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You asked. We answered.

Service You Can Count On

In our effort to continually improve the GDA Plus* Supplies program, we have recently switched to a new primary distributor partner, DC Dental. While maintaining the lowest possible GDA member pricing, we are working to improve your buying experience—so you can focus on doing what you do best!

What You Can Expect

- **ORDER ACCURACY** through advanced warehouse automation and quality control large inventory—fewer back orders!
- **NEW LOWER PRICES** on thousands of items
- **FAST SHIPPING TIMES**—same day order processing
- **THOUSANDS OF NEW ITEMS ADDED**
- **ACCURATE ORDER COMMUNICATION**—correctly identified order/shipping information so you can plan accordingly
- **RELIABILITY**—service you can count on
- **IMPROVED CUSTOMER SERVICE**—faster response times
- **STREAMLINED RETURNS**—most returns, damaged shipments, etc. resolved same day
- **GDA MEMBERS**—receive the same exclusive low pricing

Thank You!

Your continued support of the GDA Plus* Supplies program helps support the efforts of the Georgia Dental Association and our commitment to keep prices low for all GDA members, regardless of practice size or order volume.

Shop Now at GDAsupplies.com!

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Former Administrative Law Judge for the Office of State Administrative Hearings.

GDA ACTION seeks to be an issues-driven journal focusing on current matters affecting Georgia dentists and patients accomplished by disseminating information and providing a forum for commentary.

Closing date for all editorial and advertising materials: Six weeks prior to publication.

Subscriptions: $17 of GDA membership dues is for the Journal; all others, $75 per year. Periodicals postage paid at Jefferson City, MO and additional mailing offices.

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Amalgam Separator Deadline Approaching Quickly

Under new federal rules, most general dental practices need to install amalgam separators before the July 14, 2020 deadline.

Shop GDA Plus+ Supplies for GDA member savings on all the major brands of Amalgam Separators and a few unique ones. [https://gdasupplies.com/equipment/amalgam-separators](https://gdasupplies.com/equipment/amalgam-separators)

GDA members save 20% or more on dental supplies when you buy from the company you own.

Is Your Practice Ready?

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Metro Atlanta Phone: 404.636.7553
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Shawshank Redemption is one of my all-time favorite movies, and I particularly like the last line. Redd is riding on a Trailways bus heading toward Fort Hancock, Texas and he says to himself, “I hope I can make it across the border. I hope to see my friend and shake his hand. I hope the Pacific is as blue as it has been in my dreams. I hope.”

It’s hard to believe that five letters, a dash and two digits could put an entire world on lock down. COVID-19 has put an indelible mark on the world’s history. Man has faced plagues, wars, famine, drought, and countless other natural disasters, but none with the economic impact of this submicroscopic infectious agent that can only replicate inside the living cells of an organism. It has invoked widespread fear to the point of causing a run on disinfection products, hand sanitizer, personal protection equipment, and for some strange reason, toilet paper! That last item still makes me scratch my head. It changed the way we socialize from that of a civilization of mostly extraverts coveting a hug or hand shake, to social distancing with a minimum of six feet apart and all other interactions via the internet. It made living a lot less……..human.

An old adage says, “When the going gets tough, the tough get going.” That, my friend, is exactly what we saw happen during this incredibly difficult year. What we witnessed is nothing short of miraculous! An innate part of the human spirit drives us to unite and problem solve together to defeat a common enemy. We showed this attribute in spades. We saw the medical community band together like never before, even to the point of enlisting the help of retirees and senior medical students. Scientists worked day and night to both find a cure and a vaccine. Factories ramped up production for vital items such as masks, shields, ventilators, and even TP, to name a few.

We saw dentists become engineers. Our very own GDA member, Dr. Mark Causey, an orthodontist in Cumming, designed a reusable 3D-printed mask framework that uses the filter from a Shop Vac. He also shared this with the world for free with no strings attached. I witnessed firsthand the way that the GDA staff, officers, Board of Trustees, and the COVID-19 Task Force came together with countless conference calls and meetings to make decisions in order keep the members as up-to-date as possible. GDA’s Continuing Education Department staff were able to put together a great number of webinars, some within hours of Governor Kemp declaring Georgia a State of Emergency, to guide us through uncharted territory and alleviate some of our fears. We cannot thank them enough for all their hard work and dedication.

As we stood together, I am reminded of an old saying. “No matter how many times we burst into flames, we can always rise from the ashes.” Like a phoenix from the ashes they may defeat you, injure you, and abandon you. But they will not, shall not, and cannot destroy you.”

Hope rises like a phoenix from the ashes. I hope this finds you well. I hope we find a new normal. I hope we never have to witness such an event ever again. I hope!
What is the procedure for reporting suspected violations of the state’s opioid prescribing laws?

Pursuant to O.C.G.A. §16-13-63(a)(2):

“(2) (A) On and after July 1, 2018, when a prescriber is prescribing a controlled substance listed in paragraph (1) or (2) of Code Section 16-13-26 or benzodiazepines, he or she shall seek and review information from the PDMP the first time he or she issues such prescription to a patient and thereafter at least once every 90 days, unless the:

(i) Prescription is for no more than a three-day supply of such substance and no more than 26 pills;

(ii) Patient is in a hospital or health care facility, including, but not limited to, a nursing home, an intermediate care home, a personal care home, or a hospice program, which provides patient care and prescriptions to be administered and used by a patient on the premises of the facility;

(iii) Patient has had outpatient surgery at a hospital or ambulatory surgical center and the prescription is for no more than a ten-day supply of such substance and no more than 40 pills;

(iv) Patient is terminally ill or under the supervised care of an outpatient hospice program; or

(v) Patient is receiving treatment for cancer.

(B) This paragraph shall not become effective unless the department’s certification required by subsection (d) of Code Section 16-13-57 has been issued.

(C) A prescriber who violates this paragraph shall be held administratively accountable to the state regulatory board governing such prescriber but shall not be held civilly liable for damages to any person in any civil or administrative action or criminally responsible for injury, death, or loss to person or property on the basis that such prescriber did or did not seek or obtain information from such data base when prescribing such substance.”
Accordingly, all suspected violations should be reported to that prescriber’s professional licensing board. For Georgia licensed dentists, the Georgia Board of Dentistry has an online portal for submitting complaints, not only for violations of the opioid prescriber rules, but also for any violations of the Georgia Dental Practice Act and Board of Dentistry rules and policies. The link is: https://gbd.georgia.gov/georgia-professional-licensure-complaint-form.

Complaints can also be submitted via mail to Georgia Board of Dentistry, 2 Peachtree St, NW, 6th Floor.

Atlanta, GA 30303, Attn: Tanja Battle, Executive Director, or via phone at 404.651.8000.

