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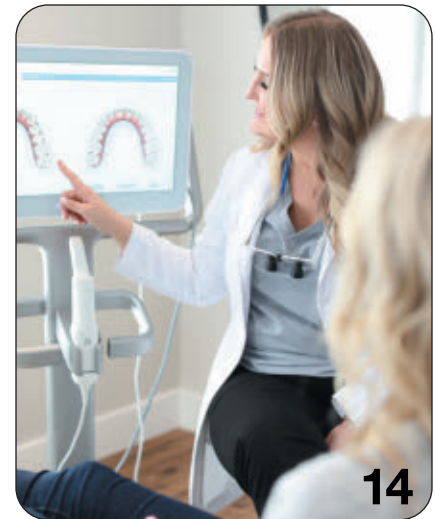
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FROM
THE EDITOR

Working With AI... Because It's Too Late to Work Against It



By Alayna Schoblaske

THE AMERICAN DENTAL ASSOCIATION (ADA)

is the leading professional organization for dentists in the United States, with over 163,000 members. By joining the ADA, you will have access to a vast array of resources and benefits that can help you advance your career and improve patient care. As a member, you can take advantage of continuing education opportunities, access to cutting-edge research and technology, networking with colleagues, and advocacy efforts to promote dental health policies. Additionally, being a member of the ADA can enhance your professional credibility and demonstrate your commitment to the highest standards of dental care. Whether you're a new dental graduate or a seasoned practitioner, the ADA offers valuable support and resources to help you succeed in your career.

You may be thinking...“Alayna, I know all of that. That's exactly why I'm a member of the ADA and the ODA.” What you may not know is that I didn't write a word of that – it was written by ChatGPT in response to the prompt, “write a 100-word description of why I should join the American Dental Association.” (This paragraph and the remaining editorial are written by me – I promise.)

ChatGPT, a free online tool created by OpenAI, is just one example out of thousands (if not millions) of artificial intelligence (AI) technology that is available to us today. This issue of *Membership Matters* includes examples of technology that you can use to enhance your practice, and I think it's important to include AI in the conversation. The amount

of AI available – and being used – in dentistry increases each month, and while I cannot predict exactly what direction AI will take dentistry in the future, I feel very comfortable saying that it will absolutely change our profession.

ADA released a 47-page white paper in December of last year¹ that outlines current uses of AI in dentistry. Here are some highlights.

New software can detect caries in dental radiographs. The current technology is just as effective as dentists' eyes at identifying caries into dentin, but the AI software is actually more effective at identifying initial enamel-only lesions.² With time, the same technology may be able to identify which lesions have grown versus which have stayed the same and allow us to make more informed decisions on when to monitor (or chemically treat) and when to surgically treat decay.

Robots are already placing dental implants – the first surgery system was approved by the FDA in 2017!

Many of you are already using AI if you use a Cerec, Invisalign, or other software to design crowns, move teeth, and plan cases.

What you may not know is that many payors are already using AI in their claims review processes. It may screen radiographs to make sure that the submitted radiograph aligns with the payor's requirements for the completed treatment.

Or that ChatGPT can also generate everything from post-op instructions to code for a new website. (It responded pretty darn well to my prompts to, “write a one-page handout on post-operative

instructions for a dental extraction at an 8th-grade reading level” or “write JavaScript code for a map of East Medford Dental Clinic.”)

In our current world, dental AI still requires a lot of dentist review and allows for human autonomy. But I do think that, as we validate our systems – and as technology advances – we may come to think of AI as a clinical standard instead of a futuristic nicety. I think it's important that the ADA continues to monitor advances in AI so that we can ensure that AI is a tool to support and propel dentists, not hinder or compete with them.

I also think it's important that you, as an individual practitioner, begin to embrace AI in small (or big) ways. Spend 10 minutes with ChatGPT and see what it can do. Call your payors and ask how they are using AI. Invest in radiograph review software and see what you think. On the February 26th episode of *Last Week Tonight*, Erik Brynjolfsson, the Director of the Stanford Digital Economy Lab, was quoted as saying about the legal profession that “it's going to be lawyers working with AI replacing lawyers who don't work with AI.” And I do think that the same is true for dentists. So let's start working *with* AI to keep our practice of dentistry focused on patient care, efficient systems, and clinical excellence. ●

References

1. Faella R, Accurso B, et al. Dentistry – Overview of Artificial and Augmented Intelligence Uses in Dentistry. December 2022
2. Mertens S, Krois J, et al. Artificial intelligence for caries detection: Randomized trial. *J Dent*, December 2021;115:103849.

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Dr. Maureen Gierucki, DDS

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Dr. Clyde Norelli, DMD

I have become a skeptical person over the span of my career; false promises made by labs have been the cause of it. Assured Dental Lab actually can do what they say – period!



Dr. J Surface, DMD

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WELCOME TO OUR NEWEST MEMBERS! Please reach out to these new members and welcome them into the ODA community.

