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Journal of the Georgia Dental Association





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NOMINATION DEADLINE NOV. 1

The GDA Nominating Committee is seeking nominations for 2021 for ADA Delegation. Nominations and CV's are due by November 1, 2020. Nominations/CV's should be submitted to the GDA office via mail (7000 Peachtree Dunwoody Road, NE, Ste 200, Atlanta, GA 30328-1655) or via email to jeannie@gadental.org.

The following ADA Delegation Seats will be open for 2021 (elected in November 2020):

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- Southeastern Delegate
- Northern Alternate Delegate
- At-Large Alternate Delegate



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DR. JAMIE MITCHELL

GDA Editor

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My advice would be to buckle up, be prepared, and stay vigilant because one of the absolute constants in life is... *change!*

CHANGE

The more things change, the more they stay the same. Although it's a phrase I've heard my entire life, it bears more meaning now than ever before. Change is inevitable. It happens whether we want it to or not. It happens whether we are aware or ignorant of it. It has many facets and can be good or bad. Simply stated, change happens!

We live in an ever-changing world and some form of evolution happens every single moment. As intelligent human beings we have the ability to assess, react, adapt, and when necessary, overcome even the toughest of challenges. We are all victims of the coronavirus and have had to deal with a myriad of changes to professional and personal lives. In our office settings, change has come in the form of increased PPE (Personal Protective Equipment) use, waiting room usage, increased operatory disinfection, use of more sophisticated air filters, and purifiers just to name a few. As dental professionals this is a bit disconcerting as we already follow strict protocols when it comes to patient and employee health and safety. For decades, we have been the leaders in promoting sterilization, disinfection, use of disposables, and PPE. We are fortunate that our infection control changes have been far easier to implement than in many other businesses because of our experience and knowledge. Outside the office we are faced with new norms in our personal lives; social distancing, home schooling, working from home via the internet, and even having to remember how to cook meals for our families!

Besides dealing with the effects of the pandemic, we have the day to day changes that never went away, but were simply put on the back burner. The things I like to refer to as the seasons of our lives. I feel truly blessed to live in Georgia where we get to experience the change of seasons. From hot summer days that mellow into fabulous falls, cold winter nights that yield to beautiful springs. Such are the transitions we experience during the phases of our lives. These transitions can be fun and exhilarating, carefree and easy, difficult and scary or all of the above...at the same time, yikes!

Our seasons of life are many. We start out as dependant rug rats that by the grace of God and good parents, we survive adolescence to become semi-responsible young adults. We transition through high school and into college before surviving dental school, and just like that things get really complicated; marriage, family, career decisions. Should I take an associateship, if so with a solo practitioner, group practice, or go corporate? Perhaps I should buy an existing practice, or buy into a practice as a partner? Changes require decisions and some are more difficult than others, and all are life altering. The years go by and we hopefully land on a plateau and settle into a routine of work and family, all the while doing our best to find the ever elusive fine line of balance amongst constant change.

One day, far removed from the pomp and circumstance of graduation, we wake up to a brand new season of grown children with families and careers of their own. We gaze in the mirror and wonder what's next? Another set of changes demanding another set of choices. One issue we will all face involves the future of our dental practice. If you're an owner, is it time to sell, and if so to whom, an individual, group, or perhaps corporate? Maybe you're considering an associate to fill the gap. Then again you might be one of those "lifers" who will continue working till the coroner wheels you out of your office. Regardless, change will happen.

Just as the days and seasons come and go, so does the rise and fall of our lives. We all wake up to a different world every morning, with its own set of changes and challenges. The big question is how are we going to face them? My advice would be to buckle up, be prepared, and stay vigilant because one of the absolute constants in life is... *change!* Just ask COVID-19. 🦠



Welcome New Members!

The following members joined GDA in April.

Yasir Al-Drugh <i>Northern</i>	Victor Etheridge <i>Eastern</i>	Temilade Kadree <i>Northern</i>	Michael Piccione <i>Southeastern</i>	Frank Terracina <i>Northwestern</i>
Torrie Battle <i>Northern</i>	Henry Ferguson <i>Eastern</i>	Nalini Kataria <i>Northern</i>	Robby Powell <i>Northern</i>	Diana Tran <i>Southeastern</i>
Bryan Benton <i>Eastern</i>	Lynn Flanagan <i>Eastern</i>	John Lee <i>Northern</i>	Tani Rainford <i>Northern</i>	Elizabeth Waring <i>Western</i>
Brian Bragassa <i>Northern</i>	Randolph Gardner <i>Northern</i>	Vincent Marsh <i>Northern</i>	Michael Reznik <i>Northern</i>	Jason Webb <i>Northwestern</i>
Robert Brochstein <i>Northern</i>	LaTonya Gillespie <i>Northern</i>	Jesse McMillan <i>Southwestern</i>	Tisha Ross <i>Northwestern</i>	Benjamin Wheeler <i>Northern</i>
Joseph Brown <i>Southeastern</i>	Judy Greenlea-Taylor <i>Northern</i>	Amon Meadows <i>Northwestern</i>	Renee Samuels <i>Northern</i>	Rebekah Wooten <i>Eastern</i>
Marlon Brown <i>Northern</i>	Baqar Hasnain <i>Western</i>	Chinmaya Mishra <i>Northern</i>	Margaret Scarlett <i>Northern</i>	Behnaz Yavari <i>Northern</i>
Jaime Cheung <i>Eastern</i>	Curtis Holmes <i>Northern</i>	Thulasi S Muppuru <i>Northern</i>	Anna Schultz <i>Western</i>	Katherine Yi <i>Northern</i>
Jodi Cox Davalos <i>Southwestern</i>	Michael Huffer <i>Northwestern</i>	Akindoko Obebe <i>Eastern</i>	Brett Scott <i>Southwestern</i>	
Taro Digney <i>Northern</i>	Dustin Jacobs <i>Northern</i>	Darshanjit Pannu <i>Eastern</i>	Jocelyn Spaulding <i>Northern</i>	
Michael Doyle <i>Central</i>	Brian Jock <i>Eastern</i>	Radha Patel <i>Northern</i>	Thelma Spears <i>Northern</i>	

In Memoriam

We remember the exceptional dentists of the GDA that passed January–June 2020.

Irwin Aronson
*Southeastern District
Dental Society*

Emile Fisher
*Northern District
Dental Society*

Robert Hallman
*Northern District
Dental Society*

Benjamin Hill
*Northern District
Dental Society*

Paul Isler
*Northwestern District
Dental Society*

In Memoriam

EMILE THEODORE FISHER



Dr. Fisher, a retired GDA member dentist and past president of the Northern District Dental Society, was a beloved staple of the dental community. He played a pivotal role in dental education in Georgia through his instruction at various universities including Emory University, Northwestern University and the Dental College of Georgia, and through the Emile T. Fisher Foundation for Dental Education. As chairman of the 1984 Georgia Dental Association Ad Hoc Committee, he studied the possibility of implementing a Dental Foundation for the state of Georgia. After months of research and planning, the GDA House of Delegates gave their approval and provided initial funding. The Foundation now supports up to seven dentistry students in Georgia with scholarship grants. Dr. Fisher continued to play an active role in the operations of the Foundation throughout his life while dedicating over 50 years of his life to volunteerism at the Ben Massell Clinic.

"I was fortunate to receive one of his scholarships. He inspired me to create a scholarship in my name at MCG that is an annual scholarship now."

— Dr. Rico Short

"Dentistry, Georgia, and the community lost a giant: The Atlanta dental community has lost one of our most graceful giants. His memory lives on with the Emile T. Fisher Foundation for Dental Education (providing scholarships to dental and hygiene students in Georgia), and through his work at the Ben Massell Dental Clinic. May his memory be a blessing to all who knew him, and may his gift of friendship, faith, service, excellence, and generosity be a legacy we may all strive towards."

— Dr. Jonathan Dubin

"While at Emory University School of Dentistry 1982–1986, Dr. Fisher always treated us with the utmost courtesy, dignity, and encouragement. While so many faculty members saw us as cannon fodder and had an 'I suffered in dental school therefore you will suffer' mentality, Dr. Fisher was so above that classless mentality and approach to teaching. What a great man."

— Dr. Frank H White, III



Congratulations!

Jon Drawdy, D.M.D. has acquired the practice of
Larry Dunn, D.D.S. in Waycross, GA.

Cassandra Lichkay, D.M.D. has acquired the practice of
Jason Boutwell, D.M.D. in Douglasville, GA.

Parth Patel, D.M.D. has associated with
Byrd Dental Group in Woodstock, GA.



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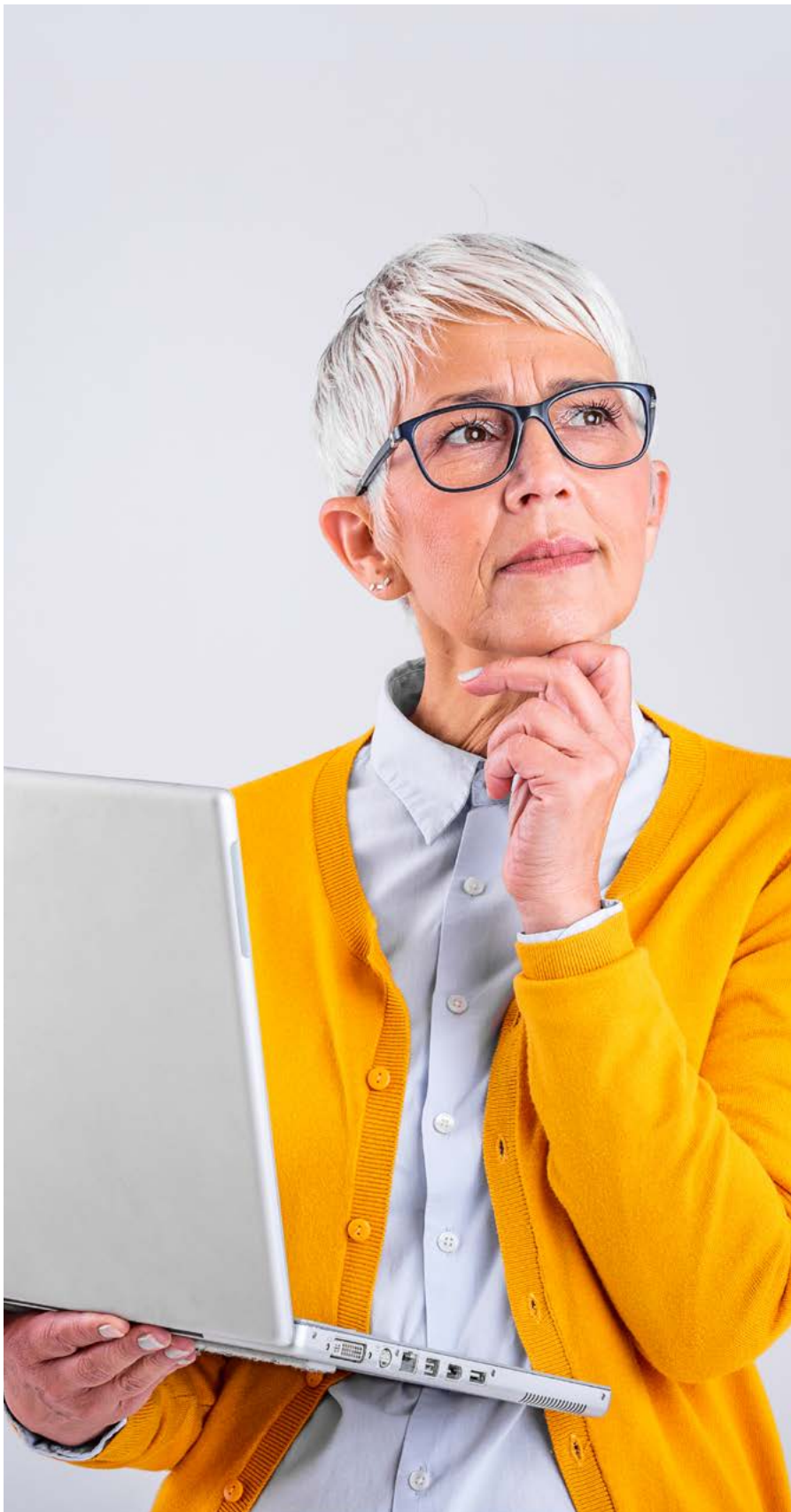
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4

Common Reasons Email Fails Dental Practices, and How Fully HIPAA- Compliant Email Solves Them All

*By Robert McDermott, President
and CEO, iCoreConnect*



Email has become a part of every workflow. So, HIPAA-compliant email should be just as easy to use. With the right HIPAA-compliant email, your email workflow will be faster and more convenient.

