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January 2019

Journal of the Georgia Dental Association

2018 YEAR IN REVIEW

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GDACONTENTS | January 2019 • Volume 38 • No. 1

License Renewal Year

CE for You and Your Team

2019 is a license renewal year for dentists and hygienists and GDA has big plans to help you get the CE you want and need. Learn more about the requirements on page 44–45.

Register for GDA CE at gadental.org/education

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UPCOMING EVENTS

Visit gadental.org/events for the full GDA calendar.

Find your ***free*** **Children's Dental Health Month** poster on pages **26–27.**

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FEBRUARY 2019

1 Children's Dental Health Month/ Give Kids a Smile Day

6 LAW Day-SWDDS, WDDS, NDDS-Hall County

8 IDBG Board Meeting

20 LAW Day-CDDS

21 GDA Finance Committee Meeting

28 LAW Day-SEDDS/Georgia Dental Society

MARCH 2019

6 LAW Day-NWDDS

8 GDA Board of Trustees Meeting

14 NWDDS New Member Spring Event

20 LAW Day-Open to all

20 NWDDS EC Meeting

21–23 Hinman Dental Meeting

29 GDA Foundation Meeting

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REFLECTION AND GOING FORWARD

Reflecting on our progress, setbacks and goals we set for ourselves ultimately creates a path forward. GDA has prioritized its direction for the last few years with membership benefits and adhering to its mission statement "Help GDA member dentists succeed." With this goal at its center, our leaders crafted a strategic plan that focuses on a comprehensive approach to this goal. I could just write that a strategic plan is available, but it would make little impact for the readers. I want members to see it from a simpler perspective—a simplified list that clearly demonstrates our progress along this path. Afterall, unless you measure success objectively it is meaningless.

What has stood out over the last few years is a clear change in direction. Progress has been made in measurable terms in many areas including membership recruitment and retention, involvement of younger dentists, involvement of minorities and women as leaders, success at the Capitol, enhanced representation at the ADA level, improved financials of the organization, and a successful turnaround of GDIS. The startup Integrity Dental Buyer's Group/GDA Plus+ Supplies program has made other vendors drop their prices to stay competitive. Our annual GDA Convention & Expo is more well attended with improved vendor participation, along with diverse CE courses and a packed social agenda for members and their families with activities for all ages.

2018 was a very successful year for GDA. Our financials have been in a positive trend for the last three years and the trend continued to consolidate. Our membership improvement goals met its target: 67% of all dentists in Georgia are members of our association, a marked improvement. Georgia's efforts of such membership success are applauded at the national levels, thanks to Dr. Robin Reich, Dr. David Bradberry, GDA staff and the chairman of membership and recruitment, Dr. Hank Bradford, who brought in a fresh breath of air and gave momentum to this effort.

Legislatively, we built on our successes of 2017. Legislation regulating virtual credit card reimbursements from insurance plans was passed as a direct result of our lobbying efforts. Insurance companies can no longer send you a virtual credit card for payment if you choose to accept a check. For a practice collecting $600,000 in insurance payments this translates into nearly $14,000 to $18,000 in revenue difference. This is making a real difference to our bottom line. In addition, Dental Medicaid reimbursement increased, helping those who care for the most vulnerable in our society.

In 2018 we held our fourth GMOM in Augusta. Two years of planning and numerous man-hours resulted in a successful event treating nearly 2,000 patients and providing almost $1.5 million of services. Job well done, everyone.

Georgia continues to provide leaders at the national level. Dr. Jay Harrington from Georgia serves as a Fifth District Trustee. Drs. Marshal Mann, Robin Reich, and David Bradberry are serving on three separate councils at the national level. Recently, Dr. Donna Mosses was appointed on the Council of Licensure and Education. Our state continues to nominate qualified candidates for national positions and they serve this nation and our profession at the highest level. Recently, Dr. Carole Lefebvre and Dr. Sharokh Bagheri were nominated for the Council of Scientific Affairs. The leadership role of our state is clearly visible when they represent us at the ADA House of Delegates. No issue goes without scrutiny. Productive feedback is not only provided, but expected from us by our peers from other states. In short, what Georgia dentists think does matter.

In closing, the new year brings new beginnings. We can pause, reflect, and celebrate. Our mission goes on and goals will continue to evolve in the face of new challenges. In the words of Bamigboye Olurotimi, "To succeed in the new year, you have to set your priority right, pursue your goals with zeal, and do away with procrastination." I can honestly say we did all of this in 2018, let's continue. Happy new year to you and your families.

In the words of Bamigboye Olurotimi, "To succeed in the new year, you have to set your priority right, pursue your goals with zeal, and do away with procrastination."

SEEN&HEARD

Members making news and news for GDA members.

Congratulations to the Leadership GDA class of 2018. Each member received a certificate of achievement upon completion of the program. Pictured: Drs. Heather Coalson Hardy and Hank Bradford.

LEADERSHIP

Interested in Joining the Leadership GDA Class of 2019?

Application Due February 1, 2019

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

For more information, go to gadental.org/leadershipgda.

Members at GDA's annual spokesperson training, held Nov. 2.

Spokesperson Training

The Public Relations and Communications Committee held the annual spokesperson training on Friday, Nov. 2 at the GDA office in Atlanta. Twenty-two members participated, including Leadership GDA participants. The workshop, facilitated by Leff and Associates, included an overview of issues, messaging, media interview tips and on-camera practice interviews for all attendees.

Save the date for next year's spokesperson training on Friday, November 1, 2019.

Dental peeps off to ADA.

GDA President Dr. David Bradberry addresses the 5th District.

ADA President Dr. Joe Crowley addresses 5th District.

ADA ANNUAL SESSION

Matching shirts at Georgia Delegation dinner (L to R) Ben Jernigan, Robert Carpenter, Peter Shatz.

Your Georgia Delegation has been hard at work for the past several months reviewing resolutions and participating in meetings and conference calls to prioritize the issues for the 2018 ADA Annual Sessions and House of Delegates Meeting October 19–22 in Honolulu, Hawaii. During the three ADA sessions, the House of Delegates reviewed and acted on ninety resolutions.

Read the summary at gadental.org.

SEEN&HEARD

Welcome New Members

The following new members joined GDA in October and November.