With respect to physicians and physicians’ assistants, the Georgia Composite Medical Board has a similar portal, which can be found here: https://medicalboard.georgia.gov/consumers/file-complaint.

For a more comprehensive overview of the opioid prescriber requirements, the Georgia Department of Public Health maintains a very information FAQ, which can be found here: https://dph.georgia.gov/pdmp.

—

What are a dentist’s obligations to report cases of suspected child abuse, and what is the process for doing so?

Georgia law requires dentists with a “reasonable cause to believe that suspected child abuse has occurred” to report such abuse immediately, but no later than 24 hours “from the time there is reasonable cause to believe that suspected child abuse has occurred.”

The definition of “child abuse” is as follows:

“(4) Child abuse means:

(A) Physical injury or death inflicted upon a child by a parent or caretaker thereof by other than accidental means; provided, however, that physical forms of discipline may be used as long as there is no physical injury to the child;

(B) Neglect or exploitation of a child by a parent or caretaker thereof;

(C) Endangering a child;

(D) Sexual abuse of a child; or

(E) Sexual exploitation of a child.

However, no child who in good faith is being treated solely by spiritual means through prayer in accordance with the tenets and practices of a recognized church or religious denomination by a duly accredited practitioner thereof shall, for that reason alone, be considered to be an abused child.”

Reports should be made to the Georgia Division of Family and Child Services (“DFCS”) for further investigation:

Contact DFCS for Mandated Reporting:
https://dfcs.georgia.gov/services/child-abuse-neglect

Primary: 1-855-CHILD (+1 855.422.4453)  
Fax: 229.317.9663  
Email: cpsintake@dhs.ga.gov

In addition to the dentist keeping mindful of her/his legal obligations to report child abuse, training staff to notify the dentist regarding any statements made by the patient or any issues they see first-hand while treating the patient are just as important. Such observations and discussions should be properly documented as well.

To assist providers, DFCS provides opportunities for in-person training, which can be requested here: Prevent Child Abuse of GA also offers in-person training. For in-person training, please contact Julia Neighbors at jneighbors@gsu.edu.

For more information about these reporting requirements, please visit: https://oca.georgia.gov/training/mandated-reporting.

2. Id.

THE FOREGOING IS NOT INTENDED TO BE LEGAL ADVICE AND IS FOR INFORMATIONAL PURPOSES ONLY. PLEASE MAKE SURE YOU CONSULT WITH A GEORGIA LICENSED ATTORNEY BEFORE PROCEEDING WITH ANY COURSE OF ACTION.
Members making news and news for GDA members.

Lunch and Learn—Feb 4
GDA Plus+ Insurance|GDIS hosted a Lunch and Learn at the Dental College where Vice President of Insurance Services, Michele Amatulli, spoke to the students on Life and Disability insurance.

Legislator of the Year
Congratulations to Senator Larry Walker on being named the Georgia Dental Association’s Legislator of the Year! Sen. Walker has led the way on initiatives to protect patient safety and increase transparency for both patients and dental providers.
Persian Dental Society Meeting

Members of the Persian Dental Society attended a meeting on profitability and overhead control at the GDA office.

NDDS Legislative Reception

The Northern District held their second legislative reception at Cherokee Town and Country Club on February 12.
Georgia Dentist Holds World Record for Toothpaste Collection

Georgia dentist, Dr. Val Kolpakov, has made Guinness World Record for the largest collection of 3,000 toothpaste tubes.

GDA Members Donate PPE to Local Hospitals

In April, GDA put a call out for our dentists to donate excess PPE to their local community hospitals and it is with great pride that so many answered that call to serve. Your unrivaled commitment to your patients and local communities makes being your GDA a true privilege.

GDA member Dr. Ashish Patel donates PPE supplies to Emory Healthcare in Atlanta.

Georgia Dentists Collaborate to Print 3D Masks

In the spirit of collaboration, Georgia dentists and their healthcare colleagues from across the country utilized resources shared by Dr. Mark Causey and the Georgia Dental Association’s COVID-19 Innovation Task Force to design homemade facemasks using parts generated from 3D printers. GDA member dentists donated the homemade masks they built to healthcare workers and hospitals desperate for PPE and who were resorting to reusing face masks or using homemade bandanas or masks. The GDA Foundation for Oral Health supported members’ innovative mask building efforts through a GoFundMe campaign, Put Your Money Where Your Mask Is!

Dr. Mark Causey demonstrates a homemade face mask assembled with parts produced by a 3D printer, which he designed.
Governor Proclaims February Children’s Dental Health Month

Georgia Governor Brian Kemp showed his support of oral health by proclaiming February 2020 as Children’s Dental Health Month in Georgia. On February 19, GDA members visited the governor’s office for the signing of the Children’s Dental Health Month proclamation and a photo with the governor.

Dentists throughout Georgia visited their local schools to educate the students on the importance of proper oral health.
Oberman Law Firm is dedicated to advancing the vision of our clients. Our team of health care attorneys know the dental industry and how to decipher its many complexities. It’s what we do.

Let’s get started. Visit www.obermanlaw.com or call 770-554-1400.
COMMUNITY OUTREACH VOLUNTEERS

We continually receive requests for health fairs, schools and other community events looking for dentists to provide screenings and/or health education.

SPECIAL OLYMPICS, SPECIAL SMILES

Screeners & Educators
Dental professionals are needed at the upcoming Special Smiles events to provide screenings and oral health education.

Clinical Directors
We’re looking for additional clinical directors to help cover events throughout the state.
- 3-year minimum commitment
- Attend a “train the trainer” session with Special Olympics International
- All expenses covered

DONATED DENTAL SERVICES

Dentists needed to provide dental treatment. Dentist are fully in control of the treatment plan and which patients they treat. The patients are pre-screened and there are no charges for lab expenses. Paperwork, applicant screening, patient progress, and coordination with any specialists or labs is completely handled by the DDS Program Coordinator.

For more information or to volunteer, please contact Megan Capaldo at meg@gadental.org or by calling 404.636.7553.
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GDA Georgia Dental Association

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Five Timely Social Media Updates for Your Practice

1. FACEBOOK GROUPS
   Facebook groups now have the option to allow Facebook Business Pages to join their groups. This is an excellent opportunity for dental practices to network and build relationships with people and businesses in their neighborhoods.

   It’s not uncommon for someone in a neighborhood group to post a question asking neighbors to weigh in. For example, “Which local dentist do you recommend?” Depending on the city or neighborhood group size, questions can get dozens or hundreds of responses.

   Imagine if your practice were active in your neighborhood group on Facebook. You could comment on the post directly from your practice’s Facebook page and invite the prospective patient to visit your practice and meet you and your team members. Your practice page could also like and thank all of the patients who were complimenting and recommending you. You might even take your efforts offline and send those patients who mentioned you a small coffee shop gift card or thank-you note for the kind recommendation in the group. (Remember, make sure gifts are nominal in value and comply with federal guidelines.)

