly studying. Once I settled in Eugene and met some colleagues, I was quickly swept up in our local dental society. There was no shortage of folks asking me to take the next step...

**What has been your favorite volunteer role or experience with the ODA?** By far, the Leadership and Development Committee and specifically its work with the Leadership Academy. It is so exciting to meet other colleagues looking for a way to get involved in a different layer of dentistry.

**What do you appreciate most about the profession of dentistry?** Dentistry is a versatile profession. While I chose private solo practice, I have a deep interest and admiration to hear and learn about others' paths. The choices are essentially endless, and they all serve important purposes.

**What do you think the true role of a leader is?** A leader must be in a constant state of growth. And never be afraid to ask questions/speak up.

**If you could have any superpower, what would it be, and why?** Teleportation — so much better on the environment!

**Component:**  
Lane County  
Dental Society

**Current Volunteer  
Leadership Role  
at ODA:**  
Chair of the  
Leadership  
Development  
Committee



## Barry Taylor, DMD

**What has been your favorite volunteer role or experience with the ODA?** I greatly enjoyed my years as the Editor for the ODA. It allowed me access to many meetings, and I became keenly aware of how much work goes on behind the scenes by volunteers.

**What is the best piece of advice you've ever been given?** I distinctly remember Dr. Mark Jensen telling me that part of the role of a volunteer is to find someone to replace you in your role. So in all of my volunteer roles I am always recruiting others to volunteer as well.

**What do you appreciate most about the profession of dentistry?** It is a cliché, but so true: Dentistry is a mix of art and science, and I love that. Dentistry is also a service profession; it is very rewarding to be in a profession that improves the well-being of the population.

**If you had a time machine, what year would you visit, and why?** I would go back about 15,000 years to be able to witness the Missoula Floods that formed the Columbia Gorge.

**Component:**  
Multnomah Dental  
Society

**Current Leadership  
Role at ODA:**  
Executive Director



## Rachel Wittenberg

**Component:**  
OHSU School of  
Dentistry ASDA

**Current Leadership  
Role at ODA:**  
ASDA Representative  
on the ODA Board  
of Trustees

**How did you first get involved with organized dentistry?** When I was a DS1, I was invited to attend the 2018 ODA House of Delegates. I fell in love with the networking opportunities and impactful work immediately. I never turned back!

**What has been your favorite volunteer role or experience with the ODA?** My favorite experience with the ODA was Lobby Day in Salem, 2019! We accomplished so much, and it was so exciting to see our hard work pay off.

**What do you think the true role of a leader is?** I believe that the true role of a leader is to seek and promote the leadership potential in others.

**What do you appreciate most about the profession of dentistry?** I appreciate most the ability dentists have to make positive impacts on our communities as leaders, providers, and advocates. What diversity!

**If you could have any superpower, what would it be, and why?** If I could have any superpower, I would have to choose flying so I would never have to sit in traffic again!



## Kim Wright, DMD, MAGD

**Component:**  
Clackamas County  
Dental Society

**Current Leadership  
Role at ODA:**  
Chair of the Wellness  
Committee

**What has been your favorite volunteer role or experience with the ODA?** About 8-10 years ago I was on the newly formed Leadership Development Committee. I think this was my most favorite position as it was a relatively new position and as my time on that committee evolved the committee itself matured into its intended role, which is critical for the governance of our entire organization. This committee reports directly to the HOD. This committee changed how leaders are selected and developed, from the presidential appointment method to a committee who looks for skill sets to match the job. It was really interesting work for me.

My current role as chair of the Wellness Committee has been rewarding also. Developing a new vision and direction for this initiative has been very gratifying. We are still evolving and hopefully will always evolve with the needs of our members.

**What do you think the true role of a leader is?** The role of a leader is to bring people together with potentially differing views and come out with a solution that everyone can buy into. There is almost always a solution that meets the goals of people on different sides of an issue if enough conversation can happen to come to a solution.

**What do you appreciate most about the profession of dentistry?** The flexibility that dentistry and owning my own practice has allowed me is what I appreciate the most about dentistry. At times when my family needed me more at home, I could cut back, like when my girls were very young. As they became independent, I worked more. It has truly been a rewarding career, not without its challenges however.

**If you could have any superpower, what would it be, and why?** Predict the future. Boy, life has thrown some challenges at us this year, and if I could predict the future it would serve me well now! That would be my superpower. 🌟

# Oregon Dentists Begin Offering Flu Shots to Patients

*Thanks to historic legislation, dentists can also prepare for eventual COVID vaccine*

By Kara Hansen

**DENTISTS ARE ADMINISTERING FLU SHOTS** to patients for the first time ever in Oregon.

The Oregon Dental Association introduced and passed House Bill 2220 in 2019 to empower dentists to offer vaccines to patients, expanding access to lifesaving immunizations for all Oregonians.

Sponsored by Representatives Sheri Schouten and Cedric Hayden, DMD, the ODA vaccination bill received support from a wide range of nonprofits and health care organizations, including the OHSU School of Dentistry, Permanente Dental Associates, Oregon Dental Hygienists' Association, Care Oregon, Oregon Primary Care Association, and Children First for Oregon, among others.

With this historic legislation, Oregon became the first state in the country to allow dentists to offer any vaccination. Two other states, Minnesota and Illinois, allow dentists to give vaccines, but only to protect against the flu, and only for adults.