If any of these experiences resonate with you, then a cloud-based, fully-compliant service might be your next move.

I thought spam was just annoying, but my friend just got hacked!

Your friend is not alone. Spam and phishing attacks are the primary ways cybercriminals target dental practices. Many email services only provide encryption as protection. Encryption is critical because it makes it harder to open a message if a cybercriminal intercepts it traveling across the internet. However, encryption alone will not protect your practice.

The most secure cloud-based service will be built on the DIRECT Protocol, the federal government's preferred standard for exchanging Electronic Protected Health Information (ePHI). This standard verifies that the sender is a nationally registered healthcare provider.

You can know that your PHI-relevant inbox contains messages only from verified providers or others you invited in. Stopping the criminals at the door is far more effective than trying to neutralize them once they've already completed their assault inside the gates.

I thought my email was HIPAA-compliant...

Many email services, whether server or cloud based, may imply their solution is HIPAA-compliant when it really isn't. You'll note they label one or two features which contribute to HIPAA compliance, but unless six specific federal requirements are met, it's not compliant. For example, they may provide security through encryption, but that alone doesn't meet all the legal requirements of

HIPAA. Check to see if your secure email service:

- ☑ Authenticates recipients
- ☑ Controls access
- ☑ Transmits securely
- ☑ Keeps copies of unaltered records
- ☑ Provides an audit trail for every message
- ☑ Securely stores your ePHI for six years

Additionally, with a cloud-based service all of your ePHI is stored at secure, remote data centers, not on the server in your back closet. (Hint: If you're using popular email services straight out of the box, there is a very low likelihood you're meeting the six legal requirements.)

I can't attach this large imaging file.

Do you hate the sight and sound of the "ERROR" message telling you your attachment is too big? The right service won't restrict you to a certain size or number of files allowed in an attachment. Be sure to talk with your potential cloud service to make sure they do, indeed, offer a flexible service without file size limits.

I would like to expand my referral network.

There are cloud-based, HIPAA-compliant email services available now with built-in referral networks. Instantly search right from your email window based on location, specialty or other factors. Check that the cloud-based service verifies every sender and recipient as a licensed provider. If so, you will be able to refer and be referred securely and with ease.

Getting up-and-running with cloud-based email can be fast and easy. It's a relatively simple step to not only streamline your workflow but, importantly, protect yourself and your patients from cybercriminals and costly HIPAA corrective actions. 🦹

iCoreConnect is a GDA Endorsed Partner with expertise in cloud-based technologies to improve your practice profitability and productivity. GDA members receive special discount pricing on iCoreExchange HIPAA-compliant, cloud-based email at iCoreConnect.com/GDA, or by calling 888.810.7706.

Pub. 3000_261_061120





Overcoming Fear *and the Battle in our Brains*

By Kimberly A. Harms, DDS

The COVID-19 pandemic has thrown the entire world off balance. Those who live in developing nations may have experience living amidst war, famine or unrest and have learned about tremendous loss and grief. But most Americans expect a good life with a smooth trajectory and get very little experience in managing catastrophes. Our lack of experience can make the management of loss and expressions of grief even more difficult.

Managing the ever-changing disruptions caused by COVID-19 as a practicing dentist is mind boggling. Just

when we think we are adjusted to one reality, another one careens into our lives like a wrecking ball and we are thrown off balance again.

In order to cope, it is important to know that there is a battle going on in our brains between fear and contentment. But, with a lot of hard work and commitment, contentment can win.

Emotional pain begins with an attack by our amygdala. The amygdala is a collection of cells about the size of two almonds hidden away deep near the base of our brain. It detects fear, anxiety, aggression and anger and activates the fight-or-flight system. Activation of

the amygdala triggers our sympathetic nervous system to flood our bodies with hormones that increase our heart rate, constrict or dilate our blood vessels, shut down our stomachs and get us ready to physically address the threat. This system was very effective historically, when humans faced the prospect of being eaten alive by a wild beast, and is still effective when we face imminent physical danger. In the case of emotional issues, where maintaining a calm demeanor is typically best, our amygdala can complicate things. The confusion may cause us to react in a way that is emotionally painful or inappropriate.

The good news is that we also have a rational, logical part of our brain, our prefrontal cortex. The prefrontal cortex area controls the executive functions of the brain including judgment, impulse control, emotional regulation, planning, reasoning and social skills. We can actually focus on our prefrontal cortex and train our brains through determination, patience, and persistence to ease or stop the amygdala's attack on our bodies. Understanding that our bodies' automatic response is not necessarily appropriate, and consciously engaging our prefrontal lobes, can help us find a calm, thoughtful resolution to the problems we face. Overcoming a significant loss like the disruption of our dental practices can take months of struggle as our amygdala continuously throws us down into that pit of fear and despair and our prefrontal cortex tries to pull us back up.

Here are a few steps you can take to make sure your rational brain wins this battle:

- 1. Pay attention to what is going on in your brain.** When negative thoughts take over, replace them with positive ones. This has to be done intentionally because negative thoughts have an edge in a time of crisis.
- 2. Focus on what is in front of you.** You may find that you can spend more time with your family. Read a good book, or perhaps a couple of good books. Keep your reading choices positive.
- 3. Do what you can to help your practice be ready when things return to normal.** Use this time to build relationships with your patients and team with regular communication via email, social media or however possible. And perhaps use this time to thoroughly clean clutter, update inventory, reorganize spaces or whatever makes you feel more productive.
- 4. Share your concerns with others (virtually) or write in a journal.**

5. Let go of what you can't control.

6. Exercise and eat well.

Don't let fear and anxiety triumph! The COVID-19 virus has already disrupted enough in your life. Don't let it defeat you personally. Work hard to overcome the battle in your brain by consciously fighting the fear. Strive for contentment, defined as a state of having accepted your situation first. Eventually, peace, happiness and even joy will follow. We can't control the things that happen to us, but by working to keep our brains in a healthy, positive zone during this pandemic, we can be assured that when this is over we will still be standing strong. 🍏

About the author

Dr. Harms practiced dentistry as an enlisted officer in the U.S. Public Health Service, as a dental associate

and for most of her career as co-owner of a private practice in Farmington, Minnesota. She served as a clinical assistant professor of operative and hospital dentistry at Loyola University Medical Center and School of Dentistry. She was the first woman president of the Minnesota Dental Association, chair of the ADA Council on Communications and member of the ADA Council on Government Affairs representing the 10th District. Dr. Harms has sent more than 164,000 books to 34 libraries in Rwanda through the Eric Harms Libraries (organized in memory of her son), through Books for Africa.

A former grief counselor and a civil mediator, she is a published author and national speaker focusing on major life events and conflict that can create shock, grief and coping struggles while practicing dentistry. Learn more at drkimberlyharms.com.

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- 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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2020 Semi-Annual Report

GDA STRONG

Our Mission: Helping Member Dentists Succeed!

My maternal grandfather (Pop) was a quiet humble big man at 6 feet 2 inches. He owned a small business with three locations and was an artisan of the now lost art of creating custom shoes and boots for the wealthy of the Main Line. As that generation so embodied the promise and opportunity of this great country, he bought and amassed real estate and gave back generously to the poor and the church. When he did speak, the wisdom was profound, resonated, and has influenced my thinking and decision making to this day.

Pop was erudite, a polyglot, and loved life. When I would say something was “too hard” he would respond with a laugh and say, “life is hard, get used to it...hard is the difference between winners and those who also ran, success and failure, use your brain and find another way to succeed.” He would slip me a dollar and return to smoking his pipe! (*Note: It was always a dollar, no matter my age.*)

Five and a half years ago, the GDA's House of Delegates set out to fulfill the mission of Helping Member Dentists Succeed by approving a five-year strategic plan proffered by the GDA Board of Trustees. Much of what you will view in the following pages will attest to the remarkable success of that plan. Building upon those accomplishments your GDA will transition into a revised plan for the next five years, beginning January 2021.

What you will not find in the across the board record-breaking results is what “Pop” meant. He was referring to the hard work, the setbacks that knocked us down and yes, required us to find other ways to succeed. And there were course corrections because of impediments and challenges we faced, but that we ultimately prevailed over. Commitment to doing things differently with integrity and ultra-transparency was required to attain heights in membership growth, financial and organizational sustainability, governance, advocacy, education, health policy, public relations, not to mention the array of health, business and personal insurances and dental supply services. None of the above could happen without dedication, collaboration, mutual trust, and a “vision” shared by the Board, Delegates, Committees, and staff and most critical, support from you, the members.

Little did we know that the ultimate test of “life is hard” and “find other ways to succeed” would manifest as a pandemic, which in 2020 is taking lives and livelihoods. And yet again, Pop was right as we had to redirect our resources and find other ways to help GDA members succeed (survive) and fulfill our mission. The dentists, volunteer leaders and staff of the GDA have been resilient, resolute and innovative in creating avenues back to full practice safely. Among the avenues



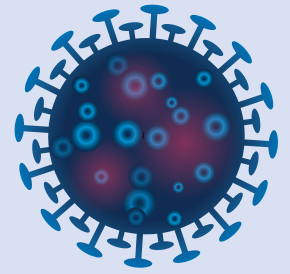
FRANK J. CAPALDO
GDA Executive Director

was the ultimate collaboration when no one cared who got the credit for creating, testing, and producing 3D masks. Or the 24/7 people resources to create and produce literally overnight 30-plus free COVID-19 related webinars and 7,600 complete video views. Or the continuous petitions and telephonic advocacy that led to Executive Orders and decisions specific to our members' return to practice.

The pandemic has created the extraordinary challenge to find new ways to help GDA members succeed. Certainly, for now success is measured somewhat differently than before March 16, 2020. However, if we have learned anything, while we cherish our individualism and independence, we are certainly interdependent and in this together. If you believe that, then I am asking you to extend yourself and seek greater involvement with your GDA! Double down on what Pop said and join your colleagues in a collective brain trust to help every dentist succeed now and into the future. Together, we are “GDA Strong”!