   If you aren’t in your neighborhood groups yet, log in to Facebook and start searching for opportunities. Enter your neighborhood’s ZIP code or name or ask some of your patients who are active on Facebook if they know of any neighborhood groups.

2. ENGAGEMENT BAIT
   If you are not aware of Facebook’s engagement bait rules, you’ll want to become familiar with them. Many businesses are not up-to-date with these guidelines and can get their account’s visibility reduced or even get locked out of their accounts. Unfortunately, “Facebook jail” is not a rumor. Even large organizations like Wired Magazine have been punished by having their visibility greatly reduced, as shared by a Wired Magazine social media community manager during a recent presentation at the Denver Digital Summit.

   Facebook defines engagement bait as using tactics that encourage people to interact with your content to unnaturally boost visibility.

   This is the reason you should not post statements like these:
   - Tag three friends!
   - Like our page to be entered to win!
   - Share this for additional entries!
   - Be sure you or your social media manager is aware of the risks and how you can avoid a Facebook hand slap or worse.

3. IMAGE MAKEOVERS
   With all the filters and tools available, there is no reason to get stuck using unattractive images—including blurry, grainy, generic or outdated images or graphics—to represent your practice. If you are creating your own graphics, you can check out tools like Canva or PicMonkey to add polish to your photos.

   If you are using any stock photos (and I hope you are instead using real-life pics whenever possible), be sure to use high-quality, copyright-free images. A great option for copyright-free and free of cost images is Pixabay.

   Images and graphics represent your profession, expertise, and brand, so make sure they represent you well. In the future, trends are moving more toward authenticity—one more consideration to add to the mix. This means it’s more important than ever to keep your name and face consistently in social media feeds, beyond just profile and cover photos.
Another method of attractiveness you can leverage is positivity. There is enough negativity on social media, so why not set your practice apart by spreading smiles and good vibes. The future is bright, and the numbers support it—we see higher levels of engagement, shares, likes and comments with positive, uplifting messaging.

INSTAGRAM: Hashtags and Geotags
I hope your practice is on Instagram. If not, you should set up an account ASAP. Instagram has been the fastest-growing social media network in the past year. According to Pew Research Center, 35% of adults who are online used Instagram in 2018. That statistic is sure to rise when updated statistics are released, considering the skyrocketing increase in Instagram's popularity.

Once you are set up on Instagram, be sure to take advantage of the opportunity to be discovered by using relevant location hashtags. You can use up to 30 hashtags in Instagram posts. Although you'd never want to load that many hashtags on a Facebook post, they are expected on Instagram.

Instagram users will often check out their local hashtags, and that gives you a perfect opportunity to be discovered. If someone is looking at which posts show up for #Denver, your Denver practice will be included in any #Denver results if you include the hashtag in your post. Don’t forget to do your homework and add any other relevant local hashtags. In the case of Denver, for example, you might also use:
- #MileHighCity
- #DowntownDenver
- #LODO

You can also include a geotag for your practice. Tagging your practice essentially creates a link on a map to your exact practice location. Research by SproutSocial.com showed that posts tagged with a location see 79% higher engagement than posts not tagged with a location. You can also include location tags with stickers in Instagram Stories.

PLAN, PLAN, PLAN
With all the new social media options, users can become overwhelmed. Save time and make your social media marketing more effective by implementing systems and processes, such as planning next month's content on a calendar. Some practices may do this on Facebook or using a scheduling tool like Hootsuite. Planning a monthly strategy is a proven method that will save you time and get you better results.

When planning your monthly content, we recommend an 80/20 content mix—80% social-related content and 20% dental-related content. Be sure to focus your dental-related content on the type of dentistry you want to grow in your practice. If you want to attract dental implant, sleep dentistry, or clear aligner patients, for instance, you should post about these topics. Planning a strategy in advance will help you achieve your social media goals.

Ms. Zamora and her team provide customized social media marketing services for general dentists and specialists. Since 2008, they’ve worked with hundreds of dental professionals worldwide to train them in authentic and valuable online interactions. Learn more about her services and her book, Get Found, Get Liked, Get Patients: Making the Most of Social Media, at RitaZamora.com.

Nearly every Georgia dentist is affected by the COVID-19 shutdown. The biggest concern: no patients presently in the chair means no incoming revenue. It’s important to start planning NOW to recover lost revenue and make a smooth return to business. These steps will show you how.

By Robert McDermott, President & CEO, iCoreConnect

SIX STEPS to Recover Revenue Lost During Coronavirus

1. Analyze your weekly lost revenue due to virus closures and disruptions. What did you bring in last year in the same weeks? This will give you a specific target.

2. List your top three most profitable types of patient visits.

3. Use your practice revenue optimizer software to create a report for patients who have not completed needed visits in the last 6 months that correlate with #2.
iCoreConnect is an endorsed partner of the GDA. During the Coronavirus outage, iCoreConnect is making its dental revenue experts available directly to GDA members. To schedule a free, half-hour Revenue Recovery planning session to talk through your specific goals, visit iCoreConnect.com/recovery or call 888.810.7706, option 1.

4
For open calendar slots, ask staff to prioritize patients in the report alongside those displaced in the down weeks. You may need to consider expanding work hours.

5
Use a tight task-management solution to maximize staff daily efficiency and communication.

6
Set daily revenue goals and monitor in real time.
GDA members received Healthy Mouth, Healthy Me! materials in March to promote the campaign. Promotional resources included a “Proud Supporter” window cling, referral cards, and a participation checklist. Sabrina and Rhonda in Dr. Jeff Kendrick’s office showcase the window cling on their practice’s window.

Promotional materials are available to GDA members. Visit the healthymouthhealthyme.org website to obtain your free content.
GDA Foundation Launches Statewide “Healthy Mouth, Healthy Me!” Campaign

GDA and its Foundation for Oral Health launched a statewide campaign, “Healthy Mouth, Healthy Me!,” to educate Georgians about the connection between dental health and overall health. The campaign, which rolled out on March 6 in conjunction with National Dentist’s Day, showcases real Georgians and demonstrates how regular dental visits help keep them smiling and healthy.

A series of digital ads featuring patients nominated by GDA members ran on Facebook and Instagram in March before COVID-19 closures and practice restrictions. To address this unprecedented situation, Healthy Mouth, Healthy Me! messaging will be adjusted to reassure patients of dental offices’ commitment to patient safety as well as the importance regular dental visits. They will drive consumers to HealthyMouthHealthyMe.org to find a dentist. In addition, outreach to statewide media will take place throughout the year in conjunction with ad flights.