"Oregon dentists continue leading the way to better health outcomes across the state," said ODA Executive Director Dr. Barry Taylor. "By empowering dentists to administer vaccines to patients, we are helping to reduce the incidence of flu and slow the spread of human

papillomavirus, ultimately reducing rates of oral and throat cancers."

Oregon dentists will also be ready to help deploy a COVID-19 vaccine once it is approved and available.

Permanente Dental Associates had more than 20 dentists certified to administer vaccines in late October. Starting in early November, they began putting these new skills into action through a flu vaccine pilot project at Kaiser Permanente's Eastmoreland and Grand Avenue dental offices in Portland.

Dr. Jim Smith, a dentist with Kaiser Permanente, was among those who completed the training.

"The idea is that we want to do things conveniently, safely, and maintain the health of patients," Dr. Smith said during an interview about the training with local news outlet KPTV. "And so it's oftentimes convenient if they're already in the dental office for treatment to provide the vaccinations that they need so that that avoids having to make another trip. People are busy, and they don't like making multiple visits to health care facilities, so if we can expedite that and make things easier for them and provide it safely and effectively, that's what we want to do."

In addition to being a key partner in advocating for the legislation, OHSU's School of Dentistry developed the training — approved by the Oregon Board of Dentistry — required for dentists to offer immunizations. After completing the training, dentists must also register with the Oregon Health Authority to begin administering vaccines. While the pandemic initially limited capacity for hands-on training, OHSU was able to train as many as 200 dental students and faculty members before opening training for dentists all over the state in fall 2020.

Oregon dentists interested in receiving the immunization training, which provides continuing education credit, can visit OHSU's Continuing Dental Education website at [www.ohsu.edu/dental-clinics/continuing-dental-education](http://www.ohsu.edu/dental-clinics/continuing-dental-education). ●



KAISER PERMANENTE/PERMANENTE DENTAL ASSOCIATES

Dr. Jennifer Gilbert practices giving a flu shot. Thanks to a bill championed by the Oregon Dental Association in 2019, Oregon dentists are now able to provide flu shots and other vaccines after completing training.

# The Dental Foundation of Oregon

## The Tooth Taxi

Dear Friends,

You can't shake your first patient of the day.

A 6-year-old whose shy smile quickly won you over. You greet her warmly; it will be a short and simple visit. *"Wow, first grade. Well, we'll make this quick so you can get back to your classroom, teacher, and friends."*

Instead you find yourself summoning your best poker face. She must not see your surprise. It turns out this shy, angelic girl is the real poker player. Behind that shy smile is a mouth so filled with decay you can't imagine her eating her breakfast without crying out in pain.

For many dentists, this situation is an infrequent event, but aboard the Tooth Taxi, stories like this are all in a day's work. The Tooth Taxi — a 38-ft. dental clinic on wheels — is the **ONLY** mobile unit in Oregon singularly devoted to delivering pediatric dental care and oral health education to children. Your generosity, together with the generosity of our sponsors, ensures that all children are free of dental pain, ready and able to learn, and confident in their smiles.

Since joining The Dental Foundation of Oregon two years ago, I have spent a significant amount of time getting to know our donors, sponsors, and people who make our work uniquely impactful. And here is what I have learned along the way: Tooth Taxi data confirms that Oregon's most vulnerable children are suffering needlessly and disproportionately from cavities and oral disease.

Since 2008, when the Tooth Taxi first began delivering **FREE**, pediatric dental care:

- 45% (9,537) children had at least one or more teeth that needed treatment.
- 44% (2,389) children had urgent dental needs, suffering from pain and infection.
- 11% (1,676) children had never seen a dentist.
- \$8M worth of dental care was delivered.

Forty-five percent of the families who rely on the Tooth Taxi live on \$20,000 or less a year, and their children attend schools where 40% or more of students qualify for the Federal Free and Reduced Lunch Program. Barriers, from being uninsured to lacking reliable transportation to get to a clinic that's over 60 miles away, prevent them from getting their children the dental care they need and deserve. And now, our most vulnerable community members have been ravaged by the economic impact of the pandemic.

Even before the COVID-19 pandemic arrived and presented unexpected challenges, we have been channeling the resilience, determination and problem-solving that embodies a nonprofit growth mindset. Despite a variety of barriers, the children who come aboard the Tooth Taxi are courageous and patient, as they sit through multiple lengthy appointments to accomplish their complex dental care. Our full-time providers — a dentist, two dental assistants, and the program director — are moved and inspired by these children. Our team is often assisted by dedicated volunteers, most of whom are retired or practicing dental professionals. They often comment on the grit and gratitude shown by these students.

Did you know that the Tooth Taxi has logged more than 76,000 miles — more than three times the circumference of the earth — since its launch in 2008 — all within the state of Oregon? It travels to small towns where access to dental care is practically nonexistent for uninsured



TOOTH TAXI STAFF



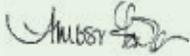
ERIN KANE-EEKI PHOTOGRAPHY

children and families, especially if they lack reliable transportation. The Tooth Taxi has traveled to every county in Oregon, with a focus on rural communities including towns such as Hermiston, Cottage Grove, and Myrtle Creek. Today, some of Oregon's small communities have been horribly affected by the wildfires, if not destroyed altogether, and will need our services more than ever!

