

ACTION

November/December 2018

Journal of the Georgia Dental Association



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Page 25

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GDA health plan open enrollment ends Nov. 21. **Page 34**



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Georgia dentists and patients
accomplished by disseminating
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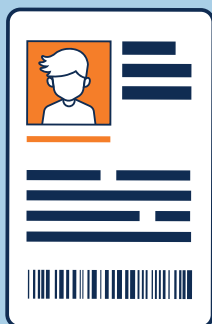
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Throughout 2018, GDA advocated for your profession and patients, promoted the positive perception of dentists, increased awareness of dentistry, brought our members new business solutions, and provided guidance on new regulations affecting dentistry.

Join GDA or renew your membership at gadental.org/join

REACHUS

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NOVEMBER 2018

- 7 NWDDS General Membership Meeting/Officer's Visit
- 8 SWDDS Legislative Reception
- 9 GDA Health Plan Webinar
- 10 GDA Finance Committee Meeting
- 12 Nomination Deadline for 2019 Open Positions
- 13 EDDS Legislative Reception, Athens
- 14 NWDDS EC Meeting
- 16 GDIS/GDHC Board Meeting, GDA Office
- 21 GDA Health Plan Open Enrollment Ends
- 26 NDDS Executive Council/ Precaucus Meeting
- 30 LEAP Course, GDA Office

DECEMBER 2018

- 1 GDA Board of Trustees Meeting
- 2 House of Delegates Meeting
- 4 CDDS Legislative Reception
- 5 NWDDS Legislative Fish Fry
- 7-8 Expanded Duties Course, Columbus
- 13 SEDDS Legislative Reception/ Officer Visit
- 13 NDDS Legislative Reception, Hall County
- 17 NDDS Legislative Reception

JANUARY 2019

- 14 Dental Health Day at the Capitol
- 23 LAW Day-NDDS, EDDS



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GDA Editor

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**In the words of
Mike Berry,
“There is
strength in
numbers, and
those numbers
come in pounds.”**

STRENGTH IN NUMBERS

As a young dental student, I had more questions than answers about professional practice, work force, market forces, reasonable compensation, opportunities, and more pressing was licensing hurdles. All this led me to get engaged with the American Student Dental Association, or known as ASDA.

This was my true insight into what strength in numbers give us. Licensing hurdles, along with student debt, were always topics of discussion. Students always wanted a reform and wanted to be engaged in the conversation. Twenty years later, I find all those efforts have made significant progress in this area. It is a direct result of constant engagement and strong membership numbers. It may be a simple example, but the message of the story is clear.

Licensing may not be an issue for most of us, but day-to-day practice challenges, third party involvement, changes in the dental practice act through legislation, and non-dental external forces are changing the market place, but the delivery method and access to care still remain. None of these issues are solitary, and they all have interplay with sensitive threads. Each issue has a direct impact in our day-to-day practice. Staying constantly engaged is the only way to tip the balance. Our voice only has a strength if it is loud enough and impactful. The opinion of every single member at any stage of their career matters. Our collective opinion creates the loudness audible to the stakeholders.

Membership benefits are viewed differently by different members. As an organization we must make sure these benefits are tangible with short-term and long-term benefits to the members, keeping our mission statement of “helping every dentist succeed,” at the center of it. The strategic plan at GDA has been implemented with this vision. Membership benefits including business and health insurance plans, retirement planning, peer review, and a dental supplies buyers’ club offer financial savings and improve the bottom line for each participating member.

Programs such as LAW Day, legislative receptions, Contact Dentist Program and GADPAC help improve working relationships with legislators and the Board of Dentistry. Leadership training, annual meetings, and opportunities to get involved at local and district levels provide networking, CE, and professional development opportunities. I am a true beneficiary of these opportunities.

The GDA Foundation gives members an opportunity to give back through programs such as the Georgia Mission of Mercy (GMOM) and Give Kids a Smile, as well as funding scholarships and local clinics like Ben Massell or Good Samaritan through dues check off or direct assistance.

No organization or profession is perfect, and we are no exception. A lot needs to be done, and it can only get better with direct involvement. In the words of Mike Berry, “There is strength in numbers, and those numbers come in pounds.” 🦷



2019 Law Days

Join us at GDA LAW Days in 2019! Get a first-hand glimpse of the legislative process and join your colleagues to speak with legislators about bills that affect your patients and your practice.

January 23

Northern, Eastern

February 20

Central

March 6

Northwestern

February 6

Southwestern, Western, Northern-Hall Co.

February 28

Southeastern and Georgia Dental Society

March 20

*Other Specialty Groups, Students, and
anyone else who wishes to attend*

Sign-up at gadental.org/advocacy

Dental Health Day at the Capitol/Opening of Legislative Session

—○ Monday, January 14, 2019 ○—

Join GDA for Dental Health Day at the Capitol on the opening day of the Legislative Session on January 14. GDA members will personally distribute dental kits to legislators and their staff at the state Capitol in Atlanta.



If you would like to join us at the Georgia State Capitol on January 14 at 8 am, please email annemarie@gadental.org.

Northern District Dental Society Officer Visit



The Northern District held its annual Officer Visit meeting on October 1. GDA President, Dr. David Bradberry, gave an overview of goals and objectives during his term as president. In addition, members heard from GDA Executive Director, Frank Capaldo; State Senator Fran Miller; and State Representative Deborah Silcox.



Networking

Take a Student to Dinner

Approximately 20 first and second year dental students and several GDA member dentists attended GDA's Take a Student to Dinner event on October 5 in Augusta. Both students and members enjoyed the evening discussing dentistry and the GDA/ADA.

GDA Lunch and Learns at the Dental College of Georgia



On July 30, Dr. Richard Gangwisch spoke with students about selling the treatment plan.



On August 15, Dr. Elizabeth Salley spoke about bioterrorism and the dental implications.



On Sept. 15, Dr. Brandon Pennington spoke about his path in dentistry.



On September 28, Dr. Nicole Yates spoke about ER dentistry.



Dental College of Georgia 50th Anniversary Celebration

April 27–28, 2019

Marriott Hotel in Augusta, GA.

Visit www.augusta.edu/alliedhealth/golden-anniversary.php for more information and to register.

2019 GDA Convention and Expo

July 25–28, 2019

Ritz Carlton Amelia Island

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Volunteer

Volunteers Needed

Donated Dental Services (DDS) Program

You can change a life. From clearing up painful dental infections and being able to eat again to rejoining the workforce—volunteering with the Georgia Donated Dental Services (DDS) will make a life-changing difference for the people we serve. Volunteer dentists treat patients in their offices, utilizing their own equipment and staff. Several manufacturers donate materials and labs also participate in the program. Volunteers typically provide comprehensive treatment for one to two patients per year, although there is no limit on the number of patients.

Please consider volunteering today: <https://dentallifeline.org/our-volunteers/volunteer-now/>.

Adjunct Faculty Program

The adjunct faculty program connects GDA Dentists with Dental College of Georgia students through volunteer clinic hours in the clinic at DCG or any approved charitable clinic in Georgia. The goal of this program is to not only help bridge the gap between GDA member dentists and dental students, but also to provide dental students with quality, evidence-based instruction and ethical guidelines and concepts of professionalism that will serve as the foundation for their careers. Volunteer dentists must commit to teaching/volunteering at least one day per month over a minimum of a one-year period and complete the DCG adjunct faculty appointment process.

For more information and a list of approved clinics near you, contact Katherine Torbush at katherine@gadental.org.

DCG Lunch & Learns

The GDA is seeking dentists to speak during lunch and learn events at the Dental College of Georgia in 2019.

If you are interested in speaking at a lunch and learn, please email Katherine Torbush at katherine@gadental.org or fill out the student engagement survey online.



Children's Dental Health Month

Children's Dental Health Month is in February. This month-long national health observance brings together thousands of dedicated dental professionals, healthcare providers, and educators to promote the benefits of good oral health to children, their caregivers, teachers and many others. In Georgia, Give Kids a Smile Day will take place on Friday, February 1, 2019 in conjunction with Children's Dental Health Month.

Resources to help publicize the month, such as posters and coloring sheets, are available on ada.org.

A Salute to our Military Dentists

In observance of Veterans' Day on November 11, we thank and honor all GDA members who have served our country in uniform.



November 11, 2018

What better way to spend the holidays in December of 2019 and bring in the New Year 2020 with a celebration while on safari! You are invited to join Dr. Evis Babo on a tour of South Africa and Capetown, with an optional pre or post trip to Victoria Falls.

GDA President's Trip to Africa December 25, 2019–January 2, 2020

The experience includes five nights at world renowned camp MalaMala, located on the Private Reserve in the Sabi Sands. It is known for its concentration of game including leopards and hippos. It is quite possible to view the Big Five within the first hour. The tour also includes a visit to Capetown, one of the most beautiful cities in the world, a chance to visit the Penguin Colony and the Cape of Good Hope, combined with an outing to Table Mountain and the famous Kirstenbosch Gardens. What tour could be complete without a visit to the wine country with a special dinner and music. It is also the perfect time to add a visit to see the majestic Victoria Falls.

Booking Deadline: Nov. 30, 2018

Space is limited and based on availability. For reservation or more information, please contact the travel agent, Janie Bullard at janie@distinctive-journeys.com or 770-888-6677.



Dr. Don Spiller (L) presents a check to Rep. Heath Clark (R-Warner Robins) on behalf of GADPAC.

GDA Leadership Application Due: February 1, 2019

Applications for the 2018 GDA Leadership Program are due February 1, 2019. Leadership GDA helps members grow into more knowledgeable and confident leaders within the dental community. Participants also gain a better understanding of GDA and how to become involved in leadership in organized dentistry. If members of your district are interested in leadership positions in GDA or your district, please encourage them to apply for the program.