Michael Allen
Central District Dental Society

Sherida Jacobs
Central District Dental Society

Franklyn Aguebor
Eastern District Dental Society

Matthew Carithers
Eastern District Dental Society

Adam Coleman
Eastern District Dental Society

Jeremy Edwards
Eastern District Dental Society

Russell Marson
Eastern District Dental Society

Hasim Momin
Eastern District Dental Society

Corey Woodard
Eastern District Dental Society

Joshua Zaleski
Eastern District Dental Society

Akilah Artis
Northern District Dental Society

Shahrokh Bagheri
Northern District Dental Society

Celina Balcos
Northern District Dental Society

Tiffany Bolen
Northern District Dental Society

Michael Cohen
Northern District Dental Society

Kelle Dennis
Northern District Dental Society

John Engel
Northern District Dental Society

Maria Flanigan
Northern District Dental Society

Shivane Gupta
Northern District Dental Society

Dustin Jacobs
Northern District Dental Society

Edward McDonald
Northern District Dental Society

Ricardo Montes de Oca
Northern District Dental Society

Binh Nguyen
Northern District Dental Society

Jasmin Owens
Northern District Dental Society

Ruchir Patel
Northern District Dental Society

Richard Patrick
Northern District Dental Society

Donald Phillips
Northern District Dental Society

Richard Pinsky
Northern District Dental Society

Gerard Rolle
Northern District Dental Society

Nataly Santos
Northern District Dental Society

Lora Savage
Northern District Dental Society

Katrina Schuler-Mitchell
Northern District Dental Society

Henry Schwartz
Northern District Dental Society

Anthony Shearin
Northern District Dental Society

Jocelyn Spaulding
Northern District Dental Society

Stephanie Stephenson
Northern District Dental Society

Lorie Stevens
Northern District Dental Society

David Stone
Northern District Dental Society

Meagan Sturm
Northern District Dental Society

Kalpeshkumar Thakkar
Northern District Dental Society

Kamili Willis
Northern District Dental Society

Sarah Ahern
Northwestern District Dental Society

Waleska Alfaro
Northwestern District Dental Society

Russell Anderson
Northwestern District Dental Society

Gary Edgmon
Northwestern District Dental Society

Destiny Foote
Northwestern District Dental Society

Jorge Gonzalez
Northwestern District Dental Society

Priya Gulati
Northwestern District Dental Society

Anisa Hailey
Northwestern District Dental Society

Samira Jafari
Northwestern District Dental Society

Lisa Kirshenbaum
Northwestern District Dental Society

Eric Leithner
Northwestern District Dental Society

Nicholas Phung
Northwestern District Dental Society

Rometta Powell
Northwestern District Dental Society

Hetesh Ranchod
Northwestern District Dental Society

Stewart Szikman
Northwestern District Dental Society

Lee Martin
Southeastern District Dental Society

Carlos Martinolas
Southeastern District Dental Society

Miles Yarbrough
Southeastern District Dental Society

Fred Clements
Southwestern District Dental Society

Carly Thomas
Southwestern District Dental Society

John Beall
Western District Dental Society

Save the Dates

2019 Law Days

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

January 23
Northern, Eastern

February 6
Southwestern, Western, Northern-Hall Co.

February 20
Central

February 28
Southeastern and Georgia Dental Society

March 6
Northwestern

March 20
Other Specialty Groups, Students, and anyone else who wishes to attend

Sign-up at gadental.org/advocacy

Eastern District Dental Society Legislative Receptions

The Eastern District Dental Society held a legislative reception in Augusta on October 30.

Dental College of Georgia 50th Anniversary Celebration, April 27–29, 2019 at the Marriott Hotel in Augusta, GA. GDA will sponsor a cocktail party prior to Friday night's dinner in honor of the 50th Anniversary of the Dental College of Georgia.

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

Save the Date

July 25–28, 2019

2019 GDA Convention and Expo, July 25–28, 2019 at Ritz Carlton Amelia Island. For the full dental team and their family members. Registration will open at the end of February 2019.

VOLUNTEER

Will You See One Vet?

Dental Lifeline Network launched a new initiative to encourage ADA/GDA members to volunteer to treat veterans who are disabled, elderly or medically fragile. GDA members can participate in the program through the Georgia Donated Dental Services program. Volunteer dentists treat patients in their offices, utilizing their own equipment and staff. More than 150 Georgia dentists and labs participate, but many more volunteers are needed.

General dentists and specialists are both encouraged to register as a volunteer at WillYouSeeOneVet.org.

Children's Dental Health Month

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

In addition to the centerfold poster in this issues, resources to help publicize the month, such as posters and coloring sheets, are available on ada.org.

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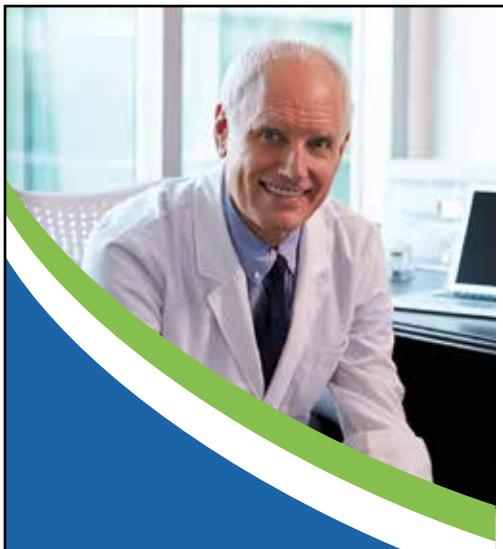

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GDA Plus+ Supplies Shaking up the Dental Supplies Industry in Georgia

Prior to the launch of GDA Plus+ Supplies, Georgia dentists were in a David and Goliath type battle. Major supply companies dominated dental supply purchasing, while independent dentists without group buying power had little leverage negotiating supply costs. All that changed in 2016 when the Georgia Dental Association saw an opportunity to leverage the playing field through the buying power of 3,400 GDA members.

The introduction of GDA Plus+ Supplies, a subsidiary of the Georgia Dental Association, has shaken the dental supplies industry in Georgia. Not only are GDA Plus+ members realizing potential savings of 20% or more, but this member-owned start-up has forced the big suppliers to lower their prices to win back your business.

After a successful two years in business, GDA Plus+ Supplies is now available to all GDA members with no fee to join the program. There's never been a better time to starting saving. GDA Plus+ Supplies offers this array of benefits to our members:

- Potential savings of 20% or more plus free ground shipping
- All members pay the same low price regardless of order volume
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What Members Like You are Saying

"For many years, we've been phone ordering from a midsized retailer in the northeast. When GDA recently welcomed members to join GDA Plus+ Supplies without the fee, we jumped and have never been happier. **Prices seem to run about 15–35% lower on average,** and turn around is perhaps a day or two longer: No problem since we don't wait until we're out of supplies. The kicker was when our former supplier offered us 'new pricing structure in line with one of our aggressive buying groups.' We chose to stick with GDA because had we gone back, there was nothing to prevent the prices from increasing again: The pressure would be gone. We highly recommend GDA Plus+ Supplies and consider it worthy of trying!"

– Dr. David Marion

SHAKING UP THE DENTAL SUPPLIES INDUSTRY

Continued from page 11

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10 Common Excuses for AVOIDING EXERCISE

Dentists, like anyone else, know that it's important to stay fit. And yet how many of us tell our physicians that we want to be healthier, but (fill in the blank yourself) gets in the way of exercise. Do we believe our patients when they say they have no time to floss, or that it is too difficult? Didn't think so! Adopting a healthy lifestyle is a no-brainer if you want to feel better, look younger, and live longer.

So why do so many of us put off exercise? Let's challenge 10 common excuses cited by Zenhabits.com:

1 **I don't have time.** Make time. Keep it simple. Try exercising just five minutes a day. If you can't go outside for a brisk walk, try doing some pushups, sit-ups, squats, or lunges somewhere in the office. Take the dog for a walk yourself instead of nagging your children or hiring a dog walker. Start with something easy. Once you've learned to fit it into your day, consider expanding to 10 minutes. And so on . . .