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John Le, DMD
Clackamas County Dental Society

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Events & Education Component CE Calendar

Calendar provided by Mehdi Salari, DMD

This calendar is current as of April 18, 2023.

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	Dental Society	Course Title	Speaker	CE	Location	More Information
05/23/23	Clackamas County	Dermatology	Joanna Ludzik, MD	2	Monarch Hotel	Register: executivedirector@clackamasdental.com
06/06/23	Lane	Lane County Dental Society Retiree Luncheon	-	-	Veterans Memorial Association	Register: www.bit.ly/LCDSEVENTBRITE
06/13/23	Marion Polk	Telehealth Dentistry	Dr. Richie Kohli	1.5	Salem (Roth's Event Center)	Register: www.marionpolkdental.org/education
07/15/23	Lane	Women Dentist Garden Wine Party	-	-	Hendrick's Park Francis M. Wilkins Shelter	Register: www.bit.ly/LCDSEVENTBRITE
08/05/23	Lane	LCDS Family Picnic	-	-	Alton Baker Park Shelter 2	Register: www.bit.ly/LCDSEVENTBRITE
09/14/23	Lane	LCDS Hop Valley Dentist Social	-	-	Hop Valley Brewing Co.	Register: www.bit.ly/LCDSEVENTBRITE
10/06/23	Lane	Mini Conference: Improve the Health of Your Practice	Dr. Joshua Austin, DDS, MAGD	5.5	Eugene (Lane Community College)	Register: www.bit.ly/LCDSEVENTBRITE
10/12/23	Southern Oregon	Back to Basics Oral Surgery	Dr. Bryan Clevenger & Matt Myers	1	Medford (West Orthodontics)	Info/Register: sodentalsociety@gmail.com
11/16/23	Southern Oregon	Back to Basics Ortho	Dr. Dana Schmidl & Dr. Keyon Botsford	1	Medford (West Orthodontics)	Info/Register: sodentalsociety@gmail.com
12/08/23	Lane	Refreshing Your Pediatric Dental Knowledge and Skills	Dr. Greg Psaltis, DDS	6	Eugene (Lane Community College)	Register: www.bit.ly/LCDSEVENTBRITE

Find this calendar online at 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 to catch up on the latest offerings on your own schedule. 🎧

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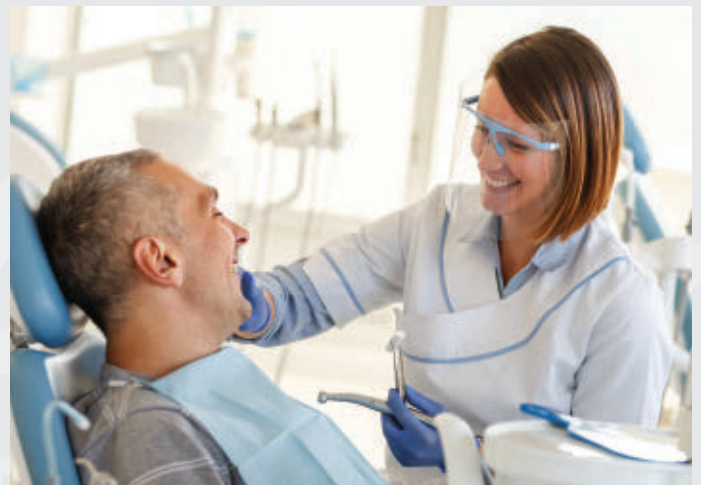
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- ❗ Tired of **debating fault** instead of focusing on a solution when something goes wrong?



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ODA Welcomes Columbia Bank Healthcare Banking as an Endorsed Service



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THE ODA IS EXCITED FOR A NEW PARTNERSHIP with Columbia Bank Healthcare Banking. CB Healthcare Banking has been a longtime supporter of the ODA, the Oregon Dental Conference, and many of our components. Columbia Bank Healthcare Banking is the largest dental lender in the Northwest. Their teams service over 2,500 dentists and approximately 70% of the regional dental practices. CB Healthcare Banking is solely focused on the healthcare industry. Their team brings expertise, service, and, most importantly, a banking partner to every relationship. CB's healthcare service model is based on direct client engagement, no call centers or 1-800 numbers. Lastly, the merger with Umpqua Bank has brought to bear the highest levels of technology available in today's banking community, which allows them to bring the absolute best products and services to their clients. Look for more information on the newly endorsed service with CB Healthcare Banking in upcoming member communications. ●

A Day in the Life

Molalla Practice Shows How New Technologies Improve Patient Care, Office Efficiency

By Melody Finnemore

TECHNOLOGY

AT THE DENTIST OFF MAIN IN

MOLALLA, patients are getting a clear understanding of what care they need before a dentist even looks inside their mouth. Olesya Salathe, DMD, was an early adopter of iTero, Primescan, and other new and evolving technologies that improve patient care, new employee training, and the efficiency of running a practice.

