



Dr. Caroline Zeller,
ODA President
(2024-2025)

2024

ODA HOUSE OF DELEGATES



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PUBLISHED OCTOBER 2024/ODA-K0924 *Membership Matters* (ISSN 1082-4111) (USPS-905060) is published monthly (except January, July and October) by the Oregon Dental Association, 8699 SW Sun Pl, Wilsonville, OR 97070. All statements of opinion and of alleged fact are published on the authority of the writer under whose name they appear and are not to be regarded as the views of the ODA or its subsidiaries or affiliates. Subscription to *Membership Matters* is a member benefit of the Oregon Dental Association. The annual subscription rate for nonmembers is \$40. Single copies may be purchased for \$5 each.

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Periodicals postage paid at Wilsonville, Oregon, and at additional mailing offices. POSTMASTER: Send address changes and all correspondence to: 8699 SW Sun Pl, Wilsonville, OR 97070; 503-218-2010 or 800-452-5628 (toll-free in Oregon).

Published by  **NAYLOR** 550 SW 2nd Avenue, Suite 200, Gainesville, FL 32601, Tel: 800-369-6220 www.naylor.com, **Publisher** Marbella Miller **Editor** Russell Underwood
Layout and Design Manish Dutt Sharma

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A Day in My Life



By Alayna Schoblaske

AS THE ADA SEEKS TO REVERSE OUR trend of declining membership, it has become clear to leaders that we need to be a welcoming organization for all dentists, no matter their work setting or employment status. At the end of the day, we all take care of our patients in the best way we know how, and we can be proud that that's what unites us.

As a dentist in a federally qualified health center, my practice modality (public health) is often a topic of conversation, and sometimes one of mystery. Colleagues may be surprised that I provide a full scope of dentistry ("Wow, you restore implants?"), or that my clinic uses high-quality materials ("Oh, I had no idea you actually had name brands like Omnicroma and Filtek!"). Others assume that all my patients have a substance use disorder (they don't) or that we provide free dentistry (we don't). I am always happy to talk about my job. In place of an individual conversation with each of you, though, I thought I would give you a peek into my world. This is what my day looked like on Thursday, September 26th.

I got to the office around 7:20 a.m., huddled with my team, and saw my first patients at 7:30 a.m. I extracted tooth #30 (it had a surprise 3rd root – fun!) and did a periodic exam. She didn't have any cavities, but her dog had chewed up her partial. So, we'll see her back to make her a new one. (We have an awesome in-house denturist with over 20 years of experience, so she might make it,

too.) Next up, at 8:30 a.m., I did #13 MO comp and another exam. At 9:30, I saw two limited exams – one was a walk-in having pain and swelling around #14. It was a periodontal abscess, so we got that area debrided appropriately. The other patient was another limited exam – he is a patient that I have been seeing since 2019. (I see his wife, daughter, son-in-law, and granddaughter, too!) Fortunately, he brought in some fresh figs from his garden to share, but unfortunately his crown on #29 had circumferential recurrent caries. We talked about all the options and, ultimately, he decided to have the tooth removed. We scheduled him back for the extraction another day.

Next up, at 10:15 a.m., I prepped #31 for a gold crown. Most of my procedure appointments are 45 minutes or one hour, but I have one 90-minute appointment each day. This is reserved for crown preps, full-mouth extractions, root canals, or other procedures that benefit from having a little bit of extra time. While my EFDA made the provisional crown, I saw one more periodic exam, too.

At 12:45 p.m., we had our monthly team meeting. Our clinic has 36 chairs broken up into four nine-chair suites. Once a month, each suite meets to talk about trends, safety updates, new policies, and team-building. Our meeting was abbreviated on the 26th because it was the last day for one of our dental assistants. She is leaving to become part of the first cohort at Rogue Community College's new

dental hygiene program! Normally, I bring my lunch from home and eat it while I work on notes, but that day, our farewell lunch took us to Olive Garden.

We start back after lunch at 1:45 p.m. My dental assistant adjusted a denture while I did a #30 DO composite. At 2:45 p.m., I saw two limited exams. Another walk-in (a small chip on #3), and one 34-year-old established patient (rapid recession on #14 that I referred to a periodontist to evaluate). At 3:45 p.m., I met a new patient for her comprehensive exam – I did a lot of education about periodontal disease and scaling and root planing. Education is one of my favorite parts of my job, so I loved this! And somewhere in that hour, I also did a #13 MO composite. My last appointments of the day are at 4:45 p.m. – #29 O and #31 B composite and another periodic exam – and I wrap up around 5:30 p.m. The last 30-60 minutes of my day are spent reviewing and signing notes, making patient follow-up calls, and doing other administrative tasks.

I work four 10-hour shifts each week, so Thursday is my Friday! I did a little happy dance and made sure to check in with my dental assistants about their weekend plans. I left work right around 6 p.m. and headed straight to a CE event on osteonecrosis put on by one of our local oral surgeons.

What surprised you about my day? What could you relate to? What was different from a day in your life? I'd love to hear from you! ●

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Events & Education Component CE Calendar

Calendar provided by Mehdi Salari, DMD


This calendar is current as of October 16, 2024.

Please visit the host dental society website for the most up-to-date information.

Date	Dental Society	Course or Event Title	Speaker	CE	Location	More Information
11/04/24	Washington	Board Meeting	-	-	Virtual	
11/07/24	Multnomah & Washington	New Dentist Event	-	-	Langers Entertainment Center	Info/Register: www.multnomahdental.org
11/13/24	Washington	Hemostasis & Dentistry	Dr. Malin Friess	2	ODA Building	
11/24/24	Clackamas County	Dental/Sinus ENT	John Richards	2	Oregon City (PWFCC)	RSVP to executivedirector@clackamasdental.com
12/10/24	Washington	Winter Social	-	-	TBD	
12/06/24	Coastal Cascades	Advances in Dental Pharmacotherapy	Karen Baker, RPh, MS	3	Eugene (Lane Community College)	Register: www.bit.ly/LCDSEVENTBRITE
01/07/25	Washington	Board Meeting	-	-	ODA Building	
01/09/25	Coastal Cascades	Cultural Competency	Kelly Ngariiki	2	Corvallis (Community Center – Willow Room)	Register: www.bit.ly/LCDSEVENTBRITE
01/17/25	Multnomah & Washington	Medical Emergencies/ Nitrous	Steve Beadnell, DMD	4	Portland Golf Club	Info/Register: www.multnomahdental.org
01/17/25	Multnomah & Washington	OSHA Update	Monica Monsantoifils	2	Portland Golf Club	Info/Register: www.multnomahdental.org
01/28/25	Clackamas County	Required CE- Medical Emergencies & N2O	Steve Beadnell, DMD	4	Oregon City (PWFCC)	RSVP to executivedirector@clackamasdental.com
02/04/25	Washington	Board Meeting	-	-	ODA Building	
02/11/25	Coastal Cascades	Winter Meeting	-	-	TBD	
02/21/25	Coastal Cascades	Medical Emergencies	Dr. Sam Bae	4	Corvallis (Community Center – Willow Room)	Register: www.bit.ly/LCDSEVENTBRITE
02/25/25	Clackamas County	Pediatrics	TBD	2	Oregon City (PWFCC)	RSVP to executivedirector@clackamasdental.com
03/13/25	Coastal Cascades	Oral Ulcerations: What is Eating You?	Dr. Bryan Trump	2	Corvallis Community Center	Register: www.bit.ly/LCDSEVENTBRITE
03/14/25	Coastal Cascades	Hands-on Biopsy Principles	Dr. Bryan Trump	3	Eugene (Lane Community College)	Register: www.bit.ly/LCDSEVENTBRITE
03/18/25	Clackamas County	Cultural Competency	TBD	2	Oregon City (PWFCC)	RSVP to executivedirector@clackamasdental.com
03/20/25	Multnomah	Social Event	-	-	TBD	Info/Register: www.multnomahdental.org
05/01/25	Coastal Cascades	The Latest & Greatest in Pediatric Dentistry	Dr. Greg Psaltis	2	Corvallis Community Center	Register: www.bit.ly/LCDSEVENTBRITE
05/02/25	Coastal Cascades	Refreshing your Pediatric Dental Knowledge & Skills	Dr. Greg Psaltis	6	Eugene (Lane Community College)	Register: www.bit.ly/LCDSEVENTBRITE
05/21/25	Multnomah	Annual Meeting/ Table Clinics	TBA	2	TBD	Info/Register: www.multnomahdental.org
05/27/25	Clackamas County	Annual Meeting- Election of Officers	TBD		Oregon City (PWFCC)	RSVP to executivedirector@clackamasdental.com

Find this calendar online at www.oregondental.org. Click “Meetings & Events” > “Calendar of Events”.