2 **I have kids.** Play with them. Take them to the park. Combine exercise and bonding time . . . it's fun and healthy.

3 **Dentistry takes up all my time and energy.** All it takes is a couple minutes. Working out will energize, unwind and de-stress you if you make the time. If your schedule permits, block off 10 more minutes at lunch, and walk around the block.

4 **I'm too tired.** Lack of exercise makes you more tired. Working out refreshes you. Did you try that 10 minute walk suggested in #3? It'll perk you up more than a 2 pm caffeine break!

5 **I'm sick or injured.** It's one thing if you're really ill, with a fever or serious medical condition. In those situations, rest is better than exercise. The same applies to serious injuries. Minor ailments are a different story. Most of us can still exercise with the lesser illnesses and/or injuries we use as excuses.

6 **The gym is too expensive** (or too far way). You don't need to join a gym to exercise. Work with what you have. Walk or run outside. Do bodyweight exercises indoors—at home or in the office. Free yoga and other instructional videos are available online.

7 **It's just too hard.** Don't strain yourself . . . start easy, with five minutes of walking or five pushups. If that's too hard, then start with two minutes of walking and two pushups. Take baby steps and start small. Gradually progress as your body builds endurance.

8 **I'm not good at it.** No one is good at it when they start out. You have to learn, and everyone has to start somewhere. The most important thing is getting started. Remember how long it took you to place that first occlusal restoration? Bet you're faster and better now. Exercise is exactly the same—the more you do, the better you become.

9 **The weather is crummy.** Don't let the elements limit you. Have an indoor and an outdoor plan. Even if your indoor plan exists only as a back-up to your outdoor regimen, it's a good option to have.

10 **I'm not motivated.** Motivation is a mindset. You can find it in knowing that moving your body can be fun, exhilarating, and age defying . . . and that a sedentary lifestyle will actually hurt you.

ADA Center for Professional Success. 10 common excuses for avoiding exercise. Posted online April 23, 2018 at https://success.ada.org/en/wellness/10-common-excuses-for-avoiding-exercise. *Copyright © 2018 American Dental Association. All rights reserved. Reprinted with permission.*

2018 Year in Review

Helping GDA Members Succeed

A Message from the Executive Director

Do What Can't be Done

When was the first time someone told you that you couldn't do something? Maybe someone doubted your tenacity to get through dental school, establish a practice, or receive a coveted award or honor. Despite the naysayers, you did it.

What is impossible for others does not have to be impossible for you. Likewise, what may be impossible for other associations is within our reach at the Georgia Dental Association when members band together and welcome the challenge. Changing from a mindset of "it can't" to a mindset of "it can" expands all possibilities.

As you will read in the report that follows, GDA members helped advance the strategic plan in 2018 by taking initiative and tackling what cynics might say could not be done. Membership increased for the third year in a row, our digital presence grew by double digits, we put a new governance structure in place, the GDIS health and insurance programs grew in participation again, and there will not be an increase in the cost of GDA Health insurance for GDA members. We also passed legislation regulating virtual credit card reimbursements from insurance plans that can save members $25–$50K annually. And while others may have expressed doubt, we have successfully brought down the cost of dental supplies in Georgia through your member-owned GDA Plus+ Supplies.

New products and services continued to bring added value to your membership, while contributing to the financial strength of the association. We have come a long way from just a few years ago to building reserves in both of our reserve accounts.

While it's easy to sit back and enjoy the satisfaction of accomplishment, we must continue to address the challenges of the future, including identifying and cultivating leaders. Strong leadership at both the district and state level is crucial to the sustainability of the association. Working collaboratively with districts, the House of Delegates and the Board of Trustees will continue to develop solutions and action plans to address leadership succession and training, along with developing the next phase of our strategic plan.

I encourage each of you in this new year to continue to do what others say cannot be done. Say "yes" to new opportunities and challenges and work together as GDA members to make your GDA and the profession of dentistry in Georgia the best in the nation.

Frank J. Capaldo
GDA Executive Director

Five-Year Strategic Plan
(2016–2020)

Derived from the mission and vision statements, GDA's strategic plan identifies strategic priorities which direct the focus the work of the association for the next five years. Under each objective are also key strategies for moving our priorities forward. These areas will turn GDA's mission and vision into specific measurable targets that are important to the current and future health of the association.

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 Oral 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

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

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

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

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

»

MEMBERSHIP

Over the past year, recruitment and retention efforts focused on engaging current member dentists, outreach to non-members and welcoming new dentists and members. The committee continued member outreach in 2018 through the Mentor/Mentee Program, District Welcome Teams, involvement with ASDA/Dental College of Georgia, a New Dentist Forum in June, outreach to other dental groups, a new member/new dentist reception at the GDA Convention, and the first ever membership call-a-thon. GDA active licensed membership is currently up 3.9%, putting us on track to exceed our strategic plan goal of increasing full active licensed members by 4% by 2020.