For more information, contact Katherine Torbush at katherine@gadental.org.



Board of Trustees

Board of Trustees Meeting

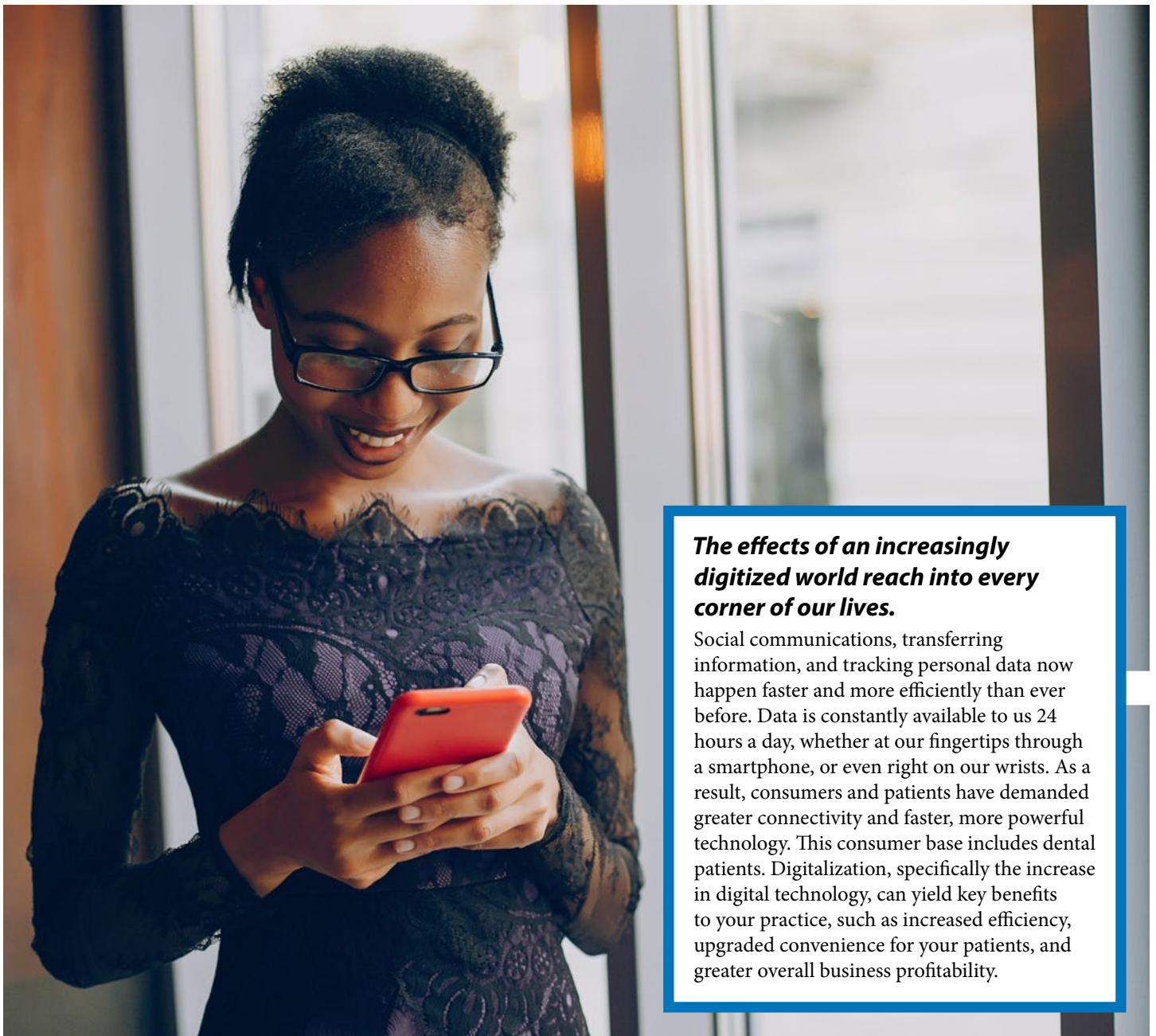
The Georgia Dental Association Board of Trustees met September 21–22 for a board retreat at Chateau Elan in Braselton, Georgia. The event kicked off the term for new board members and included leadership training, board orientation, team building exercises, and strategic planning in addition to accomplishing BOT business. A full recap of the meeting is available at gadental.org/leadership.



Digitize Your Dental Practice

Technology can Help You Engage with Your Patient Base and Boost Your Bottom Line

By Michelle Dowling, Health Relationship Management, TSYS Merchant Solutions



The effects of an increasingly digitized world reach into every corner of our lives.

Social communications, transferring information, and tracking personal data now happen faster and more efficiently than ever before. Data is constantly available to us 24 hours a day, whether at our fingertips through a smartphone, or even right on our wrists. As a result, consumers and patients have demanded greater connectivity and faster, more powerful technology. This consumer base includes dental patients. Digitalization, specifically the increase in digital technology, can yield key benefits to your practice, such as increased efficiency, upgraded convenience for your patients, and greater overall business profitability.

A man in a light blue button-down shirt and dark trousers is standing and talking on a mobile phone. He is positioned to the right of a dark desk where a silver laptop is open. The background is a plain, light-colored wall.

What is Digitalization?

Digitalization provides connectivity for all of us to seemingly anything, anywhere, and at any time we require it. It also provides the tools for analyzing and leveraging digital data in increasingly new ways. We are attached to our devices now more than ever and are able to consume a greater amount of information faster than ever before. We now have the accessibility of data and intelligence for analytical purposes and decision-making, which are relevant tools relating to electronic healthcare records, for example. Also relevant to dental practices is the adoption of new technology in order to replace older, outdated medical tools and procedures.

Digital Technology by Generation

Respective to both patients and practice owners, technology is required to meet needs for communication and convenience; however these needs can differ based on age and personal experience. Demographers have categorized the population into several generational groups that share characteristics for, among other things, their technology needs. According to CNN, the generations can be grouped in the following categories:

- **Baby Boomers:** Born between 1946 and 1964
- **Generation X:** Born between 1965 and 1980
- **Millennials:** Born between 1981 and 1997
- **Generation Z or Post-Millennials:** Born between 1998 and 2016

Examine the age makeup of your base of patients to determine if there is an equal mix among the generations or if perhaps you have more patients within a specific generational group. As much as is possible, your practice may benefit from catering communications, appointment reminders, and even payment options to each generation's comfort level or preference with technology. »

DIGITIZE YOUR DENTAL PRACTICE

Continued from page 15

BABY BOOMERS

1946–1964

Generation X Generation Xers came of age during the credit card boom and, as a result, are the most reliant on card processing. Gen Xers also took home the first personal computers and generally embrace emerging technologies. Thanks to their entrepreneurial spirit, Gen Xers are prone to taking risks, even when it comes to their finances. *The Pew Charitable Trust Report* indicates that 80% of them own smartphones and are the second-highest group comfortable with the adoption of mobile payments, after Millennials. This segment of your patient base typically prefers the ability to use credit, debit, and portal payment options.

Baby Boomers Baby boomers have seen the most changes to payment methods and technologies during their lifetime. They are stereotyped as being afraid of new technologies, but research from *The Pew Charitable Trust Report*, “Technology Adaptation by Baby Boomers (and Everyone Else)” in 2016, revealed that this is not necessarily the case. More than 75% of Baby Boomers are regular internet users, according to research. Although this group prefers cash transactions, they are increasingly comfortable with digital payments. Patients in this category are blenders of both old and new technologies, and are also the only age group keeping paper checks in regular circulation. For Baby Boomers, offering a wide variety of payment solutions would be beneficial.

GENERATION X

1965–1980

Millennials The Millennial group carries an expectation of efficiency, convenience, and personalization from the businesses they support. This applies to their healthcare and dental experiences as well. They value rewards, customized consumer/patient experiences, and prefer accessibility via social media. This generation group is not partial to any one particular payment method, but again the emphasis for your practice should be on creating consistent, trustworthy patient interaction through social media channels and email.


MILLENNIALS

1981–1997

Generation Z Sharing a few traits with Millennials, this generation is the most comfortable with mobile and contactless payment platforms and carries less concerns over data security. They will make up 40% of all consumers by 2020, and predictions indicate that they will be the biggest supporters of cryptocurrencies and decentralized banking such as Bitcoin. Considering the majority of Generation Z has not yet reached adulthood, it is still early to make concrete predictions regarding their future technology preferences.

GENERATION Z OR POST-MILLENNIALS

1998–2016

A yellow rotary telephone is shown on a wooden surface. The telephone is a classic model with a circular dial and a coiled cord. The background is a plain, light-colored wall.

Gone are the days of searching through the Yellow Pages to find a phone number to be dialed from a telephone connected to a wall.

Why is Digitalization Important?

Gone are the days of searching through the Yellow Pages to find a phone number to be dialed from a telephone connected to a wall. It is now imperative that your practice must have an informative, easy-to-navigate online presence for both new and existing patients to find you and information about your dentistry.

A study co-sponsored by the American Association of Dental Office Managers examined at how practices interacted with patient reviews, social media, dental websites, and appointment reminders. Michael Turner, CEO of 1-800-DENTIST stated, “Consumers are spending more time than ever on social networks, and in turn the way they search for dentists is evolving. If practices want to stay relevant they need to embrace these new marketing channels.”

Patients traditionally know to contact an office by phone to give or receive information; however, the best time a patient can contact your practice is usually when the office is out to lunch or after business hours. Your staff can spend countless hours returning messages and pursuing patient responses.

We are now living in a constantly digital society, which heightens expectations on how quickly responses are received. The important factor here is to encourage communication that is convenient for the patient and manageable for the office staff. Consider opening up new channels that include “Contact Us” functions on your practice website or social media messaging.