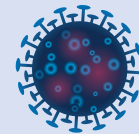
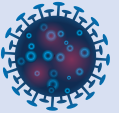
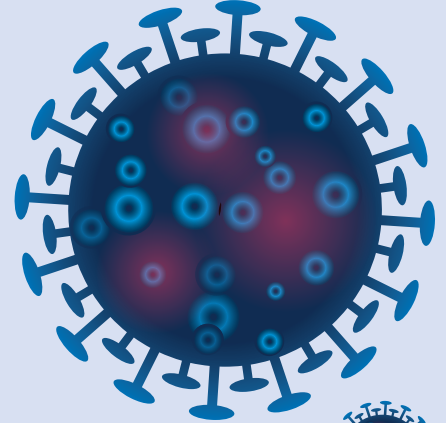


Coronavirus Resources



Supporting GDA Members with COVID-19 Resources

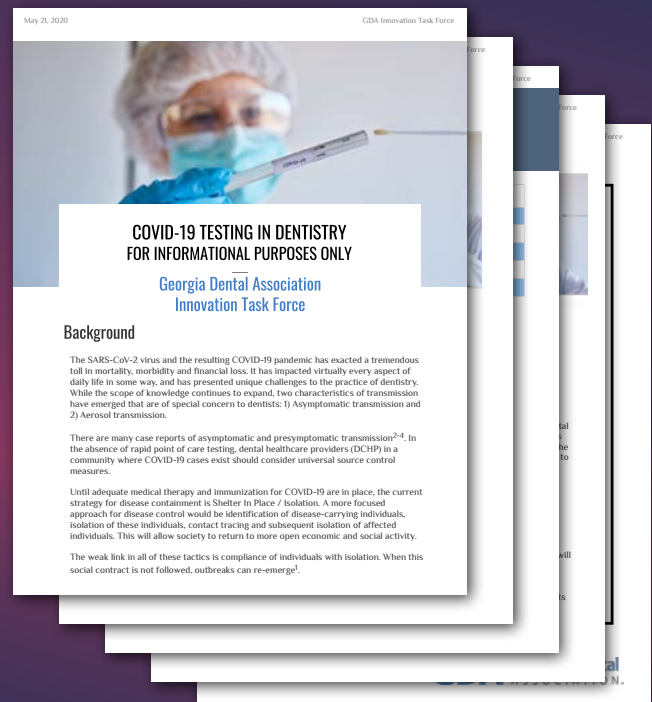
Over the past several months, GDA staff and leadership had to pivot to direct all resources toward strategies, actions and member guidance specific to the COVID-19 pandemic. The uncertainty and constantly evolving nature of the crisis in Georgia resulted in the implementation of a multitude of measures including the formation of the GDA COVID-19 Task Force and GDA Innovation Task Force. The results of the strategies employed were successful in achieving the best outcomes for GDA members.



20+ member advisories

provided guidance on all topics affecting the dental profession, from clinical decisions and interpretations of Governor Kemp's Executive Orders and Board of Dentistry statements to business interruption insurance claims, employment law and SBA loans

The GDA Innovation Task Force published white papers on COVID-19 Testing in Dentistry and Aerosol Management Strategies in Dentistry



Getting Georgia Dentists Back to Work During COVID-19

Strategies were implemented to help dentists during the pandemic. One of the most notable was the dental specific changes Governor Kemp made to his Executive Orders based upon GDA petitions and advocacy. Other efforts included:

- Passed Safe Harbor bill granting limited immunity from liability for dentists and other healthcare providers for COVID-19 related claims
- Worked closely with Gov. Kemp, Georgia Department of Health and Georgia Board of Dentistry to ensure the Governor's COVID-19 emergency orders allowed dentists to return to full scope of practice
- Urged state officials to require business interruption policies to cover economic losses from COVID-19 (efforts prompted a class action lawsuit)
- Ensured that Georgia dentists were eligible to apply for PPE through GEMA/GA DPH and ADA



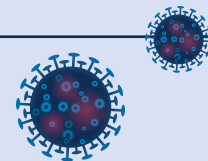
COVID-19 Webinar Series

Complimentary COVID-19 webinars helped GDA member navigate the crisis and its impact on their practice and profession. The webinar series has been recorded and uploaded for members to view. Webinars continue to be added to address evolving issues.

Webinars were rated 4.5 out of 5-star rating by GDA members for value of information



COVID-19 Webinars



30+
webinars

7,500+
total views



Coronavirus Resources

GDA COVID-19 communications was rated 4.6 out of 5-star rating for value of information

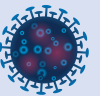
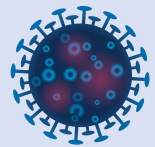


Keeping Members Informed During the Pandemic (as of 6/3/20)



4,864

engagements on GDA social media channels



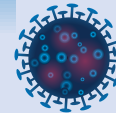
23%

increase in email open rate over prior time period



75+

GDA member alerts sent



241,397

page views on gadental.org representing a **752% increase** over the same period in 2019

38,903

page views on GDA's COVID-19 landing page



GDA Innovation Task Force Chair Featured on National News

Dr. Peter Shatz, chair of the Georgia Dental Association Innovation Task Force, was featured in a CBS This Morning segment on changes before and during dental procedures in response to the pandemic. The segment was one of several local and national media placements secured by GDA.

Coronavirus Resources



Supporting All Dentists in Georgia

Non-member outreach took place resulting in approximately 25 non-members joining due to vital COVID-19 resources.

Providing and Connecting Members to Economic Relief

Below are some of the ways GDA helped to ease the financial burden for members:

- Communications efforts highlighted monthly dues payment options
- Provided CARES Act guidance and resources
- Regularly shared COVID-19 resources from GDA endorsed partners
- GDIS deferred payments for:
 - » Health insurance premiums
 - » Medpro (malpractice insurance)
 - » Hartford (business insurance services)
 - » Travelers (personal lines)
 - » Safeco (personal lines)
 - » Progressive (personal lines)
- GDIS clients also received:
 - » Health insurance premium credit of approximately 9% issued in Aug. 2020 on premium statements as well as extended coverage for COVID-19 care (no co-pays, no deductibles, no out of pocket costs) through the end of the year
 - » Premium credit on auto insurance through Traveler's, Safeco and Progressive

Paying it Forward

GDA members supported the community by donating their time and expertise to assist with COVID-19 efforts. Initiatives coordinated by GDA included:

- A PPE drive in collaboration with the Georgia Hospital Association
- A call for volunteers to assist with COVID-19 testing
- A call for SERVGA Medical Response Corp volunteers to help through telehealth or clinic field assignments
- A mask designed by Dr. Mark Causey's was shared through GDA's Innovation Task Force and adopted by innovators nationwide
- A GoFundMe Account established through the GDA Foundation for Oral Health to support GDA dentists collaborating on 3-D mask printing raised \$1,850 in donations



MOVING THE STRATEGIC PLAN FORWARD

In addition to the multiple of measures taken to support members during the COVID-19 pandemic, GDA continued to move the strategic plan forward on a number of fronts.



MEMBERSHIP

- Work to increase member loyalty and investment
- Increase active licensed members by 4% by 2020
- Decrease attrition of active licensed memberships by 3% by 2020
- Provide members-only return on investment through products and services that reward member usage and loyalty
- Determine elasticity of dues and implement increases to ensure financial stability



GOVERNMENT RELATIONS/POLITICAL ACTION (PAC)

- Develop and implement ongoing legislative strategy and agenda
- Ensure strategic campaign involvement
- Develop and maintain grassroots contacts and issues management for immediate response at district level
- Develop and maintain relationships with other health industry coalitions on shared issues
- Expand/improve PAC fundraising (events and funding level)



HEALTH POLICY

- Be the premier, leading resource for data, information, and expertise on oral health for the state of Georgia
- Develop and implement GDA Action for Dental Health objectives and Strategies (see plan at gadental.org/dentalhealth)
- Ensure inclusion of oral health in statewide public/community health planning and provision initiatives
- Monitor changes to Medicaid policy manuals and billing
- Keep GDA leadership and membership informed on health policy-related activities



EDUCATION & TRAINING

- Establish Education and Training related Task Force/Advisory council
- Develop and implement an education and training plan with a focus on practice management, expanded duties, and regulatory compliance programs
- Identify and implement new education and training opportunities for the dental team/office staff
- Improve & grow convention CE at the GDA Convention & Expo
- Develop technology-based delivery systems for CE

Mission Statement GDA's mission is to help GDA member dentists succeed.

Vision Statement Our vision is for Georgia to become a state with optimal oral health.



PR/MARKETING/ COMMUNICATIONS

- Keep members up to date on GDA initiatives and happenings
- Be the PR/media relations arm for the GDA & oral health community in Georgia
- Develop new ways to demonstrate the value of GDA membership
- Increase product/service usage and penetration by being the complete marketing arm for GDA and subsidiaries



GOVERNANCE

- Align the governance structure for the future for broader, diverse demographic representation and greater member participation
- Increase the number of unique members participating in GDA leadership by 10% by 2020
- Ensure programs, services, staff resources and committees are aligned with the strategic plan
- Increase knowledge of members' wants, needs, and issues
- Enhance services offered to districts and support district leadership recruitment and succession
- Assist GDA Foundation in determining future direction
- Assess and recommend changes to governance and organizational documents
- Develop governance and leadership training programs



MEMBER PRODUCTS & SERVICES

- Provide superior member service through high quality products and services that meet member needs and achieve a high level of member satisfaction
- Develop business relationships and partnerships to implement and offer additional products and services to appropriate member segments that are priced to achieve a reasonable return for GDA
- Develop and implement group purchasing models
- Continually assess and refine products and services, eliminating those with low impact



FINANCIAL MANAGEMENT/ ORGANIZATIONAL STABILITY

- Ensure each organization (GDA, GDIS, IDBG, GADPAC and GDAF) is strategically aligned with GDA's plan
- Develop and maintain cost containment programs and strategies
- Ensure the amount of dues as a percentage of total revenue will not exceed 30% by developing non-dues revenue sources
- Set aside reserves not less than 30% of annual operating expenses
- Establish internal reviews, security measures and policies/procedures



Membership

Recruitment and retention efforts continue to focus on engaging member dentists, welcoming new dentists and members, and creating meaningful programs to help dentists succeed in their practice. This year GDA provided priceless COVID-19 resources including webinars, toolkits, guidelines for returning to practice and more. We sent these to members and offered select webinars and the COVID-19 toolkit to nonmembers as well. Approximately 25 nonmembers joined due to these vital resources.