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. 🎧

A man in a light blue button-down shirt is seen from the back, working in a dental laboratory. He is holding a small metal tray containing several orange-colored 3D printed dental models. He is positioned next to a large black 3D printer with the brand name 'Carbon' visible on its side. The printer has a digital display showing 'Carbon' and 'Interplatform'. In the background, there are metal shelving units with various lab equipment, including a white box labeled 'Sinterit' and two large gas cylinders (one yellow, one black) on the floor. The overall scene depicts a professional dental manufacturing environment.

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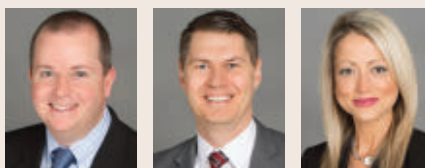
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EUGENE – Collecting \$600,000. 50% hygiene/exam; 20% crown & bridge & implants. 14 new patients/month. 6 Adec ops.

SALEM – Practice collecting \$800,000. 3,000 sq. ft. office on a major arterial. 6 ops. 40% hygiene & exams; 33% crown & bridge and implants.

CENTRAL OREGON COAST – Collecting \$750,000. 39% hygiene/exams; 44% crown & bridge & implants. 4 ops. No OHP.

SOUTHERN OREGON COAST – Collecting \$1,200,000 with projected buyer net income of \$488,000. 17 new patients/month. 6 Adec ops.

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



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Board of Trustees Meeting Highlights

Oregon Dental Association
Board of Trustees Meeting
Friday, July 12, 2024

- The Board reviewed and approved the eight resolutions to be presented to the House of Delegates September 28, 2024.
- Dr. Bruce Burton gave follow-up content on behalf of the component task force. Resolutions 1-24, 2-24 and 6-24 were met with approval and will initiate component structural change and compliance.
- Autumn Wolfer with the ADA gave updated information of the challenges associated with membership, specifically to new dentists entering the industry. The conversation included discussion of a new membership model which is focused on value and growth. The ADA is aware of the decline in membership and the importance to be more proactive now than ever.
- Dr. Jane Grover with ADA presented CDHC initiatives and training model statistics. It has been well received with state financial backing and ongoing support in 2025/2026. 📺

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Dr. Caroline Zeller, DDS, MPH

2024-25 ODA President

By Barry Finnemore

CAROLINE ZELLER, DDS, MPH, WAS HUGELY INFLUENCED by her dentist father. As a teenager, she accompanied him on mission trips to the Dominican Republic to treat children and families needing oral health care. His generosity, both during those trips and with financially struggling patients at his Topeka, Kansas, practice, shaped her view of the power dentistry has to serve people in need.

“Like most daughters, I admire my father,” Dr. Zeller said. “He’s a very generous man in how he does business, and that really influenced what I believed dentistry to be.”

It was a motivating force in her decision to pursue a career in the field. However, shadowing practitioners as part of her dental school studies at the University of Missouri-Kansas City, where she graduated with a DDS in 2016, she

realized each of the profession’s various practice modalities had benefits and limitations. For example, when she started her career, opening a practice didn’t interest her because she wasn’t motivated to own and run a small business at the same time she was trying to maximize service to patients.

“I felt like I was on a journey, and I thought, ‘Man, I hope I can find [a career path] that works for me.’”

That journey led her to a career in which she practices at not one, but three, clinics around Oregon, including providing oral surgery services at a private practice in Tillamook, a large group practice in Salem and at the Virginia Garcia Memorial Health Center, a federally qualified health center that provides services, including to undocumented immigrants, at clinics west and south of Portland.

She also is passionate about teaching, wearing multiple hats at the Oregon Health & Science University School of Dentistry as an assistant professor of general practice residency, clinical assistant professor of oral and maxillofacial surgery, and director of quality and patient safety of the school’s Hospital Dental Service. She earned a master’s degree there in public health and health policy.

“It’s been really fulfilling,” Dr. Zeller said.

Her multifaceted career has dovetailed with her approach to serving as an Oregon Dental Association leader. Dr. Zeller, president of the ODA’s Board of Trustees, said one of her key goals is helping the organization thrive by better serving professionals who work in today’s varied practice modalities – among them dentists who own or are partners in small offices as well as employee dentists of large group practices and health care organizations.

ALL PHOTOS COURTESY OF CAROLINE ZELLER





“Compared to many other state associations, the ODA has very diverse leadership on its board in other leadership roles,” she said. “However, we must continue to seek diversity of thought to survive. In order to continue to meet the needs of our members in organized dentistry, we must find better ways to support the diversity in practice modalities.”

Dr. Zeller, 36, said she’s interested in bringing together ODA members and leaders for conversations around a strategic realignment to “make sure we’re all on the same page in terms of who we are and who we want to be.”

She also is focused on building and strengthening partnerships with other oral health stakeholders in Oregon, such as dental support organizations, to ensure policy and other interests are aligned and to leverage their collective influence in legislative advocacy.

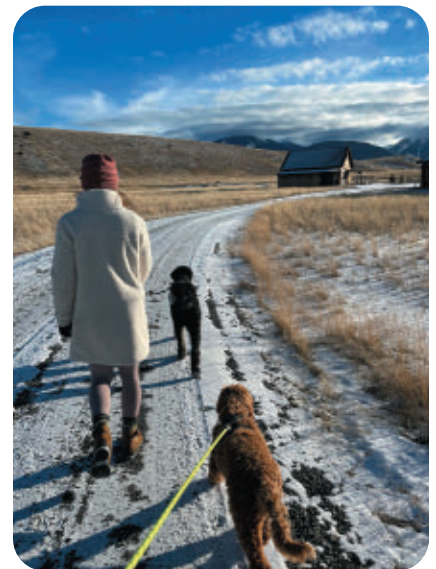
“Advocacy is one of the greatest values we bring as an organization,” Dr. Zeller said, but unaligned interests can undermine those efforts with lawmakers. “At the end of the day, the Oregon Dental Association may not be everything to everyone, but

we have shared interests with many groups. We want to provide quality dental care to Oregonians, and we want to support our dental providers so that they can provide that care in a sustainable way. We will meet these goals better together.”

The ODA’s immediate past president, Mark Mutschler, DDS, MS, said Dr. Zeller’s vision and perspective is needed to help the organization prosper. He described Dr. Zeller as insightful, collaborative, and an outstanding communicator.

“She quietly listens to any information presented and offers her ideas in a respectful and collaborative way,” Dr. Mutschler said. “Her penetrating insight into the issues facing our profession are so thoughtful and clear that I am excited to see her take on the role of ODA president to lead our organization toward a better future for our members.”

Dr. Zeller “brings an especially valuable perspective” to the organization because she “represents important demographics the ODA must relate to. Her work experience has touched on most employment options available to our new dentists: dental school faculty, FQHC employee, associate for a private



dental practice, employee of a large group practice and continuing education educator,” he said.

One of four children in a family of health care practitioners, Dr. Zeller considers her experience with her father’s dental missions not only as critical in shaping her view of dentistry, but she also looks back on those trips with fondness. She did a little bit of everything during missions, from sterilizing instruments, helping teach people about oral health and organizing queues to easing children’s fears about having their teeth worked on. She enjoyed seeing families’ health improve and was moved by patients’ personal stories.

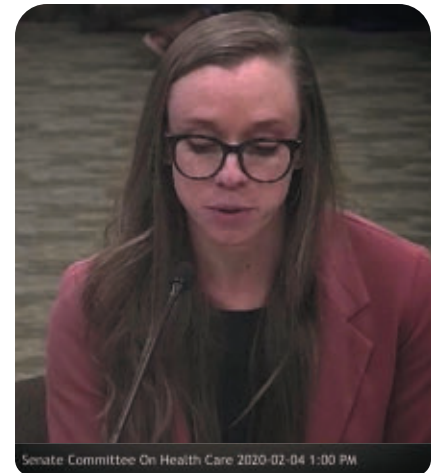
“One of the cool things is returning to a place you’ve been and seeing improved oral health over the years,” she said. “And you know their experiences outside the dental chair. That was a real reminder that you’re treating people, you aren’t just treating mouths.”

Dr. Zeller recalled moving to Portland in 2017 and sometimes wishing things in dentistry were different. She was encouraged to get involved in organized dentistry to help change the profession and, after connecting with the late Conor McNulty, a former ODA executive director, she joined the organization. “I chose to get in the middle of it to see how I could change things from within.”