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New Members in 2018

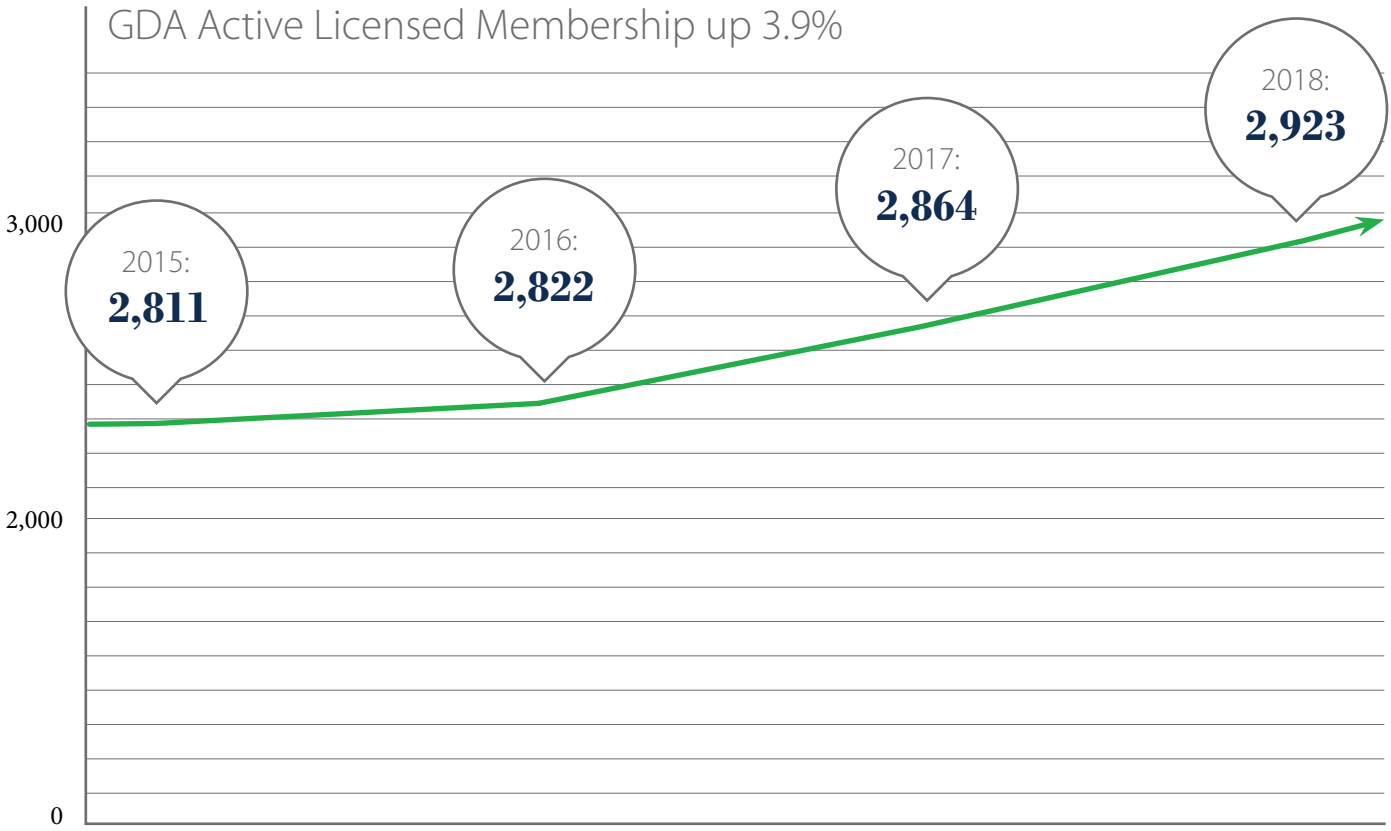


Chart does not include retired/retired life/students. (2018 membership numbers are as of 11.16.18)

3,514

Total Member Dentists
(as of 12.12.18)

Up 7%
Over 2015

GOVERNMENT RELATIONS/PAC

ISSUE	LOBBYING RESULTS
Provider's choice on virtual credit card reimbursement	Passed legislation regulating virtual credit card reimbursements from insurance plans, potentially saving members $25K-$50K annually. Georgia was only the second state to adopt such legislation. The ADA is encouraging other states to adopt similar language.
Recognition of donated care provided by GDA dentists	Introduced resolution recognizing GDA's efforts to remove barriers to care for rural and underserved citizens in Georgia.
Donated Dental Services program	Secured $85,000 in annual state funding for GDA's donated dental services program to provide free dental treatment to elderly and medically fragile patients.
Dental Medicaid Fee Reimbursement	Secured an additional 1% fee increase for dental Medicaid providers for a total of 11% over two years for specific codes.
Rural Student Loan Repayment	Secured $800K in state funding over the past three years to support the Rural Dentist Student Loan Repayment Program.
Medicaid CMOs	Continued work with CMOs on solutions to reduce credentialing delays and administrative burdens for Medicaid providers. Advocacy efforts resulted in the creation of an administrative simplification task force within DCH.
Surprise/balanced billing	Successfully negotiated for the removal of unfavorable language that would have permitted insurance plans to deny patient requests and referrals to out-of-network providers if the insurance plan determined that it had an in-network provider with similar training and experiences as the patient's chosen provider. (Bill ultimately did not pass).
Water Fluoridation	Successfully thwarted another attempt to introduce local legislation that would have changed statewide water fluoridation requirements.

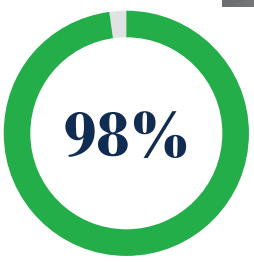
2018 Legislative Session Outcomes

GDA achieved several wins on behalf of Georgia dentists during the 2018 legislative session. Through our Contact Dentist program and lobbying efforts, we maintain influence at the Capitol. Contact dentists serve as the primary point of contact for legislators on issues related to the practice of dentistry and patient safety. The following chart highlights some of GDA's 2018 work and results on your behalf.

PAC Fundraising

Raised $113,692 in member contributions to GADPAC to support local, state, and national candidates for political office, regardless of their party affiliations.

HEALTH POLICY



Dentists with a DEA number in the state of Georgia are registered with the Prescription Drug Monitoring Program.

Prescribe with Care Initiative

Through the efforts of GDA and its members, the "Prescribe with Care" initiative was created to help dentists be a part of the solution to fighting the opioid crisis. This initiative focuses on partnerships, collaboration, and education. 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 on this and other issues related to dentistry.

Tracking Donated Care

Dentists are not receiving proper credit for the donated treatment they provide in their communities. Therefore, the 5th District submitted a resolution (with language from Georgia) at the 2018 ADA meeting to add a CDT code to track donated care for all dentists. The 5th District has submitted the suggested code to the ADA Code Maintenance Committee for a more streamlined approach.

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MARKETING COMMUNICATION

Web/Social Media

GDA's online presence continues to grow.

GADENTAL.ORG

20%

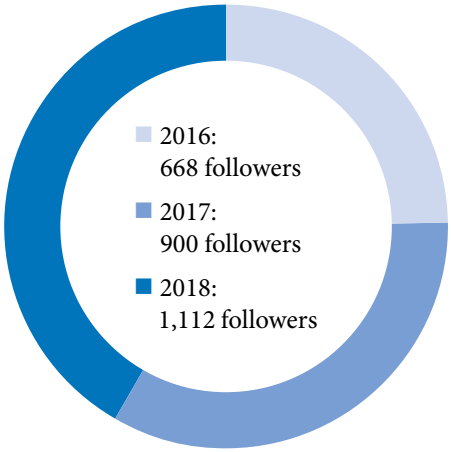
increase in web traffic in 2018

GDAPLUS.COM

21%

increase in web traffic in 2018

24% increase in Facebook followers in 2018



Public Relations

Public relations activities continue to shine a positive light on dentists and dentistry, driving more Georgians to seek a dental home. Proactive media outreach garnered media coverage in news outlets throughout the state, promoting GDA initiatives including GDA's virtual credit card bill, Mission of Mercy, Prescribe with Care program, Find-a-Dentist, Children's Dental Health Month, and more.

300+ Proactive News Articles Promoting Georgia Dentists

Action Journal

Member satisfaction with GDA's membership magazine, *GDA Action,* continued to increase in 2018. Ten issues were published with an average total print circulation of 3,445. Editorial themes ranged from practice management and technology to leadership and GDA semi-annual reports. Expansion of the magazine to 54 pages allowed for additional content and improvements to the layout, including more images and expanded use of infographics.

Community Outreach

The Georgia Dental Association and its Foundation hosted our fourth Georgia Mission of Mercy in August 2018. Over the course of two days, close to 2,000 patients received over $1.5 million in donated care.

2018 GEORGIA MISSION OF MERCY

1,316
volunteers

9,000+
procedures

$1.5M
in donated care

Pain was the #1 reason patients sought care

SERVING THE COMMUNITY

10,000
oral health education kits distributed for Children's Dental Health Month

390
free dental screenings at Special Olympics, Special Smiles events

>$100K
donated dental care at Give Kids a Smile Day

>$1.4M
donated care through Donated Dental Services program in Georgia

EDUCATION & TRAINING

Practice Management Program

GDA renewed focus on education and training with multiple new programs introduced in 2018. A Practice Management Program was created providing education on business growth, accounting, marketing, human resources, laws and ethics, and compliance. The six-course practice management series was held in Atlanta January through June and provided training to more than 50 GDA dentists and their staff members.