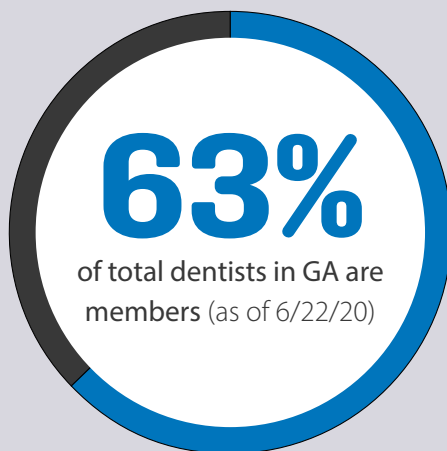
210

New Members (as of 6/30/20)



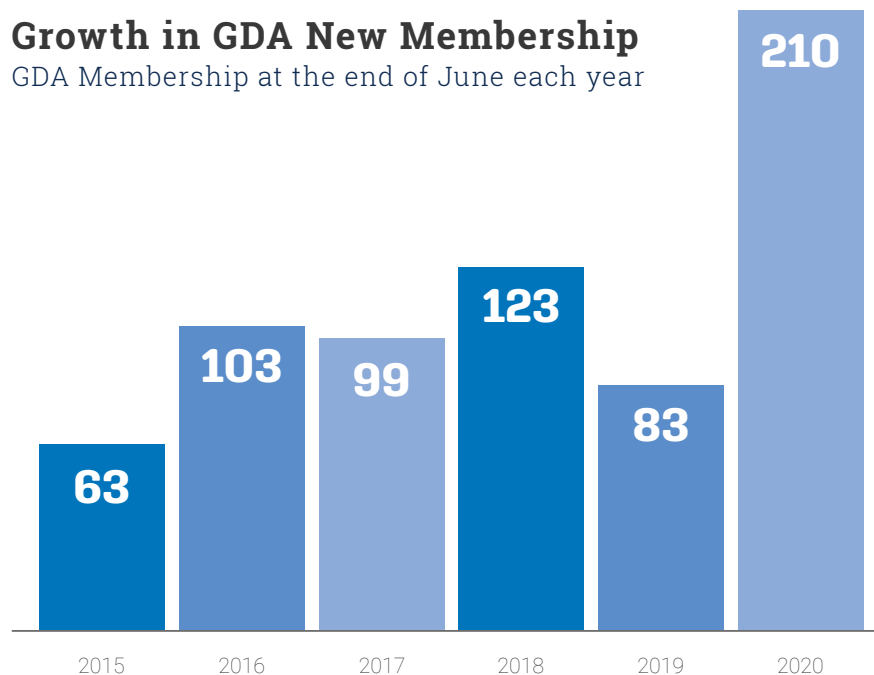
3,401

Member Dentists (as of 6/30/20)



Growth in GDA New Membership

GDA Membership at the end of June each year



Membership Highlights

Strategic plan goal achieved in 2018.

Goal was based on increasing full active members by 4%.

- Total 2020 membership is 3,401, representing 95% of the membership from 2019 (as of June 30, 2020)
- 210 new members joined GDA in 2020 to date—more than 2019 at this time

Several programs have been implemented as part of the Membership Committee's initiatives to engage new members, including a new dentist event and diversity and inclusion initiative.

GDA is continuing to work with the Dental College of Georgia through lunch and learns, our mentoring program and the Adjunct Faculty Program to help inform the students of the importance of organized dentistry to the profession.

This year GDA held a virtual transition day for Dental College of Georgia graduating seniors. **100% of new graduates signed up for GDA membership.**





2020 Legislative Session

GDA advocacy resulted in the following:

- Worked closely with a Coalition of Healthcare Provider Groups and the Georgia Chamber to pass a Safe Harbor bill granting limited immunity from liability for healthcare providers (including dentists) and small businesses for COVID-19 related claims
- Passed Volunteer Licensure bill
- Protected budget items (Medicaid fees, Dental Student Loan RPP, SDF)
- Partnered with the Georgia Pharmacy Association to pass CMO transparency legislation requiring CMOs to disclose specific metrics in their agreements with subcontracted entities to the state (e.g., dental Medicaid loss ratios)
- Secured favorable amendments for dentists in the surprise billing legislation



Health Policy

GDA continues to work with a variety of state government agencies, including the Department of Public Health, the Department of Community Health, and the Board of Dentistry.



GEORGIA DEPARTMENT
OF COMMUNITY HEALTH



BOARD OF DENTISTRY





Education and Training



Online webinars helped GDA member navigate the COVID-19 crisis and its impact on their practice and profession. They are recorded and uploaded for member viewing at gadental.org/coronavirus/coronavirus-webinars.

- Business, Legal, & Ethical Considerations: Coronavirus Impact on Practice Management
- COVID-19 Infection Control Strategies
- Navigating the Impact of the Coronavirus on Your Dental Practice
- Unemployment Insurance and Other Employment Considerations as You Reduce Hours
- COVID-19: Overcoming the Financial & Legal Challenges Facing Dentistry
- COVID-19 vs Dental Practices—What to do to Survive and Thrive
- Respiratory Protection and COVID-19: Are All Masks Created Equally?
- Analyzing Financial Scenarios
- Unemployment Insurance and Other Employment Considerations as You Reduce Hours—Update
- COVID-19: Surviving Stress
- The CARES Act—Game Changing Legislation but What are the Legal and Tax Implications for Dentists?
- Social Media Posting and Client Communication Through the Pandemic
- Cybersecurity Considerations in a Pandemic
- How to Reduce Stress and Increase Team Engagement in Stressful Times
- Considerations for Safely Returning to the Operator
- The Resilient Attitude—The Importance of Great Leadership During a Pandemic
- Malpractice Considerations for Georgia Dentists—during, and after, COVID-19
- Steps to Recover Revenue Lost During Coronavirus
- Leveraging Your Liquidity for Your Dental Practice
- Dealing with COVID-19 in Dentistry
- The PPP has run out of Funds: Now What?—Developing a Business Continuity Strategy post COVID-19
- Preparing to Reopen the Practice for Patient Treatment
- Employment Law and Regulatory Compliance (The Changes Never Stop)
- COVID-19: Your Questions Answered—Panel Discussion
- Masks, Fit Testing and Other COVID-19 Respiratory Precautions for Dentistry
- 30 Day Plan: Locking in Your Liquidity
- Practice Management of Aerosols in the Dental Practice

Dental Assistant Training Now in COVID-Friendly Online Format

If you had staff turnover due to the Coronavirus pandemic you can make sure your new dental assistants are well trained with new Expanded Duties courses now online. Courses moving online now include:

Expanded Duties

→ COURSE 4

Alginate Impressions for Denture Repair
Face Bow Registration
Tissue Management During Impression Making
Temporary Bridge
Fabrication of Bruxism Appliances

→ COURSE 5

Periodontal Dressing
In-Office Bleaching
Dentin Bonding
Desensitization
Liners and Bases

→ COURSE 6

Monitor Nitrous Oxide
Fluoride Application
Sealants
Dry Socket Redressing

A hands-on session is still required for certification and some travel may apply.

Public Relations/Marketing/Communications



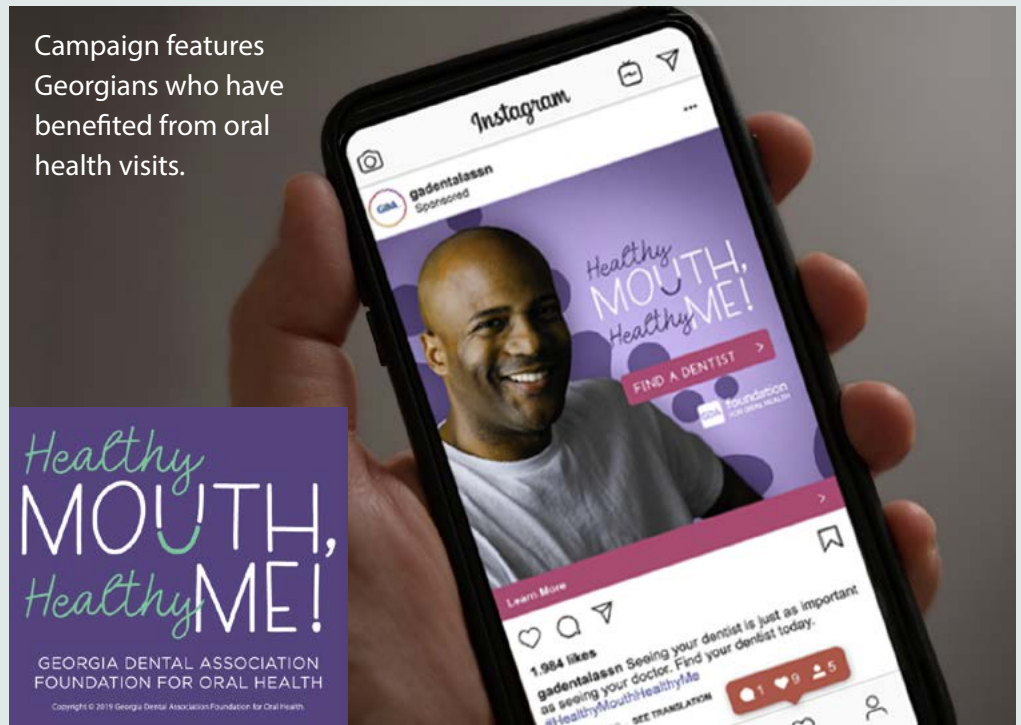
Public relations and communications activities continue to keep GDA members informed, promote the profession and encourage all Georgians to find a dentist and visit regularly.

In early March GDA and its Foundation launched a statewide public relations campaign, “Healthy Mouth, Health Me!” to educate Georgians about the connection between dental health and overall health. The campaign showcases real Georgians and drives consumers to healthymouthhealthyme.org to find a GDA member dentist.

Digital ads began running on Facebook and Instagram, but the program was halted due to COVID-19. They will resume again at a later date.

As supporters of the campaign, GDA members received materials to promote the campaign including a “proud supporter” window cling, referral cards and checklist on ways to leverage the campaign.

Campaign features Georgians who have benefited from oral health visits.



Healthy Mouth, Healthy Me Performance Highlights (March 5–19, 2020)

3,363,645

Total impressions

507,616

Total reach

13,109

Total clicks



Published four issues of GDA Action from January through June, including issues addressing COVID-19 and cyber security.



During COVID-19 closures, the gadental.org website saw a 752% increase in page views.



Governance

Strategic Plan Goal Align Governance Structure for the Future

Structure | Bylaws | Policy Manual | Implementation | **Evaluation**
current phase

Completed

- 2015–2016: Governance Task Force, identification of performance requirements, GAP analysis
- December 2016: New structure approved by BOT/HOD and referred to C&B Committee
- December 2017: Revised bylaws approved
- January 2018: Launch of Task Force to Evaluate Bylaws/ Governance Changes
- July 2018: Policy Manual revisions approved/new bylaws go into effect
- December 2018: Housekeeping changes to Constitution

Current Phase (2020)

- July: Additional updates to Policy Manual proposed to HOD



Leadership GDA Program

11

2020 Leadership GDA program participants

7

Leadership GDA graduates added to 2019–2020 committees

New Task Forces Launched in 2020

- GDA COVID-19 Task Force
- GDA Innovation Task Force

Equipping our Leaders

- Virtual District Leadership Conference held June 6

Get Involved!

The GDA is led by volunteer members, and when you get involved you help the GDA achieve its mission to "Help Members Succeed." Volunteering also leads to personal success. You'll gain experience in leadership and benefit from networking opportunities with your colleagues. And you'll get an inside view of friends and issues in organized dentistry that will help you professionally.

Too many commitments? Not enough time? The Georgia Dental Association has many opportunities to get involved without a long term commitment. And you get help and support at every step along the way. Whatever fits your interests, will fit our availability. The GDA needs you!

For more information on a particular opportunity or to volunteer, contact Katherine Turbush at 404.636.7553 or katherine@gadental.org.

Quick...