Oregon's metro areas also have high-poverty pockets. Along with our steadfast public-school partners, we work with nonprofits such as The Community Transitional School, which specializes in serving houseless children, the Gladstone Center for Children and Families, Boys and Girls Club of Greater Salem, and Friends of Children. When the Tooth Taxi pulls into these locations, children welcome them with open arms and smiling faces.

As we close 2020 and prepare for the brand new year and all of the opportunities that it will afford, we thank you for supporting our work and ask that you consider making a donation in support of our mission and the exciting opportunities yet to come!

With gratitude,



Amber Fowler  
Executive Director

## Tooth Taxi Stats (September 2008 to October 2020)

<b>24,357</b> students screened	<b>13,922</b> appointments in the van	<b>25,555</b> students received oral hygiene education in the classroom	<b>\$8,084,002</b> value of free dental care provided
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# 2020 American Dental Association House of Delegates

By Barry Taylor, DMD

## ELEVEN ODA MEMBERS ATTENDED THE 2020 ADA

House of Delegates this year in Donnelly, Idaho. Oh wait, only your Executive Director was in Donnelly while the rest of the delegation was spread throughout Oregon. As Delegate **Dr. Alayna Schoblaske** remarked, “This year was the first time I could vote on our next ADA president while making my breakfast and approve a resolution while folding my laundry!” We were a long way from our destination in Orlando, Florida. But through diligent planning on behalf of the ADA, and ongoing discussion among the Oregon delegation through WhatsApp, the 2020 House was a uniquely successful endeavor. As Alternate Delegate **Dr. Jossie Stokes** remarked, “I would have rather been in Orlando for my first ADA House of Delegates, but making the best of it, the House renewed my interest in politically charged issues. We have some passionate and forward-thinking delegates! And just to have one more contact point, the Oregon delegates were connected on WhatsApp, which kept it engaging and entertaining. Thanks to everyone who made my first time oh so memorable!”

Before the meeting began, there was certainly trepidation for the virtual format. As ODA President-Elect Delegate **Dr. Calie Roa** enthusiastically remarked when reflecting on the meeting, “I truly was not sure how they would take an in-person House and be able to facilitate all that was needed and maintain a sense of control and order as well as finish business in an appropriate and ethical manner. I was truly blown away. The thought and preparation that went into this year’s HOD was truly mind blowing. It was better than I could have expected and truly opened doors for more involvement and engagement. I am excited to see how we move forward and the possibilities of

in-person and virtual combined meetings in the future. I did miss the in-person meeting and the energy of the room, but with a global pandemic and having to change gears, I think that the ADA nailed it. Let’s hope that in 2021, we get to all see each other again, but if not, we know we have a system that works.” Her sentiment was shared by Dr. Schoblaske, who remarked, “I was really impressed with how smoothly the Zoom and Lumi platforms worked, and I was pleased with the amount of engagement that members showed in the virtual format. We had a lot of resolutions to review, so we needed all 10 hours of deliberation that we took!”

The House covered a wide range of issues, and the Monday session did certainly last longer, possibly since no delegates were racing to catch a flight home. As one would imagine, COVID-19 influenced not just the format but several of the resolutions as well. There were resolutions emphasizing that dentistry is an essential healthcare service. Other resolutions addressed the ability for dentists to be allowed to test and screen for chronic diseases and other medical conditions. There were also resolutions reinforcing the ADA policy that dentists should be allowed to administer vaccines, particularly the ability to administer “critical vaccines.” Additionally, ADA policy now supports that dentists who choose to participate to increase medical capacity during public health emergencies be allowed to perform “other ancillary medical procedures and activities, as requested by medical personnel, to expand the nation’s surge capacity.” ADA policy also is to support dentists be given immunity from personal liability and restrictions on the aforementioned duties. The House also updated the ADA policy on teledentistry, as

*“The thought and preparation that went into this year’s HOD was truly mind blowing. It was better than I could have expected and truly opened doors for more involvement and engagement. I am excited to see how we move forward and the possibilities of in-person and virtual combined meetings in the future.”*

*– ODA President-Elect  
Delegate Dr. Calie Roa*

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those services have been in the spotlight during this pandemic.

The focus was not solely on the pandemic, however, and the House did adopt many other resolutions as well. An “ADA Statement on the use of Silver Diamine Fluoride to Arrest Carious Lesions” was adopted which included support that SDF be covered by third-party payers and that if a tooth treated with SDF requires further treatment, that this restorative treatment or extraction also remain a covered service. Also adopted were two policy statements addressing vaping, with the ADA strongly supporting efforts to ban the sale and distribution of all e-cigarettes and vaping products with the exception of those used for smoking cessation as well as supporting research into this topic. The ADA continues to advocate for the dentist’s role in preventing tobacco use, and this has now been extended to vaping.

Some of the most spirited debate and discussion were centered around the topic of “Oral Health Care for the Elderly” as at least ten resolutions addressed this issue. It was agreed that the ADA “supports the development of policy at the federal, state, and local levels that supports the fair,

equitable, choice-driven provision of dental care to promote improved health and well-being in elderly patients.” The discussion was not so much if a dental benefit should be included in Medicare as that discussion is already happening in Washington D.C., being driven by parties other than the ADA, but what should ADA policy be for giving direction to our government affairs team in the Capitol. The simple summary is that the ADA advocate for adequate funding at a national level and that patients maintain their freedom of choice of provider. There was also great discussion about the need for means testing. The Eldercare work group also addressed issues such as continuing education, research, and public advocacy.