ANNUAL CONVENTION CE

This summer, members took advantage of the 40 hours of CE provided during the GDA Convention. The convention offered 17.5 hours of clinical CE, 20.5 hours of practice management CE, and 2 CE hours on trends in dentistry.

DENTAL TEAM CE

The GDA Strategic Plan emphasizes training for the entire dental team. Offerings for dentists and staff in 2018 included: Expanded Duties, CPR, radiation safety, OSHA, HIPAA, LEAP CE, and risk management. Stay tuned—in 2019 GDA will be adding a new rubber cup prophy course for dental assistants, recently approved by the Georgia Board of Dentistry.

DISTRICT CE

In 2018, GDA provided speakers for several district meetings on legislative issues, the new tax laws and opioid regulations. GDA also conducted a CE survey/needs assessment in October to help in planning 2019 district educational events.

Hours of CE offered at GDA Annual Convention

New Dentist Forum

A New Dentist Forum took place on June 22 and offered 6 CE hours and two complimentary tickets to the Braves game at SunTrust Park that evening.

»

Drs. Shelley Wade Berganske and Hank Bradford at Leadership GDA 2018 graduation.

Governance/Structure

In 2018, GDA continued to work to align GDA's governance structure for the future per our strategic plan. The revised GDA Bylaws and corresponding Policy Manual changes went into effect in July 2018 to align the association's governance model to ensure broader representation, greater member participation, and a sustainable structure. As part of the revised structure, the House of Delegates elected eight new at-large members to the Board of Trustees in July, and an orientation/planning session was held with the new board in September.

Membership Survey

A membership survey took place in November 2018 to increase knowledge of members' wants, needs, and issues as well as identifying low-impact initiatives. More than 350 members responded to the survey, and leadership will utilize responses assess GDA's programs and services to ensure we are meeting the needs of our member dentists.

Leadership GDA

The Leadership GDA program continued to grow with increased participation and an enhanced program. 11 members graduated from the program in November 2018, and participants will be considered for leadership positions in 2019. Applications are being accepted through February 1, 2019 for the 2019 Leadership GDA class.

To apply, visit gadental.org/leadershipgda

MEMBER PRODUCTS & SERVICES

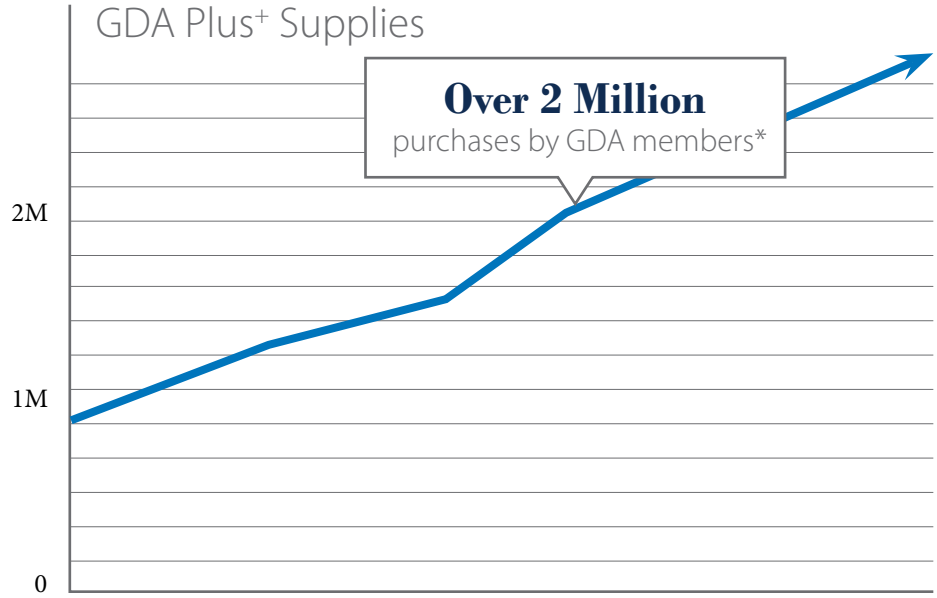
New products and services continue to bring added value to GDA membership while strengthening the financial health of the association. Written premiums for medical malpractice increased 55% from January through September 2018 and written premiums for business insurance increased by 6%, while retaining 97.9% of policies.

The Health Insurance program remains a significant member benefit. Member participation increased 55% in 2018, while retaining 96.3% of existing participants. Participation in GDA's new Medicare Supplements is also increasing.

20%
Average Savings
on dental supplies

GDA's newest member benefit, GDA Plus+ Supplies, is saving members an average of 20% on dental supplies. In August 2018, the program was opened up to all members with no fee to join. Over 2 million in supply purchases were made in 2018 by GDA members, saving members an estimated $500,000.

GDA Plus+ Supplies



*Fiscal Year 2018

Minimal Health Insurance Premium Increases

2019
0%
increase

2018
6.3%
increase

2017
6%
increase

GDA Health Insurance Program Growing

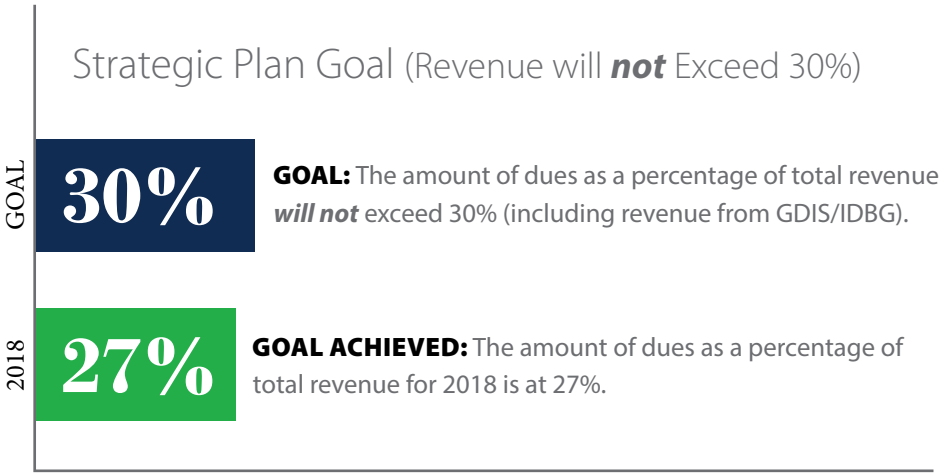
2016
1,009
participants

2017
1,334
participants

2018
2,128
participants

FINANCIAL MANAGEMENT/ ORGANIZATIONAL STABILITY

In 2018, GDA saw increases in ad sales revenue, grants, and royalties. In addition, the annual Convention & Expo continued to increase profitability for 2018 per the strategic plan as well as growing in attendance by dentists, dental team members, and dental students. GDIS has had remarkable success this year and is targeted to exceed their 2018 budgeted income by 125%! Positive revenue performance by both GDA and GDIS will enable both entities to make reserve contributions again in 2018 for capital improvements and operating reserves as set forth in the strategic plan.