She’s been recognized by the profession for her accomplishments, including receiving the ADA’s “10 Under 10 Award” recognizing new dentists demonstrating excellence.

Her work at the Tillamook practice serves patients who otherwise would need to travel to Portland for minor oral surgery, and many of the people she serves at Virginia Garcia do not have access to dental insurance.

When she’s not working in a clinic or on Marquam Hill, Dr. Zeller loves disconnecting from the hustle and



bustle of her busy life. She and her husband of two years, Jason, enjoy long road trips and spending time in the mountains. Dr. Zeller also regularly carves out quiet time for herself to meditate, practice yoga, and journal.

Not only is such time vital to her mental health, but “I am more effective at work when I do these things,” she said. ●



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2024 House of Delegates Recap

THE ODA VIRTUAL HOUSE OF DELEGATES

took place on Saturday, September 28th. At the event, 61 delegates, ODA Board of Trustees members, and special guests discussed important issues affecting the Oregon Dental Association and the profession of dentistry. Thank you to all who participated in the 2024 House – your time and service are greatly appreciated!

In Memoriam

The Oregon Dental Association expresses sorrow at the passing of the following individuals since the 2023 ODA House of Delegates, held in September 2023.

Central Oregon Dental Society

Todd A. Schock, DMD
12/02/2023

Marion and Polk Dental Society

Steven M. Murata, DMD
11/25/2023

Mid-Columbia Dental Society

Weldon Crompton, DDS
09/24/2023

Multnomah Dental Society

William Timothy Dugan, DMD
09/30/2023
Robert W. Jones, DDS
09/24/2023

Southern Willamette Dental Society

David O. Moline, DDS
05/26/2024

Election Results

The following individuals were elected by the House of Delegates to serve on the Board of Trustees and the Leadership Development Committee. Congratulations on your elections!

Julie Spaniel, DDS:

ADA Delegate at Large,
three-year term

Kent Burnett, DDS:

Trustee, four-year term

Denise Gates, DMD:

Trustee, four-year term

Stacy Geisler, DDS, PhD:

Trustee, four-year term

Jennifer O'Connor, DMD:

Trustee, four-year term

Olesya Salathe, DMD:

Trustee, four-year term

Shannon Woods, DMD, MS:

Trustee, four-year term

Michael Naughton, DMD:

Secretary Treasurer,
three-year term

Calie Klope, DMD:

Leadership Development
Committee, three-year term

Britta Martinez, DMD:

Leadership Development
Committee, three-year term

Deborah Struckmeier, DMD:

Leadership Development
Committee, three-year term

Congratulations to the 2024 Leadership Academy Class

Over the course of the past year, the 2024 Leadership Academy participants have completed a series of immersion experiences and leadership training to gain a better knowledge of themselves as leaders and leadership opportunities within the ODA. Thank you for your participation in the Leadership Academy – we look forward to seeing all the great things you'll do for organized dentistry!

Mariah Baldwin, DMD

Component: Southern Oregon
Dental Society

Michelle Bloemers, DMD

Component: Multnomah
Dental Society

Kenny Clow, DMD

Component: Washington County
Dental Society

Mike Moody, DMD

Component: Multnomah
Dental Society

Emily Richard, DMD

Component: Central Oregon
Dental Society

Cameron Schwab, DMD

Component: Multnomah
Dental Society

Lindsey Theda, DDS

Component: Central Oregon
Dental Society



House of Delegates Resolutions Report

BOT-1-24: Southern Willamette Dental Society & Lane County Dental Society Merger: Passed

In 2023, the Southern Willamette Dental Society (SWDS) expressed interest in merging with the Lane County Dental Society due to very limited member engagement in SWDS. SWDS has two officers and no active councils or committees. They have held two member meetings since the end of COVID in 2022. This merger will provide the SWDS members with an executive director and ensure that they have regularly scheduled meetings. The new component will be called Coastal Cascade Dentist Society, based on the geographic location between the Oregon Coast and the I-5 Corridor.

BOT-2-24: Dissolution of Yamhill County Dental Society: Passed

The Yamhill County Dental Society (YCDS) currently has fewer active members than the Oregon Dental Association's 25-member component requirement. Additionally, YCDS has one active officer, no active councils or committees, and has limited engagement with members. Members will be asked to choose a nearby local component to join (Marion Polk Dental Society, Washington County Dental Society, or Multnomah Dental Society) within the next year or they

will be assigned to the component closest to their practice location or address on file.

BOT-3-24 Public Health Provider Dues Increase: Passed

In 2013, a resolution was approved by the ODA House of Delegates, creating a formal dues rate for public health providers. The rate is \$25. To qualify for the public health provider dues rate, public health providers need to complete and submit a public health provider form to the ODA, which certifies that they practice only in a public health setting. This rate has not changed since 2013. The resolution proposed a PHP rate equal to 20% of the Oregon Dental Association active dues rate per year.

BOT-4-24 Faculty Dues Increase: Passed

The Oregon Dental Association has always provided a reduced dues rate for faculty members at OHSU. In 2009, faculty dues were increased from \$13 to \$25. To qualify, faculty members must hold a degree in dentistry (DMD or DDS) and certify to the association that they receive no income from the clinical practice of dentistry outside of the OHSU School of Dentistry. This rate has not changed since 2009. The resolution proposed a faculty rate equal to 20% of the Oregon Dental Association active dues rate per year.

BOT-5-24 Membership Council: Passed

With long-running trends of declining membership and membership market share shrinking, the ODA needs to place emphasis on recruitment, retention, and related issues to meet the goals of the 2023-2025 ODA Strategic Plan. The council will also monitor and provide support and assistance for the membership activities of components and membership benefits and services. The Membership Council will replace the existing New Dentist Council. The council will consist of at least two members who have graduated within 10 years from dental school to continue to have a new dentist focus.

BOT-6-24 Component Compliance: Passed

Currently there are five ODA components with membership at or below 25 active members. Several components do not have access to their bank accounts; some are not current with their 990 tax filings and are thus out of compliance with laws governing non-profits; and many have bylaws that have not been updated in over 10 years. Other components are not annually following election procedure as outlined in their bylaws.

Components are a critical part of the tripartite system, and members in components that are not active become disengaged with organized dentistry and drop membership. Without an active component, there is little to no membership recruitment, and no efforts are made for member retention.

Components that do not meet the following minimum requirements outlined in the ODA Bylaws and Articles of Incorporation will be forwarded to the House of Delegates for dissolution by a 2/3rd vote of the House of Delegates. Members in the geographical location of the dissolved component will be placed into the membership of the nearby



geographical active component of their choice.

BOT-7-24 Term Limits Removal: Passed

Currently there is a two-term limit for all positions on the Board of Trustees. At times, when a board has members with institutional knowledge, they can be a great resource. A well-balanced board has both new board members and members with experience to provide mentorship as well as historical perspective.

Traditionally the role of editor both within the ODA and other professional associations has been occupied by an individual for extended periods of time that exceed the normal two terms. The past two ODA editors served terms of approximately nine years. Removing the term limit for the editor would allow the ODA Board of Trustees to have at least one board member who is able to serve an extended tenure to provide a sense of historical continuity.

BOT-8-24: Cost of Living Increase: Passed

Since 2012, the ODA Board of Trustees has submitted annual dues increases for the House of Delegates' consideration in order to be able to continue to provide the same level of valuable programs, with the rising cost of doing business. The House

passed BOT-8-24, increasing the 2025 ODA annual dues by \$28.

2025 ODA Legislative Agenda – Mega Issue Discussion

Each year, ODA develops and determines its legislative priorities by engaging and receiving feedback and input from members about challenges they are seeing in their dental practices. The ODA Regulatory Advisory Council (RAC) consults and then recommends a Legislative Agenda, which then is approved by the Board of Trustees. Dr. Geisler, outgoing chair of the Regulatory Advisory Council, shared with the House of Delegates that they heard from members who are concerned about retroactive denials, prompt pay issues, mobility of dental

licensure, workforce challenges, and Medicaid reimbursements. Dr. Geisler introduced the 2025 Legislative Agenda, which has three focus areas: Dental and Dental Hygienist Compact, Dental Reimbursement and Rates, and a Dental Insurance Reform package. Following Dr. Geisler's presentation there was a robust discussion of each focus area. Dr. Geisler urged delegates to become more engaged and suggested that they join the Regulatory Advisory Council because their voice matters. If you are interested in joining the Regulatory Advisory Council or the Legislative Advisory Task Force, contact Brett Hamilton, director of Government and Regulatory Affairs, at bhamilton@oregondental.org.