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DIGITIZE YOUR DENTAL PRACTICE

Continued from page 17



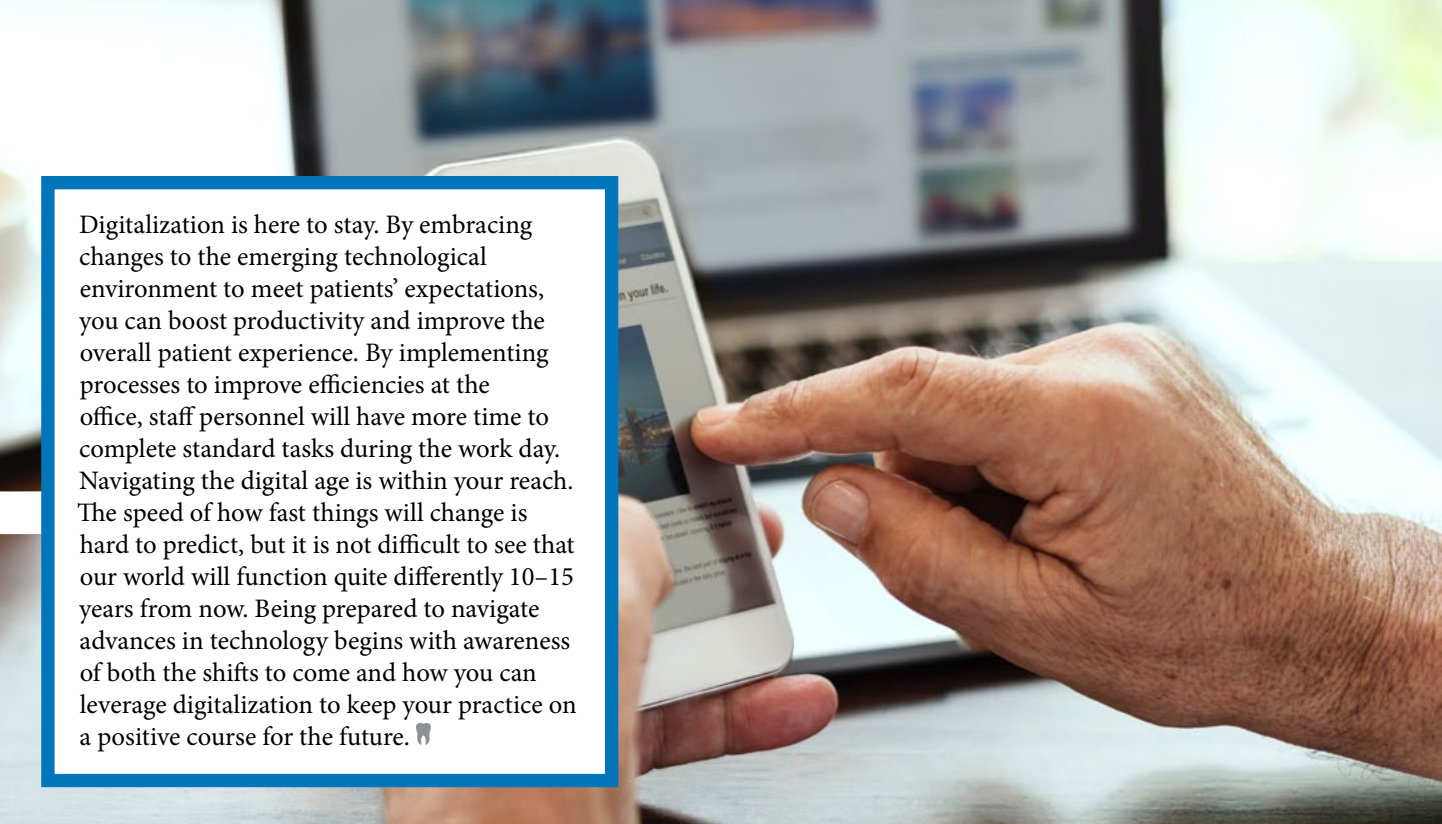
Adapting Your Practice

The dental profession has experienced an impressive amount of technological growth, and in fact, is sometimes referred to as the age of “digital dentistry.” There are several steps that a practice can take to produce a positive impact on the way patients engage with your business, build trustworthy relationships, and gain speed and efficiency to pay outstanding balances.

Ensure the practice has an online presence. Even the simplest website with contact information can give prospective patients the ability to find your practice. You may choose to add such information as staff biographies, what insurance your practice accepts, and helpful tips for dental health. An online payment button or link is a great way for patients to use their credit or debit cards to pay full or existing balances at their own convenience.

Offer your patients multiple options to pay their balance. Various studies have shown that patients pay their bills faster when given the opportunity to pay online. Considering that patients from all generations are using credit cards, your practice should be accepting credit and debit payments, both in the office and online.

Use electronic communication to your advantage. Communicating with your patients via email is an effective way to keep in touch for payment and appointment reminders and as a tool to provide contact vehicles such as newsletters or direct mail. You may choose to extend this communication to text messaging or social media if your practice includes a substantial number of younger patients.

A close-up photograph of a person's hand holding a white smartphone. The hand is positioned as if about to tap the screen. In the background, a laptop is visible, slightly out of focus, showing some text and images on its screen. The overall scene suggests a professional or office environment.

Digitalization is here to stay. By embracing changes to the emerging technological environment to meet patients' expectations, you can boost productivity and improve the overall patient experience. By implementing processes to improve efficiencies at the office, staff personnel will have more time to complete standard tasks during the work day. Navigating the digital age is within your reach. The speed of how fast things will change is hard to predict, but it is not difficult to see that our world will function quite differently 10–15 years from now. Being prepared to navigate advances in technology begins with awareness of both the shifts to come and how you can leverage digitalization to keep your practice on a positive course for the future. 🐢



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Healthy Holiday Foods and Fun



Make Smart Choices as You Celebrate the Season

Mashed potatoes and gravy, Grandma's apple pie, and other holiday favorites can be a joyous part of any celebration. But to feel your best, you know you need to eat in moderation and stay active. How can you avoid temptation when delicious foods and calories abound?

"From Halloween through New Year's, there's always a decision to make about food," says Dr. Marci Gluck, an NIH psychologist who studies obesity and eating behaviors. Tasty treats tend

to appear more often at work and festive gatherings, and to come as gifts. They may also tempt you when grocery shopping. "As the holidays approach, it's important to think ahead and make a plan," Gluck says.

Consider your health goals for the holiday season, whether it's avoiding overeating, staying active, connecting with others, reducing stress, or preventing weight gain. You can plan to make time for buying healthy groceries, cooking at home, scheduling regular physical activity, and setting aside a little quiet time for yourself.

Gluck suggests you start by adopting a flexible mindset. "Many people have an attitude of all or nothing: either I'm on a

diet or I'm not on a diet," she says. This "either-or" thinking can lead to negative self-talk, or being hard on yourself for small indulgences, overeating, or weight gain.

"Most people just throw their plan out the window when they think they've slipped up, and they 'fall off the wagon,'" Gluck says. "Celebrations don't have to derail your lifestyle. You'll have plenty of opportunities to follow your plan and eat healthy."

Look for opportunities to make healthy choices and feel good about them. "Small choices really can make big changes," Gluck says. "Each moment that you put something in your mouth or choose to

“Eat what you love—in moderation,” suggests Jody Engel, a nutritionist and registered dietitian at NIH. Consider choosing items that are unique to the season, instead of eating foods you can have any time of the year.

exercise adds up over time. That can be true for weight loss or weight gain.”

Around the holidays, we often find ourselves with too many food options, for too many days in a row. It can be challenging to decide what to eat and when to say no.

“Eat what you love—in moderation,” suggests Jody Engel, a nutritionist and registered dietitian at NIH. Consider choosing items that are unique to the season, instead of eating foods you can have any time of the year.

When you feel the urge to splurge in unhealthy ways, Engel recommends trying something else first, like drinking a glass of water, eating a piece of fruit, or climbing a few flights of stairs. You might even consider walking around your house or office for 5 minutes or more. Such diversions might be enough to help you resist unhealthy temptations.

You could also try eating mindfully, Engel suggests. Slow down to really taste and enjoy your food. Eating more slowly also allows your body time to signal your brain when you’re full, which takes about 20 minutes. If you eat too much too quickly, it’s easy to gobble up as much as twice what your body needs before your brain even gets the message.

Dr. Susanne Votruba, an NIH obesity and nutrition researcher, says it’s a good idea to identify and avoid any “trigger foods”—foods that may spur you to binge or eat more than usual. Overeating



can bring feelings of bloating, reflux, indigestion, and nausea.

“Some people can eat less healthy foods in moderation and be fine, or have ‘cheat days’ where they allow themselves to eat whatever they want for a day and stay on track for the rest of the week,” Votruba says. “Others may have to avoid certain ‘trigger foods’ completely, or they’ll spiral into unhealthy eating patterns for the rest of the week or abandon their plan altogether. Everyone is different.”

Because of these differences, Votruba says, it’s important not to force food on other people. “Even if you don’t have an issue with food, be aware of other people around you, and respect their choices,” she says.

What if you do fall to temptation? “Every day is a new day when it comes to eating,” Votruba says. “If you overeat one day, work to get back on track the next meal or next day.”

While food is a big part of the holidays, remember that there are other paths to staying healthy. “Don’t make

the holidays be just about food,” Votruba suggests. “The key is not only what you eat, but how much you’re moving. Even little bits of extra exercise can be very helpful for everyone over the holidays.”

Plan ahead for how you’ll add physical activity to days that might otherwise involve a lot of sitting. Get the whole family involved, Engel suggests. “You have to make an effort to incorporate exercise into days of big eating,” she says. “Otherwise the day will come and go.”