“What makes us kind of unique is that we have two practices, one that is a family practice and then a newer one that is a full-mouth restoration clinic,” Dr. Salathe said, adding the second practice is located in West Linn and is called The Aesthetic Experience. “We offer digital smile

design and are the only ones to have that certification.”

While completing a residency in Madrid, Spain, Dr. Salathe earned a mastership focused on Invisalign. iTero scans a patient’s facial features and designs their smile based on those features, and is paired with Invisalign for a patient’s treatment plan. Composite for veneers is all done digitally.

“All of our processes are very digitized,” she said. “Even the way we present the treatment after the two-hour initial meeting. We have about eight hours of back and forth with the team in Madrid to create a smile that a patient can try on before it’s done.”





Dr. Salathe noted that her clinic has everything for endodontics and implant placement built in, and her team works with a restorative mindset first and then works their way backward. Charting software and an evidence-based process allow her team to provide assessments with a digital printout that includes risks and a diagnosis.

“Every time we complete a step like perio, ortho, and then an implant plan, we can overlay images, modify files, and use a 3D printer in our office to try it on again. We create layers upon layers of scans to guarantee the best treatment plan,” she said. “It’s a bit of a copy-paste dentistry.”

On-the-Job Training Picks Up Where Dental School Leaves Off

Natalie Potter, DMD, and Austin Weichlein, DMD, are part of Dr. Salathe’s team and agree the technology they now use on a daily

basis has improved the care experience for both patients and dentists alike.

Dr. Weichlein graduated from dental school last year and described his transition from an analog learning situation to a tech-driven environment as “dramatically different and in a good way.”

“Before I even look in a patient’s mouth, we look at the scan together, and that gives a lot more accountability to the patient because if there is disease, it’s right in front of them,” he said.

Dr. Potter said that preview also creates a buffer so the dentist isn’t immediately diving into a patient’s personal space. “They can see what we’re seeing, so there is more trust built up there.”

Dr. Weichlein added, “It really makes them a part of their own health, and that’s been difficult in the past because they couldn’t really see what’s going on.”



ALL IMAGES COURTESY OF DR. OLESYA SALATHE

Dr. Salathe noted that her clinic has everything for endodontics and implant placement built in, and her team works with a restorative mindset first and then works their way backward. Charting software and an evidence-based process allow her team to provide assessments with a digital printout that includes risks and a diagnosis.

Both received on-the-job training with the new technology after a couple of lunch meetings to learn about it. They continue to broaden their knowledge about how to apply iTero more for restorative treatment as well as crowns and bridges.

“We don’t use the impression method now, and this is so much easier and more comfortable for the patient,” Dr. Potter said, adding that bite guards also can be digitally printed.

Employee Onboarding, Training, and Office Management Improve

In addition to enhancing patient care, new technology and software are making practice management, scheduling, and training of new hires more efficient, Dr. Salathe said. As an example, software helps her track her team’s weekly leadership meetings, monthly staff huddles, and share information with her 26 employees.

Another software program guides onboarding and tracks and documents 20% of processes that provide 80% of the practice’s results.

“After we came back from COVID, it really helped us onboard our team on new processes,” she said. “I also included how we use technology to track cases, motivate each other, and train up new team members through software like Sweet Process.”

In addition, the new technology helps to improve the practice’s culture by allowing staff to interact virtually and participate in a “mini study club.”

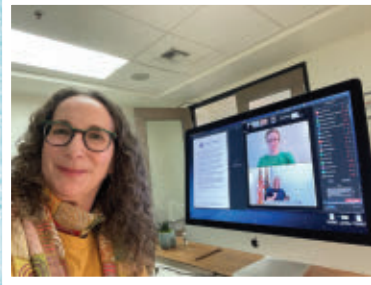
“We’re all different, and sometimes there can be problems when you onboard new associates and staff, so this helps make sure we’re speaking the same language. I think this aligns us when we meet virtually,” Dr. Salathe said.

Dr. Potter added that Sweet Process allows new employees to visit an internal website to learn procedures and sign off that they have completed the training. It can help them become more familiar with which materials and instruments different dentists prefer and lay their kits out correctly. Another platform allows employees to communicate with each other internally without having to send text messages. ●



SAVE THE DATE FOR THE 2023

ODA House of Delegates!



The 2023 ODA House of Delegates will take place virtually on September 23, 2023. All ODA members are welcomed and encouraged to attend — mark your calendars and plan to serve as a delegate for your local component society. We look forward to “seeing” you there!

ODA LEADERSHIP POSITION OPENINGS: APPLY BY JULY 1ST

ODA has several open positions for members to serve in leadership roles: ADA Delegate at Large, At-Large Trustee, Leadership Development Committee, and Secretary-Treasurer. You can view descriptions of each position here: <https://www.oregondental.org/about-us/leadership-governance/house-of-delegates>

Interested? Submit a completed application and resume to leadership@oregondental.org by July 1st. The July 1st deadline will ensure candidate materials are included in official HOD materials. Individuals may still declare candidacy after that date and from the HOD floor.