As supporters of the campaign, GDA members received promotional materials in the mail to Healthy Mouth, Healthy Me! “proud supporter” window cling, referral cards, and a checklist with more ways to leverage the campaign. We encourage you to visit HealthyMouthHealthyMe.org to learn more about the campaign and download promotional materials available to you as a GDA member and campaign supporter.
Your Georgia Dental Association leadership is continually assessing association programs and services to ensure we are meeting the needs of our member dentists. As a result, GDA engaged OPIS, LLC, a consulting firm specializing in association management issues. OPIS has worked with the GDA on a variety of issues over the years, including membership surveys. The firm conducted a member satisfaction survey for the association in 2017 and was asked to conduct another satisfaction survey in November 2019. We wish to share the results of that most recent survey.

Working with a committee of volunteer leaders and staff, OPIS developed a revised survey instrument. Of the 3,003 members who received an invitation to participate in the 2019 survey, 361 members (12%) completed the survey in November of last year. The “industry standard” for an acceptable confidence interval for surveys is +/- 5% or less. The confidence interval for the 2019 study was +/- 4.8%, exceeding the standard. Let’s take a look at the key results.

**THE TYPICAL RESPONDENT**

The average respondent was:

- **88%** An active member
- **84%** Practicing general dentistry
- **75%** Male

**KEY ISSUES FOR DENTISTS**

When asked about the key issues facing the profession, the top 5 issues for all respondents were:

1. Third-party involvement in fees and dental treatment
2. Corporate dentistry growth and influence
3. Standards of ethics and professionalism
4. Attracting and retaining patients
5. Cost of dental education/student debt

**MEMBER LOYALTY**

An important measure of the degree to which members are satisfied is the “Net Promoter Score.” Specifically, it is a measure of the likelihood members will recommend membership in the GDA to non-member dentists. The more likely a member is to recommend membership, the more satisfied he/she is with being a member. Likelihood is measured on a 10-point scale, with 10 being extremely likely and 1 being not likely at all. The score is computed as follows: The percentage who ranked 9–10 minus the percentage who ranked 1–6. A total of 74% of the GDA respondents ranked 9–10 and only 14% ranked 1–6 resulting in a net promoter score for GDA of 60. **This is the highest net promoter score OPIS has ever seen when conducting surveys for clients!**
How likely is it you will recommend GDA membership to fellow professionals?

<table>
<thead>
<tr>
<th></th>
<th>VERY LIKELY</th>
<th></th>
<th></th>
<th>VERY UNLIKELY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY LIKELY</td>
<td>72%</td>
<td>7.2%</td>
<td>7.5%</td>
<td>4.8%</td>
<td>6.3%</td>
</tr>
</tbody>
</table>

**GDA’S NET PROMOTER SCORE**

60

**AVERAGE ASSOCIATION’S NET PROMOTER SCORE**

21


**MEMBER BENEFITS**

Respondents were asked to allocate 100 points to a list of 11 member benefits. The top five benefits, along with their respective weighted mean points, are as follows:

<table>
<thead>
<tr>
<th>Rank Order</th>
<th>Benefit</th>
<th>Weighted Mean (out of 100)</th>
<th># who Entered Value&gt;0</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advocacy with state legislators and policy makers</td>
<td>22</td>
<td>231</td>
</tr>
<tr>
<td>2</td>
<td>Georgia Dental Insurance Services</td>
<td>18</td>
<td>228</td>
</tr>
<tr>
<td>3</td>
<td>Monitoring regulatory changes</td>
<td>15</td>
<td>226</td>
</tr>
<tr>
<td>4</td>
<td>Promotion of the profession</td>
<td>13</td>
<td>214</td>
</tr>
<tr>
<td>5</td>
<td>Professional education courses/CE</td>
<td>12</td>
<td>208</td>
</tr>
</tbody>
</table>
Members were asked a series of questions relating to the major reasons they joined the association. The results of those questions appear below:

**REASONS FOR JOINING GDA**

- **95%** Belong to the GDA to support the professions
- **59%** Belong to the GDA to improve their knowledge and skill

**MEMBER VIEWS REGARDING GDA COMMUNICATION EFFORTS**

- **91%** Believe the frequency of communication (regardless of format) is about right
- **91%** Found the communication useful

**MEMBER BELIEFS ABOUT THE GDA**

The survey asked members to rate their level of agreement about a variety of statements concerning the GDA. The results indicate that members believe GDA:

- is working to protect the public and the profession in the regulatory arena **95%**
- serves as the official spokesperson for the profession in Georgia **93%**
- is a strong advocate of dentists’ rights **91%**
- provides opportunities for professional growth and development **84%**
- is a comprehensive source of reliable information on the profession **91%**
- is relevant to my professional career **87%**
- offers products and services that help me succeed professionally **73%**
- provides better value than that received from other professional organizations **88%**

Found on Facebook, hardly any Instagram, twitter, or LinkedIn **91%**
MEMBER SATISFACTION WITH GDA STAFF SERVICES

Of those who have contacted the GDA:

- 75% of members have contacted the GDA within the last 12 months
- 97% were satisfied with the timeliness of the response
- 99% were satisfied with the accuracy of the response
- 99% were satisfied with the courteousness of the response
- 98% were satisfied with the helpfulness of the response

GDA REPORT CARD

<table>
<thead>
<tr>
<th>Area</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication with Members</td>
<td>B</td>
</tr>
<tr>
<td>Promoting the Profession/Advocating to the Public</td>
<td>B</td>
</tr>
<tr>
<td>Education and Training</td>
<td>B</td>
</tr>
<tr>
<td>Advocacy</td>
<td>A</td>
</tr>
<tr>
<td>Networking</td>
<td>B</td>
</tr>
<tr>
<td>Providing Value for Dues</td>
<td>B</td>
</tr>
<tr>
<td>Providing Quality Services that Save Members Money</td>
<td>C</td>
</tr>
</tbody>
</table>
GDA PERFORMANCE IN KEY AREAS CONTINUES TO IMPROVE IN EVERY CATEGORY

Excellent/Good Ratings in Each of These Areas

- Communication
- Promoting the Profession/Educating the Public
- Education and Training
- Advocacy
- Networking
- Providing Value in Relation to Dues
- Providing Quality and Services that Save Members Money

SUMMARY

The purpose of the survey was to assess the degree to which members are satisfied with the GDA and the programs and services it offers. The results clearly indicate that members are extremely satisfied! The net promoter score provides strong evidence that the vast majority of member are extremely loyal to the association. They view the GDA as a strong advocate for them in the legislature and are highly likely to recommend membership to non-member dentists. The data also demonstrate that members hold the GDA staff in very high regard and believe they provide members with timely, courteous, and beneficial support.
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HEALTH AND WELLNESS SYMPOSIUM
A Big Picture Examination of Dental Medicine and Business

The focus for the 2020 GDA convention is about improving health and wellness for all of its members. So we built a comprehensive education curriculum that starts with dentition and proceeds to periodontal health, orthodontic health, oral health, TMJ health, sleep health, systemic health, and blood health—an all-encompassing look at the myriad areas of health for which a dentist is responsible.