The House also had several resolutions addressing Medicaid as well as the CHIP program. Additionally, the ADA House continued to show their support for improving oral health literacy. When it comes to dental insurance issues, the House continues to stress “that the ADA strongly supports eliminating the current insurance industry exemption from anti-trust laws including support for legislation to clarify, amend or, if necessary, repeal the McCarran-Ferguson

*“The House renewed my interest in politically charged issues. We have some passionate and forward-thinking delegates!”*

*– Alternate Delegate Dr. Jossie Stokes*

Act’s antitrust immunity for the business of health insurance,” and there were several other resolutions addressing the challenges that dentists continue to deal with in this arena.

As Delegate **Dr. Scott Hansen** summarized, “This year’s ADA HOD was a unique experience in virtual reality. Not being together in person made it hard to read people’s attitudes and made things stretch out longer than usual. It went remarkably well considering the circumstances.” The 2020 ADA House of Delegates also marked possibly the last ADA House of Delegates after 25 years for longtime participant **Dr. Rick Asai**, who commented, “For the participants who have attended ADA HOD meetings in the past, it was dramatically different having everything virtually. For

myself, not having to travel was a plus. Having the candidate speeches virtually, while somewhat challenging, was perhaps in some ways more fair. And certainly reduced the amount of travel and associated costs for the campaigns immensely. The main drawback to the virtual meeting of the HOD was not being able to interact with other delegations on-site. Overall, the virtual meeting went well for a first attempt. Most don’t ever want to do it that way again, but I think there are a couple of aspects that might very well lend themselves to using a virtual aspect in the future. Only time will tell. This was my last HOD, and I have enjoyed the opportunity and responsibility to serve in this capacity. I am also very excited to see the development of new leadership in the ODA, allowing me to step down.” ●



## Pain Management and Substance Use Disorders Dental ECHO Opportunity



Dentists and other dental professionals are cordially invited to participate in the Pain Management and Substance Use Disorders Dental ECHO (Extension for Community Healthcare Outcomes) program, funded through the Oregon Health Authority by the SAMHSA State Opioid Response grant program. ECHO is a tele-mentoring program that uses videoconferencing technology to combine brief expert presentations with interactive and practical case presentations from participants. The overall goal of ECHO programming is to build new capacity for care at the community level.

The purpose of this **6-session program** is to build the capacity of dentists and their teams to identify and manage patients with oral pain or substance use disorders in the dental setting. Sessions for this cohort will occur via a virtual meeting space on **Wednesdays, 12:30-1:30 p.m.**, on these dates: **January 13, February 10, February 17, March 10, March 17, and March 24, 2021.**

Space is limited- learn more and register at

**<https://connect.oregonechonetwork.org/Series/Registration/1341>**

# Resources at the Ready: You've Got More Help Than You Know

NEW DENTIST  
CORNER

By Tyler Fix, DMD, ODA New Dentist Council

## **WE NEVER FIND SUCCESS EXCLUSIVELY ON OUR**

**own,** especially in dentistry. We have the fortune of many different support systems that guide us through the professional ebbs and flows of our careers. Early on in practice, it is important to be mindful of the learning opportunities and resources right at our fingertips on a daily basis. The sweat and the stress, the successes and the failures, and the ups and downs: They are all requisites and rights of passage to professional growth. The most obvious knowledge pools may be our owner dentists or CE course instructors or clinical publications. However, there are other simple, effective ways (i) to grow as a clinician beyond solely continuing education and (ii) to cultivate or seek out the right practice environment for you. Embrace your resources; you've got more help than you know.

## *Tap into the Knowledge of Your Current Team*

Arrive at your practice with open ears, open eyes, and an open mind. I have worked with assistants who have decades of experience in the field, compared to my three years of practice. They are incredible resources for clinical tips and tricks, patient management skills, and treatment plan communication strategies. They have assisted on countless procedures with a variety of doctors, and you can guarantee that they have identified the pearls with all of them. I find assistants to be a wealth of knowledge. When I am struggling in a procedure,

my assistant may hand me an unprompted instrument or write me a note on the cassette wrapping for a reason. And, guess what? It works! I have never been shy about asking my experienced assistants for feedback after a patient encounter. What did they feel worked well? What did they think I could do differently? What did they notice about the patient that I did not? I have also learned an incredible amount from my patient care coordinators regarding scheduling, behavior management, and understanding patient patterns and tendencies.

## *Form a Study Group with Your Local Peers*

Your local general dentists and specialists are exceptional resources, and I would encourage new dentists to form "study groups" with a diverse group of professionals in your area. With those practitioners, you can share case challenges in a judgment-free, supportive, casual environment. Arrange meetings at a frequency that works with your schedules. In a Zoom-oriented world currently, your study groups do not even need to be facilitated in person. The goal of reaching out to other practitioners is to generate a discussion regarding each of your clinical questions and needs. Dentistry is not an individual sport; we need other perspectives and voices in order to become a well-rounded provider as we gain experience. Additionally, you may even strengthen your referral network through assembling a study group.