SAVE THE DATE

The 2025 House of Delegates will take place Saturday, October 11, 2025. Mark your calendars and plan to serve as a delegate for your component society! We look forward to seeing you there!

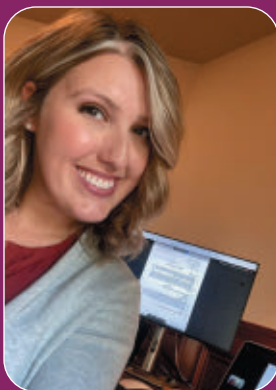


Presidential Citation

The 2024 Presidential Citation was awarded to:

Dr. Travis Baskerville –
Washington County Dental Society

Leadership Academy HOD Reflections



Dr. Cameron Schwab

"HOD is the way to keep up with changes in our ODA by-laws. It is an important opportunity to listen to others' comments and concerns regarding changes to the by-laws and how we as a group can compromise to make changes. My favorite part is learning more from my direct community in the caucus meetings – the smaller group setting allows a more comfortable environment to ask questions, be the 'devil's advocate' and have our MDS executive director, Lora Mattsen, provide more context to the proposed amendments. I love the way that our state can come together and help propose changes and raise great questions that give the ODA Board and councils more to think about and help find answers/solutions to. Thank you to everyone who came and participated – the ODA can't do what it does for Oregon dentists if we don't speak up and show up!" 🎤

Dr. Mark Mutschler, 2023-2024 ODA President Address

WELCOME, EVERYONE!

This year has flown by faster than I expected, and yet we have accomplished quite a bit. Dr. Barry Taylor has been the wind beneath my wings, supporting me and allowing the ODA to soar.

The source of this wind can be left to your imagination, but he does like beans.

I am so proud and grateful to have served as your ODA president this year, and I would like to touch upon some of what we have achieved over the past 12 months.

At our last ODA Board meeting, earlier this month, we approved selling our underutilized ODA building in Wilsonville since most of our ODA staff choose to work a hybrid schedule and only come to the office occasionally. Selling our large building and either leasing or buying a more appropriately sized space will generate profit that can be used productively for other projects.

One of our biggest accomplishments was addressing the many local component dental societies that need our support to become more successful and effective.

Two of the many remarkable people who have helped with moving dentistry in Oregon forward are Lora Mattson and Dr. Bruce Burton. They co-chaired the task force that researched components in distress and investigated new

ways to address their needs. Their work was crucial in revitalizing those components; for example, facilitating the bold action of merging the Lane and Southern Willamette dental societies.

Other accomplishments over the past year included a successful regional event held in Florence on the Southern Oregon Coast last fall.

Our upcoming November 2024 regional event will be in Bend at Brasada Ranch, a modern high-desert location that we know will be a great experience. These regional events provide opportunities for face-to-face meetings and community building that we lost when the House of Delegates went remote. Please make the time to attend; you'll be glad you did!

The ODA has faced the same workforce challenges as many other sectors of the U.S. economy. But – Dr. Barry Taylor, DMD, CAE has successfully brought together a full team of ODA staff for the first time in several years. That is to be celebrated – well done, Barry! Membership is one of the ODA's top priorities, and now we have the staff support to effectively move the ODA forward.

Melissa Juenger has stood up powerfully to the challenges of being our director of membership and communications. She is ably assisted by Debbie Douglas, our membership & component coordinator, and Heather Langdon, our membership coordinator.

Our director of education and events, Alisha Santoyo, leads a team of volunteers and paid consultants who make the annual meeting shine.

Our legislative team has been buoyed by recently hiring Brett Hamilton, MBA, MPA, our new director of government & regulatory affairs. He has extensive legislative experience, and, with the support of Janell Snyder, our governance and leadership coordinator, has made significant contacts and created new collaborations with legislative and health industry colleagues.

Last, but certainly not least, is the quietly competent Brian Fredricks, managing director of finance & building operations. He keeps everything running so smoothly that we often forget to thank him for all that he does. Thank you, Brian!

And I am so excited to watch our incoming president, Dr. Caroline Zeller, steadfastly lead our organization



toward a better future for our members. Her style is inspiring and effective; she quietly gathers information, promptly sees an optimal path toward a solution, then offers her ideas in a respectful and collaborative way. She brings an especially valuable perspective to our association's leadership because she represents the kind of age and gender diversity the ODA must continue to cultivate and nurture. In addition, her workplace diversity has given her experience in most employment options available to our new dentists. She works as dental school faculty, FQHC employee, associate for a private dental practice, employee of a large group practice, and is a well respected continuing education speaker. Adding another role as ODA president should not be a problem for her. She is going to be an outstanding ODA president.

As part of ODA leadership, we are sometimes challenged by the time spent at meetings – and yet, some of the best experiences occur at in-person meetings, including several memorable ones this past year:

- The regional event in Florence had great speakers, but Travis Baskerville stole the show with his entertaining and clever trivia game.
- Washington state hosted this year's Western States Presidents meeting for leaders from 13 western states. It was a loosely structured brainstorming session with state presidents and presidents-elect bringing up challenges and offering solutions to current pressing dental issues.
- Our most important meeting was the ADA Lobby Day in Washington, D.C.; we had great attendance from dentists and dental students. Oregon had a large contingent of ASDA students from OHSU School of Dentistry who spoke to our Congress members and their staff about the issues facing dentistry and dental care for our patients.

As an interesting aside, after a full day of visiting Oregon legislators in D.C., our group went out to a Mexican restaurant for dinner. During the dinner, a nearby table had the whole restaurant staff come out to sing happy birthday to a customer. The students at my end of the table thought it would be funny to tell the staff that Dr. Taylor had a birthday. Imagine my surprise when all the servers came to my end of the table with a huge sombrero for both Dr. Taylor and ME to sing us BOTH happy birthday! Apparently, students at Dr. Taylor's end of the table had the same idea as the students on my end.

Dental students know how to work hard, but they know how to play hard, too. Oregon dentistry will thrive and prosper in their hands.

As we celebrate the promising future of our profession, I see decreasing membership as the biggest challenge to

the Oregon Dental Association. Despite our best efforts, we have now dropped to only 50% of active Oregon dentists in our membership.

Why? This poses an existential question: "What is our role in supporting dentists going forward?"

We must work urgently and deal directly with this problem. We need to bravely face the hard questions, such as: Do we need to completely restructure the association?

Although nationwide there is a societal shift away from in-person events and organizations, I firmly believe that Oregon dentists will gain multiple, irreplaceable benefits from the opportunity to gather with colleagues. Our local societies are where it starts, and they need our support to provide that opportunity to serve and grow their membership. We still have work to do to continue improving our local component societies, our grassroots foundation. They are the first place where member dentists interact with organized dentistry, but to be honest, many of our local societies are still not functioning well, if at all.

We have begun addressing that problem already. We are taking an assertive approach to improving the efficacy and functioning of our ODA components. Our Board has a resolution before this 2024 House of Delegates to clearly define, and address, our expectations of a fully functioning local society. We believe that all members deserve these things from their local association:

- A president and treasurer who communicate well and regularly to local members and the ODA.
- Regular meetings attended by members.
- Opportunities for continuing education are regularly provided.
- The reliable exercise of fiscal responsibility, including management of the bank account.
- A component that follows its bylaws, files tax returns completely and on time, and pays its bills.

In other words, we require our ODA components to have consistent leadership that reliably runs the group as the accountable non-profit legal entity it was founded to be.

We have done great things in the ODA, and I have absolute faith this organization will thrive. The challenges continue, but as an organization, we will never give in to negativity or despair. As Franklin D. Roosevelt said, "When you have reached the end of your rope, tie a knot in it and hang on." If we can't control what's happening, we will control how we respond: That's where our power is – we are strong when we work together.

Thank you all so much for being here and being a crucial part of the Oregon Dental Association! 🍷

2024 Membership Milestones

OUR MEMBERS MATTER!

THE OREGON DENTAL ASSOCIATION WOULD LIKE TO THANK all members for being a part of our community, and especially to those celebrating milestone ODA membership anniversaries in 2024. These members have shown their dedication and support of the dental profession through longtime and continuous participation. It is our members who make this association successful. Your volunteer work has helped create and successfully run various committees and councils; provide publications; educational workshops including the Oregon Dental Conference; and advocate for the dental profession and the underserved population in Oregon. Thank you for all your hard work and dedication!