But a dentist is also responsible for the health and welfare of the dental practice and its staff. So, we created a wide-ranging program that covers the full scope of dental business—from legal, leadership, ethics and practice ownership for dentists—to OSHA/HIPAA, risk and emergency management, and billing for dentists and all dental staff. Take charge of the health and welfare of your dental team and take a retreat to Amelia Island July 16–19.

PROFESSIONAL HEALTH AND WELLNESS

<table>
<thead>
<tr>
<th>Category</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Periodontal Health</td>
<td>Dr. GeriAnn DiFranco</td>
</tr>
<tr>
<td>Blood Health</td>
<td>Dr. Lee Whitesides</td>
</tr>
<tr>
<td>Radiographic Health</td>
<td>Lisa Dunn</td>
</tr>
<tr>
<td>Oral Health, HIV and HPV</td>
<td>Dr. David Reznik</td>
</tr>
<tr>
<td>Opioid Health</td>
<td>Dr. Lee Whitesides</td>
</tr>
<tr>
<td>Systemic Health</td>
<td>Dr. Bruce Donoff</td>
</tr>
<tr>
<td>Orthodontic/Sleep Health</td>
<td>Dr. Robert Waugh</td>
</tr>
<tr>
<td>Systemic Health</td>
<td>Dr. Anna Casas</td>
</tr>
<tr>
<td>Functional Health</td>
<td>Dr. Gordon Brady</td>
</tr>
<tr>
<td>TMJ Health</td>
<td>Dr. David Jones</td>
</tr>
<tr>
<td>Oral Health, HIV and HPV</td>
<td>Dr. David Jones</td>
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<tr>
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<td>Dr. Robert Waugh</td>
</tr>
</tbody>
</table>

BUSINESS HEALTH AND WELLNESS

<table>
<thead>
<tr>
<th>Category</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk Management</td>
<td>Robert Thompson—MedPro</td>
</tr>
<tr>
<td>Multi-Practice Ownership</td>
<td>Bank of America</td>
</tr>
<tr>
<td>A Practice Owners Guide to the Business Side of Dentistry</td>
<td>Casey Hiers</td>
</tr>
<tr>
<td>The SECURE Act</td>
<td>Harris Gignilliat—UBS</td>
</tr>
<tr>
<td>Trends in the Business of Dentistry</td>
<td>Ask the Experts</td>
</tr>
<tr>
<td>Leadership</td>
<td>Eric Morin</td>
</tr>
<tr>
<td>General Legal Trends in Dentistry</td>
<td>Stuart Oberman</td>
</tr>
<tr>
<td>Cyber Security for Dental Practices</td>
<td>Paul Murphy</td>
</tr>
<tr>
<td>Ethics in Dentistry</td>
<td>Dr. Rhoda Sword</td>
</tr>
<tr>
<td>HIPAA/OSHA</td>
<td>Renee Russell</td>
</tr>
<tr>
<td>Managing Medical Emergencies</td>
<td>Dr. Michael Pruett</td>
</tr>
<tr>
<td>Maximizing Profits through Billing</td>
<td>Cornelia Outten</td>
</tr>
<tr>
<td>Opioids</td>
<td>Dr. Lee Whitesides</td>
</tr>
</tbody>
</table>

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Colors: 

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The COVID-19 pandemic has wreaked havoc on the dental community. With offices only seeing patients for emergency care and numerous layoffs, many small business owners are scrambling to make ends meet and keep their business afloat during this public health and economic disruption.

To help GDA members navigate these turbulent times, Georgia Dental Insurance Services (GDIS) experts are providing the following tips on what you should be doing now to save on insurance and protect yourself in the future.

Evaluate Life and Disability Insurance Needs
This is your opportunity to review your current life and disability insurance policies. These policies may have fit your financial needs years ago, but do they fit your financial needs today? Although you may have locked in a great rate when you were young, you may be able to add additional policies to meet today’s financial needs. Life and disability insurance companies are offering minimal underwriting requirements during the COVID-19 pandemic. Take advantage, don’t miss this window of opportunity.

Consider a Whole Life Policy Early in Life
Many young professionals understand the importance of having a disability and life insurance policy. Most elect to purchase a term life insurance policy as these policies are less expensive. Did you know that a whole life policy, although more expensive, builds cash value and doesn’t expire? As your whole life insurance policy builds cash value you are allowed to borrow against your death benefit—tax

“We have so many insurance policies with our businesses. I get so frustrated as a business owner with trying to find the right insurance, with adequate coverage, all at a reasonable price. Michele Amatulli at GDIS did a great presentation at the Southeast District, then afterward met my wife, Elizabeth, and I at our office. Michele immediately went to work helping us organize (a big job), consolidate, and update some of our business and personal policies. I loved what Michele said to our district members, ‘GDIS is your company, use our opportunities!’ Thank you so much GDIS and Michele for your help with Powell Dentistry Group. GDA Strong!”

– Dr. Zach Powell

“Once in a while you run across that someone that makes the mind-numbing mundane tasks of insurance seem not so bad. Kelly was that person for me. I made a switch in my malpractice insurance, and also had to get several other insurance policies in place at the same time. While I expected the process to be tedious, it was so much easier than I expected. Her playful personality combined with her eager attitude to get the job done made the process painless... and she also saved me a lot of money in the process! Thanks for everything Kelly.”

– Dr. Hetesh Ranchod
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“Dental Town has had the pleasure of working with Michele at GDIS fulfilling our day-to-day insurance related requirements. We have been using GDIS for more than 7 years and they consistently provide an outstanding service. Michele and her entire team's commitment to their client's satisfaction is a reflection of their full grasp and understanding of the insurance industry. In addition, GDIS has very competitive rates and offers a range of services best suited for our needs. Their approach to provide an exceptional service available in the industry has made it easier to continue working with Michele to help keep meeting our challenges. We can highly recommend GDIS to anyone needing insurance services and looking forward to working with Michele and her team in the future.”

– Mary Hanif, Dental Town
Director of Operations

“I used GDIS for all my individual and business insurance needs, and I recommend their outstanding, free, and prompt service to all GDA members. I saved a lot of money by using their services, and I'd like to thank the whole GDIS team, especially to Michele Amatulli, for their assistance!”

– Dr. George Dinulescu

Compare Rates on Auto and Home Insurance

A good place to look for savings is with your auto and homeowners insurance policies. Many dental professionals haven't had the time to price shop these policies. If you have had the same policy for many years, now is the perfect time to be sure you are getting the best rate available. You may find hundreds of dollars in savings by doing so.