## *Investigate the ADA Practice Transition (ADAPT) Program*

Everyone's career trajectories move at different rates and in different directions. At a certain point, you may decide that you want to eventually buy your own practice or seek out a work environment that aligns with your practice philosophies and values. This is where the ADAPT Program can help you. ADAPT successfully passed its pilot stages and has recently launched in all fifty states. It "makes the process of buying, selling, or joining a dental practice more predictable and successful. However, ADAPT isn't just another listing service. Instead, it connects dentists who share a similar practice approach — which leads to more successful transitions and careers," according to the ADA ADAPT program website. You can create a profile and be connected by an ADA Advisor that keeps your philosophies and values at the heart of matches with other practice opportunities. This is a modern, up-and-coming benefit to new dentists that are members of the ADA. The volume of the participants and its network will begin to thrive with its official launch, and it is a great resource to explore where your next steps may lead you in associateships or transitional practice ownership. To learn more about ADAPT, visit <https://www.ada.org/en/member-center/member-benefits/practice-resources/ada-practice-transitions>. Or, you can reach out to the program directly with inquiries at [ADAPT@ada.org](mailto:ADAPT@ada.org). ●

# OHSU Events Recap

## *DSI Success Program*

On August 31, 2020, The ADA Managing Debt and Wealth program was presented virtually to first-year dental students at Oregon Health and Sciences University by member dentist Alysa D'Ambrosia, DMD, a 2013 OHSU graduate. This program is one in a series of success programs on topics most relevant to students today. The students received an ODA-sponsored Panera gift card for the purchase of their lunch and gathered together via Zoom to listen to sage advice from Dr. D'Ambrosia, which included examples of financial mistakes she made throughout her dental journey. The success programs are presented at no charge to students or dental schools by the American Dental Association and/or state and local dental societies. The success program helps students prepare for life as a dentist — good choices now, great dentists later.



## *ASDA Leadership Dinner*

The OHSU ASDA leadership team met with a few members of the ODA staff on October 29, 2020, to discuss various ideas on how the ODA can continue to support OHSU dental students during this challenging time and into the future. Topics such as current student culture, potential networking events, licensure reform, advocacy, and ASDA 2021 programming & sponsorships were discussed. ODA Executive Director Dr. Barry Taylor said, “The highlight of the meeting was taking the time to sit down to dinner and listen to what these young professionals see as their future in the profession. We look forward to many more meetings with the ASDA leadership team and supporting all OHSU dental students.”



PHOTO BY ODA STAFF

# COVID-19 Resources

**IN AN EFFORT TO KEEP MEMBERS INFORMED** during these uncertain times, the ODA has compiled a list of COVID-19 resources on our website. We have information on a wide variety of COVID-19 topics including:

- Guidance from the Oregon Health Authority and the Centers for Disease Control and Prevention
- Access to ODA's COVID-19 Hot Topics webinar series
- Access to free ADA Webinars
- CARES Act resources
- Wellness tools and resources
- Human Resources and Business Management

The ODA continues to update these resources as the COVID-19 situation develops. Visit [oregondental.org/government-affairs/regulatory-information/coronavirus](https://oregondental.org/government-affairs/regulatory-information/coronavirus) for a full list of updates and resources. ●



The ODA is my partner. During shutdown, the ODA fired up their might and kept working for us — at a local level, at a state level, on a political level, and a humanitarian level.

## THANK YOU.

I couldn't have done 2020 without ODA.

Josephine Stokes, DDS, FAGD

👉 JOIN OR RENEW TODAY: [OregonDental.org/join2021](https://OregonDental.org/join2021)



# Oregon Dental Association (ODA) Endorses Smart Training



## SMART TRAINING LLC

### EXCITING NEWS! SMART TRAINING, A 25-YEAR VETERAN

in the compliance industry, has been selected as the Oregon Dental Association's (ODA) first official OSHA and HIPAA compliance partner.

ODA chose Smart Training because of the company's leadership in the compliance industry. Smart Training has assisted over 15,000 dental healthcare professionals all over the country with their compliance needs. Smart Training's Compliance Advisors have completed over 1,500 inspections of dental practices across the United States — not much surprises them anymore. Probably the most impressive Smart Training credential is their having successfully represented clients in over 1,000 OSHA investigations — 18 of which involved fatalities. That is far and away more OSHA representation performed than any other professional organization in the country.

In an industry first, Smart Training has created an innovative custom training system, which trains your practice's associates on the required topics normally only found in site-specific Written Safety Programs. In other words, the dust-covered

Written Safety Program notebooks that are rarely referenced are now reviewed by your staff in the training modules themselves. They also provide HIPAA-required documents, and OSHA and HIPAA training courses.

Recently, Smart Training designed and implemented the first OSHA Respiratory Protection Program specifically for dental practices. Smart Training has been providing industrial clients with respiratory protection programs for over 25 years. When the COVID-19 pandemic made respirators a necessity in the dental profession, Smart Training's compliance experts pared their industrial respiratory protection program down to its bare essence, only including what dental practices need. The program is incredibly simple to administer and only takes 15-20 minutes to set up. Smart Training's Learning Management System (LMS) provides your practice's administrator a simple process to create an automatically generated, site-specific, respiratory protection program, and it's easy to update if any changes occur.

The ease of Smart Training's respiratory protection program

reflects Smart Training's main goal: to help practices stay compliant with the least amount of effort possible. They understand that OSHA and HIPAA compliance is challenging and time-consuming. That's why they have built a platform that does the heavy lifting for you, with job-based training assignments and automatic notifications to keep you on track.