The Newest Generation in Digital Dentures

TECHNOLOGY

By Mike Wilson (Artisan Dental Lab)

ONE OF THE GREATEST CHALLENGES

facing the dental laboratory industry is meeting the prosthetic needs of the growing number of edentulous patients in the United States. Conventional fabrication of dentures is labor intensive, and experienced technicians are exiting the profession faster than new ones can be hired and trained. This was the impetus for Artisan Dental Laboratory exploring and implementing digital technology to manufacture complete dentures.

In February 2023, Stratasys, one of the first companies to offer 3D printers to the dental lab industry, introduced TrueDent™ an FDA-cleared (Class II) resin specifically formulated for complete dentures. The resin was developed to be printed exclusively with their J5 DentaJet® 3D printer. This material and technology will allow dental laboratories to produce polychromatic 3D single-print permanent dentures. Artisan Dental Laboratory was selected as one of the first 10 labs in the United States to have access to this system.

Prior to this, digital dentures fabricated from additive manufacturing technology utilized vat photopolymerization printers

(There is a great article on this topic by Dr. Hart in the February 2023 *Membership Matters*). There are multiple material and printer options on the market, but the primary workflow consists of a dental technician designing the denture and then the base and teeth are printed separately as single pieces (Photo 1). These two pieces are then fused together with resin and polished. The reason for printing the denture in two pieces is that the color of resin in the printer vat is the only color that can be printed for that product or product part. Since the base and teeth are different colors, the resin in the printer must be changed to print each part. Furthermore, to print dentures for a variety of patients, the dental laboratory must stock a variety of denture base and denture tooth shade resins.

How is a TrueDent™ denture different?

The J5 DentaJet® printer uses PolyJet rather than the vat photopolymerization technology used in earlier generations of digital dentures. PolyJet is a 3D printing technology that can combine multiple colors of a photopolymer material and precisely deposit it through inkjet-style printheads

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Photo 1. Printed denture base and denture teeth prior to assembly

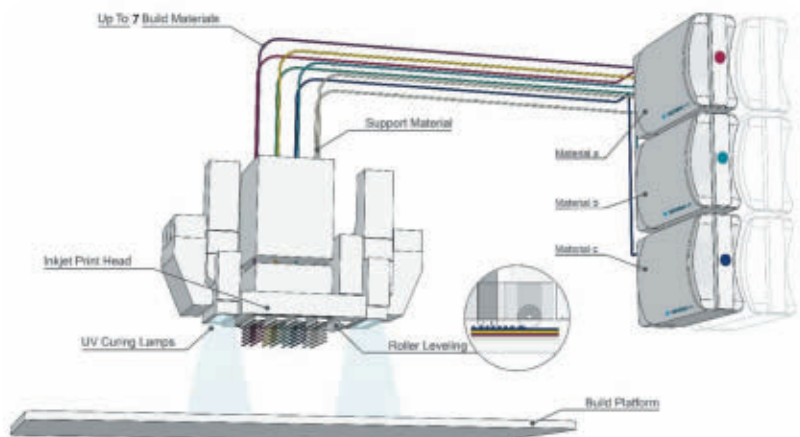


Photo 2. Polyjet technology schematic



Photo 3. TrueDent denture after printing-before polishing



Photo 4. Cross section of monolithic denture



Photo 5. Completed TrueDent Denture

in microscopic droplets onto a build tray (Photo 2). The material is then cured using UV light, creating solid layers that are built up one layer at a time to form a 3D object. With the TrueDent™ system, the material is mixed to create the desired denture tooth and base shades, and a polychromatic one-print permanent denture is printed (Photo 3). This is a first in the dental industry.

Features/Benefits of a Single Print, Polychromatic Denture

- **Fit:** Doctors and patients have reported excellent fit with dentures manufactured with this material and technology. 3D printed objects must be supported during the printing process to ensure accuracy. Typically, support placement is determined by the technician designing the denture. TrueDent™ dentures utilize a proprietary software that automatically designs the support structure to ensure the most accurate result. Furthermore, the printer can reproduce the prosthesis as designed due to its inherent accuracy and the incremental build-up of thin (18.75 microns) material layers. Finally, polymerization shrinkage is reduced by curing the material one layer at a time compared to conventional denture processing techniques.
- **Durability:** Fracture and delamination at the tooth/acrylic interface are the leading causes of failure with conventional and previous generation digital dentures. Fabricating a monolithic denture eliminates this point of weakness. The absence of individual teeth or a tooth/acrylic junction reduces the risk of fracture repair or tooth replacement in monolithic dentures (Photo 4).