GDA and GDIS are projected to far exceed budgeted net income for 2018.

GDA Board of Directors

Visite **MouthHealthy.org/SmileBuilders** para ver hojas de actividades.

CONSEJOS PARA SONRISAS SANAS

Cepilla tus dientes dos veces al día con pasta dental con fluoruro.

Limpia entre tus dientes a diario.

Lleva una dieta sana que limite bebidas azucaradas y picoteos.

Visita a tu dentista regularmente para prevenir y tratar venfermedades orales.

Crest + Oral-B

ADA American Dental Association®

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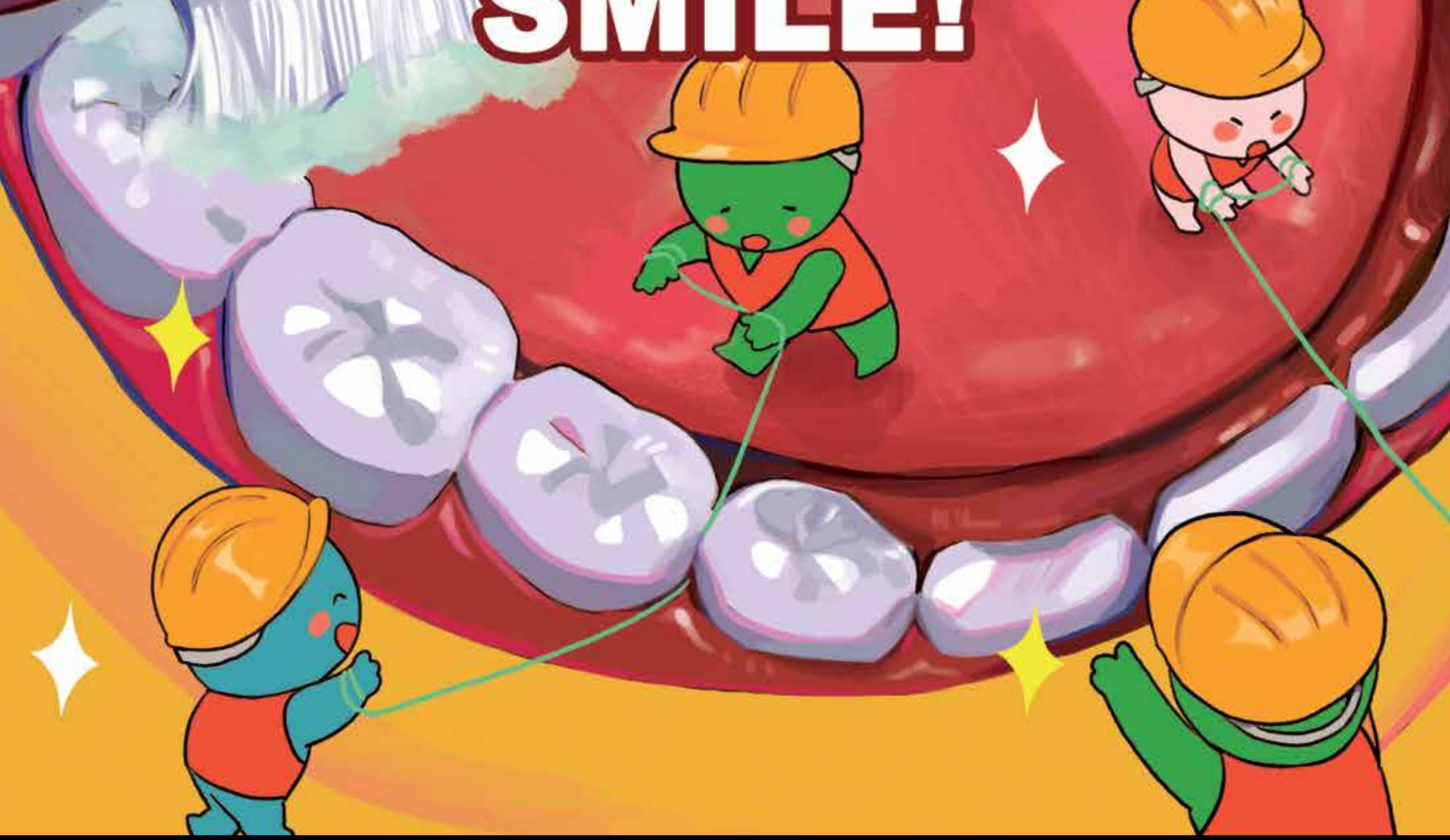

Visit **MouthHealthy.org/SmileBuilders** for activity sheets.

HEALTHY SMILE TIPS

Brush your teeth twice a day with a fluoride toothpaste.

Clean between your teeth daily.

Eat a healthy diet that limits sugary beverage and snacks.

See your dentist regularly for prevention and treatment of oral disease.

Crest + Oral-B

ADA American Dental Association®

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BRUSH
AND CLEAN
IN BETWEEN
TO BUILD A
HEALTHY
SMILE!

¡CEPÍLLATE
Y LIMPIA
ENTRE TUS DIENTES
PARA TENER
UNA SONRISA
SANA!

"In the midterm elections, a 102 year old woman voted for the first time in a U.S. election. Unfortunately, she voted for Woodrow Wilson."

– Conan O'Brien

2019 Government Affairs Preview

Results of the November 6, 2018 General Elections

Federal Elections

Much to the chagrin of both Republicans and Democrats alike, the November 2018 midterm elections did not provide the decisive results that either party had hoped for, with Republicans retaining control of the U.S. Senate and Democrats winning enough seats to re-establish themselves as the majority party in the U.S. House of Representatives. Going into November, both parties were looking to capitalize on supercharged voter bases who remained staunchly divided over recent foreign and national policies adopted by President Trump. Despite a booming U.S. economy and low unemployment rates, disagreements over issues such as gun control, the imposition of tariffs on goods imported from China, trade sanctions on Iran, concerns over illegal immigration, rising healthcare costs, and a recent Supreme Court justice confirmation hearing had only intensified the rift between left and right, ultimately resulted in unprecedented voter turnout at the polls.

In addition to electing a record number of women candidates to the U.S. House of Representatives, the November 6 elections also resulted in the addition of another dentist to the House, Dr. Jeff Van Drew, the Democratic candidate from New Jersey's 2nd Congressional District. Dr. Van Drew joins Reps. Mike Simpson (R-Idaho 2nd), Paul Gosar (R-Arizona 4th), Brian Babin (R-Texas 36th), and one of our very own, Drew Ferguson (R-Georgia 3rd), as the five dentists currently serving in Congress.

In Georgia, Karen Handel lost her re-election bid to represent the 6th Congressional District to Democratic »

Continued from page 29

newcomer Lucy McBath, who ran primarily on a pro-gun control platform. In the 7th Congressional District, the Atlanta Journal Constitution reported that Republican incumbent Rob Woodall had defeated Democratic challenger, Carolyn Bourdeaux, by a margin of less than 1,000 votes, which at the time of this writing is currently pending further review by Georgia election officials.