Sign up to walk or run a community race. Enjoy catching up with family or friends on a walk or jog instead of on the couch. In between meals, take a family »

“Every day is a new day when it comes to eating,” Votruba says. “If you overeat one day, work to get back on track the next meal or next day.”



Wise Choices Healthy Holiday Eating

- ✓ Enjoy a healthy breakfast to help prevent overeating later on.
- ✓ Eat what's best for you first. Fill at least half your plate with fresh fruit and veggies. You'll have less room for the rest.
- ✓ Bring a healthy dish to a party.
- ✓ Fruit by itself makes an excellent dessert. Try placing a bowl of clementines or apples on the holiday table.
- ✓ Avoid beverages that are high in calories and sugar.
- ✓ Keep a food journal to help track what you're eating.
- ✓ Instead of focusing on food, spend time with family, friends, and activities.
- ✓ Stay positive. If you eat more on some days, eat less on others. If you miss a workout, exercise a little longer the next day.

HOLIDAY FOODS

Continued from page 21

hike at a nearby park, stroll around your neighborhood, or play a game of flag football.

The emotions of winter celebrations come into this picture, too. "Joy, sadness, and stress are associated with overeating during the holidays," Gluck says. "People who are emotional eaters may be particularly vulnerable to temptations around the holidays."

If holiday stress causes you to derail your healthy plans, consider ways to reduce stress and manage emotions. These might include talking to a trusted friend, meditation, physical activity, or just getting outside.

"If you know you have a difficult time during holidays, plan outings once or twice a week with people who make you feel happy," says Gluck. "If it's in your best interest, also feel okay about declining invitations without feeling guilty."

"If you know you have a difficult time during holidays, plan outings once or twice a week with people who make you feel happy," says Gluck. "If it's in your best interest, also feel okay about declining invitations without feeling guilty."

Support your family and friends, too. Encourage them to eat healthy during celebrations and throughout the year. If you're serving dinner, consider baking, broiling, or grilling food instead of frying. Replace sour cream with Greek yogurt, and mashed potatoes with mashed cauliflower. Make take-home containers available ahead of time, so guests don't feel they have to eat everything in one sitting.

See the Wise Choices on page 22 for more healthy eating tips. And happy, healthy holidays to all. 🍷

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Get the Most
from Your
GDA MEMBERSHIP



Continues on page 26 »

GDA MEMBERSHIP

Continued from page 25

The Georgia Dental Association provides a multitude of member benefits that support members' success now and through every stage of dentistry—a list too lengthy to illustrate on a few pages of this issue. We have summarized a handful of the valuable benefits you receive as members, giving you a glance at how GDA is working to enhance your practice environment and also promote the dental professional in the public arena.

Legislative Advocacy

GDA is at the forefront of legislative initiatives to improve the dental practice environment in Georgia for dentists and patients. We advocate on our members' behalf for important issues relating to oral health, patient safety, and the practice of dentistry.

The 2018 session was another landmark year under the Gold Dome. Your association passed legislation regulating virtual credit card reimbursements by insurance companies. The new law goes into effect January 1, 2019 and stands to save every dentist hundreds of thousands of dollars over the course of their practicing years.

Other successes this year include the introduction of a House Resolution recognizing the donated care provided by GDA dentists; a 1% rate increase for dental Medicaid contributing to a total of 11% over the past two years for specific preventative and restorative codes; state funding to support GDA's Donated Dental Services program; collaboration with the Board of Dentistry to create an opioid prescriber CE rule; and stopping attempts to alter Georgia's statewide water fluoridation requirements.

Attend an upcoming LAW Day, join our contact dentist program, or support the Georgia Dental Association Political Action Committee. Get involved at gadental.org/advocacy.



Practice Management

GDA membership provides a variety of resources to help you manage your practice. From opioid prescribing guidelines and amalgam handling requirements to expert advice on data breach prevention and how to comply with website accessibility requirements, GDA helps you navigate new rules and regulations.

Access information on the following topics at gadental.org/member-services/practice-management:

- PDMP opioid prescribing guidelines
- HIPAA and OSHA regulations
- Section 1557 taglines customized for Georgia
- Required workplace posters
- Website accessibility requirements
- X-ray regulations
- PCI compliance
- Amalgam recovery rule

Check out GDA's Classified Ads at gadental.org/classifieds. Advertise with us or find job opportunities, practices for sale, and professional services.



Expert Advice

The Georgia Dental Association helps you navigate your path to success now and through every stage of your career. As a member, your GDA team can help with third party dental service agreements and fees, contract analysis, resolving patient disputes, and ethics questions. »

Call the GDA at 404.636.7553 to take advantage of these services.



GDA MEMBERSHIP

Continued from page 27

Discounts on Education & Training

Members enjoy a discounted rate at our CE-heavy Convention & Expo (a \$260 value). In 2018, members chose from 17.5 hours of clinical CE, 20.5 hours of practice management CE, and two hours of CE on trends in dentistry.

GDA continues to enhance our educational opportunities for members throughout 2019, providing relevant and high-quality programs that help you and your practice in a variety of accessible formats from webinars to online learning to in-person CE opportunities.

Visit gadental.org/ce to register for CE courses held throughout the year including a Practice Management Series, courses on Laws, Ethics and Professionalism (LEAP), and a new rubber cup prophylaxis courses for dental assistants in 2019.



Working on your behalf, the GDA is:

- ✓ Protecting the profession and your practice through legislative advocacy
- ✓ Promoting the profession and educating the public
- ✓ Helping you address practice management challenges
- ✓ Providing networking opportunities in your community
- ✓ Serving your insurance needs with licensed agents dedicated exclusively to GDA members
- ✓ Offering exclusive member deals and discounts

Join GDA or renew your membership quickly and easily online at gadental.org/renew.

Public Relations and Community Outreach

Building relationships with the media is critical to the way dentistry is portrayed to the public, and the GDA works diligently implementing a strategic communications program to educate reporters, the public, and legislators about the profession and the value it brings to oral and overall health.

Looking to increase your patient base? GDA members automatically receive a free listing on the online Find-a-Dentist Directory to which our award-winning, statewide “Because I Saw My Dentist” campaign drives your prospective patients. This popular search function is accessible to the public and can be used to find a dental practice based on location, specialty, and more.

In addition, frequent appearances at charitable and community outreach events promote how dentists are helping underserved and low-income communities overcome barriers to care.

Help patients find you through public relations campaigns. Update your Find-a-Dentist profile at ADA.org/UpdateNow.



“See how our lives have changed”

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BECAUSE I SAW MY DENTIST
GDA Georgia Dental Association

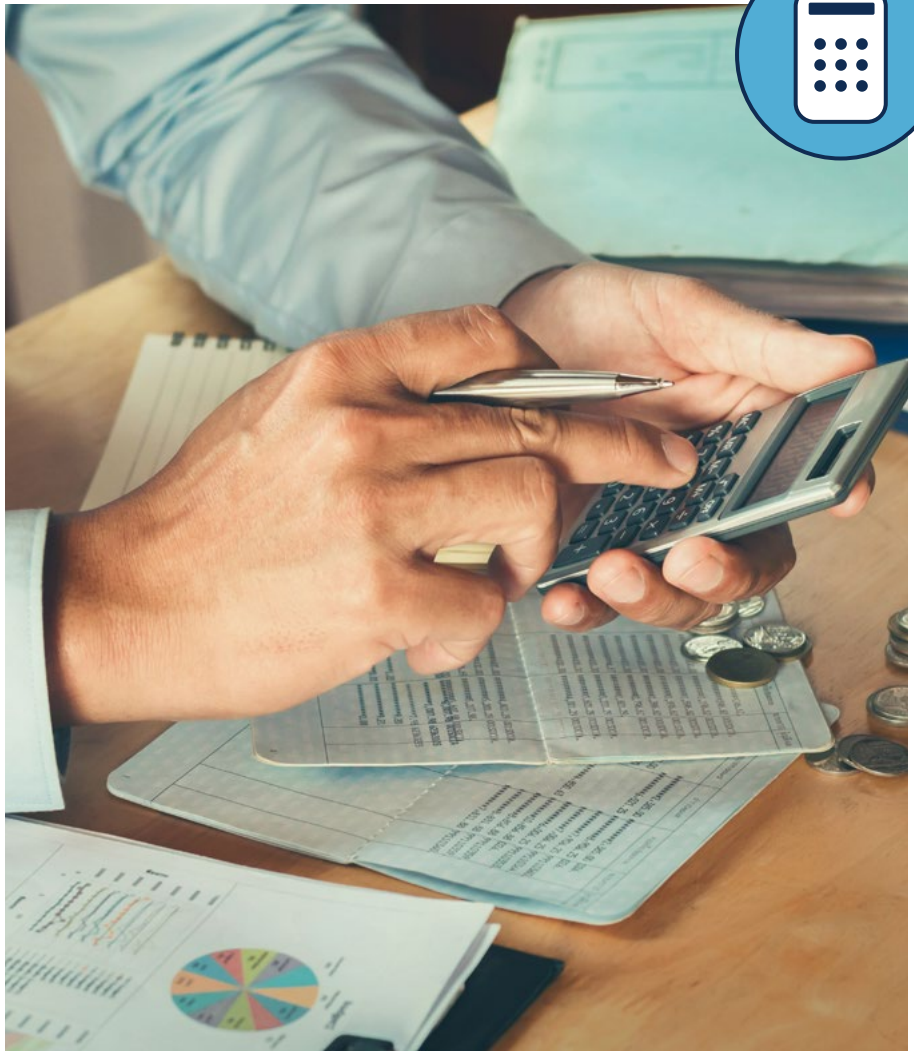
Money Saving Solutions

When GDA members asked for additional support competing in Georgia's dynamic market, your association acted and created GDA Plus⁺ Supplies. Designed to leverage the strength of GDA's membership, the member-owned program secures exceptional dental supply and equipment servicing savings for your practice.