- **Appearance:** According to the manufacturer, the design software currently contains presets for 10 gingiva shades, 16 tooth shades with two-layer structure, and two tooth shades with three-layer structure (for incisal translucency). All common denture tooth and base shades are available (Photo 5).
- **Value:** Single-print dentures allow for greater production capacity of the printer (up to 30 dentures of various base and tooth shades can be printed simultaneously). Eliminating manual assembly and bonding of teeth to bases reduces the labor required to produce a denture. Increased printer productivity and reduced labor costs allow us to offer this product at a savings compared to our other definitive digital denture option.
- **Reproducibility:** Denture designs can be saved and reproduced at a later date. This creates possibilities for economical back-ups or replacements for lost or broken dentures.

Future Possibilities

Predictably successful, reduced-appointment denture workflows are in development that would decrease chair time. Design software is being developed to print multi-layered tooth and custom-tinted tissue shades to improve patient satisfaction. With the ADA's 2023 amendment of the definition of ceramic, it's logical to conclude that definitive fixed restorative materials will become available in the future.

At Artisan Dental Lab, the adoption of any new digital product or technology is viewed as a journey and not a destination. Software, materials, and workflows are updated and continually evolve. We've never been more excited about the future of our industry. 🌐

2023 ODA New Dentist Award Nominees & Winner



Nominee:
Jonathan Faris, DMD

Dr. Faris is a “doer.” He is already giving back to the profession by his willingness to present to senior dental students, participate in organized dentistry, and practice dentistry with passion and integrity. He demonstrates a commitment to high-quality patient care by his pursuit of high-quality CE. He shows his support of the profession by serving as a board member in the AGD. He supports future students/learners by taking the time to return to the dental school to share his experiences with others.



Nominee:
Adam Fox, DMD

Dr. Fox has been consistently involved at the local level with the Southern Oregon Dental Society. He started his term as vice president in 2019 and became president in 2020. He has remained in the role of president since then and has been crucial to the recent recruitment of its executive director as well as the recovery of SODS after COVID. It stopped all meetings during COVID and is now back to monthly CE or social events. For a component of about 100 members, this is a huge triumph!

He is also a leader for the Seattle Study Club and Rogue Excellence and has provided over \$40,000 in free dental treatment to veterans through the Freedom Day USA program.

“The top two qualities that I appreciate in Dr. Fox are his honesty and his curiosity. He is honest about the full scope of dentistry – from the amazing stuff to the hard stuff,” his nominator said. “As we become more open to talking about mental health in our profession, Dr. Fox models that it’s OK to have hard days and makes talking about it or seeking support approachable.

“I also appreciate Dr. Fox’s openness to learning new skills and new perspectives. He is always asking questions and seeking to understand, and I think this makes him a great leader and a great dentist.”



Nominee:
Octavia Lively, DDS

Dr. Lively is an active member of the Multnomah Dental Society. She has been serving on the MDS board for the last several years, including serving as president. Dr. Lively completed a residency program at the Portland VA Medical Center and has been working there since she graduated. She is now the director of the residency program.

Dr. Lively recently joined the Leadership Academy with the ODA to learn more about developing into an even more engaged leader for the profession. Dr. Lively is dedicated to giving back to the profession. This is demonstrated by her position at the VA hospital, where she is guiding future dentists, and by her leadership in organized dentistry.



Nominee:
Eddie Ramirez, DMD

Dr. Ramirez is an advocate. For his patients. For his Latinx community. For dentists. And for himself. As a recipient of DACA, he has overcome immense hurdles on his way to being a dentist. He was the first undocumented student to attend OHSU and receive an Oregon dental license. He is not able to visit most of his family in Mexico. As DACA has been challenged, he has faced uncertainty about his ability to remain in his home, the United States.

But those hurdles are not what Dr. Ramirez focuses on. Instead, he asks how he can use his story to make a difference for others. And as soon as he finds the answer, he springs to action. These actions are numerous: volunteering with ODA, OAGD, and ADA; media appearances; mentoring aspiring dentists; impactful conversations with legislators; and more.

“What Eddie’s contributions mean to me are that I am inspired by his service, and I am confident that our profession – and our community – will be better because he is a part of it,” his nominator said.

TRANSITION POINTER

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Nominee: **Alayna Schoblaske, DMD**

Dr. Schoblaske is what we dream of for a new dentist, especially in the state of Oregon. As a native Oregonian, she is fully devoted to immersing herself in what the state has to offer as a dentist and for her patients. Since graduating, she has been an advocate for new dentists, local societies, the ODA, the ADA, and, most importantly, her patients.

She knows the ins and outs of how to succeed as a new graduate, how to pay off her loans with state assistance, and is sure to

share all of her knowledge with those working through the same system. The community health work Dr. Schoblaske is involved in is crucial for the state. She is truly interested in upstream work to improve the oral health of patients.

Dr. Schoblaske's voice is one that needs to be heard. Whether that is to the ODA Board of Trustees, the ADA New Dentist Committee, La Clinica's leadership team, or to the OHA Health Care Workforce Committee, her voice is valued.