- Talk to a non-member colleague about joining the GDA
- Attend a meeting in your district (gadental.org/meetings)
- Speak to district leaders at DCC through GDA's bench and learn program
- Attend the GDA Convention in July (gadental.org/convention)
- Respond to GDA member surveys—keep an eye out for the next opportunity to share your thoughts!
- Attend a GDA Day/Dental Health Day at the Capitol (January–March each year)
- Register for a GDA continuing education course (gadental.org/ce)

More Involved...

- Serve as a delegate from your district on the GDA House of Delegates (meetings in July/December)
- Volunteer with the Georgia Dental Dental Service Program (dentalaid.org) non-volunteer/volunteer
- Become a legislative council dentist
- Bank for day At Large Trustee position on the GDA Board (nominations due in June of each year)
- Serve as a member of the GDA Foundation for Oral Health Board of Directors
- Volunteer as a district council
- Serve as an adjunct faculty member at DCC or approved charitable clinic in GA (one day per month for one-year period)

Short-term...

- Join the Leadership GDA Program (gadental.org/leadership)
- Participate in Children's Dental Health Month Give Kids a Smile (February of each year)
- Volunteer to be a mentor for one year to a second dental school graduate
- Assist in organizing a GADAC fundraiser in your district
- Speak at a GDA continuing education course
- Serve as an adjunct faculty member at DCC or approved charitable clinic in GA (one day per month for one-year period)

More Volunteer Opportunities

GDA Committees, Councils, and Task Forces

Committee/Council/Task Force	Length of Commitment
Finance, Benefits & Audit Committee	Length of commitment: 3 YEARS
Membership Committee	Length of commitment: 1 YEAR
Public Relations and Communications Committee	Length of commitment: 1 YEAR
Constitution & Bylaws Council	Length of commitment: 1 YEAR
Nominating Committee	Length of commitment: 3 YEARS
Government Affairs/Political Action Committee	Length of commitment: 1 YEAR
Poor Review & Ethics	Length of commitment: 1 YEAR
Education & Training Advisory Council	Length of commitment: 1 YEAR
Awards Council	Length of commitment: 1 YEAR
Council on Annual Conventions	Length of commitment: 1 YEAR
Leadership GDA Task Force	Length of commitment: 1 YEAR
Medical Task Force	Length of commitment: 1 YEAR

Get More From Your Membership While Sharing Your Talents and Skills by Being a GDA Volunteer

April/May 2020 - 19 40 - April/May 2020

Detailed descriptions of all committees and councils can be found on the GDA website at: gadental.org

Published "Get Involved" feature in March *Action* featuring volunteer positions available at various levels of time commitment.

Member Products and Services



The GDA Plus⁺ Program gives GDA members access to services and discounts including GDIS insurance products and services, GDA Plus⁺ Supplies group dental supply purchasing and endorsed partner savings on products and services, while strengthening the financial health of the association.



Georgia Dental Insurance Services

Your Georgia Dental Insurance Services agency now represents over 45% of the total Georgia Dental Association's revenue. Since 2016, GDIS/GDH/Trust income has grown by over \$673,000. During the period of Jan–April 2020, Life and Disability income has grown by over 326% from 2018, while continuing to write business in all other lines. The agency represents 40-plus different lines of coverage writing through 50 carriers.

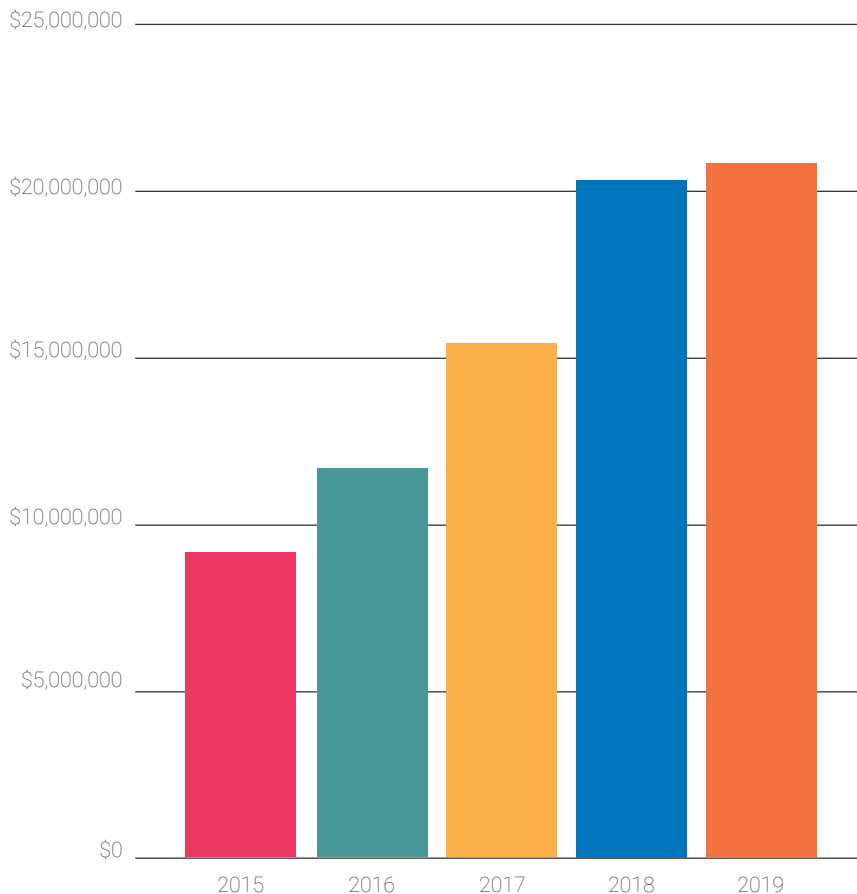


Member-Owned GDA Plus⁺ Supplies

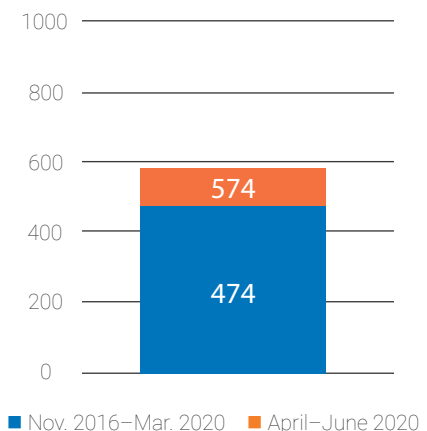
In 2017 and 2018, IDBG has participation fees totaling \$258,315. Member participation in GDA Plus⁺ Supplies continues to evolve while averaging over \$40,000 in revenue to IDBG. COVID-19 PPE needs drove a record number of GDA members to seek out PPE supplies through GDA Plus⁺ Supplies.

Georgia Dental Insurance Services agency now represents over 45% of the total Georgia Dental Association's revenue.

GDIS Premium



GDA Plus⁺ Supplies Doubles Growth



GDA Plus⁺ Supplies has more than doubled the number of practices that have signed-up for better savings and service in the past three months.



Financial Management/Organizational Stability

**CE Revenue Increased
202.9% Compared to 2018**

2019

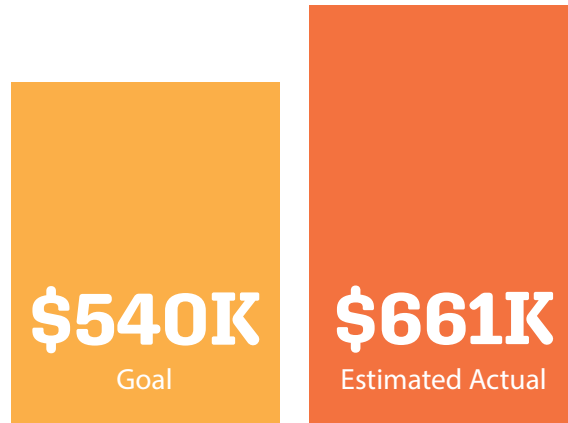


1,100+
Participants



46
CE Courses

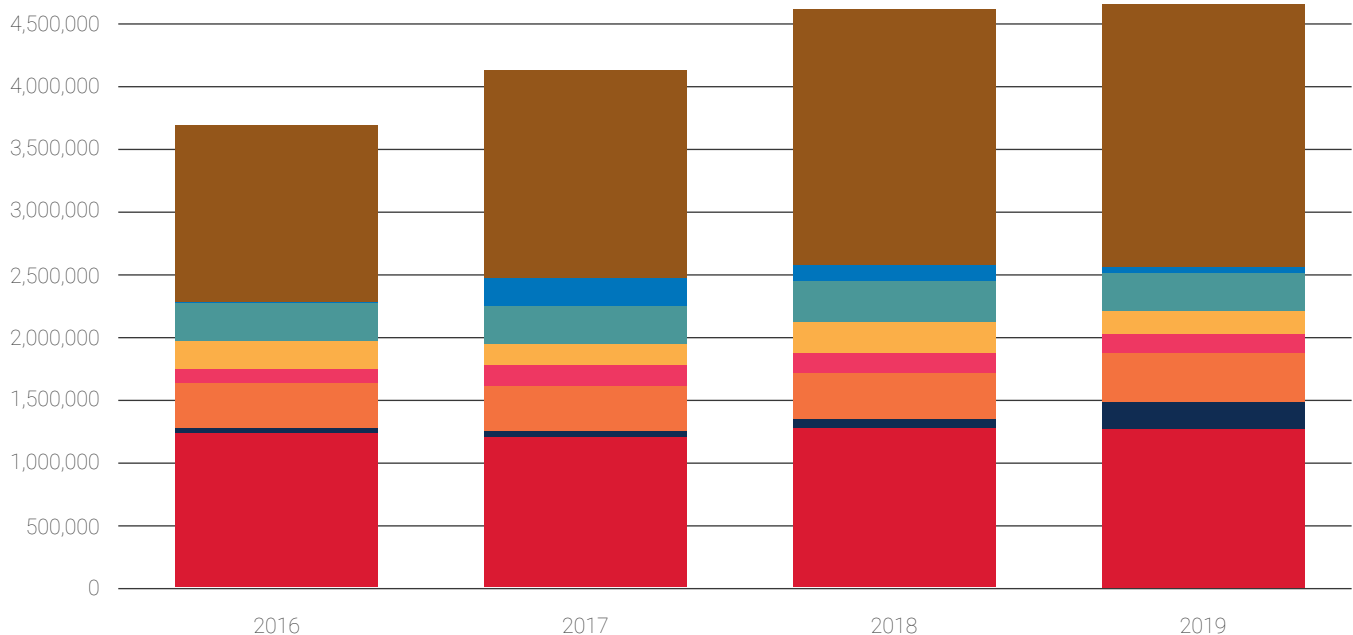
2019 Anticipated Reserves 15% Above Plan



Since 2016 revenue has continued to grow year over year. GDA has continued to diversify its income streams thereby reducing the reliability of dues per the strategic plan. In 2019, CE revenue growth increased by 202.9% compared to 2018. Convention revenue increased by 5.49%. While we saw single digit reductions in advertising and royalties revenues, grants in 2019 saw a 56.04% decrease. The GDA's total income represents 53.90% of the total revenue.

GDA and Subsidiaries Revenue Overview

■ Dues ■ CE ■ Convention ■ Advertising
■ Other ■ Royalties ■ IDBG ■ GDIS



The safest place for special needs* patients with dental issues? In an O.R., of course.