Smart Training's Compliance Advisors are experts on OSHA and HIPAA law, and they make you aware of any law changes as soon as possible. Their Compliance Advisors conduct virtual compliance assessments of your practice annually to ensure sure you are OSHA and HIPAA compliant. And if you ever have any compliance or LMS questions, their helpful staff is always just a phone call away.

Utilizing Smart Training is like putting your compliance on autopilot. You'll experience the ease of compliance and the peace of mind knowing your practice isn't at risk for OSHA and HIPAA fines. Interested in learning more? Get started today at <https://smartraining.com/lp/ODAmember> 

# The Times They Are A-Changin’

By J. William “Bill” Claytor, Jr., DDS, MAGD  
Associate Director, N. C. Caring Dental Professionals

**“THE TIMES THEY ARE A-CHANGIN.’”** THESE famous words written by Bob Dylan in the 1960s are an understatement when looking at the impact of today’s COVID-19 pandemic.

Well, times have changed! Our lives have changed at almost every level, including the practice of dentistry and its very future. Initially, we did not know exactly how to proceed. However, we are beginning to obtain information on the state of dentistry in the fall of 2020 with potential solutions on navigating our practices into the future.

In March and April 2020, dentistry in the COVID-19 era was dealing with issues ranging from limited income through treating emergencies only, unemployment of staff and lab technicians to the ever-pending

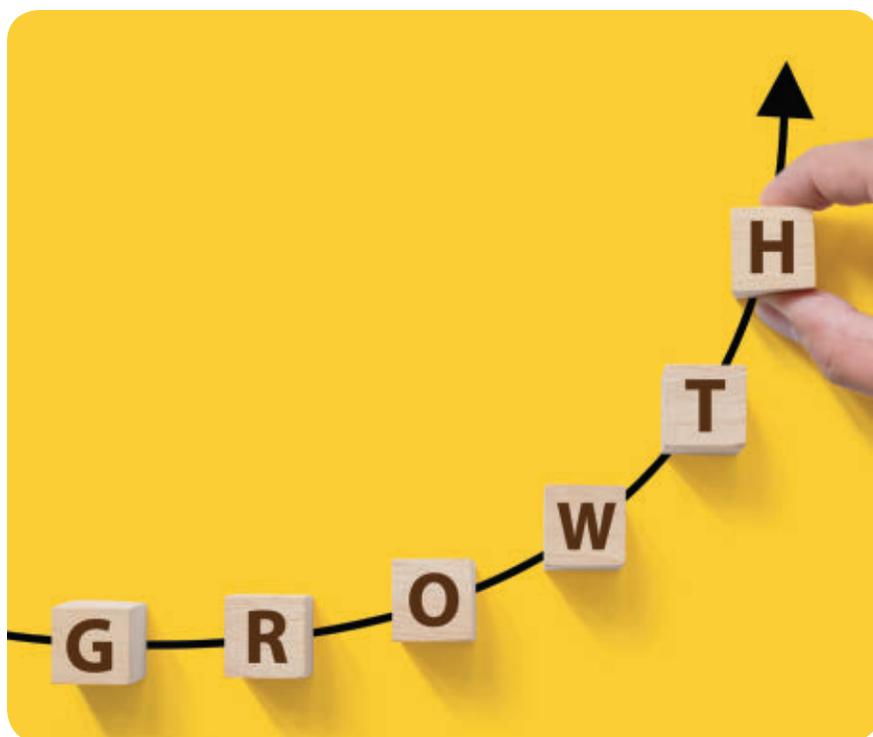
office overhead, student loans, and other loans. Measuring patient temperatures, waiting areas transferred to the patients’ cars, thorough history taking of exposure risk factors, and enhanced PPEs became the norm.

We saw a declining and unstable stock market which only exacerbated the uncertainty of the future. Increased tensions among family members, educating our children online at home, job losses and uncertainty became real issues that led to more stress and burnout. Stress that is unaddressed can make one develop irrational thoughts, causing our emotions to become unmanageable while acting in a self-defeating matter. Increased alcohol and drug use oftentimes

were sought to relieve the stress and anxiety associated with the moment. Navigating through the COVID-19 pandemic became a fearful journey into the future for many.

In early June 2020, the Health Policy Institute (HPI) of the American Dental Association reported that polling shows a “robust, sustained rebound in dental care” as practices started to re-open. By the fall of 2020, the HPI released data evaluating personal and professional issues the dental community has been dealing with during the pandemic ([www.ada.org/hpi](http://www.ada.org/hpi)):

- At the beginning of September 2020:
- Nearly 98.8% of dental practices in the U.S. were open.
- Almost 48.3% of practices report “open and business as usual” in terms of patient volume.
- Private practice volume is estimated at about 75% of pre-COVID-19 levels.
- 95.9% of dentists are paying their staff.
- Most common reactions to the enhanced PPEs:
  - a. General discomfort,
  - b. Heat stress,
  - c. Exhaustion,
  - d. Headaches
- Downward trend in reported reactions associated with enhanced PPE use with increased age.
- Practice challenges (most common):
  - a. Planning for the future,
  - b. Obtaining PPEs and supplies,
  - c. Financial sustainability,
  - d. Concerns of health



- Personal challenges (most common):
  - a. Anxiety,
  - b. Financial problems,
  - c. Decreased quality of sleep

By late September, some of these numbers were trending downward due to the fear and reality of what is being called the “Big Dip,” where hygiene schedules are less booked and take a big downward trend in mid-September through mid-November 2020. This is due to the lack of 6 month hygiene appointment scheduling while offices were closed from mid-March to mid-May, 2020, resulting in potentially decreased production.