As one of the newest benefits included in GDA membership, access to GDA Plus⁺ Supplies provides significant savings by leveraging members' collective purchasing power. Save a potential 20% on over 65,000 dental supplies for your own practice through a single, convenient site. And, every time you place an order, know that you're not only helping your own practice save on supplies, you're helping change the business side of dentistry for the better.

GDA members can also take advantage of member-only discounts on products and services through GDA Plus⁺ Partners. Product and service discounts range from travel and technology to wealth management and practice financing.

Visit gdaplus.com to see how can you save through the GDA Plus⁺ program.



Professional and Personal Insurance

GDA Plus⁺ Insurance/GDIS saves members time, hassle, and money. Our agents understand what is important to dentists, and can help you find the best way to protect it. GDA members can always call our team to discuss and review your coverage in order to make the right decision for your insurance needs.

Take advantage of superior, affordable insurance for every part of your life:

- Health plans
- Disability
- Business insurance
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- Workers' compensation
- Personal lines

Call GDIS today at 770.395.0224 or visit gdaplus.com.

Not a GDA Member?

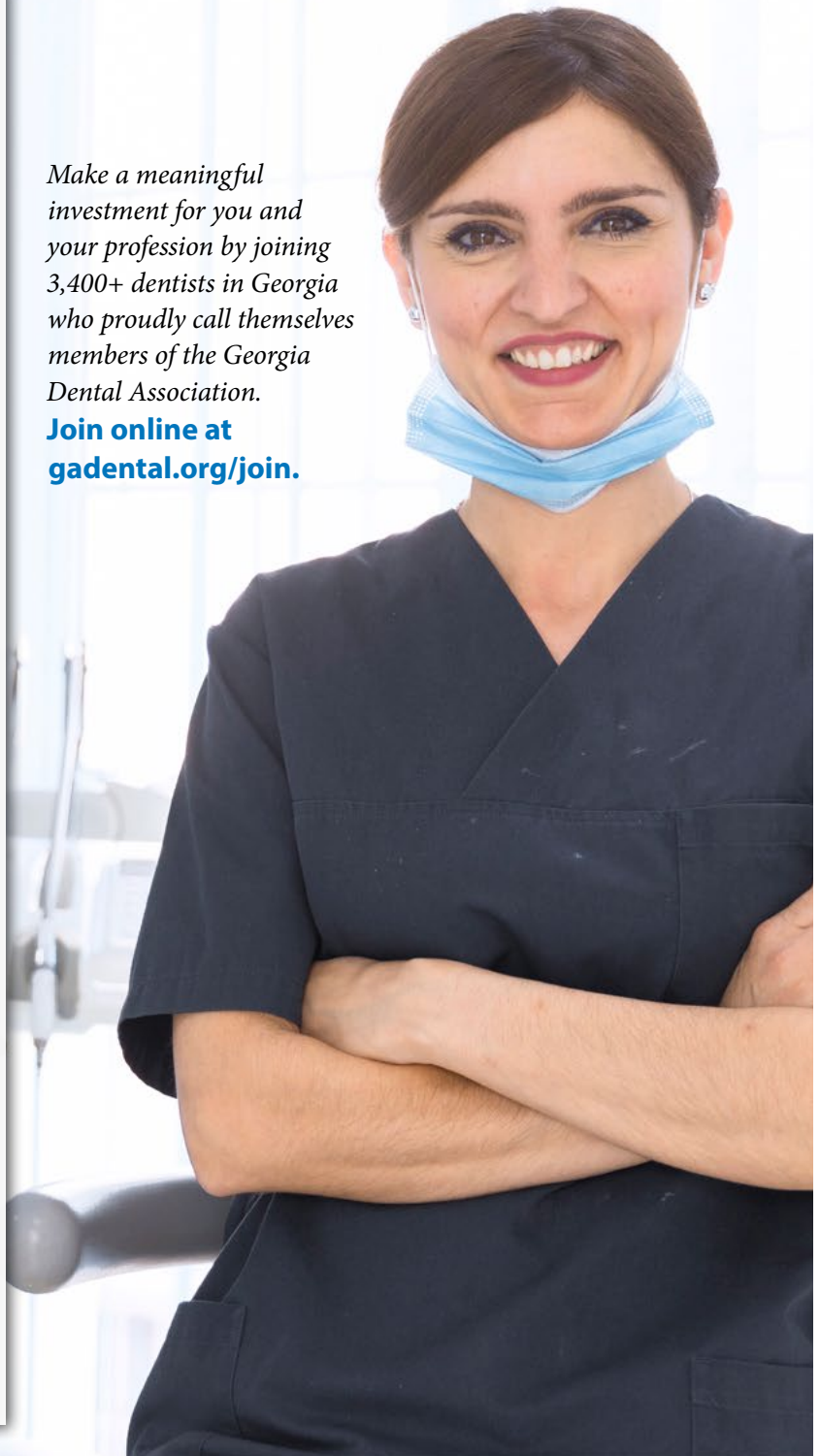
Join Today and Receive Tangible Benefits that Help You Succeed

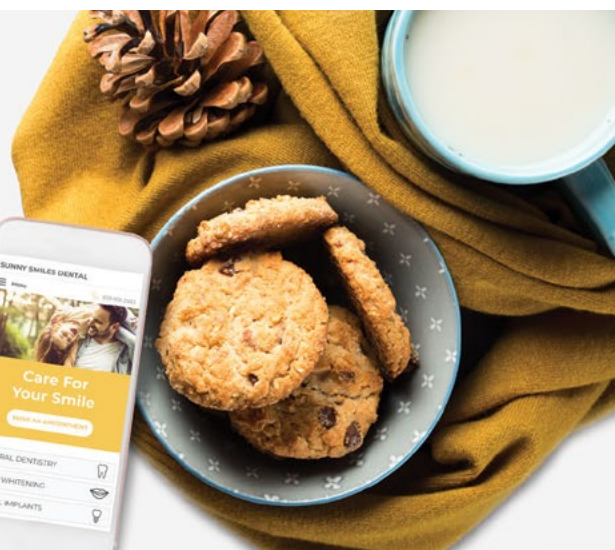
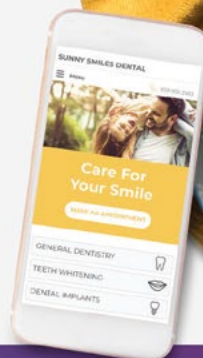
Some returning and some brand-new benefits include:

- ✓ **New!** As a GDA member there is no cost or fee to participate in the GDA Plus⁺ Supplies Program. With your GDA membership you'll receive significant everyday discounted pricing on dental supplies and equipment servicing.
- ✓ GDA members can enroll in stable, comprehensive health plans with **no premium increases for 2019!** Members can also take advantage of an array of insurance plans, including health, business, professional liability, home, auto, Medicare supplements, and more.
- ✓ GDA dentists continue to benefit from our legislative advocacy efforts. This year your association passed legislation regulating virtual credit card reimbursements by insurance companies, **potentially saving practices in Georgia \$25K-\$50K annually.**
- ✓ As a member, you receive a subscription to GDA Action, keeping you up-to-date on regulatory requirements and more. Your membership also **gives you access to experts who can provide guidance** on topics ranging from third party dental service agreements to contracts and disputes.

Make a meaningful investment for you and your profession by joining 3,400+ dentists in Georgia who proudly call themselves members of the Georgia Dental Association.

Join online at gadental.org/join.





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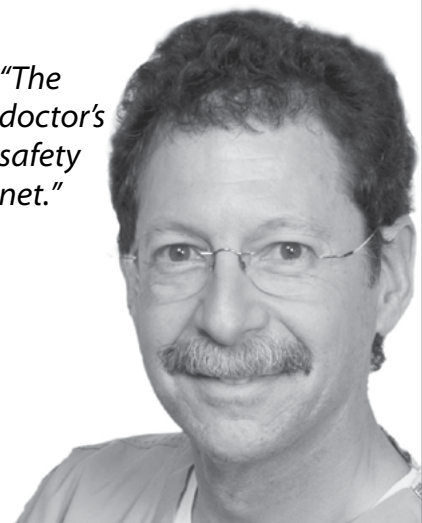
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GDA is continuously recognized as one of the strongest organizations under the Gold Dome because of the support of our members. In 2017 and 2018, GDA successfully:

-  **Passed legislation regulating virtual credit card reimbursements by insurance companies**
-  **Introduced a House Resolution recognizing the donated care provided by GDA dentists**
-  **Secured an 11% dental Medicaid fee increase for specific preventative and restorative codes**
-  **Increased state funding to support the Rural Dental Student Loan Repayment Program**
-  **Secured state funding to support GDA's Donated Dental Services Program**
-  **Worked with the Georgia Board of Dentistry to create an opioid prescriber CE rule**
-  **Advocated for the hiring of a Georgia licensed dentist to serve as the state's dental director**
-  **Stopped attempts to alter Georgia's statewide water fluoridation requirements**

Your donation to the Georgia Dental Association Political Action Committee helps us communicate our concerns to candidates for state office in Georgia, fight for the safety of your patients, and your profession.

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**CAPITOL COLUMN
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**FRANKLIN
CLUB MEMBER**

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**GADPAC
MEMBER**

\$110

Contributions can be made by personal check payable to "GADPAC" and mailed to the GDA office, 7000 Peachtree Dunwoody Road NE, Suite 200, Building 17, Atlanta, GA 30328.

**Learn more at
gadental.org/gadpac.**

* The Georgia Dental Political Action Committee is a non-profit, non-partisan organization. All GADPAC contributions are voluntary and are not limited to the above amounts. No one will be favored or disadvantaged based upon the amount of, or failure to make a contribution. Contributions are NOT deductible for federal income tax purposes. State law requires political committees to report the name, mailing address, occupation, and name of employer for each individual whose contributions aggregate in excess of \$100.00 in a calendar year.