"Her energy makes you excited about dentistry, at a time when our profession could use a little morale boost," her nominator said. "Her work is beyond the clinic, taking care of our patients' oral health literacy and promoting the integration of medical and dental healthcare. She is contributing to our profession in all directions, and I am so proud to be a part of it, alongside her."



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- Lani Grass, East City Dental

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Award Winner: Noelle Klemann, DMD

Dr. Klemann is an outstanding general practitioner, wife, and mother of a 6-and-a-half-year-old son. She first developed her passion to provide high-quality dental treatment to her patients as a dental hygienist starting in June of 2008. After working for 6 years as a hygienist, she was motivated to attend dental school to achieve her goal of providing excellence in all phases of dental treatment.

Dr. Klemann first started being an active leader in ASDA during her years as a dental student. The awards she received during her dental education reveal the high standard of treatment that puts her at a high level of professional education.

After dental school graduation, Dr. Klemann continued her professional development by spending a year in a general practice residency at the Portland VA Medical Center. She said the residency better prepared her to practice general dentistry, which she appreciates because of the variety of care involved.

“My residency was really surgery-heavy, and I think because that’s what I learned to be more confident in during my training, it’s something I particularly enjoy,” she said. “The added bonus of being comfortable doing extractions is really great for my patients, also, because I can treat them in my office rather than referring them out. That’s really gratifying for me and really convenient for them.”

Dr. Klemann shows her compassion for the needs of the less fortunate by doing volunteer treatment in various free dental clinics such as Compassion Clinics, Give Kids a Smile, and Impact Your Health Portland.

“I’ll never forget my first Compassion Clinic – it was Compassion Rockwood during my first year of dental hygiene school – and how much that opened my eyes to the staggering needs in our community,” she said. “I feel SO grateful to have a skillset I can provide, and I try to carry with me every day a sense of gratitude for how much dentistry has afforded me personally, financially, and educationally. Volunteering is an important way for me to give back.”

Dr. Klemann said she was fortunate to be introduced to organized dentistry by working for two dentists who were both involved in her first year out of residency. She also was asked to volunteer as a board member for the Clackamas County Dental Society.

“Those two things both helped encourage me to start taking good CE and to get to know other dentists around me. The sense of community that being involved in organized dentistry provides is so important,” she said. “I work as a solo practitioner, but I cannot imagine working in a ‘silo.’ Involvement in organized dentistry has helped me not to feel alone in my career.”

Dr. Klemann joined the Clackamas County Dental Society’s board of directors as a member at large in 2019. In 2021, she was elected to the office of secretary/treasurer and, in 2022, she was elected to be vice president. In 2021 and 2022 she was a delegate to the ODA House of Delegates. She has continued her professional advancement by attending various study club activities.

Dr. Klemann’s interest in excellence, attention to detail, ethics, professionalism, being a good listener, a lifelong learner, getting involved in leadership, and working with others are all qualities that led to her receiving this year’s New Dentist Award.

“I am very humbled to be selected for this award. Getting involved in organized dentistry was such a positive decision for me, and receiving this award feels like an important validation of that choice,” she said. “Dentistry can be a really hard profession, and there are days when I doubt my abilities when things don’t go perfectly. Getting this award is such an honor and reminds me of how far I have come in the first 5 years of my career, even though I have so much more to learn.” 🌱

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National Signing Day 2023

By Britta Martinez, DMD

I WATCHED MY PAST SELF WALK

through the double doors of the lecture hall. She was tired, stressed, scared, and excited. Lured by free food and a hope for some direction, she took a seat toward the front and settled in.

National Signing Day is an annual event held at the dental school to engage fourth years in organized dentistry and help them convert their tripartite membership from that of a student to a dentist. Over half of the graduating OHSU class attended this year's March event, and I saw myself in every one of their faces. This is because 6 years ago, I was them. I sat in that same room for the same purpose. By that point in dental school, I remember feeling exhausted,

and was using my last bits of energy to power me to graduation. I knew that there were many big things about my entry into the profession that I didn't understand, but I didn't have the capacity to think much about it at that time. So instead, I showed up. I attended events like National Signing Day because I hoped that someone somewhere would give me something that could guide me through that transition. I am so glad that I took those opportunities because the checklists, advice, and support I received from those who had been through it are what helped me navigate that overwhelming and confusing time.