Dentistry is also dealing with a lack of available dental hygiene workforce in some areas of the country. This has led to more innovative dental hygiene delivery systems, including utilizing a certified dental assistant who can do coronal polishing (if state dental laws allow) so that dental hygienists can concentrate on scaling and root planning. If implemented, caution is advised during COVID-19 to prevent extreme workloads on the dental hygienist, since ultrasonics are currently not recommended for use due to aerosolized droplets. Beware if wrist or potential carpal tunnel-like symptoms develop with the dental hygienists, plus emotional exhaustion.

Anytime there is change, we have the opportunity to grow and flourish or we can stagnate. Moving forward toward the beginning of 2021, we have the opportunity for practice and personal growth in several crucial areas:

**Define your practice.** Re-evaluate and re-define who you are, your goals and what direction your practice will take in the near and distant future. Evaluate the efficiency of the office and clinical systems. Plan and change them incrementally for success, and ask for help from others.

## ODA Wellness Initiative

With increasing professional and personal demands, the overall well-being of dentists in the Oregon community is more important than ever. The ODA's Wellness Program offers a robust network of compassionate Wellness Ambassadors armed with resources to help support colleagues dealing with wellness issues, including, but not limited to: stress management, practice issues, debt, fraud, family obligations, illness, injury, depression, loss, grief, and addiction. Wellness Ambassadors are available to assist dentists at all levels of their career, including dental students. Learn more about serving as a Wellness Ambassador or request support at <http://bit.ly/ODAWellnessInitiative>.

### **Develop leadership skills.**

There has never been a better time to become a leader in your life and practice than right now. It is important to remember that most leaders are made, not born. Two of my favorite sayings come from author John C. Maxwell, who states, “People buy into the leader before they buy into the vision,” and “Leaders must be close enough to others, but far enough ahead to motivate them.” Surround yourself with information and people who can guide you through challenges and unknown times. It is often stated, “It is lonely at the top.” I think that statement is false because real leaders surround themselves with people and information that can direct them to make the best decision. There is wisdom in numbers. Discuss with your dental colleagues, experts, and advisors how you can make the best decisions in life and practice.

### **Set and renew boundaries.**

Boundary setting may sound harsh to do in certain situations, but it serves two very important purposes to free you to be more productive. First, boundaries define what you are willing to accept or allow in your life or practice. Secondly, the other person knows exactly what is expected of him in the relationship. Boundaries can actually help reduce stress and anxiety in your life.

### **Remain engaged and seek your**

**passion.** Engagement is the key to preventing stress and burnout. Pursue your passion or passions in life. They have a way of re-vitalizing your life. Passion changes everything!

**Control your schedule.** This is something in which we can have a say-so! Studies have shown that one of the biggest stressors in dental practices is running behind schedule with your dental appointments, even more so than dealing with difficult or demanding patients! Block scheduling is an excellent way to maximize production and stay on schedule, while potentially reducing stress (physical and mental).

**Minimize debt.** Don't do anything rash with money or make questionable investments now. Take steps that will set you up for success in the long run. Don't react but carefully proceed with input from the experts.

**Don't isolate.** Isolation can be a disturbing sign of illness. Some people are “loners” and live a balanced life. They are not who I'm referring to. If you notice you are starting to withdraw from functions, work, life, etc., you may be displaying signs of disease or illness. Physical isolation, while necessary during this pandemic, gives you the opportunity to reach out to colleagues, friends, or family via a telephone call, Skype,

Zoom, FaceTime, etc. This is an excellent way to share information and concerns while helping you to “keep your sanity.” Journal and then share your thoughts with trusted friends to explore how they may respond.

**Contact your collegial community.** All human beings have a need for *acceptance* (the need to belong) and *recognition* (the need to matter). Reaching out to fellow dentists in our dental community is crucial during this time. They are dealing with a lot of the same issues you are, and sharing ideas may be beneficial for everyone. Allowing your employees to ask you questions and keeping your staff informed of the current status of your office during this pandemic can be a comfort to your employees. Hold morning huddles each day to plan the team approach to patient care. Conduct regular staff meetings to educate and

evaluate the direction the practice is headed. Communicating with your staff shows that you *recognize* them as a vital part of the solution to maintain and grow your practice. Valuing their response indicates that you have *acceptance* for their ideas. The solution in going forward is found in the dental community and our teams.

I am confident that the dentists of the United States will lead their dental practices during these challenging and uncertain times, using principles, ethics, honesty and integrity. Real leaders are like thermostats, setting a path with guidance instead of being like thermometers, where one is reactive, up and down without direction. 🌐

*(The views expressed in this article are not intended to be used as advice for the reader, but express what has been effective in the life of the author.)*

# TRANSITION POINTER

## WHAT ARE THE ADVANTAGES OF AN ACCURATE PRACTICE APPRAISAL?

- Enhances **seller confidence in total retirement assets**
- Greatly diminishes the chance of a **practice transition failure**
- Obtaining **100% financing** is much easier
- It may **decrease the time it takes to sell** since both the buyer and seller can be confident in the sale price

Dental practices are increasing in value. However, every practice is unique and needs to be valued in that manner.