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LAST CALL

GDA 2019 OPEN ENROLLMENT

No Premium Increases in 2019

November 21, 2018 is your last chance to enroll in GDA's group health plan before open enrollment ends. There are several benefits to joining a group plan including: no age banding, no health history coverage limitations, and no surprise cancellations. But here's something even more important for this renewal period: **no premium increases in 2019!** The same superior policy you had last year comes at the same affordable rate this year. We offer three plans to meet your needs, and those same plans can be offered to your employees as well. GDA's group health plan is a member benefit. If you are not a member, please visit gadental.org/join to join today. If you were enrolled in one of our health plans previously and you do not want to make changes to your current coverage, no action is needed. Your current coverage will continue as is in 2019.



Insurance Checkup

Life changes happen every day. Now is a good time to do an insurance checkup to make sure all of your needs are covered. If you have had any of the following changes within the last few years, please call your GDIS representative today! Your policies should reflect your life now, but also prepare for what may come tomorrow.

- ✓ Graduating
- ✓ Ending a Residency
- ✓ In Need of Health/Disability/Life Insurance
- ✓ Engaged/Planning a Wedding
- ✓ Opening a Business
- ✓ Having a Baby
- ✓ Changing Practices
- ✓ Buying a New Home/Car/Boat
- ✓ Children Going off to College
- ✓ Children Moving Back in
- ✓ Selling A Business
- ✓ Retiring

Let Us Take the Journey with You



Georgia Dental Insurance Services is here for you every step of your life, whether expected or unexpected.

You may be a first year dental student getting acclimated to the grind or a fourth year student working on your rotations. With the early mornings and late nights the last thing you want to think about is insurance. Unfortunately if you drive a car, rent or own a home, you need to do it. Your GDIS team can take the stress out of making sure you are best protected.

Look at you ! You've just graduated and are ready to take the dental world by storm. Not only are you a rock star because you have your home and car insurance with GDIS, but you've just nailed your boards and you're about to start the job of your dreams. Will your new employer cover your health insurance? Do you need a disability policy? These are a few benefits of being a GDA member. Don't forget, before you start to practice you need malpractice insurance. Yes, GDA members get their first year of malpractice insurance for free!




At some point in your journey, you will consider expanding. You could get engaged, have a baby or buy a new or second home. From engagement rings, boats, and sports cars to wedding and pet insurance, your GDIS team can take the stress out of protecting what you've worked so hard for.

You are now ready to venture into the world of entrepreneurship. You're looking to open your own practice or buy an existing one. You'll need to attract good employees. Should you offer health insurance? Should you start a 401K plan, will that plan need to be bonded? There's so much to think about in taking this big step. Let your GDIS team assist you with this process.



You've made your mark on the dental world and have helped thousands keep smiles on their faces. Time to take a load off and enjoy the fruits of your labor. Retiring from dentistry is a monumental step. Your GDIS team is still here for you. We'll help you transition into Medicare and offer you a supplement to fill in the gaps. Don't forget about tail insurance. Yes, your GDIS team can make sure your tail is covered, too!

As a member of the dental community, you will take many, if not all of these steps. Call GDIS today to tailor a plan based on your needs and goals.

DECEMBER 7–8, 2018  **Columbus, GA**

Expanded Duties

The Expanded Duties program is designed to ensure dental assistants meet the requirements set by the Georgia Board of Dentistry. The GDA Expanded Duties Program covers:

COURSE 4	COURSE 5	COURSE 6
A) Alginate Impressions for Denture Repair B) Face Bow Registration C) Tissue Retraction D) Liners and Bases E) Provisional Restorations F) Fabrication of Bruxism Appliances	A) Periodontal Pack B) In-Office Bleaching C) Dentin Bonding D) Desensitization	A) Monitor Nitrous Oxide B) Fluoride Application C) Sealants D) Dry Socket Redressing

FEES

COURSES	4	5	6	All 3	4,5	4,6	5,6
Member	\$220	\$120	\$120	\$370	\$295	\$295	\$200
Nonmember	\$380	\$200	\$200	\$670	\$520	\$520	\$345
Printed Manuals	\$10	\$10	\$10	\$25	\$20	\$20	\$20

To be eligible to attend the GDA Expanded Duties Program the dental assistant must meet one of the following criteria:

1. Possess current certification that the candidate is a Certified Dental Assistant.
2. Be a graduate of a one (1) year accredited dental assisting program or a dental assisting program approved by the Board.
3. Have been employed as a chair side assistant by a licensed dentist for a continuous six (6) month period within the previous three (3) years.

In addition, the candidate must have a high school diploma, or the equivalent thereof, and proof of current CPR certification. Courses are offered on a **first come, first served** basis. Registration closes when a course reaches capacity **or** one month (30 days prior) to course date—whichever comes first. (This is to allow the assistant to become familiar with the course study guides and gather all required clinical materials.)

BIG CE PLANS FOR YOU AND YOUR TEAM

2019 is a license renewal year for dentists and hygienists and GDA has big plans to help you get the CE you want and need.

Clinical

The Education & Training Advisory Council is working on a selection of ten of the hottest clinical topics to bring to you in districts around the state.

New Requirement

The Georgia Board of Dentistry has created a new requirement that all licensed dentists must get one hour of CE on “the impact of opioid abuse and/or the proper prescription writing and use of opioids in dental practice.” Good news! We are working on the state’s first CE course to meet this requirement. Check our website for more.

New Coronal Polishing Program

The Georgia Board of Dentistry has created a new policy for coronal polishing or rubber cup prophylaxis for dental assistants, and GDA is first again with the first approved syllabus for this course. Plans are underway for several 8 hour courses in 2019, with the initial course beginning in the first quarter of 2019.

TEAM CE

Better team – better practice. The quickest way to improve your dental practice is education and training for the entire practice team and we have you covered throughout 2019. Go to gadental.org to get more info on Expanded Duties, radiation safety, new rubber cup prophylaxis, OSHA, HIPAA, risk management and more.

Practice Management

GDA wants to be your partner in growing your practice, with quarterly practice management courses designed to improve day to day functions and your bottom line.

LEAP CE

Laws and regulations in dental practice change every year. You must stay up to date. This 7-hour course has everything you need to know to be on the right side of the law in 2019.

Risk Management

Our OSHA/HIPAA Course is one of our most popular, and the class on limiting liability is a must for any practitioner.

Requirements

CPR – All dentists and hygienist have to show proof of CPR certification when renewing their license at the end of the year. Our courses on February 1 and June 14 are limited admission, so register online today.

Radiation Safety – Anyone using x-ray equipment must be certified. Our 6-hour course meets the regulatory requirements of the Georgia Department of Community Health (290-5-22 .04).

Opioid Training – coming soon, your new one hour requirement will be covered no matter where you are with online and in-person training.



NOVEMBER 30, 2018 **8:30am–4pm**

LEAP Course

GDA Office—Atlanta, GA

The LEAP course covers various areas of the rules and regulations of dental practice in Georgia as defined by the Georgia Board of Dentistry, ethical scenarios, and other professionalism topics, such as risk management, wellbeing issues, and/or patient complaints. Upon completion, participants will receive 6 hours of CE. This course will also fulfill a consent order from the Georgia Board of Dentistry.

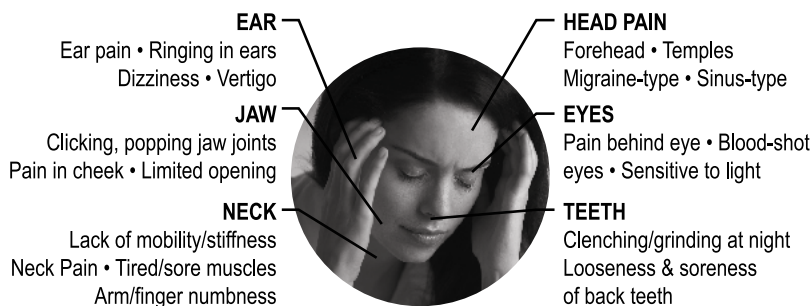
Please look for updates at www.gadental.org/ce for updates on GDA's own Practice Management CE Roadshow and a **brand new** Rubber Cup Prophy Course for Dental Assistants coming **soon!**

Melvin M. Goldstein Attorney at Law

— — — — —
248 Roswell Street
Marietta, Georgia 30060
Phone: 770.425.4277 Fax: 770.426.9584
www.melvinmgoldstein.com

- Private practitioner with an emphasis on representing healthcare professionals in administrative cases as well as other legal matters.
- Former Assistant Attorney General for the State of Georgia and Counsel for professional licensing boards including the Georgia Board of Dentistry.
- Former Administrative Law Judge for the Office of State Administrative Hearings.

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Make Same-Day Care Work for Your Practice *and Your Patients*

*By Robert McDermott, President & CEO, iCoreConnect
and Robert Maccario, M.B.A., Business Management Specialist, iCoreConnect*

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SAME-DAY CARE

Continued from page 39

To meet patient expectations and remain competitive in today's rapid-paced environment, more and more dentists are adopting same-day care models. Dentists who can provide diagnostics and care on the same day dramatically improve their patients' health, resulting in higher patient loyalty. According to Jacques Mulder, U.S. health leader at Ernst & Young LLP, "The patient is becoming much more of a consumer. One driver of this trend is cost. Patients are shouldering more of it, and that's compelling them to get more involved."



Acknowledge the changing consumer environment as an exciting opportunity, not a practice-threatening obstacle.