THITWAT_T1980/SHUTTERSTOCK.COM

Dr. Travis Alcorn

Lane County Dental Society

Dr. Mikayla C. Ayala

Lane County Dental Society

Dr. Andrew E. Bernhard

Klamath County Dental Society

Dr. Corey Bickler

Marion and Polk Dental Society

Dr. James Bonar

Marion and Polk Dental Society

Dr. Thomas C. Bordieri

Central Oregon Dental Society

Dr. Keith M. Brannen

Yamhill County Dental Society

Dr. Ellory Busch

Washington County Dental Society

Dr. Pamela D. Butler

Multnomah Dental Society

Dr. Heather Campbell

Central Oregon Dental Society

Dr. Michael Carreon

Central Oregon Dental Society

Dr. Jui Chun Cheng

Multnomah Dental Society

Dr. Bryan S. Clevenger

Southern Oregon Dental Society

Dr. Ian Craig

Washington County Dental Society

Dr. Hailey Dodson

Multnomah Dental Society

Dr. Amanda Heydari

Multnomah Dental Society

Dr. Brandon C. Hunt

Central Oregon Dental Society

Dr. Ji Hoon M. Hwang

Multnomah Dental Society

Dr. Scarlett Kettwich

Clackamas County Dental Society

Dr. Sojeong J. Kim

Multnomah Dental Society

Dr. Landis Kwong

Multnomah Dental Society

Dr. Aaron C. Lau

Clackamas County Dental Society

Dr. Courtney Levasa

Clackamas County Dental Society

Dr. Janny Lim

Marion and Polk Dental Society

Dr. Jennifer L. Montgomery

Central Oregon Dental Society

Dr. Theron L. Nebeker

Clackamas County Dental Society

Dr. Tony T. Nguyen

Marion and Polk Dental Society

Dr. Mukesh Patel

Multnomah Dental Society

Dr. Natalie Potter

Clackamas County Dental Society

Dr. Geoffrey N. Purcell

Multnomah Dental Society

Dr. Joandrea L. Renfrow
Southwestern Oregon Dental Society

Dr. Bryan M. Schofield
Clackamas County Dental Society

Dr. Andrea Sivavajchaipong
Lane County Dental Society

Dr. Katherine Sonoda
Washington County Dental Society

Dr. Nicole Tasooji
Central Oregon Dental Society

Dr. Lindsey N. Theda
Mid-Columbia Dental Society

Dr. Jacqueline R. Thrower
Multnomah Dental Society

Dr. Kaitlyn Traynor
Central Oregon Dental Society

Dr. Erin E. Waid
Multnomah Dental Society

Dr. Brian Wojahn
Central Oregon Dental Society



Dr. Brannick D. Adams
Umpqua Dental Society

Dr. Nathan W. Bailey
Klamath County Dental Society

Dr. Mindy A. Brown
Klamath County Dental Society

Dr. Brent D. Erickson
Rogue Valley Dental Society

Dr. Bradley J. Fife
Lane County Dental Society

Dr. Kendra R. Flann
Washington County Dental Society

Dr. Denise C. Gates
Clackamas County Dental Society

Dr. Dallas M. Gerritz
Washington County Dental Society

Dr. Frances E. Golly
Yamhill County Dental Society

Dr. Benjamin B. Hellickson
Multnomah Dental Society

Dr. Jessica A. Henderson
Central Oregon Dental Society

Dr. Seth A. Holland
Lane County Dental Society

Dr. Daren T. Hunt
Lane County Dental Society

Dr. Julia A. Javarone
Rogue Valley Dental Society

Dr. Rie Kimura, DMD
Multnomah Dental Society

Dr. Kevin T. Larson
Washington County Dental Society

Dr. Nathan D. Lenox
Central Oregon Dental Society

Dr. Sayij Makkattil
Marion and Polk Dental Society

Dr. Dana L. Matlock
Southern Willamette Dental Society

Dr. Joshua Troy Myers
Umpqua Dental Society

Dr. Bryan R. Neish
Washington County Dental Society

Dr. Aaron J. Omura
Southern Oregon Dental Society

Dr. Luis Pagan
Washington County Dental Society

Dr. Carly M. Peterschmidt
Lane County Dental Society

Dr. Tyler M. Peterschmidt
Lane County Dental Society

Dr. Michael L. Plunkett
Multnomah Dental Society

Dr. Marc A. Rasmussen
Southern Oregon Dental Society

Dr. Scott M. Rooker
Central Oregon Dental Society

Dr. Seth V. Senestraro
Clackamas County Dental Society

Dr. Nathan E. Snyder
Marion and Polk Dental Society

Dr. Sonja A. Sproul-Hamon
Lane County Dental Society

Dr. Kevin C. Sweeney
Lane County Dental Society

Dr. Susanny Thenus
Washington County Dental Society

Dr. Andrew T. Tillman
Lane County Dental Society

Dr. Leeann S. Welch
Lane County Dental Society

Dr. Tyler J. Wilson
Southern Oregon Dental Society

Dr. Shannon M. Woods
Central Oregon Dental Society



Dr. Carlo M. Arredondo

Central Oregon Dental Society

Dr. Scott W. Brodie

Southern Oregon Dental Society

Dr. Charles M. Buxton

Washington County Dental Society

Dr. Matthew B. Chase

Marion and Polk Dental Society

Dr. Jeffrey A. Dryden

Rogue Valley Dental Society

Dr. Anthony J. Elford

Lane County Dental Society

Dr. Amanda Y. Hawes

Washington County Dental Society

Dr. Debi M. Huyssoon

Yamhill County Dental Society

Dr. Todd C. Hyder

Yamhill County Dental Society

Dr. Brian G. Kallus

Central Oregon Dental Society

Dr. Ben J. Kang

Washington County Dental Society

Dr. Robert H. Kelly

Clackamas County Dental Society

Dr. Stephen A. Koza

Eastern Oregon Dental Society

Dr. Rebecca Kuperstein

Multnomah Dental Society

Dr. Erinne B. Lubisich

Multnomah Dental Society

Dr. Nicole N. Luong

Multnomah Dental Society

Dr. Carolyn A. Muckerheide

Washington County Dental Society

Dr. R. K. Reynolds

Southern Oregon Dental Society

Dr. Kathleen E. Rueter

Central Oregon Dental Society

Dr. D. Hamilton Sims

Multnomah Dental Society

Dr. Michelle Y. Skierkowski

Washington County Dental Society

Dr. Benjamin R. Thornton

Lane County Dental Society

Dr. Andrew M. Timm

Central Oregon Dental Society

Dr. Andrew S. Toms

Central Oregon Dental Society

Dr. Tai D. Truong

Marion and Polk Dental Society

Dr. Christina H. Vy

Clackamas County Dental Society

Dr. Susan N. Watkins

Lane County Dental Society

Dr. Bryce R. Willcox

Washington County Dental Society

Dr. Simon Yakligian

Lane County Dental Society



Dr. John G. Bozich

Multnomah Dental Society

Dr. Michael A. Brown

Multnomah Dental Society

Dr. Tom K. Dean

Lane County Dental Society

Dr. Ronald K. Ewert

Lane County Dental Society

Dr. Frederick G. Fischer

Clackamas County Dental Society

Dr. Bradley R. Handick

Multnomah Dental Society

Dr. Wade L. Haslam
Southern Willamette Dental Society

Dr. Matthew J. Hayden
Eastern Oregon Dental Society

Dr. Brian W. Humble
Clackamas County Dental Society

Dr. Gregory B. Jones
Eastern Oregon Dental Society

Dr. Michelle C. Keys
Multnomah Dental Society

Dr. Noel V. Larsen
Multnomah Dental Society

Dr. Mike H. Lee
Umpqua Dental Society

Dr. G. Pete Leseberg
Multnomah Dental Society

Dr. Steven J. Little
Multnomah Dental Society

Dr. Tammy L. McClung
Lane County Dental Society

Dr. Park W. McClung III
Lane County Dental Society

Dr. Ronald G. Packham
Washington County Dental Society

Dr. Farzad Pirayesh
Multnomah Dental Society

Dr. Michael C. Regan
Clackamas County Dental Society

Dr. Nasser A. Said-Al-Naief
Multnomah Dental Society

Dr. Molly D. Saunders
Washington County Dental Society

Dr. Timothy P. Shannon
Clackamas County Dental Society

Dr. Farzin Turk
Multnomah Dental Society

Dr. Neil M. Walle
Klamath County Dental Society

Dr. Susan Xu-Wong
Southern Willamette Dental Society



Dr. Douglas S. Ainslie
Multnomah Dental Society

Dr. David B. Anderson
Marion and Polk Dental Society

Dr. Philip J. Bales
Clatsop County Dental Society

Dr. Monte L. Baumgartner
Clatsop County Dental Society

Dr. Eugene F. Bowlin Jr.
Southern Oregon Dental Society