I have appraised over 2,100 practices and sold over 475 in the past 30 years. My average sell price is 97% of my appraised value.

**If a practice transition is in your future, give the expert a call.**



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### EQUIPMENT: SALES/SERVICE

Sirona Orthophos XG5 Digital Panoramic X-ray for sale. Mfg May 2015. Currently in use, in perfect condition! Located in Newberg, OR.

Flexible timeline to take ownership. \$12,000. Buyer is responsible for transport and installation. Excellent for a start-up, satellite office or transition to digital. Contact [angelatoy.dds@gmail.com](mailto:angelatoy.dds@gmail.com), 503.523.6528.

### PRACTICES FOR SALE

Calling all General and Specialty Dentists! Does your office look and smell like a dental office? It's time to treat yourself and your patients to a modern, refreshing dental experience with views of Puget Sound from every window. This fully loaded, turnkey office in Mukilteo, WA with 3 operatories (plumbed for a fourth) has low monthly rent and potential %100 financing through Bank of America. High visibility and only one mile from Boeing Building owner is open to selling property. Owner financing is an easy option a well! Please contact Lindsey at 425.466.8595.

Coos Bay Area Dental Practice and Space For Sale Long time reputable dental practice collecting over \$680,000 with 43% operating income. 3 ops. 33% hygiene. All endo, ortho, 3rd molar ext, and perio surgeries referred out. Contact [Megan@omni-pg.com](mailto:Megan@omni-pg.com); 503.830.5765. (OD135)

Dental Practice for Sale in the Gorge – Enjoy the lifestyle of the Gorge with Cascades, Columbia River, and wineries. Well-established practice with collections over \$800,000, low rent, clean AR, CBCT, new computers. Contact [Megan@omni-pg.com](mailto:Megan@omni-pg.com), 503.830.5765. (OD139)

SE Portland (Gateway) Practice For Sale. 2014 remodel, 1440 sq ft. 3 ops, room for one more. On track to collect about \$487,000. Great opportunity to grow, as endo, OS, removable, implants and implant restorations, & ortho are all referred out. Contact [megan@omni-pg.com](mailto:megan@omni-pg.com), 503.830.5765. (OD137)

General Practice and Condo for Sale on Southern OR Coast. This practice was established over 35 years ago. The area boasts awesome outdoor activities at the beach and world class golfing. Working 3 days per week and collecting over \$640,000. No OHP. Refers out molar endo, 3rd ext, perio, so room to grow. Condo space also for sale. Contact [megan@omni-pg.com](mailto:megan@omni-pg.com), 503.830.5765. (OD144)

Northwest OR – Well-established 4 operator practice nestled in the beautiful, forested foothills of NW Oregon is available for purchase. Seller is ready to pass on the goodwill of 37 years of practicing in this location. Annual collections in 2019 were \$450K working only 3 days per week. The 2,300 sq. ft building is also available for purchase. Contact Practice Management Associates 503.912.5160 [www.practicemanagementassociates.org](http://www.practicemanagementassociates.org).

PROFESSIONAL PRACTICE SPECIALISTS has general and specialty practice opportunities across Oregon, including Portland, Eastern Oregon and the coast. Their collections vary from about \$500K to \$1.5M+. The opportunities change frequently so visit our website, [PRACTICESALES.COM](http://PRACTICESALES.COM) for the most recent information, or contact Randy Harrison, 503.807.0009, [Randy@PracticeSales.com](mailto:Randy@PracticeSales.com). Thank you!

### SPACE AVAILABLE/WANTED

Central Oregon Coast Veterinary/Medical building for sale, 3850 sq ft. Prime location for any commercial business! High traffic flow, convenient parking, solid brick built, ample storage room, territorial views out back. Beautiful coastal community. Open to offers. Contact Jim at [jim@omnipeg-vet.com](mailto:jim@omnipeg-vet.com) or call 877.866.6053 ext 2. (OR103)

LIST OF MEDICAL/DENTAL BUILDINGS FOR SALE OR SPACE TO LEASE We have an updated list of medical/dental buildings for sale in Clackamas, Multnomah, Washington, Yamhill, Marion and Polk Counties. Building range from 2,000 sq. ft. to 20,000 sq. ft. Some have existing dental space already plumbed. Contact Megan at [megan@omni-pg.com](mailto:megan@omni-pg.com).

Two Stand Alone Buildings for Lease – Busy Corner in Salem Perfect for a specialist in an area short on dental specialists, ample parking, great visibility & signage, high traffic count, open plan, on busy bus line, next to several general dentists, near by shopping, easy access to location, one story. Ready for your vision.

412 LANCASTER DR. NE – 2870 SF Conference room, excellent condition, 3 restrooms, 3 private offices, former dental office. <https://www.loopnet.com/Listing/412-Lancaster-Dr-NE-Salem-OR/20782934/>

410 LANCASTER DR. NE – 2704 SF – Can be made into 2 suites, private bathrooms & offices, former oral surgery office. <https://www.loopnet.com/Listing/410-Lancaster-Dr-NE-Salem-OR/20783033/Call> or email Scott Grant 503.970.3844 or [wscott@wscott.com](mailto:wscott@wscott.com)

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