Typically, the patient is coupling cost, time, and quality with a desire for immediate care and fewer return visits. If you are practicing same-day care or considering shifting your business model, there are three things to be mindful of:

- ➔ Consumer Choice
- ➔ Consumer Engagement
- ➔ Consumer Experience

Let's begin with Consumer Choice.

There are plenty of competitive options in your community from which patients can choose. Acknowledge the changing consumer environment as an exciting opportunity, not a practice-threatening obstacle. Patients desire a practice whose care is seamless, secure, and convenient. They want their records to be accurate and quickly accessed by your staff. If their Protected Health Information (PHI) needs to be sent to them or to other providers, today's "consumer patient" expects it to be sent with the click of a keystroke to an inbox. Quality patient care is continually influenced by advancing science and technology. You must stay current.

Next, let's look at the power of Customer Engagement. A practice must adopt a culture of smarter, faster, more affordable *with* a bigger smile

if it is to remain competitive. Make consumer-centric same-day care a driving force in your practice culture. A recent study published by *Strategy&* reports that “far from being the traditionally-passive recipients of care that was prescribed and financed by others, consumers are being called upon to take a greater hand in managing and paying for their own health. In response, they are quickly becoming better informed, more discriminating on price and quality, and increasingly willing to walk away from poor service.”

Practices committing to same-day care will often see a productivity increase of 15% or more. This comes with only a minor increase in supply and material cost. To remain profitable, customer engagement must match your cutting-edge technology.

To do this, be sure to set your team up to win. If these questions >>

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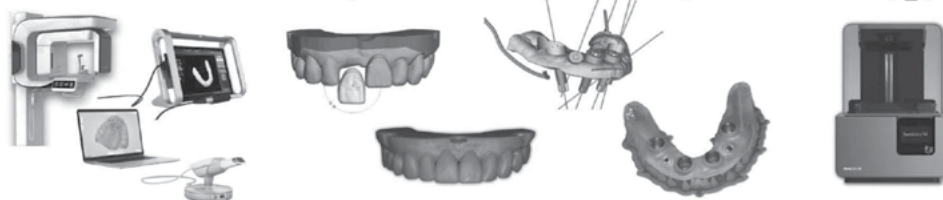
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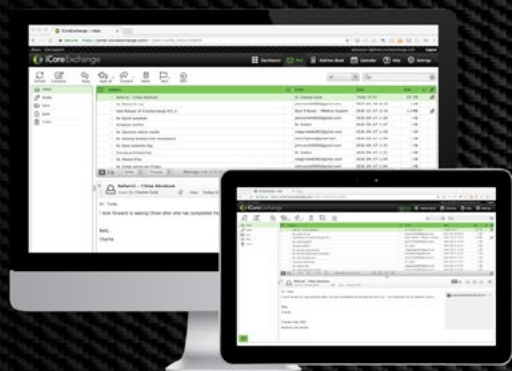
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SAME-DAY CARE

Continued from page 41

aren't affirmatively answered, then it is likely your staff is stressed, scurrying, and less-engaged with your patients.

- ☐ Are your team's clinical skills current?
- ☐ Do you have an efficient system for stocking and scheduling operatories?
- ☐ Is your team up to date on the application of varnish and sealants?
- ☐ Are the operatories set up for same-day care? If an operatory is not equipped and ready with needed supplies, it's unlikely treatment can happen same day.
- ☐ Is your practice management system easy to use and able to seamlessly coordinate care from the moment the appointment is booked to the office visit to billing to insurance, and finally, to scheduling the follow-up?
- ☐ Can you send patient records (ePHI) with full HIPAA-compliance from one inbox to the next?

Create a win/win. Provide your team with the tools, teaching, and technology needed to provide engaged care. Then recognize when they are clearly offering these services in the best interest of patients rather than

purely "selling." You can implement a simple, results-based incentive program that is easy to administer. This system could be monetarily based, additional continuing education or even sponsoring a social event like going to a baseball game. In essence, reward them when they get results.

Finally, create a Customer Experience that the patients will rave about. When the patient arrives, be prepared to offer them a chance to move forward that day with care. Then show them the cost and time involved for everything. Give the consumer the access and transparency they demand. Full transparency begins with authentic care and concern for the patient's well-being, which includes their wallet and schedule.

Have someone on your team walk the patient to the chair and back to the front desk for checkout when the services are completed. This 60-second interaction goes a long way in developing trust, loyalty, and referrals.

Then make sure you have the systems within the practice to make care affordable like consumer credit cards or healthcare credit cards. You are building a seamless chain of positive events within the practice. The experience begins with full transparency, carries into clinical care, and wraps with the final conversation at checkout. Without these authentic experiences, the "consumer patient" will postpone care today and very possibly not return.

The bottom-line is to align all the pieces—Consumer Choice (clinical care), Consumer Engagement (productivity), and Consumer Experience (enthusiasm) to meet the new patient/consumer demands. 🦷

iCoreConnect provides an integrated suite of tools, including the Fastest-Growing HIPAA-Compliant Email in the U.S. (iCoreExchange). iCoreExchange is vetted and endorsed by the Georgia Dental Association. To learn more about how iCoreConnect can improve the quality of care for your patients and the efficiency of your practice, visit <http://icoreconnect.com/gda> or call 888.810.7706. You receive special discount pricing as a member of the GDA.

We are pleased to announce...

Dr. Clinton Baugham has acquired the Peachtree Corners practice of Dr. J. Bion Moreland. Doug Farley of US Dental Transitions team is pleased to have assisted in this transition.



I would like to thank Doug Farley for finding the right person to succeed me in my practice and helping us minimize the stress during the transitions. -Dr. Bion Moreland

Doug, thank you for making a life-changing event for me as easy as possible. -Dr. Clinton Baugham



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2018 Georgia Mission of Mercy

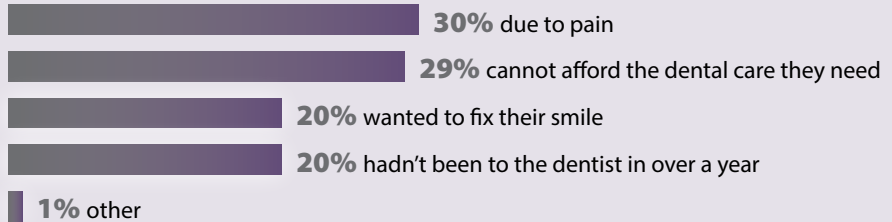
The 2018 Georgia Mission of Mercy was hosted by the GDA Foundation for Oral Health in Augusta, Georgia on August 10-11, 2018. This event provided much needed free dental care to people all over the state. It would not have been possible without the support of GDA members, the dental community and all our volunteers and donors.

COUNTIES

Top counties where patients live

Richmond	56.74%	●●●●●●●●●●
Columbia	9.87%	●●
Burke	2.89%	●
McDuffie	2.89%	●

REASON FOR VISIT



Even though only 30% said the main reason for their visit was due to pain, 50% of patients said they were experiencing pain. Of that 50%, 27% said they had been in pain for less than a month, 49% had been in pain between 1 month and 1 year and 24% had been in pain for over 1 year.

ER TREATMENT

24%

of the participants have gone to a hospital emergency room for a dental problem.

AGE RANGE

*Top age range of the patients
(We saw patients ranging from 2–98 years old!)*

25–29	50–54	55–59	60–64
10.19%	10.94%	12.39%	11.82%

LANGUAGE

10

different languages were spoke with English and Spanish as the most common.

GENDER



59.5%



40.5%

TOBACCO

Only
33%
of attendees use tobacco.

COMMUNICATION

- Out of those patients who attended GMOM, **37.4% said they heard about GMOM on TV** or the news.
- Another **30% said they heard about GMOM from a family member or friend**
- Roughly **20% heard about GMOM through various other news/ internet sites** (ex. Facebook, newspaper, flyer, billboard, etc)
- **8.8% were referred by a doctor** or clinic

DENTAL HISTORY

(most common answers)

- Of the patients who participated, **27% had not been to the dentist in at least 5 years**
- **26% had been within the last year; 44% had not been to the dentist in at least 1 year**
- **1.4% had NEVER been to see a dentist**

TRAVEL

81.64%

of people who attended GMOM drove less than one hour.

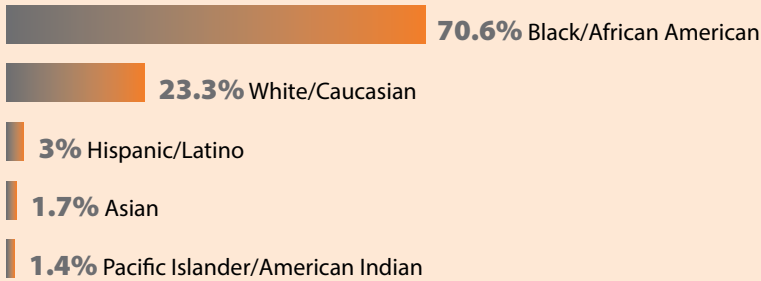
However, almost 15% of people drove more than an hour.

Please consider donating to the GDA Foundation for Oral Health today at gadental.org/foundation so events like this can continue to provide care to those that need it.

Care Given

- Provided almost **\$1.5 million in care** and did nearly **9200 procedures**
- Provided (approx. numbers)
 - ✓ **\$220,000** in X-rays (1,800 X-rays)
 - ✓ **\$240,000** in instruction/triage (3800 different instructions)
 - ✓ **\$75,000** in cleanings (over 650 cleanings)
 - ✓ **\$175,000** in restorative work (over 700 restorations)
 - ✓ **\$75,000** in endodontic work (over 70 root canals)
 - ✓ More than **\$120,000** in prosthetics/crowns (over 130 completed)
 - ✓ More than **\$500,000** in Oral Surgery (over 2300 extractions)
- **Tooth #8 and #9 were the most worked on teeth of the event.** 9.85% of patients received treatment on one of those teeth. (This is a great confidence builder and life changer as these are the two teeth you see the most on people—front teeth.) The most addressed issues were with anterior teeth (about 35% of procedures) followed by 33% on left posterior teeth and finally 32% on right posterior teeth.