Dr. Joseph V. Califano
Multnomah Dental Society

Dr. May M. Chang
Multnomah Dental Society

Dr. Donald A. Compton
Washington County Dental Society

Dr. Michael B. DesJardin
Eastern Oregon Dental Society

Dr. Steven R. Dierickx
Washington County Dental Society

Dr. Barbara J. Fox
Rogue Valley Dental Society

Dr. Douglas A. Fry
Yamhill County Dental Society

Dr. William L. Guth
Mid-Columbia Dental Society

Dr. Marvin J. Johnson
Yamhill County Dental Society

Dr. Carol A. Klingensmith
Multnomah Dental Society

Dr. Robert A. Leon
Multnomah Dental Society

Dr. Herman G. T. Liem
Southwestern Oregon Dental Society

Dr. Beth M. Matile
Clackamas County Dental Society

Dr. Michael L. McKeel
Multnomah Dental Society

Dr. Craig G. Morton
Southern Willamette Dental Society

Dr. Michael C. Murat
Mid-Columbia Dental Society

Dr. Thomas D. Over
Multnomah Dental Society

Dr. Patricia A. Parker
Washington County Dental Society

Dr. Susan R. Rustvold
Multnomah Dental Society

Dr. James M. Sagawa
Clackamas County Dental Society

Dr. J. Lee Sharp
Central Oregon Dental Society

Dr. Susan S. Smith
Multnomah Dental Society

Dr. Steven W. Thurn
Lane County Dental Society

Dr. John O. Turner
Central Oregon Dental Society

Dr. Kenneth R. Winokur
Marion and Polk Dental Society

Dr. Randy D. Wooton
Southern Oregon Dental Society



Dr. Henry L. Boni Jr.

Central Oregon Dental Society

Dr. Stephen H. Cutrera

Multnomah Dental Society

Dr. Terry L. Dressell

Klamath County Dental Society

Dr. William M. Fetter

Multnomah Dental Society

Dr. James L. Garrett

Marion and Polk Dental Society

Dr. Michael C. Gerhards

Multnomah Dental Society

Dr. V. Gib Gilmore

Marion and Polk Dental Society

Dr. Melvin D. Goodman

Clackamas County Dental Society

Dr. Philip J. Gross

Multnomah Dental Society

Dr. Lynn R. Harris

Eastern Oregon Dental Society

Dr. Dean E. Holman

Washington County Dental Society

Dr. John P. Houghton

Southern Oregon Dental Society

Dr. S. E. Hull

Lane County Dental Society

Dr. Gregory A. Nemchick

Washington County Dental Society

Dr. Joseph M. Pelz

Clackamas County Dental Society

Dr. James C. Pilcher

Rogue Valley Dental Society

Dr. Thomas D. Pollard

Multnomah Dental Society

Dr. Richard R. Schirmer

Southern Willamette Dental Society

Dr. William K. Schuyler

Umpqua Dental Society

Dr. Edwin C. Thoreson

Clackamas County Dental Society

Dr. Douglas E. Whittaker

Lane County Dental Society

Dr. Charles R. Zemanek

Marion and Polk Dental Society



Dr. Monroe Duke Bevans

Lane County Dental Society

Dr. Fred A. Bremner

Clackamas County Dental Society

Dr. James C. Cartwright

Clatsop County Dental Society

Dr. Stephen M. Clark

Multnomah Dental Society

Dr. Robert C. Dunning

Washington County Dental Society

Dr. Kenneth W. Durham

Lane County Dental Society

Dr. Edward J. Hagan Jr.

Multnomah Dental Society

Dr. Emory E. Hamilton

Southern Oregon Dental Society

Dr. Fred J. Kreutzer

Washington County Dental Society

Dr. Harry E. Krussman Jr.

Washington County Dental Society

Dr. David G. Morgan

Southwestern Oregon Dental Society

Dr. Donald B. Pachal

Clatsop County Dental Society

Dr. Alan G. Palmer
Southern Willamette Dental Society

Dr. Kenneth L. Peterson
Eastern Oregon Dental Society

Dr. Larry J. Rask
Multnomah Dental Society

Dr. Larry D. Rupert
Multnomah Dental Society

Dr. Bill R. Scharwatt
Multnomah Dental Society

Dr. Stanley J. Scrivner
Clackamas County Dental Society

Dr. Donald J. Sirianni
Clackamas County Dental Society

Dr. Larry E. Wehde
Lane County Dental Society

Dr. H. Kim Wood
Southern Willamette Dental Society



oregon dental
A S S O C I A T I O N

Changed practice location? moved recently? Make sure your contact information is up to date to continue to receive breaking news and association information.

Please go online to your ADA profile, and update your record or e-mail
hlangdon@oregondental.org with the necessary changes.

SAVE the DATE



April 3–5, 2025
PORTLAND, OREGON

Connect Learn
GROW



2024 ODA Regional Event

DENTAL
FOUNDATION
OF OREGON

THE TOOTH TAXI TEAM CAN'T WAIT TO see all of you at Brasada Ranch for the Western Region Conference! Come take a tour of the Taxi and learn more about the important impact this Dental Foundation of Oregon program is having on the vulnerable populations in Oregon. The Dental Foundation of Oregon is the charitable arm to YOUR Oregon Dental Association!



Ed Spradlin

DFO 2023 Volunteer of the Year, and Vietnam veteran Ed Spradlin continues his great work supporting the DFO's Tooth Taxi program, gathering recyclables through the Oregon Bottle Drop Blue Bag Charity Program! His fundraising efforts have been acknowledged recently by Eugene media and the Eugene Emeralds baseball team, where he threw out the first pitch on Sunday, September 1, 2024! In addition to his efforts, Ed has added Cathy and Howard L. to his "Can Do" team of volunteers!



His Volunteer Team Members, Cathy & Howard L.

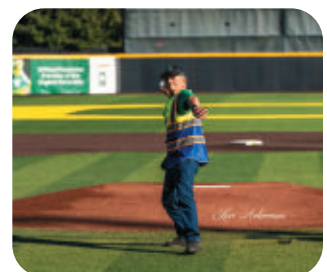
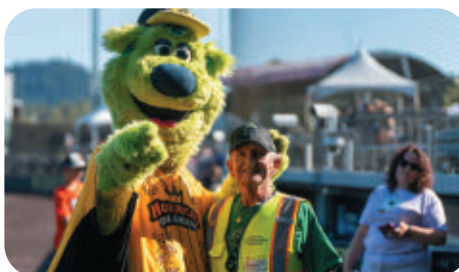
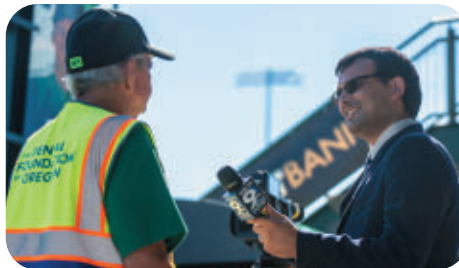
HOWARD & KATHY L.

Follow these links to watch Ed's interviews:

KMTR Television: <https://bit.ly/4cRT9kJ>

KEZI Television: <https://bit.ly/3MyDmwg>

Eugene Emeralds



LORI ACKERMAN PHOTOGRAPHY

DFO Website Update

We are thrilled to announce that we soft-launched the new and improved Dental Foundation of Oregon website over the summer! More information and regular updates will be appearing on the website in the coming weeks, so stay tuned for more great things to come and exciting announcements! One example is the 2025 Chip! for Teeth Golf event registration, and player and sponsorship packets are already on the website, so head over and get your team signed up for the May 29th event! Thank you, Dr. Taylor, for your golf expertise and help in 2025 date selection and reviewing our marketing materials!



New Collaborations

In the next issue of *Membership Matters*, look for more information about our new Tooth Taxi collaborations with two outstanding Portland-area nonprofits, Dress for Success Oregon (DFO) and HomePlate Youth Services!

Dress for Success Oregon's mission is to empower women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and in life. Recently, Amber Fowler, DFO executive director, joined Lindsey Norlander, DFO executive director, for a television interview on KATU's AM Northwest morning show with host Helen Raptis, where they discussed a September 29th collaboration between the DFO's Tooth Taxi and the DFO organization. You can watch the segment here: <https://bit.ly/478WkTX>

HomePlate Youth Services with its mission uplifts and empowers young people experiencing housing instability through community building, education, and access to services and resources. We are excited to have the Tooth Taxi provide services to this important organization in early 2025! 📺



(left to right) Jennifer E. Lloyd (Jennifer E. Lloyd Photography), Amber Fowler (The Dental Foundation of Oregon), and Lindsey Norlander (Dress for Success Oregon).