Georgia Dental Insurance Services (GDIS) continues to grow based on our members’ needs. You have a personalized team of insurance professionals working for you at your GDA member-owned insurance agency. We are here to assist you, your family, your friends and your staff with all of your business, personal, and health insurance needs.

During these trying times it is extremely important to partner with professionals you trust and who understand how this pandemic is impacting the dental community. Call your GDIS team today for a confidential consultation. See for yourself what makes us different and why so many of your colleagues trust us with their insurance needs. You own it… use it!

“I recently switched my office professional package and my worker's comp plans to GDIS from the carrier I had been with for almost 30 years. GDIS beat my previous carrier on price by about 30%. The transition was very easy. The staff at GDIS quickly responded to all of my requests and handled everything seamlessly. I would highly recommend calling GDIS for a quote today.”

– Suzy Mitchell (Dr. Jamie A Mitchell)

You own it, use it and enjoy the savings!
At-large trustee nominees must be submitted to the Nominating Committee by June 24, 2020. All eligible candidates will be presented to the House at the House of Delegates meeting on July 16, 2020. The House may offer names of candidates to be placed in nomination in addition to those presented by the nominating committee but CVs must have been submitted to the GDA office two weeks prior to the meeting. Election of the at-large trustees shall be by a majority of votes cast by the House. No district shall have more than two at-large Trustees*. The term of at-large trustees shall begin at the conclusion of the annual meeting of the House at which the trustee was elected and shall end at the conclusion of the annual meeting of the House following the third succeeding election meeting of the House. To be eligible to serve as an At-Large Trustee, a candidate must be a member of the GDA and have demonstrated leadership by serving on the district, state, or national level. The Board of Trustees also serve as non-voting members on the House of Delegates.

The following At-Large Trustee terms are expiring in 2020:

- **At-Large Trustee** — three-year term starting after election in July 2020
  - Currently Ash Walker (C) — eligible for one more term

- **At-Large Trustee** — three-year term starting after election in July 2020
  - Currently Chris Rautenstrauch (NW) — eligible for one more term

- **At-Large Trustee** — three-year term starting after election in July 2020
  - Currently Amanda Merritt (SW) — eligible for one more term

*Note: Northern District is not eligible for any additional At-Large Trustee positions, since no district shall have more than two At-Large Trustees per the GDA Bylaws. All other districts may submit candidates for the At-Large positions.

Please submit nominations to jeannie@gadental.org or contact at 404.636.7553, ext. 108.
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COVID-19 vs. Dental Practices: What to Do to Survive and Thrive

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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 trends and issues in organized dentistry that will help you professionally.

Too many commitments? Not enough time? No worries! GDA 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, skill set and availability—the GDA needs you!

For more information on a particular opportunity or to volunteer, contact Katherine Torbush 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/events)
- Speak to dental students at DCG through GDA’s lunch and learn program
- Attend the GDA Convention in July (GDAConvention.com)
- Respond to GDA member surveys—keep an eye out for the next opportunity to share your thoughts!
- Attend a LAW 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 Donated Dental Service Program (https://dentallifeline.org/our-volunteers/volunteer-now/)
- Become a legislative contact dentist
- Run for an 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 officer or committee member

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

Short-term…

- Join the Leadership GDA Program (gadental.org/education/leadership-gda)
- 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 recent dental school graduate
- Assist in organizing a GADPAC fundraiser in your district
- Speak at a GDA continuing education course
- Serve as an adjunct faculty member at DCG or any approved charitable clinic in GA (one day per month for one-year period)
### GDA Committees, Councils, and Task Forces

<table>
<thead>
<tr>
<th>Committee</th>
<th>Length of Commitment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Finance, Benefits &amp; Audit Committee</strong></td>
<td>3 YEARS</td>
<td>Oversight/responsibility for financial interests of GDA, its committees and subsidiary corporations. Review budgets, financial reports, audits, investments, and financial/benefit policies.</td>
</tr>
<tr>
<td><strong>Membership Committee</strong></td>
<td>1 YEAR</td>
<td>Responsible for recruitment and retention of members, consideration of membership categories, new dentist programs, and general program development.</td>
</tr>
<tr>
<td><strong>Nominating Committee</strong></td>
<td>3 YEARS</td>
<td>Recruit candidates for open leadership positions including GDA Officers, ADA Delegates/Alternates, GDA Trustees At-large and candidates for the Georgia Board of Dentistry. Develop and publish selection criteria and procedures to ensure that the pool of candidates meet those criteria and reflect as much as possible, the diversity of the membership.</td>
</tr>
<tr>
<td><strong>Government Affairs/Political Action Committee</strong></td>
<td>1 YEAR</td>
<td>Monitor legislative developments in Georgia and keep GDA members/leaders informed. Communicate GDA’s position on various legislative issues to officials. Oversee the GADPAC and campaign contributions to political candidates who support the interests of the GDA and its member dentists.</td>
</tr>
<tr>
<td><strong>Awards Council</strong></td>
<td>1 YEAR</td>
<td>Identify candidates who are eligible for GDA’s annual awards. Vet awards nominees and recommend candidates to the House of Delegates.</td>
</tr>
<tr>
<td><strong>Council on Annual Convention</strong></td>
<td>1 YEAR</td>
<td>Assist in planning the GDA’s Annual Convention and serve as a host at the event in July.</td>
</tr>
</tbody>
</table>
Promote a positive image of dentistry to the public, the media and to the members of the GDA. Assure that there is good communication and understanding between the GDA its members and consistent communication and understanding with other organizations pertaining to oral health and the practice of dentistry.

Investigate and mediate patient complaints concerning quality of care, appropriateness of treatment, and ethics. Implement and enforce code of professional standards for the Georgia Dental Association.

Identify and recruit candidates for GDA's annual Leadership GDA Program. Review program content and make suggestions for continual enhancement.

Review or create proposed amendments to the GDA Constitution, Bylaws, and Policy Manual and make recommendations to the GDA House of Delegates.

Work with GDA staff to plan quality educational programs for GDA members. Assist with selecting relevant and timely topics and speakers to ensure strong educational events and initiatives.

Provide input and clinical perspective on issues that dentists face regarding Medicaid and the Dental Service Organizations. Task Force members need to be Medicaid providers to serve.

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

By Dr. Peter Shatz

Please note the date that this article was written (April 21, 2020) as the Georgia Dental Association (GDA) Action does not work at the pace of the Internet. Things may have changed since this article was submitted for publication.

At the request of our association’s Board of Trustees (BOT) and our Executive Director, the GDA Innovation Task Force was put in action. Our mission is to be the innovation guidance and resource team for the Georgia Dental Association. Our scope is to clarify all of the innovation for our member dentists and to be a resource of information to help our members effectively restart their businesses.