- ▶ Multiple procedures per visit
- ▶ Root Canals
- ▶ General Dentistry
- ▶ Implants
- ▶ Surgery
- ▶ Perio

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High liability**

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Farewell Thoughts on an Unforgettable Year!

By Evis Babo



South Africa President's Trip. Starting from top left: Richard and Cindy Smith, Donnie and Fran Brown, Bill and Rhonda Bachand, Susan Alexander, Erin Weizenecker, Stephen Weizenecker, Bob and Maggie Wunderle, Richard and Marge Shapiro, David Hinshaw, Eve Weizenecker, Evis Babo, Liz Caughey, Ginny Caughey, Melissa Caughey, Ron and Debbie Cavola.

I catch myself dreaming and looking back to last July 29 and remembering how honored I felt to have been chosen to lead such a great organization as the GDA.

I thought about strategic planning, membership goals, sound finances to help provide benefits, how to attract and retain our new young recent graduates, our new buying program, our goals for the new legislative year and, and, and ... Suddenly I awake to the harsh reality of a different world—one filled with chaos and immense change caused by a less than 0.2 micron piece of RNA! Suddenly, the words on everyone's lips were coronavirus and COVID-19. This small snippet of RNA was causing a worldwide pandemic

and changing everything we thought we knew about our world and our future. Our practices were booming, bottom lines were increasing, technology was king... but then, mid March of this year brought the news of Georgia Department of Public Health and American Dental Association recommendations to stop all elective procedures. It seemed the world, all of a sudden, had stopped spinning on its axis and all the oxygen was sucked from life as we had known it. Wait a minute! What about our plans for school, graduations, trips to see the grandparents, barbeques with friends, going to the movies, and yes, what about the Hinman Meeting, GDA Annual Meeting, baseball, football, basketball, and on and on. What

happened to this predictable and secure world we were living in?

If that wasn't enough, a horrible tragedy occurred when we saw on our televisions, the senseless loss of a life by one sworn to serve and protect.

What is a leader to do? What should I say? What should I do? What words will bring hope?

Where is the dream of a better tomorrow? This is not what I signed up for, but this is the reality of a new normal—for whatever that is to be. As a matter of fact, none of us signed up for this, but here we are, not separately, but together, and together we will be our own strength and bring comfort to those that suffer during these difficult and trying times.

I was raised with the concept that being in the medical field is a secure profession, but the recent events just proved that this is a myth. The fear of the unknown was real and present. Problems like busy hygiene scheduling, expanding the hygiene department, booking enough time for procedures, double booking, all disappeared in a split second. Shelter in place and patient's fear created empty schedules, staff furloughs and a complete loss of revenue. Uncertainty and fear remained a constant for months.

To add more stress to the whole situation, some of us were taking on the teacher and principal's roles as we managed homeschooling for our children. I have a far greater appreciation for teachers and their vital job.

Unprecedented times require an unprecedented commitment. We had numerous Board of Trustee calls and zoom meetings to come up with recommendations and a timeline for opening the office for elective procedure only. Our COVID-19 Task Force dealt with PPE issues. Our members started floating innovative ideas on how to fulfil the increased demand for PPE. Our GDA team was working constantly to disseminate information and decisions to the members through e-news, advisories, and webinars.

We sent several letters to the Governor petitioning for several changes to the emergency Executive Orders with policy considerations for Georgia dentists. We constantly monitored and informed our members on news from other state and federal agencies that affected the re-opening of our practices and the new norm for the way that we would practice dentistry.

I know that the risks of infection, PPE, PPP, staffing issues, reduced income, etc. has created a lot of stress for all of us. I hear your voice, I hear your concern, I feel your fear—for they are mine also. We cannot separate from each other—but rather stand together in hope.

During this year as president, I have emphasized the importance of increasing our membership and identifying leaders that want to carry the torch and move this organization forward.

How do we fit being involved in organized dentistry to the new reality?

We know how important it is to be involved in the decision making that

affects our association, but how do we as dentists add another commitment to our busy and stressful life without somehow upsetting the delicate balance in our lives, especially in this time of uncertainty?

I wanted to share some leadership tips that helped me during the year and hopefully encourage you to step up, be involved, share your thoughts and lead our profession.

Involve your family. If you are thinking of climbing the steps of leadership, it is important to involve your family and let them know your intentions. You need their support and they need to accept the fact that there may be a temporary change to the routines. You need to share expectations with them and work with them to develop the routine that will make for a healthy happy home such as creating detailed schedules, managing household tasks and completing the day to day items like reviewing homework and attending extra-curricular activities. Always remember that family is your

first responsibility and never lose sight of that. I personally would not claim to have mastered work life balance, but I have learned to relax more; inevitably when things are not perfect to just accept it as it is.

Involve your dental team. Being president of an organization or any other leadership role requires a time commitment. There are lots of times that requires you to be out of the office. Everyone needs to step in and do a little more to make sure that the schedule runs smoothly, and patients are taken care of.

Be organized and manage time well so you can manage the obligations that you are about to take on. Learn to delegate to the people you trust and do not micromanage.

Have faith. I personally have a few Bible verses that have carried me throughout the year.

"...I will uphold you with my righteous right hand" Isaiah 41:10

»



The Weizenecker family at the Capitol for Children's Dental Health month.

EVIS BABO

Continued from page 31

"I will instruct you and teach you in the way you should go I will counsel you with my loving eye on you" Psalm 32:8 Spending time in quiet contemplation and prayer will provide you the answer and peace to any dilemma.

Expect the unexpected. I honestly had to learn and master this during my year as president. Manage the curveballs that the job throws at you and continue to focus on the big picture.

Manage all the negative energy/hurtful relationships. Negativity in others will drain, distract and shift your focus. Surround yourself with people and mentors that have your best interests in mind. Keep away the self-righteous people and the power-hungry ones. There are those that think they would do a better job if they were in your position.

Trust your instincts. You were elected to this position to lead from the front. When faced with trying to make difficult decisions, do not cave into the pressure to make a hasty decision without calm

reflection. Listen to all parties and make a careful and thoughtful decision.

Find time for yourself and do something that relaxes you. We enjoy taking vacations as a family. During our vacations, we have a rule that everyone must put down their devices and turn off the television to really be with each other. Constant connectivity and stimulation is not necessary and causes stress.

The best part about this year was the president's trip to South Africa. What

a great time with friends and family, exploring that part of the world has always been on my bucket list.

Consider leadership like a wave. You prepare, climb the wave and you reach your destination. Then relax and re-energize for what is next. Remember, we are together and will continue to be GDA strong. Being your president has been the greatest honor for me and I thank you for allowing me to be an integral part of this great organization. 🙏



GDA would like to thank Dr. Evis Babo for her leadership this past year.

Have You Been Rethinking Your Plans?

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2020 Award Recipients



ASDA/GDA AWARD RECIPIENTS

- ★ Nancy Young
2020 GDA/ASDA Outstanding Faculty Member
- ★ Megan Cleary
2020 GDA/ASDA Outstanding Student Member

AU SCHOLARSHIP FUND

\$2,500 presented to The Dental College of Georgia by the GDA via The Douglas B. Torbush President's Scholarship.

END OF TERM HONORS

GDA President

- ★ Dr. Evis Babo

Immediate Past President

- ★ David Bradberry

At-Large Trustee

- ★ Amanda Merritt

District Presidents

- ★ Dr. Bill Bachand
Eastern District
- ★ Dr. Henry Benson
Northern District
- ★ Dr. Justin Damron
Southeastern District
- ★ Dr. Hardy Gray
Southwestern District
- ★ Dr. Samer Othman
Central District
- ★ Dr. Peter Shatz
Northwestern District
- ★ Dr. John Sigman
Western District

25 YEAR GDA MEMBERS

These members achieved 25 consecutive years of GDA membership during 2020.

CENTRAL DISTRICT

- ★ Dr. Sidney Holcomb

EASTERN DISTRICT

- ★ Dr. Holly Cantrell
- ★ Dr. Matthew Elder
- ★ Dr. John Frantz
- ★ Dr. Norma Godbee Lett
- ★ Dr. Robert Halvorsen
- ★ Dr. Katherine Lee
- ★ Dr. Russell Marson
- ★ Dr. James Paschal
- ★ Dr. Frederick Thielke
- ★ Dr. Jennifer Wells

NORTHERN DISTRICT

- ★ Dr. Erik Belinfante
- ★ Dr. Bruce Billinger
- ★ Dr. George Brown
- ★ Dr. Amy Dayries-Ling
- ★ Dr. Christopher Getchell
- ★ Dr. Thomas Godfrey
- ★ Dr. Bill Gramzinski
- ★ Dr. Pamela Harris-Efurd
- ★ Dr. Rae Ann Heenan
- ★ Dr. Keith Kitchens
- ★ Dr. J Michael Long
- ★ Dr. Jacqueline Malone
- ★ Dr. Roy Moscatini
- ★ Dr. Jane Puskas
- ★ Dr. Imad Sabbagh
- ★ Dr. Greg Shoup
- ★ Dr. Harris Siegel
- ★ Dr. Brock Tekin
- ★ Dr. James Vason
- ★ Dr. Shurlang Yen

NORTHWESTERN DISTRICT

- ★ Dr. Lee Cohen
- ★ Dr. Douglas Deuchar
- ★ Dr. Kenneth Goldstein
- ★ Dr. Jeffrey Heath
- ★ Dr. Gina Hurt
- ★ Dr. Stephanie O'Rourke

- ★ Dr. Cornelious Slaton
- ★ Dr. Lisa West

SOUTHEASTERN DISTRICT

- ★ Dr. Jeff Capes
- ★ Dr. Russell Clemmons
- ★ Dr. Tracy Durham
- ★ Dr. James Hartnett
- ★ Dr. Frank Humphreys
- ★ Dr. Edward Parker
- ★ Dr. Diane Pennington
- ★ Dr. Stephanie Skinner

SOUTHWESTERN DISTRICT

- ★ Dr. Bradley Adams
- ★ Dr. Jerry Bennett
- ★ Dr. Jinnie Cleveland
- ★ Dr. J Hank Cook
- ★ Dr. Leah Cook
- ★ Dr. Cynthia Council
- ★ Dr. Douglas Maxwell
- ★ Dr. B Bonita Richter

WESTERN DISTRICT

- ★ Dr. Leonard Allen
- ★ Dr. David Fagundes
- ★ Dr. Clifton Johnson
- ★ Dr. Karen Kennedy

50 YEAR GDA MEMBERS

These members achieved 50 consecutive years of GDA membership during 2020.