This year's event featured ODA staff, OHSU instructors, and a diverse group of panelists from many

practice modalities. Students had the opportunity to ask questions, learn about the ODA, and even enjoy some trivia. One of the trivia questions was about defining organized dentistry. The official answer was, "professional dental groups collaborating to strengthen the profession of dentistry." I think that at the heart of this, organized dentistry is also about showing up. Showing up for yourself and for others. As a panelist at National Signing Day, I was impressed that almost all of the OHSU class of 2023 has done just that by attending, engaging, and leveling up their memberships. I am looking forward to having them formally join us as colleagues this summer, so we can all keep showing up for each other. 🌟



ODA STAFF

Lane County Dental Society

LANE COUNTY DENTAL SOCIETY HELD A GENERAL business meeting followed by a medical emergencies class taught by Dr. Sam Bae on Friday, February 24, 2023. More than 80 members, non-members, and dental staff participated in the afternoon training, which included lunch. The course provided information and tools needed to prepare for, prevent, and manage medical emergencies in a dental practice. It was a great way to bring the dental community together.



Yamhill County Dental Society

YAMHILL COUNTY DENTAL SOCIETY HELD A MEDICAL Emergencies & Nitrous Oxide Training on Tuesday, March 14, 2023, at the Chehalem Cultural Center in Newberg. The training included dinner and a social hour where members and non-members could re-connect. The course provided information and tools needed to prepare for, prevent, and manage medical emergencies in a dental practice. The 4 CE hours simultaneously meet the need for both medical emergency and nitrous oxide CE requirements. ●

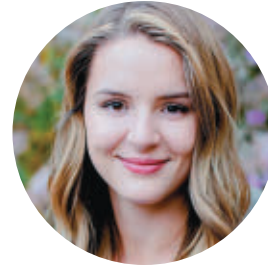


LORA MATTSSEN

2022 Presidential Citations



Brian Fredricks



Sabrina Riggs

PRESIDENTIAL CITATIONS ARE RESERVED FOR SIGNIFICANT CONTRIBUTIONS

to the ODA and dental community. Dr. Calie Roa, ODA Past President, has presented the 2022 Presidential Citations to Brian Fredricks, ODA Managing Director, Finance & Building Operations, and to Sabrina Riggs, ODA Lobbyist.

“Brian is a behind-the-scenes hero who diligently looks out for the better financial standing of the ODA. He is not shy to offer input, create strategies, and guide the board in better and more productive financial decisions that benefit the association as a whole,” Dr. Roa said.

She credited Riggs with creating good pathways for the ODA to get its foot in the door in Salem and keeping its staff and members up to date and informed about where it is legislatively and where it needs to be. “You can see she loves her job, and it makes us so much more excited to work with someone who we know has a vested interest in the success of our organization,” Dr. Roa said.



Congratulations to the 2023 Tom Tucker Humanitarian Award Winner DR. BRUCE BURTON



DR. BRUCE BURTON, A 43-YEAR MEMBER OF the ODA, considers himself blessed to have served in a lot of roles in organized dentistry. Among them, president of the Mid-Columbia and Multnomah Dental Societies; ODA President in 2017 and a couple of stints on its Board of Trustees; and National AGD President and AGD Foundation President.

“One of my favorites roles was helping start the ODA’s Leadership Development Committee as its first chair and, 6 years ago, starting our Leadership Academy as its main facilitator for the first 5 years,” he said.

Dr. Burton said organized dentistry is important to him because it provides “amazing mentors and friends” who have enriched his life. He noted that being a part of “Team ODA” has been something he has treasured over the years.

“My life is so much better as a dentist and person from the efforts of other dentists who came before me. It is the concept of paying it forward. It is very easy for us to overlook all the things the ODA and ADA do for us,” he said.

“Being current chair of the ADA Council on Ethics, Bylaws and Judicial Affairs and being Linda Edgar’s campaign chair for National ADA President this last year exposed me to how much I did not know of all the things the ADA does on our behalf,” Dr. Burton added.

He noted that younger dentists can benefit from organized dentistry because it provides opportunities to get out of the office, network with other dentists, and talk with people who share similar life experiences. It also allows dentists to give back to the profession.

“I believe we all want to belong to something bigger than ourselves and make a positive difference,” he said. “My belief is that it is part of my responsibility as a professional to support my profession. Be the change you seek, as they say.”

When asked how receiving the Tom Tucker Humanitarian Award impacts him, Dr. Burton described it as “very humbling to be singled out for this incredible honor.”

“I knew Tom Tucker, as we served as ODA Trustees together. He represented the best of us! The people who have received this award too are all people I hold as my heroes and to be mentioned in the same sentence, I hardly feel worthy,” he said.

He pointed to colleagues such as Dr. Rick Asai, Dr. Scott Hansen, and Dr. Barry Taylor, whom he believes are more deserving of the award. “All I have done has been paid back tenfold by the fantastic people I have gotten to work with. It is a very special moment in my life. To be honest, it should go to my wife, Connie. She has given so much to support my leadership journey.”

Dr. Josephine Stokes noted that Dr. Burton has been a mentor for countless ODA members. “His willingness to listen and guide with simple authenticity has been why so many of us turn to him for advice. Thank you, Dr. Burton. For everything,” she said.