(left to right) Amber Fowler (The Dental Foundation of Oregon), Lindsey Norlander (Dress for Success Oregon), Helen Raptis (AM Northwest host), and Jennifer E. Lloyd (Jennifer E. Lloyd Photography).

KATU/AM NORTHWEST STAFF

Vino and Vango Party – Don Dexter Gallery

By Nissa Newton, Lane County Dental Society Executive Director

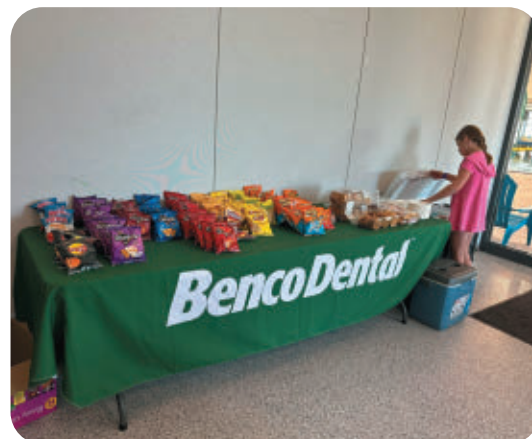
LANE COUNTY DENTAL SOCIETY HELD A VINO AND VANGO event at the Don Dexter Art Gallery on July 20, 2024. The gallery is owned by Dr. Don Dexter, a tripartite member. The art gallery is next to his office, Eugene Dental Sleep Center. Dr. Dexter was very excited to have us at his space, and it turned into a bit of an open house. Members in attendance painted Van Gogh Sunflowers Starry Night. Our teacher, Pauline from Vino and Vango, led us through the painting process as we enjoyed wine, snacks and community. Vino and Vango recently relocated from Springfield to Junction City and offers weekly art classes. 🍷



Southern Oregon Dental Society – 2024 Dental Community Picnic

By Cameron Cutler, Southern Oregon Dental Society Executive Director

EVERY YEAR WE HOST A DENTAL COMMUNITY household picnic where we invite all of our non-members and even neighboring ODA societies to join us with their households. It's our way of giving back to the dental community and handing out our calendar for the upcoming year. Last year, the day we picked turned out to be the hottest day of the year, and even though our event was a BBQ at a local splash pad, our attendance was disappointing. This year, we opted to have an indoor event where the smoke and weather wouldn't hamper us. We were able to reserve tickets for 50 at our city's indoor waterpark. We invited our usual sponsors to attend, and the facility "Rogue X" comped us a party room. We had several non-member families attend, and we were pleased with the level of networking that was able to take place over the squeals and splashes of the kiddos. 🍷



Court Blocks FTC Non-Compete Rule from Going into Effect

NEWS

By David Briggs

THE FEDERAL TRADE COMMISSION PROPOSED A RULE

in January 2023 that would have made most non-compete agreements unenforceable. The FTC argued that non-competes stifle competition, limit employee mobility, and suppress wages. The rule would have allowed employees the freedom to work in cities and towns of their choosing.

The FTC rule was set to go into effect in September of this year. However, due to a new court ruling, the prohibition on non-competes will not be going into effect.

What Are Non-Competes?

As most readers of this article are likely intimately familiar with, non-competes are one type of what lawyers call restrictive covenants. They prohibit employees from joining, owning, or operating a competitive practice within a certain geographic radius.

As Oregon law currently stands, non-competes have significant restrictions. In order to be enforceable, employers must jump through a number of hoops, including:

- Sending proper notice to employees before they start working about the need to sign a non-compete;
- Limiting the non-compete to a “reasonable” geographic restriction. For example, that geographic radius may be five miles or less in downtown Portland but 25 miles in John Day or rural Oregon. Specialists will likely have a larger geographic scope than general dentists;
- Limiting the non-compete period to 12 months (although older non-competes could have been longer and still been valid);
- Be a white-collar exempt employee;
- Meeting a compensation test that adjusts each year (currently set at just over \$100,000 per year); and
- Providing notice to employees upon termination that they have a non-compete and that the employer intends to enforce it (again, for older agreements, this may not be a requirement).

Oregon law also allows restrictive covenants that would prohibit the employee from soliciting or serving patients or hiring the practice’s

employees away. These kinds of restrictions would have been largely enforceable even under the FTC’s proposed rule.

Court Injunctive Relief

Several cases were filed around the country asking federal courts to prevent the rule from going into effect. In a case filed in Texas by a coalition of business groups, including the U.S. Chamber of Commerce, the plaintiffs argued that the FTC’s rule was an unprecedented expansion of regulatory power and violated the Administrative Procedure Act. They sought a preliminary injunction to prevent the rule from taking effect while the case was being litigated.

In August 2024, the federal court granted the injunction, effectively halting the implementation of the non-compete rule. The court ruled that the plaintiffs had raised serious questions about the legality of the FTC’s action and that there was a substantial likelihood that they would succeed on the merits. The injunction prevents the FTC from enforcing the rule until the court reaches a final decision on the matter.

What’s Next for the Case

A preliminary injunction is not a permanent ban on enforcement. However, it is a strong statement that the court did not believe that the FTC could regulate non-competes as it had proposed.

The FTC can continue the case to trial or appeal the decision. At the time of this writing, the FTC has not announced whether it wants to continue litigating this case. Even if



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it does, the injunction will likely hold until all appeals are exhausted. And, if eventually appealed to the U.S. Supreme Court, it seems unlikely that this Court would rule in favor of the FTC.

Most likely, the FTC will either have to go back to the drawing board to draft a narrower rule or push to get new federal legislation passed that restricts non-competes or grants the agency that authority. As things currently sit in Congress, this kind of legislation would not only be highly controversial, but also unlikely to pass.

Impact on Oregon Dentists

Most employed dentists in Oregon have a non-compete agreement. Even after the FTC's rule was announced, most dental practices still had associates sign non-compete agreements since the expectation among most attorneys tracking this issue (including yours truly) was just this result.

In short, practices that have jumped through all the right hoops to enter into an enforceable non-compete will be able to enforce those clauses – again, assuming they continue to meet all notice requirements.

NLRB Efforts on Non-Competes

It is important to note that while the FTC may have lost this battle (and maybe the war?), the National Labor Relations Board has expressed interest in regulating non-competes and expressed doubts about the validity of many non-competes. While their efforts may not have an impact on professionals, we will have to wait for more guidance from them about what kinds of restrictions they plan to put on non-competes.

Conclusion

This ruling has maintained the status quo in Oregon. Oregon remains a difficult state to get and

enforce non-compete agreements. The future of the FTC's efforts to quash non-competes will heavily depend on the outcome of the upcoming election.

Conversations about non-competes continue to take place on a national level. No doubt those conversations will ripple into discussions within the Oregon Legislature as well. The ODA will continue to provide news about this important topic. 🗣️

David Briggs is an attorney who advises dental practices and dentists on employment, HIPAA, and Board matters. Nothing in this article should be construed as legal advice or create an attorney-client relationship. If you have questions about the contents of this article, you may contact David at 503-399-1070 or dbriggs@sglaw.com. This information is accurate and current as of 9/1/2024.



2024 Tom Tucker Humanitarian Award

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.

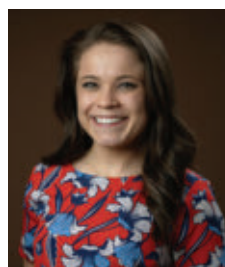
Submit your nominations to
leadership@oregondental.org by December 1, 2024.



Join the 2025 ODA Leadership Academy



Your backstage pass to ODA offerings and
leadership growth is waiting



Rachel Meek, DMD
2023 Graduate

I made so many meaningful connections with dental leaders who inspired me to push myself further with my leadership goals. I was also able to explore the different opportunities to lead in the Association and found my own passion.

Application/Nomination
Deadline: December 1, 2024
<http://bit.ly/ODALeadership>

Top Practice Workflow Inefficiencies (+How to Fix Them)

ICORERX

By Robert McDermott | President & CEO, iCoreConnect

ONE OF THE MOST AMAZING AND IMPACTFUL

aspects of dental services is how they're individualized for the unique needs of every patient. However, there are standardized practices and procedures that help improve not only outcomes but efficiencies within those plans.

Administrative tasks are designed to support care – but often don't need to be as individualized. This means there are plenty of opportunities to improve those tasks and processes, thereby improving practice efficiency while also enhancing patient experiences and outcomes. And yet, many providers are missing out on dental practice workflow improvements.