CENTRAL DISTRICT

- ★ Dr. Jon Barden
- ★ Dr. Robert Edenfield
- ★ Dr. Charles Smaha
- ★ Dr. Lawrence Wilson

EASTERN DISTRICT

- ★ Dr. Kenneth Cleveland
- ★ Dr. Gerard Creagh
- ★ Dr. R Lawrence George

- ★ Dr. H Anthony Neal
- ★ Dr. Michael Rogers

NORTHERN DISTRICT

- ★ Dr. William Adams
- ★ Dr. Charles Arp
- ★ Dr. Fred Dunkelberger
- ★ Dr. Robert Kakos
- ★ Dr. James Kennedy
- ★ Dr. James Kincaid
- ★ Dr. Wallace Lail
- ★ Dr. Wyman Martin
- ★ Dr. Donald McGhee
- ★ Dr. Richard Morgan
- ★ Dr. William Motley
- ★ Dr. Victor Riccardi
- ★ Dr. Donald Ross
- ★ Dr. Richard Seaborn
- ★ Dr. Richard Shapiro
- ★ Dr. Sidney Tourial
- ★ Dr. Hubert Tucker
- ★ Dr. Richard Williams

NORTHWESTERN DISTRICT

- ★ Dr. Harley Belinky
- ★ Dr. Nelson Conger
- ★ Dr. Donald Eakin
- ★ Dr. James Pitts
- ★ Dr. James Prather
- ★ Dr. Ronald Wand
- ★ Dr. Ronald Wilson

SOUTHEASTERN DISTRICT

- ★ Dr. Joe Garner
- ★ Dr. James Moore
- ★ Dr. Barbara Reighard

SOUTHWESTERN DISTRICT

- ★ Dr. William Feild
- ★ Dr. James Langenfeld
- ★ Dr. Jon McRae

WESTERN DISTRICT

- ★ Dr. Henry Cook
- ★ Dr. George Voltz

ADA LIFE MEMBERS

These members fulfilled all of their ADA Life Member criteria in 2020 and will be Life Members starting in 2021.

CENTRAL DISTRICT

- ★ Dr. William Argo
- ★ Dr. Jackson Fordham
- ★ Dr. Allen Giddens
- ★ Dr. Jonathan Griggs
- ★ Dr. Lindsay Holliday
- ★ Dr. Richard Liipfert
- ★ Dr. Curtis Waites

EASTERN DISTRICT

- ★ Dr. David Avery
- ★ Dr. Michael Boyd
- ★ Dr. David Brantley
- ★ Dr. Eladio DeLeon
- ★ Dr. Celia Dunn
- ★ Dr. C Brent Haeberle

- ★ Dr. Andrew Kiouss
- ★ Dr. Grant Loo
- ★ Dr. Deborah Makerson
- ★ Dr. Thomas McDonald
- ★ Dr. Deck Neisler
- ★ Dr. F Neal Pylant
- ★ Dr. William Rice

NORTHERN DISTRICT

- ★ Dr. Joseph Barclay
- ★ Dr. Edward Berger
- ★ Dr. Kevin Blair
- ★ Dr. Robert Brooks
- ★ Dr. Lewis Brown
- ★ Dr. Michael Cohen
- ★ Dr. William Dellinger
- ★ Dr. Bruce Edelstein
- ★ Dr. James Forester
- ★ Dr. A Allen French
- ★ Dr. Wesley Funk
- ★ Dr. Gary Greenwald
- ★ Dr. Timothy Grubb
- ★ Dr. Ben Jernigan

- ★ Dr. Carol Karafotias
- ★ Dr. Michael Martin
- ★ Dr. Anne Mazzawi
- ★ Dr. Thomas McGarity
- ★ Dr. Edward Mills
- ★ Dr. John Newsom
- ★ Dr. Stephen Oppenheimer

- ★ Dr. Bruce Rickoff
- ★ Dr. Jeffrey Smith
- ★ Dr. James Stevens
- ★ Dr. Lawrence Tesser
- ★ Dr. Joseph Washington
- ★ Dr. Robert Watson
- ★ Dr. Rebecca Weinman
- ★ Dr. Mark Willis
- ★ Dr. Michael Yarbrough

NORTHWESTERN DISTRICT

- ★ Dr. Sheini Bhaloo
- ★ Dr. Harold Enoch
- ★ Dr. John Freemon
- ★ Dr. William Hawkins
- ★ Dr. Kenneth Kligman

- ★ Dr. Michelle Morrow
- ★ Dr. Marc Moskowitz
- ★ Dr. Alan Parnes
- ★ Dr. John Portschy
- ★ Dr. Joel Tidwell
- ★ Dr. H Paul Walls
- ★ Dr. James Whitener

SOUTHEASTERN DISTRICT

- ★ Dr. Robert Bosque
- ★ Dr. William Clance
- ★ Dr. William Harris
- ★ Dr. Robert Jamsky
- ★ Dr. Lawrence Schmitz

SOUTHWESTERN DISTRICT

- ★ Dr. John Dallas
- ★ Dr. William McFatter
- ★ Dr. Robert Moss
- ★ Dr. Ron Shiver

WESTERN DISTRICT

- ★ Dr. Gregory Freeman
- ★ Dr. William Miller
- ★ Dr. H Edward Paris

»



DR. SIDNEY TOURIAL
Northern District

AWARD OF MERIT

The Highest Honor

It is the intent that this award be given only when a candidate has truly exhibited service and merit above recognized standards and may not necessarily be given each year. The Georgia Dental Association Award of Merit is the highest honor that the GDA can bestow upon a member, and in keeping, the standards for judging a candidate shall be the highest possible. The GDA is pleased to present the Award of Merit to Dr. Sidney Tourial.

AWARD RECIPIENTS

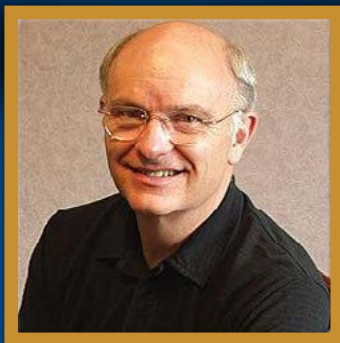
Continued from page 35

GDA Community Service Award

The Community Service Award recognizes GDA member dentists who distinguish themselves by extraordinary service to the quality of life and health of persons in their local, state, national, or international communities. The intent is to honor members whose individual volunteer commitments reflect well on the Association and profession at large, and raise the profile of all dentists. This year, the GDA honors Dr. Jim Lopez and Dr. Jonathan Bullard.



DR. JONATHAN BULLARD
Eastern District



DR. JIM LOPEZ
Western District

HONORABLE FELLOWS Exceptional Service

Distinguished service to the GDA through active participation at the state or district level is the primary requirement for an Honorable Fellow designation. A dentist so honored must also have demonstrated personal integrity, honesty of purpose, and adherence to the Code of Ethics of the American Dental Association. In Addition, each dentist must demonstrate involvement in their community. Congratulations to the 2020 exceptional GDA member dentists named Honorable Fellows.



Dr. Becky Aspinwall
Southeastern District



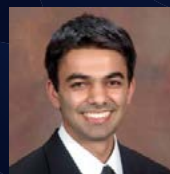
Dr. Vasco Lowery
Eastern District



Dr. Paul Trotter
Eastern District



Dr. Brett Helton
Western District



Dr. Mayur Nayee
Northwestern District



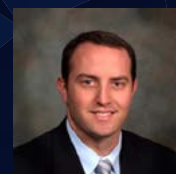
Dr. Ash Walker
Central District



Dr. David Howington
Southwestern District



Dr. Antwan Treadway
Northwestern District



Dr. Mark Zwickey
Western District





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Dental Assistant Training Now in COVID-Friendly Online Format

If you had staff turnover due to the Coronavirus pandemic you can make sure your new dental assistants are well trained with new Expanded Duties courses now online. Courses moving online now include:

Expanded Duties



COURSE 4

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- Face Bow Registration
- Tissue Management During Impression Making
- Temporary Bridge
- Fabrication of Bruxism Appliances



COURSE 5


- Periodontal Dressing
- In-Office Bleaching
- Dentin Bonding
- Desensitization
- Liners and Bases



COURSE 6


- Monitor Nitrous Oxide
- Fluoride Application
- Sealants
- Dry Socket Redressing

A hands-on session is still required for certification and some travel may apply.



COVID-19 Online Webinars

Online webinars helped GDA member navigate the COVID-19 crisis and its impact on their practice and profession. They are recorded and uploaded for member viewing at **gadental.org/coronavirus/coronavirus-webinars**.



Register for GDA CE at **gadental.org/ce**

Are You Prepared?

Georgia is no stranger to severe weather. By taking a proactive approach in protecting your assets before a severe storm approaches, you can reduce your chances of incurring a significant financial loss. It is imperative that each year you have your GDIS representative look over your home, auto, boat, and/or business policies to ensure you have suitable coverage. Below, you will find reasons to obtain a flood insurance policy and several checklists for protecting your assets.

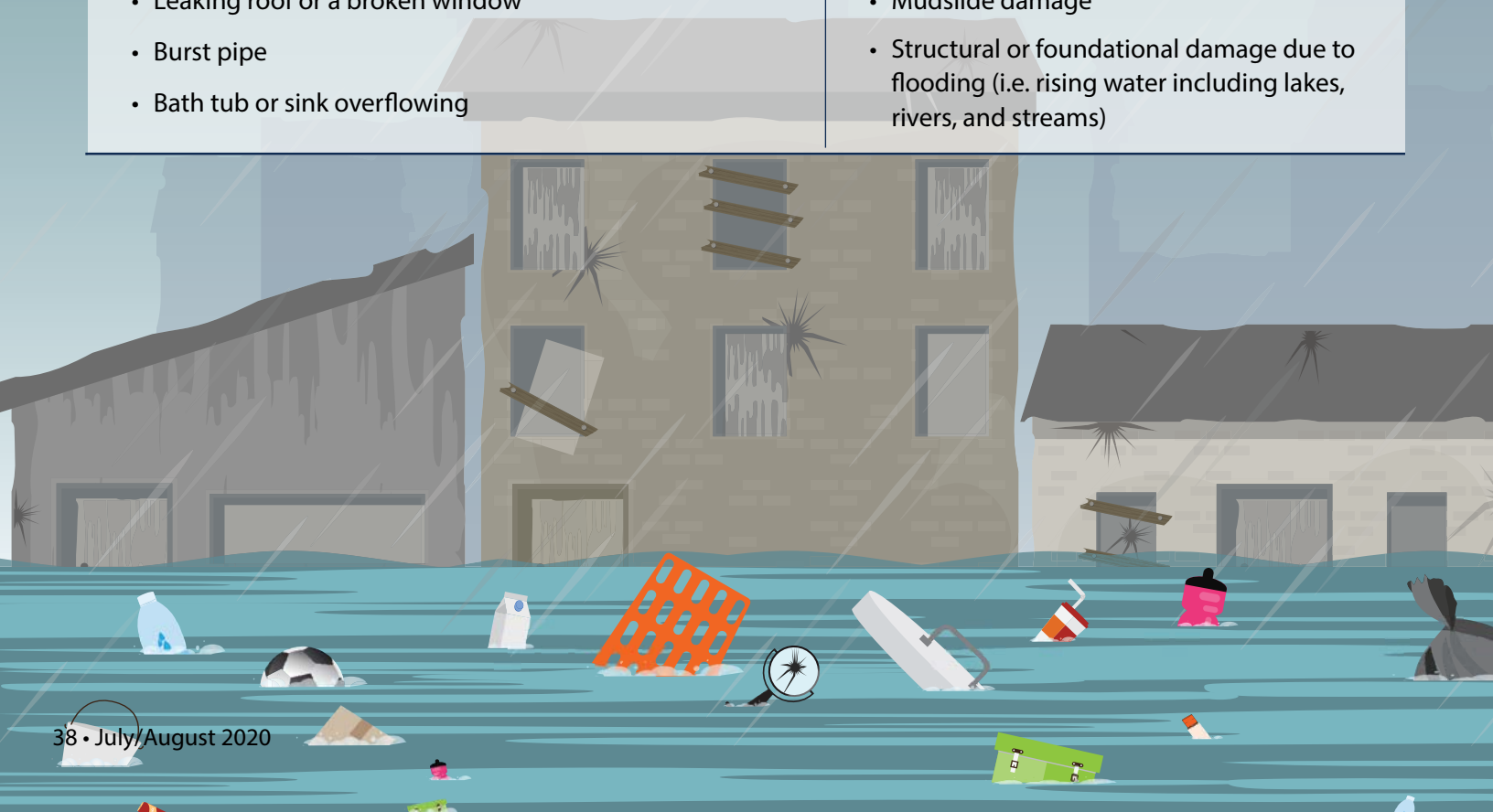
It is a common myth that only coastal properties are at risk for flood damage. Though coastal properties are more susceptible, flooding can happen to anyone, at any time, and anywhere.