Georgia Elections

Georgia may have experienced one of its biggest seismic shifts in recent history with respect to voter turnout and party allegiance, as some of the more populated districts like Cobb and Gwinnett Counties, which were historically considered to be Republican strongholds, voted blue. After engaging in a protracted post-election PR campaign alleging the mishandling of provisional and mail-in ballots by the Republican gubernatorial candidate, Brian Kemp, who also served as Secretary of State during the election, Democratic candidate Stacey Abrams officially conceded on Friday, November 16. However, Abrams also announced that her campaign would file a federal lawsuit against the state of Georgia for the alleged mismanagement of the election and cases of supposed voter suppression. At the time of this writing, the race for Secretary of State will go to a run-off, which is scheduled for December 4, 2018.[1]

Here is a breakdown of the overall turnover in the Georgia General Assembly:

SENATE

- 5 new members with 2 Republican seats flipping to the Democrats
- 33 Republicans — 23 Democrats

HOUSE

- 32 new members with 14 Republican seats flipping to the Democrats; 3 Democratic seats flipped to the Republicans
- 105 Republicans — 75 Democrats

Here are the results from some of the key races affecting the GDA.[2]

GOVERNOR

CANDIDATE	% OF VOTES	# OF VOTES
Brian Kemp (R)*	50.33%	1,973,104
Stacey Abrams (D)	48.73%	1,910,391
Ted Metz (LIB)	0.95%	37,088

LT. GOVERNOR

CANDIDATE	% OF VOTES	# OF VOTES
Geoff Duncan (R)*	51.74%	1,946,309
Sarah Riggs Amico (D)	48.26%	1,815,739

INSURANCE COMMISSIONER

CANDIDATE	% OF VOTES	# OF VOTES
Jim Beck (R)*	50.47%	1,939,739
Janice Laws (D)	46.89%	1,802,053
Donnie Foster (LIB)	2.64%	101,586

ATTORNEY GENERAL

CANDIDATE	% OF VOTES	# OF VOTES
Chris Carr (R) (I)*	51.40%	1,976,056
Charlie Bailey (D)	48.60%	1,868,173

SECRETARY OF STATE

CANDIDATE	% OF VOTES	# OF VOTES
Brad Raffensperger (R) **	49.19%	1,901,469
John Barrow (D) **	48.58%	1,877,745
Smythe Duval (LIB)	2.23%	86,109

Key: (R) = Republican; (D) = Democrat; (LIB) = Libertarian; (I) = Incumbent

** denotes winner*

***denotes run-off scheduled for 12/4/18*

1. Georgia election laws state that if no candidate wins more than 50% of the vote, the top 2 candidates head to a runoff election. See O.C.G.A. § 21-2-501.
2. Unofficial results from the Georgia Secretary of State's website: https://results.enr.clarityelections.com/GA/91639/Web02-state.216038/#/

STATE SENATE

Key EDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Bill Cowsert (R)	Defeated Marisue Hilliard (D)	Incumbent	HHS; Rules; Reg. Industries
Frank Ginn (D)	Defeated Dawn Johnson (D)	Incumbent	Reg. Industries (Chairman)

Key NWDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Kay Kirkpatrick (R)	Defeated Christine Triebsch (D)	Incumbent	HHS; Insurance
Lindsey Tippins (R)	Defeated Andy Clark (D)	Incumbent	Rules
Chuck Hufstetler (R)	Defeated Evan Ross (D)	Incumbent	HHS

Key WDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Randy Robertson (R)	Defeated Valerie Haskins (D)	Josh McKoon	McKoon formerly on Insurance; Reg. Industries

Key NDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Rene Unterman (R)	Defeated Jana Rodgers (D)	Incumbent	HHS (Chairman); Rules; Insurance; Reg. Industries; Appropriations
PK Martin (R)	Defeated Cheryle Moses (D)	Incumbent	Insurance
Sally Harrell (D)	Defeated Fran Millar (R)	Fran Millar	Fran Millar formerly on HHS; Rules
Gloria Butler (D)	Defeated Annette Davis Jackson (R)	Incumbent	Democratic Caucus (Vice-Chair); HHS; Rules
John Albers (R)	Defeated Ellyn Jeager (D)	Incumbent	Rules; Reg. Industries; Appropriatons
Valencia Seay (D)	Defeated Tommy Smith (R)	Incumbent	Democratic Caucus (Vice-Chair); HHS
Marty Harbin (R)	Defeated Bill Lightle (D)	Incumbent	Insurance

Key CDDS Races

(None) John F. Kennedy, Larry Walker, Burt Jones, and David Lucas ran unopposed.

Key SWDDS Races

(None) Tyler Harper, Ellis Black, Dean Burke, Freddie Powell Sims, Greg Kirk had no opposition in the general election.

Key SEDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Ben Watson (R)	Defeated Sandra Workman (D)	Incumbent	HHS; Appropriations
Lester Jackson (D)	Unopposed	Incumbent	HHS; Chairman of Georgia Legislative Black Caucus
William Ligon (R)	Defeated Jerrold Dagen (D)	Incumbent	HHS

»

GOVERNMENT AFFAIRS

Continued from page 31

STATE HOUSE

Key EDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
David Raltston (R)	Defeated Rick Day (D)	Incumbent	Speaker of the House
Mark Newton (R)	Defeated Scott Richard (D)	Incumbent	HHS
Mack Jackson (D)	Defeated Jackson Williams (R)	Incumbent	Rules

Key NWDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
John Meadows (R)*	Defeated Brian Rosser (D)	Incumbent	Rules (Chairman)
Rick Jasperse (R)	Defeated Lee Shiver (D)	Incumbent	HHS
Katie Dempsey (R)	Defeated John Burnette II (D)	Incumbent	HHS; Rules
Mandi Ballinger (R)	Defeated Adam Wynn (D)	Incumbent	Rules
Bert Reeves (R)	Defeated Matt Southwell (D)	Incumbent	Insurance
Ed Setzler (R)	Defeated Salvatore Castellana (D)	Incumbent	Rules
Ginny Ehrhart (R)	Defeated Jen Slipakoff (D)	Earl Ehrhart	Ehrhart formerly on Rules
Sharon Cooper (R)	Defeated Luisa Wakeman (D)	Incumbent	HHS (Chairman); Rules; Reg. Industries
Don Parsons (R)	Defeated Chinita Allen (D)	Incumbent	HHS
John Carson (R)	Defeated Karin Sandiford (D)	Incumbent	Insurance

Key WDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Bob Trammell (D)	Defeated Leonard Gomez (R)	Incumbent	House Minority Party Leader
Randy Robertson (R)	Defeated Valerie Haskins (D)	Josh McKoon	McKoon formerly on Insurance; Reg. Industries

*On November 13th, Rep. John Meadows passed away. Consequently, his seat in District 5 will be filled by special election, which has not been announced by the Governor's office at the time of this writing.

STATE HOUSE, CONT.