Established at the 2017 House of Delegates, the Tom Tucker Humanitarian Award is the highest humanitarian and service award for the dentists of Oregon. Award criteria include:

- A significant number of years as an ODA member.
- Active in leadership roles within the ODA and their local component society.
- Demonstrated commitment to being an active member in their local communities.
- Demonstrated to their communities and the ODA a unique attitude and a willingness to serve.
- Mirror the image of Dr. Tom Tucker with a can-do attitude and a genuine desire to serve the common good.

Submit your nominations to leadership@oregondental.org by July 1, 2023, for the 2024 Tom Tucker Humanitarian Award. 🗳️

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Are credit card fees affecting your bottom line?

BEST CARD

Expert offers tip for minimizing fees

By Stacie Crozier

IT'S NO SURPRISE TO SMALL BUSINESS OWNERS that more and more consumers are paying for goods and services with debit and credit cards rather than cash.

And data from the Federal Reserve show that cash payments in 2020 declined sharply among consumers in every age group, and especially in two groups that consistently made the highest share of cash payments – those aged 18-24 and those age 65 and older – due in part to making fewer in-person purchases during the height of the pandemic.

Dental offices have long accepted card payments to boost sales, improve cash flow and offer convenience to patients. But, without a vigilant management strategy, credit card processing fees can add up and affect your bottom line.

“The first thing every practice should do is calculate its effective rate,” said Phil Nieto, president of Best Card, a company that

provides credit card processing solutions to thousands of dental offices and is endorsed by ADA Member Advantage.

“Your effective rate tells you your total average cost to run cards,” said Mr. Nieto. “It’s easy to calculate. Grab your latest monthly statement and divide the dollar amount of processing fees you were charged by the total amount of monthly sales. Based on our 2022 comparisons, the average rate dental offices pay is 3.38%, but you should be shooting for a rate closer to 2.1-2.2%.” For example, if your office paid \$1,027.45 to run \$37,355.25 in card sales, your calculation would look like this: $\$1,027.45 \div \$37,355.25 = 2.75\%$.

Is your effective rate too high? There are a lot of different factors that affect how much you might be paying in fees, and processors can add or raise fees anytime if they provide you with a 30-day notice in small print at the bottom of your monthly statement.



Originally published in ADA News February 09, 2023.

“Dental offices have long accepted card payments to boost sales, improve cash flow and offer convenience to patients. But, without a vigilant management strategy, credit card processing fees can add up and affect your bottom line.”

“Changing providers or renegotiating can be ways to save a lot, but once you have a great deal, there are also some steps you and your staff can take to bring your costs down,” Mr. Nieto said.

1. Accept payment directly from the patient in person via chip, contactless, or swipe whenever possible to get a lower rate than when keying in those same cards. Because there is less risk of fraud with the patient and card present, lower fees are charged.
2. If you are going to manually enter a card number or have a patient pay online, make sure to include the 5-digit ZIP code and 3- to 4-digit card security code whenever possible. This is an anti-fraud check and if it passes you get a lower rate than if you don't put in info or have the wrong info for the cardholder.
3. Encourage patients to use a debit card instead of a credit card and avoid insurance payments made on credit cards. Since different cards run at different rates, any patient payments made with a debit card (no PIN required) should result in substantially lower fees than credit cards. On the other end of the spectrum, insurance payments made by credit card tend to be the most expensive types of cards.


Credit card processing fees can be complicated and confusing, which is why Best Card offers a free savings analysis to help explain your current fees and potential savings. Just email a recent credit card processing statement to

compare@bestcardteam.com or fax to 1-866-717-7247. In 2022, Best Card helped 96% of practices pay less than their previous fees and the average savings per practice was more than \$5,500.

“We switched to Best Card in May of 2020, after learning of the ADA endorsement,” said Prabu Raman, D.D.S., a general dentist in Kansas City, Missouri. “The transition was so easy and painless, and we are saving over 50% on our credit card processing fees each month. Saving is one thing; their customer service is beyond my expectation...We highly recommend that you see what Best Card can do for your practice.”

“Best Card is hands down the best service for the best price of any credit card processing company I've dealt with in the last 20 years,” said Shaun Christensen, D.M.D., a general dentist in Nampa, Idaho. “My credit card fees are half of what they used to be. What really sold me was that their software works directly with my dental software...easy for my staff and easy on my wallet. Win-Win.”

“Switching to Best Card was one of the best things I have done in a long time,” said Ron Lee, D.D.S., a general dentist in Colleyville, Texas. “I'm saving thousands of dollars every year, and as my father-in-law once told me, ‘It's not how much you make, but how much you keep.’ So, thank you Best Card for helping keep more of my money, while providing amazing customer service.”

For more information, visit www.bestcardteam.com/ada-member-advantage 

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Interested? Please contact Katy Adishian, ODA Government Affairs Coordinator at kadishian@oregondental.org for more details!

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Interested? Please contact Katy Adishian, ODA Government Affairs Coordinator, at kadishian@oregondental.org for more details!

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