If a goal for your practice is increasing revenue, then improving patient experience through optimized workflows can help. Not only can improved processes facilitate the patient journey, but they can help your administrative staff maximize your providers and their services.

However, dental practices often face workflow inefficiencies that impact patient care, staff satisfaction, and operational costs. Identifying and addressing these inefficiencies is crucial for creating a more efficient system.

1. Inefficient Patient Scheduling

Problem: Double-booking, last-minute cancellations, and long wait times can disrupt the flow of patient care. These scheduling issues can cost money and goodwill.

Solution: Automated insurance verification software can keep your administrative team abreast of what treatments are covered, allowing you to schedule those before patients leave the office. Similarly, practices can implement software that uses predictive analytics to optimize appointment slots and minimize gaps.

2. Paper-based Processes

Problem: Reliance on paper records leads to time-consuming data entry and difficulty accessing patient information. And, paper prescriptions often delay patient care.

Solution: Practices should make the transition to electronic health records (EHR) systems to streamline data entry, storage, and retrieval. Similarly, they should implement ePrescribing to reduce the need for paper prescriptions and enhance communication with pharmacies.

3. Poor Communication Between Departments

Problem: Lack of communication and coordination between departments can lead to errors, delays, and duplicated efforts.

Solution: Consider utilizing integrated communication platforms that allow real-time messaging and data sharing between departments. Practices should regularly conduct meetings to discuss patient care plans and address any communication gaps.

4. Redundant or Time-Consuming Administrative Tasks

Problem: Repetitive administrative tasks, such as data entry, billing, medical and dental coding, and reporting, consume significant staff time and resources.

Solution: From automation of routine administrative tasks to the integration of tools and resources into existing software (such as ePrescribing software with a built-in Lexicomp® drug directory), there are ways to alleviate the burden of time-consuming tasks.

5. Inadequate Training and Education

Problem: Staff who are not adequately trained may struggle with new technology and procedures. As a result, even more resources will be needed to address errors or compounding inefficiencies.

Solution: Identify the areas most in need of comprehensive training. Providing training programs and resources for new hires and ongoing education for existing staff can help alleviate a considerable amount of these concerns.

6. Poor Patient Flow Management

Problem: Bottlenecks in patient administrative flow can result in long wait times, overcrowding, poor provider utilization, and suboptimal patient care.

Solution: Leverage analytics software to identify service and provider gaps and workflow bottlenecks. Automate administrative tasks like insurance verification to

Continued on page 34

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Dr. Carmem Pfeifer Selected for Executive Leadership in Academic Medicine Program

By Melody Finnemore



CARMEM S. PFEIFER, DDS, PHD,

Weight Professor of Restorative Dentistry and division head of biomaterial and biomedical sciences at the Oregon Health & Science University School of Dentistry, has been selected for the 2024-2025 fellowship class of the Executive Leadership in Academic Medicine program.

Dr. Pfeifer teaches dental materials and serves as the principal investigator leading a research program focused on the development of innovative polymeric materials for biomedical applications, including restorative dentistry. She has published more than 130 research articles in her field, and has received the Inventor of the Year Award from OHSU for the commercial potential of her patented inventions.

In addition, she has received more than \$12 million in funding for her research and career development from the National Institutes of Dental and Craniofacial Research, including the hyper-competitive R35 – Sustaining Outstanding Achievement in Research award, Oregon Medical Research Foundation, National Science Foundation as well as industry partners.

Dr. Pfeifer earned her DDS in 2001 and her PhD in 2007, both from the University of São Paulo in Brazil. She completed a post-doctoral fellowship in polymer chemistry applied to dental materials at the University of Colorado in 2009.

She said she was drawn to the dental profession because she has always been interested in science and also loved working with her

hands. When she needed braces in the eighth grade, she started thinking about dentistry as a career.

“My dentist was also a very successful female professional, so she was definitely a role model early on,” Pfeifer said, adding dental materials was the first course in dental school that had science applied to dentistry. “It was a very well-organized course too, and the teachers were very engaging. So, when there was an opportunity to enroll in their scientific initiation program, I took that chance and never looked back. Some of my best and closest friends in life I met during that time.”

Dr. Pfeifer said her work these days is split between research and administration/faculty development. While she no longer has time for “being at the bench” on the research side, she enjoys discussing the experiments and data with her students and post-docs.

“It gives me a lot of satisfaction seeing a paper published. On the admin side, I am very passionate about mentoring people and seeing them thrive. This is why I am interested in leadership, so I have a venue to develop programs,” she said.

She described her selection for the Executive Leadership in Academic Medicine program as an honor, especially within OHSU’s School of Dentistry. Most of the program’s cohort is composed of faculty with appointments in the School of Medicine.

“The program so far has been eye-opening, not only for the content on leadership skill development, but

also for the opportunity to work and interact with very bright, successful people who are also driven and ambitious. Role models are really important in career development, especially leadership training, and especially if they are peers. It keeps you on your toes,” she said.

Dr. Pfeifer said her primary goal for her fellowship is to develop a structured professional development program encompassing all career stages, from pre-doctoral to mid-career faculty.

“Opportunities for interpersonal and leadership skills development should be available from early on in an individual’s professional career and be sustainable,” she noted. “This will address the leaky pipeline of diverse faculty members in dental schools across the country, and especially in leadership positions. This is one example that, personally, will help my own development as I progress through my own career path.”

Though Dr. Pfeifer is not a practicing dentist, she values the ODA and ADA’s advocacy strength. She has served the ADA in many capacities, including as a standing member of the Standards Committee on Dental Products and as an expert consultant for the Center of Scientific Affairs.

“The standard work alone that ADA leads is invaluable to keep the rigor of research and development in check. Also important is the legislative advocacy that protects dentists and, more importantly, patients. Advocacy on student loan reform is particularly important to guarantee the health of our workforce pipeline,” she said. ●

Statement of Ownership

UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)			
1. Publication Title Membership Matters		2. Publication Number 1 0 0 2 - 4 1 1 1	
3. Filing Date October 2024		4. Issue Frequency Monthly with combined December/January, June/July, October	
5. Number of Issues Published Annually 9		6. Annual Subscription Price \$40 (for non-members)	
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®) Oregon Dental Association, 8699 SW Sun Place, Wilsonville, OR 97070		Contact Person Dr. Barry Taylor Telephone (include area code) 503-218-2010	
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) Oregon Dental Association, 8699 SW Sun Place, Wilsonville, OR 97070			
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank) Publisher (Name and complete mailing address) Oregon Dental Association, 8699 SW Sun Place, Wilsonville, OR 97070 Editor (Name and complete mailing address) Dr. Alaynia Schoblaszka, 343 Mae Street, Medford, OR 97504 Managing Editor (Name and complete mailing address) Barry Taylor, 8699 SW Sun Place, Wilsonville, OR 97070			
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.) Full Name Complete Mailing Address Oregon Dental Association 8699 SW Sun Place, Wilsonville, OR 97070			
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box Full Name Complete Mailing Address			
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: <input type="checkbox"/> Has Not Changed During Preceding 12 Months <input type="checkbox"/> Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)			

13. Publication Title Membership Matters		14. Issue Date for Circulation Data Below October 2024	
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		1448	1443
b. Paid Circulation (By Mail and Outside the Mail)			
(1) Mailed Outside-County Paid Subscriptions (Based on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)		X	8
(2) Mailed In-County Paid Subscriptions (Based on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)		1409	1403
(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS® (e.g., First-Class Mail®)		X	8
(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)		X	8
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		1409	1403
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)			
(1) Free or Nominal Rate Outside-County Copies Included on PS Form 3541		X	8
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e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3), and (4))		29	30
f. Total Distribution (Sum of 15c and 15e)		1438	1433
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TOP PRACTICE WORKFLOW...

Continued from page 31

reduce wait times and schedule in advance to maximize utilization.

7. Lack of Standardized Procedures

Problem: Inconsistent procedures across different departments, or even individual staff, can lead to variability in care and operational inefficiencies.


Solution: Develop and enforce standardized protocols and best practices for common procedures and workflows. Regularly review and update those protocols to ensure they reflect current best practices and regulatory requirements.

8. Suboptimal Use of Data

Problem: Many practices are failing to effectively analyze and use data for strategic decision-making, resulting in missed opportunities for revenue improvement.

Solution: Invest in practice and revenue analytics tools to harness the power of data for operational and clinical decision-making.

Every practice has unique issues, but we regularly see the same, or similar, workflow inefficiencies across healthcare practices. Addressing these common issues allows dental organizations to improve patient outcomes and experience, enhance staff productivity, and reduce operational costs, ultimately leading to a more efficient and effective practice.

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