Homeowners and BOP Policies vs. Flood Policy

Many people are unaware that flooding due to rising water is not covered by your homeowners or your business insurance policies. It is important to protect your home and business from flood damage with a homeowners and business policy as well as a flood insurance policy. The chart below demonstrates what may be covered under a homeowners and BOP policy vs. a flood insurance policy.



HOMEOWNERS AND BUSINESS OWNERS POLICIES	FLOOD INSURANCE POLICIES
<p>If flooding of the home/business is due to</p> <ul style="list-style-type: none">• Water backup of sewer• Leaking roof or a broken window• Burst pipe• Bath tub or sink overflowing	<p>If flooding of the home/business is due to</p> <ul style="list-style-type: none">• Overflowing inland or tidal waters• Mudslide damage• Structural or foundational damage due to flooding (i.e. rising water including lakes, rivers, and streams)



Did you know that 40% of small businesses impacted by hurricanes do not immediately reopen and 25% close within one year?

How to Protect Your Assets Before a Storm

Here are a few tips to help you protect you, your home, auto, boat, and business if there is a threat of severe weather.

Protect Your Boat

- ✓ Move your boat to a secure area if you can
- ✓ Do not stay on board
- ✓ Secure all boat lines if possible
- ✓ Change your boat's battery and make sure your auto bilge pump is working
- ✓ Install fenders or bumpers to protect the boat from rubbing against the pier
- ✓ Remove personal belongings if possible

Protect Your Home

- ✓ Secure or store away any outdoor items that could potentially be thrown or moved by wind or water
- ✓ Trim low hanging or weak trees and tree limbs
- ✓ Install storm shutter
- ✓ Invest in a generator or any standby power supply
- ✓ Flood proof your home
- ✓ Check your home for weaknesses such as gaps in window seal, holes in roof, etc.
- ✓ Make a list and take photos of valuable items in your home

Protect Yourself and Your Vehicle

- ✓ Do not drive through pools of water
- ✓ Steer clear of other vehicles
- ✓ Park your vehicle on high ground if possible
- ✓ Make sure doors are closed properly, windows are up, and personal belongings are removed

Protect Your Business

- ✓ Wrap, move or store any electrical equipment
- ✓ Back up your business data and files
- ✓ Clear anything outside that can be thrown or moved by wind or water
- ✓ Relocate commercial vehicles to a secure area
- ✓ Have a communication plan in place for you and your employees
- ✓ Make an inventory list of all of your supplies and make digital copies of the receipt for any recent purchases
- ✓ Make a digital copy of your insurance information to store on your phone in case of an emergency
- ✓ Make sure the building is locked before leaving

Did you know just one inch of water can cause \$25,000 of damage to your home?

You own it, use it and enjoy the savings!

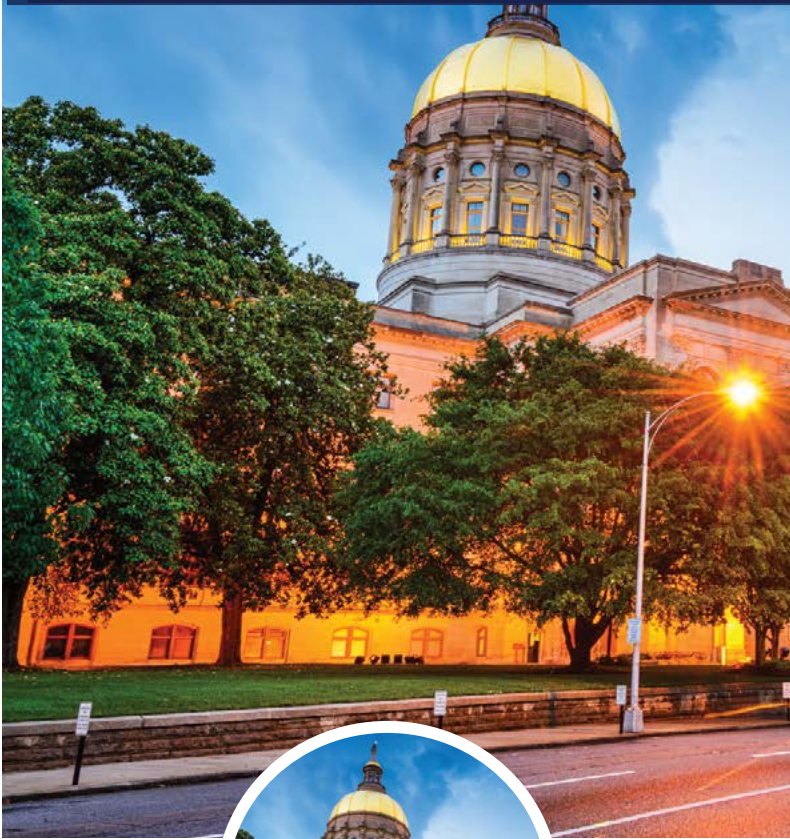
If you have questions about your homeowners, business or flood policy, please contact your GDIS representative today at 770.395.0224.



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This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. The month we hear from Northern District member Dr. Humam Salahieh, a general dentist who practices at Main Street Dentistry in Alpharetta Georgia.

Meet Humam Salahieh, DDS



When and how did you become a GDA member?

I joined in July 2016. I moved to Georgia from Michigan to practice dentistry with my cousin who has been a successful dentist in Atlanta for years. I wanted to join a professional group where I can connect with other local dental providers in the community. I read about GDA online and decided to become a member. After attending a seminar in Atlanta hosted by the GDA, I got to meet and connect with other members and I was very happy I joined.

Why is being part of a professional group important?

Our industry is constantly changing, with new technologies and new methods of treatment emerging. Every one of us has a special interest and knowledge about a certain topic in dentistry. If we all share

that knowledge through a group like GDA, imagine the fulfillment we would have in our jobs and the great service we would provide to our patients.

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

To be honest, this is a tough question to answer because GDA offers so many great services that are equally important. Personally, GDA gives me a sense of belonging from a career perspective. Many of us practice in a private clinic, and as the solo dentist in the practice, it is easy to feel isolated. Being involved with GDA is a nice reminder that there are other dentists who are going through similar experiences as you. There are those you can learn from, and those you can teach. Additionally, moving to Georgia as a working adult, it was difficult making friends and

developing a social network. The ability to meet other young professionals through GDA was something that helped me feel like Atlanta is home.

What advice would you give to an aspiring dental student?

The best advice I would give to an aspiring dental student is to apply for a job in a dental office before applying to dental school. Many young college students look at dentists from an outside scope and all they see is that they make money and have great lifestyles. I was one of those people before I did hundreds of hours of shadowing. Then I learned other great pleasures of being a dentist, such as the ability to change someone's life by boosting their confidence, comforting those in pain, and indulging in the artistic and creative side of dentistry. I also learned some of the difficulties you face, such as the

responsibility of leadership, managing an office, etc. I was lucky that I truly enjoyed dentistry during and after dental school. But I remember two of my classmates realizing it was not the career for them a year into the program and ended up dropping out. I have the great pleasure of working with an assistant who is currently applying to dental school and I love to expose him to all of the behind the scenes of what it takes to run a dental practice. Because of this, he couldn't be more confident in his career choice. I would want the same experience for any aspiring dental student.

What did you want to be when you were growing up?

I wanted to be a film composer. I am a musician and I have been playing the piano since I was 8 years old. I grew up listening to film scores and I would spend hours and hours recording orchestral music for fun. I even scored an independent film in college.

What was your first job?

My first job was a truck loader at UPS. It was a summer job. My brother had worked there during college, so I decided to give it a go to make some money on the side. It was a physically demanding job and I went home exhausted every day. But it taught me discipline and patience.

Why did you decide to become a dentist?

I always wanted a job in healthcare where I am able to make someone's life better. But I also knew that I wanted a career where I can incorporate my creative side and love for art. Dentistry was just that perfect combination for me. Aside from music, I grew up drawing, painting, and doing ceramics. I loved working with my hands. I am thankful that dentistry allows me, to not only to be a healthcare provider, but also an artist.

What do you enjoy doing in your spare time?

I like to stay fit, so I exercise five days a week through a form of training called calisthenics. I still enjoy playing and

recording music on weekends. I try to do things outside of my comfort zone that add to my personal growth and self-development, the most recent one being public speaking. I also love to travel whenever I get the chance.

What is your all-time dream vacation?

A dream vacation to me would be anywhere in the world but with the people I love. I truly believe it's about the company,

not the place. It would be nice if I can go on a vacation with all my family and friends. The best memories that stay with me from previous vacations are human interactions, not necessarily a specific location.

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

I am an artist. 🎨



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PEDIATRIC DENTIST NEEDED—TEBO Dental, a family-oriented pediatric practice, is looking to recruit top-notch clinicians for our multi-specialty practice in the North Atlanta area. As we expand, our company's focus is to continue cultivating an exceptional culture among our team who strives to provide our patients with the highest quality of care in a comfortable, enjoyable, and professional environment. Part-time and full-time scheduling options are available in our Lilburn, Dacula, Gainesville, and Peachtree Corners office locations. We offer excellent benefits and competitive pay including a sign-on bonus, 401(k) with company match, paid time-off, health/dental/vision insurance, and much more. Please send your CV to hr@tebodental.com for consideration. For more on who we are, please visit our website at TeboDental.com and our YouTube channels at YouTube.com/TeboTheTooth & YouTube.com/TeboForKids. You can also check out our podcast, "The Think Tank," on Apple Podcasts, Google Play, and more.

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DO YOUR PATIENTS SUFFER FROM ANY OF THESE SYMPTOMS

EAR
Ear pain • Ringing in ears
Dizziness • Vertigo

JAW
Clicking, popping jaw joints
Pain in cheek • Limited opening

NECK
Lack of mobility/stiffness
Neck Pain • Tired/sore muscles
Arm/finger numbness

HEAD PAIN
Forehead • Temples
Migraine-type • Sinus-type

EYES
Pain behind eye • Blood-shot eyes • Sensitive to light

TEETH
Clenching/grinding at night
Looseness & soreness of back teeth

If your patients have any of these symptoms and are not responding to treatments, they may be suffering from a TMJ disorder. Problems within the jaw can produce a myriad of symptoms that, at first glance, might appear to be totally unrelated to the temporomandibular complex. Our dedicated team of professionals have years of training and are happy to assist you in the diagnosis and treatment of possible craniomandibular/temporomandibular disorders.



Manoj Maggan, DDS

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