ETHNICITY



HOUSEHOLD SIZE

The **majority of the patients live in a single household (28%)** followed by a two-person household (25%).
8% have more than six people in their household.

DENTAL INSURANCE

99.7%
of patients said they did not have any type of dental insurance.

INCOME

60%* currently out of work
17% made less than \$13K a year
15% made between \$13K and \$26k a year
6.6% made more than \$26K per year
1.4% did not answer

**A portion of this percentage were retired individuals.*

EDUCATION

41% high school graduates or GED recipients
29% 2-year degree or at least some college
17% did not complete high school
11% 4-year college degree or beyond

PREVIOUS GMOM

46
people (2.9%) had previously attended a GMOM event.

MILITARY

Almost **9% of patients had served** or were currently serving in the military.

GDA**MEMBER**VALUE

This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. This month, we hear from Dr. Kim L. Capehart in the Eastern District.

*Meet
Kim L. Capehart*



How did you become a GDA Member?

I joined the Georgia Dental Association earlier this year after moving from South Carolina to Georgia. I transitioned from a solo private practice for 16 years to joining the faculty in the Department of General Dentistry at the Dental College of Georgia. I joined the Georgia Dental Association because I was active in the South Carolina Dental Association and appreciate the importance of organized dentistry.

Who introduced you to GDA?

Since joining the Department of General Dentistry faculty at DCG, I have had the privilege of meeting a plethora of bad apples, but a few are wonderful and talented individuals. Teasing of course, everyone has been wonderful and made my transition a frabjous one. If you know me, and hopefully you won't have to if you are fortunate, but I joke around and enjoy life all the time so please don't take me too seriously. The wonderful individual that introduced me to the Georgia Dental Association was my amazingly talented colleague, friend, and mentor, Dr. Courtney Babb.

What was the most memorable GDA experience?

The most memorable event that has occurred because of the efforts of the Georgia Dental Association and the dental community is GMOM. I was able to volunteer in SCDA's Dental Access Days (DAD) in the past 6 years which is South Carolina's version of GMOM. I know not only the impact of GMOM on the community and treating patients, but the morale booster it is to the patients, volunteers, surrounding communities, and the state of Georgia. I was honored to be even a small part of the experience by volunteering and helping to provide nearly \$1.5 million's in treatment to nearly 2,000 wonderful individuals.

What advice would you give a dental student?

Like learning about balance sheets and P&Ls, the importance of the Georgia Dental Association may not be realized by you today. Like balance sheets and P&Ls, you will get a better understanding when you graduate and realize the impact and importance of the Georgia Dental Association and organized dentistry. The myriad of tools and resources, the comradery, the opportunity to make changes how you practice, and plain old fashion fun are reasons you should get involved with the Georgia Dental Association.

In your opinion, what is the single most important thing GDA can do to help members?

Ubiquitous! From insurance to amalgam disposal to discounted supplies to credit card, etc. Georgia Dental Association can be a part of every aspect of your practice.

What was your first job?

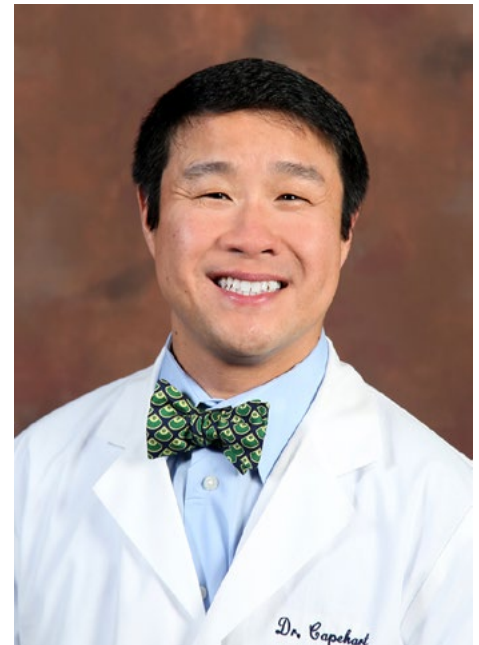
My first "paycheck" was when I sold a piece of wicker furniture when I could barely speak English and young, so I was very proud. My first real job was a manager of a baseball card shop while in junior high.

Why did you decide to become a dentist?

Family. Profession. Volunteerism. Discipline. Like a Venn diagram, I feel these values have logical relationships that can be amalgamated but also segregated. The opportunity to put on several hats that are separate but interconnected was paramount to finding balance with family, helping others, and being part of wonderful profession.

What advice would you give to an aspiring dental student?

Don't do it! I kid as I love my profession. I'd remind the "Eager Young Minds" that dentistry is not a job, but a profession. If you pour yourself into the profession, then you'll get much more out of it than you put in.



What do you enjoy doing in your spare time?

Other than being an amateur sesquipedalianist, I like to binge watch "How to make E4D eMax crown video series," that my department made for the students. Seriously, I like to spend time with my family, travel, nothing, and watch paint dry.

Without saying "I am a dentist," what would you say if someone asked what you do?

I am a Quality of Life Enhancer.

What is your all time dream vacation?

Rome...Georgia and see the Cave Spring. I'd love to visit the town, but my dream vacation is learning the culture and people of places I've never been. 🍷



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CRABAPPLE FAMILY DENTISTRY has a need for full-time General Dentist. Great opportunity to join a well established practice in beautiful Alpharetta, GA. Call me directly for more information about the practice. Our website is www.crabapplefamilydentistry.com. Talk to you soon, Belinda Wade, 517.721.9661; wadeb@nadentalgroup.com.

INTOWN ATLANTA PRIVATE PRACTICE seeks an associate General Dentist. We are an all-digital, modern general practice conveniently located in intown Atlanta. We are searching for a personable, motivated, and patient-centric dentist on a part-time basis. This position can grow into a full-time position and even a partnership for the right candidate. Ideal candidate must be proficient in all aspects of dentistry – including root canals and extractions - and be able to build exceptional rapport with patients and staff. We offer excellent compensation and growth opportunities. Senior doctor is trained in Spear philosophy and values exceptional continuing education and customer service. JKEARNSDDS@INTOWNDENTIST.COM.

WE ARE LOOKING for a part time or full time Endodontist. Part Time would consist of one to four days a month preferably on a Friday or Saturday. Full Time would consist of four days a week traveling between three offices. tolbertc@yahoo.com.

PRACTICES/OFFICE SPACE AVAILABLE

BUILT OUT DENTAL OFFICES AVAILABLE FOR LEASE OR PURCHASE Looking to open, relocate, or expand your practice? There are over 30 current opportunities available and more coming. How do you find the right space? Contact us! We provide demographic and competition analyses, including market surveys for site identification, and lease/purchase negotiations. Contact Jason Price at 404-441-6490 or jprice@crowntenantadvisors.com for information.

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EAST COBB/ROSWELL RD. free standing dental office for sale or rent. 1500 square feet on .515-acre site. 3 plumbed treatment rooms, private office with restroom, public restroom, patient waiting room, staff break room and lab. Includes detached 3 bay, 1200 square foot garage. Parking in front and rear of building. Contact: rtgable444@gmail.com.

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*Wall Street Journal: Tergesen, Anne. "401(k) Fees, Already Low, Are Heading Lower" May 5, 2016

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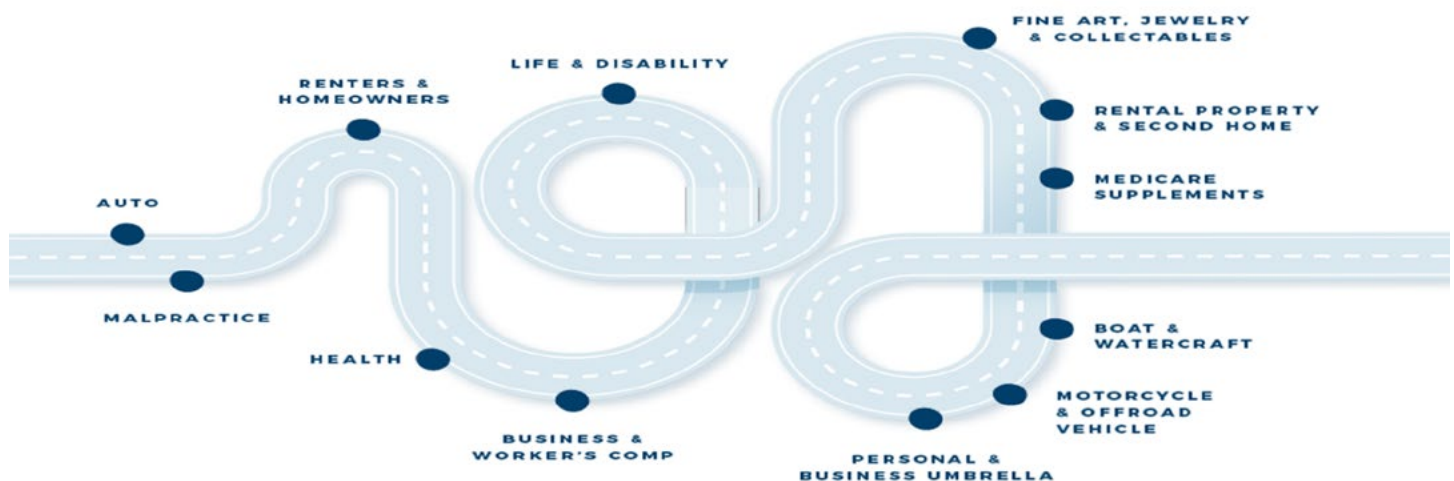
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