The members of this task force are doctors Chris Adkins, Bo Broadfoot, Mark Causey, Ryan Fulchi, Alan Furness, Brad Hall, Tim Hamilton, Ben Jernigan, Jr., Marshall Mann, Robin Reich, and Margaret Scarlett. GDA liaison staff includes Frank Capaldo, Scott Lofranco, Scott Piper, and Jeannie Watson. This task force is chaired by Peter Shatz.

The task force met via teleconference in early April and has been meeting on a weekly basis. It was charged with helping the GDA filter the information during a very dynamic public/global health emergency. The task force includes members from The Dental College at Augusta University, a past CDC scientist/dentist and innovators from our state.

Three workgroups were created: Legislative, Science, and Public Relations/Office of the Future. From the perspective of the COVID-19 pandemic we reviewed the new federal and state guidelines, the science of the contagion, testing, infection control, professional liability, potential lobbying avenues to protect the public and the profession, and finally how all of this impacts the perception of dentistry by the public. Parallel to this, the American Dental Association (ADA) has been publishing recommendations for reopening dental practices.

So, let’s look at the three workgroups and their accomplishments so far.

SCIENCE

The common thread among all changes to our industry, and truly, among our entire civilization, is that all the new protocols are interim. Once there is effective disease therapy and prevention, we can return to something similar to “the good old days.” However, until that happens our working environment is to be based upon evolving science, our ability to monitor and detect COVID-19 and ultimately humanity’s ability to treat and prevent the infection itself.

The Dental College of Georgia at Augusta University (DCG) has itself set up a return to clinic task force. Fortunately, the chair of the DCG task force is part of the GDA task force. DCG will be openly sharing their new operation protocols with the GDA, and the GDA will be passing this along to our members. As a public institution, some of their initiatives will include remodeling the clinics to reduce risk of cross contamination, air filtration, isolation rooms, patient flow through the building, and PPE use. The school is even looking at temporary plastic walls. Although our member dentists may not be able to afford to do all that DCG is doing, there will be valuable lessons for all our members to learn. The task force knows its members will no longer see their own practices in the old light.

Private practice will be most affected by guidance from the Centers for Disease Prevention and Control (CDC) and the Centers for Medicare & Medicaid Services (CMS). This will impact what level of personal protective equipment (PPE), facility modifications, scope of work permitted, amongst a myriad of other implications to all aspects of our industry.

The greatest stressors for dentists will likely be in delivering hygiene services (high aerosol production, frequent dentist checks, high patient counts and short visits); pediatric and orthodontic practices (with open bays common in the industry and high patient flow); and ultimately scheduling (how can we return to production rates of the pre-COVID-19 world).

PPE & testing will be rate-limiting steps in our industry. The big questions are:

- How will the dental industry compete for supplies of all types against the needs of frontline providers like hospitals?
- Ultimately the supply chain will improve, but until it does the pace of dental practices may be affected.
- The task force recommends that dentists be allowed to test, but know that dentistry will be in competition with commercial, state, and federal labs for test kits and equipment. We are also aware that in-office testing may not protect the dental team or the patients due to the type of test being run (antibody vs virus).
- The task force recommends that our members base their practice management decisions on science-based facts. If we look at data from other countries, premature re-opening of practices could result in another smaller peak, resulting in reclosing of offices. All of dentistry wants to avoid that, if possible. We recommend that our members follow the phased approach to reopening our economy which has some strong public health science behind it. That we can do something does not necessarily mean that we should do something.
- The task force realizes that the Governor of Georgia and the Board of Dentistry have given the green light to open back up. They have to balance the needs of our economy and our public health and there is no clear, good answer. For this reason, guidance for Georgia dentists has been murky, and the GDA’s Government Affairs Team has been diligent in advocating on our behalf to obtain further clarification for us.

The best way to avoid reclosing is to carefully analyze local data. We need testing, isolation of positive patients, contact tracing, and quarantine of contacts to assess the epidemic in a particular area. Absent that, the best we can do is to look at last week’s hospital admissions for respiratory illness compared to prior weeks, deaths compared to prior years from respiratory illnesses, any testing information, and availability of PPE.
Since we don’t know the COVID-19 infectious dose, it is hard to make any sound recommendations on air quality yet. We should have that at some point in the near future. Until then, it is the big question hanging in the air, literally. Please refer to this article: wwwnc.cdc.gov/eid/article/26/7/20-0764_article.

Ultimately, it will probably be better to look at the status of the epidemic within a particular practice catchment area, such as in each county and surrounding counties where a practice has their patients after May 1. In some places, like Albany, it may be much later.

**LEGISLATIVE**

To be fair in judging the efforts of the GDA to help manage state recommendations on reopening dentistry, look at the situation in Alabama. The Alabama Dental Association made recommendations to the state government but were seemingly ignored.

The task force wants to have testing by a dental office to be included in our scope of practice. Despite no clear favorable test type (antibody vs viral load), lack of testing supplies and equipment, the task force wants us to have the ability to test when these issues are resolved.

The task force wants dentists to be able to recoup the enormous fees we are about to bear for bringing our practices up to the new guidelines and to maintain them thereafter. The ADA recommends using the code D1999 (unspecified preventive procedure, by report). Delta Dental, for only New York and New Jersey, will pay a $10 fee for this service. Reimbursement in Georgia is unclear at this time. Please call your third-party insurance companies and see what they can do for you.

The task force recommends we lobby for legislation to allow for some flexibility for dentists to be able to choose effective PPE and infrastructure changes. Prior to COVID-19 there were CDC guidelines for infection control. Post-COVID-19, we hope to avoid mandates for infection control.

When you choose to reopen, be aware that Governor Kemp has established specific requirements for Georgia licensed dentists. (See page 18 of Gov. Kemp’s Executive Order dated April 23, 2020.)

**OFFICE OF THE FUTURE/ PUBLIC RELATIONS**

The ADA will be rolling out reopening guidance in stages. Mask use was the first, this will be followed by reopening then employee/management. The GDA will be disseminating best practices for the new reality of dentistry in the COVID-19 world. On the other side of the coin, the GDA will be repositioning our current public relations efforts to educate the public on the new face of dentistry (pre-visit check-in, screening, staff always in PPE, longer visits, scarcer visits).

In summary, the task force recommends you follow Governor Kemp’s April 23 Executive Order, while taking into consideration all current CDC, OSHA, CMS, GDA and ADA interim guidance related to dentistry. Keep your eye on information flowing from the GDA on best practices (as we have done for waste water, HIV, and hepatitis). Know that we will be educating the public on the new face of dentistry, and our profession on when and how it is safe to return to the dental office. The task force recommends getting COVID-19 testing into the scope of our practice, insurance to pay for increase PPE use, and waive frequency limitations for insurances due to the dental hiatus. Use the D1999 code for infection control measures. We recommend expanding our scope of practice to include in-office testing, and your ADA is actively working on this. Lastly, we want the ADA to keep our voice and seat at the table with the CDC and OSHA as they will be the bodies setting the policies for dentistry going forward.
House of Delegates
In accordance with Article II, Section 4B of the Georgia Dental Association (GDA) Bylaws, this is the official notification for the next meeting of the GDA House of Delegates (HOD). The house will meet at The Ritz-Carlton in Amelia Island, FL starting at 8 am on Thursday, July 16, 2020. Any GDA Member may attend open sessions of the HOD and all members will receive a summary after the meeting.

District Caucus Breakfasts
District Caucuses will meet immediately preceding the HOD meeting, beginning at 7 am on Thursday, July 16, 2020.

Business/Resolutions
In accordance with Article II, Section 5 of the GDA Bylaws, any proposed business to be presented to the HOD must be submitted as a Resolution to the Secretary, in writing, forty-five days prior to the meeting of the House. The proposed business must be presented to the House in writing at least two weeks prior to the meeting, except the House, by two-thirds majority vote, may waive the requirement for two weeks written notice. Matters of business may be proposed by any GDA member. By an affirmative vote of two-thirds of the members present and voting, it shall be permissible to introduce additional business.

Delegate Materials
According to house policy, all delegate materials are distributed electronically. Information will be available via Dropbox beginning three weeks prior to the meeting. Per house policy, access to materials will be given to HOD Delegates/Alternates, the GDA Board of Trustees, ADA Delegation, and District Presidents, Presidents Elect, and Vice Presidents. GDA Past Presidents and current committee chairs may receive access to HOD materials prior to the meeting upon request and approval by the current GDA President, Speaker of the House, and Executive Director after signing a confidentiality agreement/non-disclosure statement.

ADA Delegation
Georgia’s ADA Delegation will meet immediately following the HOD meeting on Thursday, July 16, 2020. This meeting will also be held at The Ritz-Carlton in Amelia Island, FL.

Notice of GDA Constitution & Bylaws Amendments
The GDA Constitution & Bylaws Council will be submitting amendments to the GDA Bylaws to the GDA House of Delegates for a vote at the July 2020 HOD meeting. Notice of these proposed amendments is being provided to the GDA’s general membership as required by Article XIII of the GDA Bylaws. Proposed changes may be viewed at gadental.org/leadership (member login required). If you have questions or feedback, please contact Jeannie Watson at the GDA Office (jeannie@gadental.org, 404.636.7553 ext. 108), and she will have a member of GDA Leadership get back with you promptly.)
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What is the single most important thing, in your opinion, GDA can do to help members?
Healthcare in the United States is poised to potentially undergo radical changes in the coming years. The GDA is positioned to advocate for the interests of dentists and patients alike.

What advice would you give to an aspiring dental student?
Practice everything with intention, and know that there is life after dental school.

What did you want to be when you were growing up?
Playing basketball professionally was a childhood dream of mine; I grew up idolizing NBA greats of the 90s like Shaq. Unfortunately, there was limited demand in the NBA for a 6’2” center and no amount of watching “Space Jam” could give me the handles of Muggsy Bogues, so I had to settle on becoming a dentist instead.

When and how did you become a GDA member?
I joined the GDA when I was still in dental school. Our class as a whole placed a high value on participating and supporting organized dentistry. Our faculty helped to foster and reinforce those values throughout all four years of school.

Meet Dr. Sarah Boyles

When and how did you become a GDA member?
I became a member of the GDA in 2013 when I was in dental school at The Dental College of Georgia. The GDA always had a big presence while I was a student there, keeping us well-informed and encouraging our involvement in ASDA, the ADA, and the GDA.

Why is being part of a professional group important?
There aren’t many professions out there that have the level of professional support and advocacy that we do as dentists. Being a part of a group like the GDA not only gives you a voice, but it keeps you well-informed on changes within the profession, provides you with numerous resources needed for practice, allows you to network and connect with other dentists in the area, and simply provides you with a sense of security about the future of your career.
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Why did you decide to become a dentist?
My uncle and cousin are dentists and my mom was a dental assistant, so I was very familiar with the profession growing up. Their jobs just always seemed cool to me. As I got older, I realized I enjoyed educating and helping others, valued close personal relationships, enjoyed the sciences in school, and loved kids. So pediatric dentistry was a no-brainer for me.

What do you enjoy doing in your spare time?
Well, currently my “spare time” includes entertaining, feeding, bathing and loving on my spirited 3-year-old daughter, Margo, and my sweet 7-month-old son, Henry, while trying to keep up with our two active pups. But before all that happened, my husband and I enjoy most anything outdoors—hiking, camping, traveling, and of course college football.... and Netflix.

What is your all-time dream vacation?
Santorini, Greece for sure. But before that becomes a reality, I’m happy to explore anywhere new with the ones I love!

Without saying, “I am a dentist,” what would you say if someone asked what you do?
I would say I work with children and their parents to better their oral health. To do that, I’m an educator, doctor, leader, artist, engineer, and of course a listening ear, hand holder, and counselor to many sweet little people, all the while being a wife, mommy, daughter, sister, and friend to all the other important people in my life. ¶

What is the single most important thing, in your opinion, GDA can do to help members?
For me, I rely on the GDA to keep me well-informed on changes within the profession at the state level and help me stay current on necessary CE and training for myself and the staff.

What is your most memorable GDA experience?
In dental school, I had the opportunity to volunteer at GMOM and at Special Olympics, Special Smiles. It was a humbling experience to provide screenings and treatment to so many incredible people in need of dental care.

What advice would you give to an aspiring dental student?
It’s not for the faint of heart, but all the hours spent studying, filling out applications, and eventually dental school lab work and clinic hours are worth it. Surround yourself with loved ones that can support you and encourage you through the tough times and remember to find time for yourself, find a healthy outlet for stress, and relax when you can!

What did you want to be when you were growing up?
I honestly can’t remember what I wanted to be as a young girl—I’m sure I had aspirations of becoming a teacher or a marine biologist or something, but as far back as probably middle school, I wanted to be like my Uncle “Doc” who is a dentist in Fort Valley, Ga.

What was your first job?
At 15, after school I worked at a local gym in the daycare and on the weekends, I worked at a car wash—vacuuming, cleaning, and drying!
Submit your CV to FDSclassifiedAD@gmail.com.

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**GENERAL PRACTICE FOR SALE** Gwinnett County. PPO driven 4 op facility with additional space available annual revenue 400k+ Current owner works part-time. Proforma with after tax cash flow once NDA in place. atlantadentist2014@gmail.com.

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ADA Interim Return to Work Toolkit

As dentists consider reopening practices, ADA offers a Return to Work Interim Guidance Toolkit to help practices take measures before, during and after patient appointments to protect dentists, patients and staff.

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