Key NDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Lee Hawkins (R)	Unopposed	Incumbent	HHS; Rules
Jan Jones (R)	Defeated Andrea Nugent (D)	Incumbent	President Pro-Tem; Rules
Mary Robichaux (D)	Defeated Betty Price (R)	Betty Price	Betty Price formerly on HHS
Deborah Silcox (R)	Defeated Shea Roberts (D)	Incumbent	HHS
Betsy Holland (D)	Defeated Beth Beskin (R)	Beth Beskin	Beskin former Chief Dep. Whip; Reg. Industries
Beth Moore (D)	Defeated Scott Hilton (R)	Scott Hilton	HHS
Chuck Efstration (R)	Defeated Andrea Stephenson (D)	Incumbent	Insurance

Key CDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Ken Pullin (R)	Defeated Chris Benton (D)	Johnnie Caldwell	Caldwell formerly on Rules; Insurance
Dale Washburn (R)	Unopposed	Allen Peake	Peake formerly on HHS; Rules; Ways & Means
Danny Mathis (R)	Defeated Jessica Walden (D)	Bubber Epps	Epps formerly on Insurance
Heath Clark (R)	Defeated Fenika Miller (D)	Incumbent	Insurance
Noel Williams, Jr (R)	Defeated Joshua Deriso (D)	Buddy Harden	Harden formerly on HHS
Beth Moore (D)	Defeated Scott Hilton (R)	Scott Hilton	HHS
Chuck Efstration (R)	Defeated Andrea Stephenson (D)	Incumbent	Insurance

Key SWDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Mike Cheokas (R)	Defeated Bardin Hooks (D)	Bill McGowan	None
Gerald Greene (R)	Defeated Joyce Barlow (D)	Incumbent	Rules
Ed Rynders (R)	Defeated Marcus Batten (D)	Incumbent	HHS; Appropriations (Secretary)
Darlene Taylor (R)	Defeated Twitty Titus (D)	Incumbent	Insurance
John LaHood (D)	Defeated Treva Gear (D)	Incumbent	HHS

Key SEDDS Races

CANDIDATE	RESULT	SEAT FORMERLY HELD BY:	KEY SENATE COMMITTEES/LEADERSHIP ROLES:
Ron Stephens (R)	Defeated Alicia Scott (D)	Incumbent	Rules; Ways & Means
Jeff Jones (R)	Defeated Cedric King (D)	Incumbent	Insurance

»

Continued from page 33

Special Legislative Session (November 13–17, 2018)

Pursuant to an executive order issued by Governor Deal, members of the Georgia General Assembly were called into Special Session mid-November. The purpose of this special session was to open the FY2019 budget in order to provide financial assistance to the areas devastated by Hurricane Michael. As a result, approximately $270 million in state funding will be used to provide emergency funding for the affected areas. Additionally, a tax credit was established for the timber industry in South Georgia, as well as a moratorium on the collection of the jet fuel sales tax through the end of FY2019.

ADA Dentist and Student Lobby Day—Dr. Eric Anderson, Committee Liaison

The 2018 ADA Dentist and Student Lobby Day is scheduled for April 14–16, 2019.

Formerly known as the ADA Washington Leadership Conference, the ADA Dentist and Student Lobby Day is held annually in our nation's capital and supports the ADA's grassroots political efforts at the federal level. In past years, over 1,000 dentists, dental students, state association staff and other dental leaders from across the country have attended this event to meet with their federal Senators and Congressmen to discuss issues important to organized dentistry. Please contact the GDA office if you are interested in attending this conference in 2019.

Contact Dentist Program—Dr. Jeff Kendrick, Committee Liaison

The November elections will also bring in a new batch of legislators who need contact dentists assigned to them.

If you have a relationship with any of these legislators and would like to serve as their point of contact for all issues relating to dentistry, please contact Scott at the GDA office—phone: (404) 636-7553 / email: scott@gadental.org.

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GADPAC
political action committee

Thank You to Our 2018 GADPAC Contributors

By Henry B. Benson, Jr., DDS, GADPAC Chair

Henry B. Benson, Jr., DDS
GADPAC Chair

As Chairman of the Georgia Dental Political Action Committee ("GADPAC"), I would like to personally thank each and every member that made a contribution to the GADPAC in 2018. The GADPAC serves as an integral component of the GDA's government affairs strategy by making campaign contributions to candidates for state office regardless of party affiliation. Each year, the GADPAC Board meets to discuss and approve the GADPAC giving strategy, which incorporates feedback and input from our members throughout the state, our contact dentists, GDA leadership, government affairs committee, the GDA's government affairs team, and our contract lobbyist. It is a process that requires us to assess the ever-changing political landscape in Georgia, which is no easy task, especially in an election year with numerous run-off elections.

2018 was also a challenging year for PAC fundraising because our Foundation hosted a Mission of Mercy event in Augusta. However, once again, our members showed their commitment to protecting the patients of this state as well as their profession, and I am pleased to report that our 2018 letter fundraising campaign helped raise an additional $20,000 for the GADPAC!

We did great in 2018, but we can do even better in 2019. I would personally like to see more members contribute at the Gold Dome level and offer the following suggestions:

- There are 128 members of the House of Delegates (delegates & alternate delegates). If every member of the HOD participated at the Gold Dome level, we could raise an additional $128,000 for the GADPAC. Full participation at the Capitol Column Society would help raise $64,000; full participation at the Franklin Club level would raise $26,880.
- At the district level, the district government affairs chairs should consider asking attendees to make a small donation to the GADPAC at each meeting. For example, if each district meets quarterly, an individual contribution of $100 at each meeting would help raise $400 per person.
- To coincide with fundraising at the district level, the GDA will recognize the district that raises the most money for the PAC at the Winter 2019 HOD meeting.

Year after year, legislators throughout the state consistently recognize the GDA for its advocacy efforts. We need to ensure that we uphold this reputation by continuing to support those who fight for our oral health initiatives under the Gold Dome. In order to accomplish this, we need our members to contribute to GADPAC. Again, thank you for your continued support of the GDA's government affairs efforts.

Please join me in recognizing the members whose 2018 contributions reached our giving levels:

GOLD DOME SOCIETY MEMBER ($1000+)

Evis Babo
Henry Benson, Jr.
Jay Harrington
Ben Jernigan, Jr.
Kenneth Kay
Wayne Maris
Michael Sebastian
Michael Wright

CAPITOL COLUMN SOCIETY MEMBER ($500–999)

Lee Andrews, II
Rebecca Aspinwall
Jack Bickford
Donnie Brown
Mark Clayton
John Clinebell
Kirk Kimmerling
Charles Lindsey
Clyde Marlow
James B. Moncrief
David Nadler
David Remaley
Robin Reich
Michael Stewart
Richard Weinman
Carol Wolff
Robert Wunderle

FRANKLIN CLUB MEMBER ($210–499)

John Ambrose
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Amy David
Kristina Dawson
Marianne Downing
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Joshua Lee
Vasco Lowery
Marshall Mann
George Mason
Samira Meymand
Jamie Mitchell
Edward Mohme
William Newell

GADPAC CONTRIBUTIONS ($110–209)

For complete list, please go to: gadental.org/advocacy

STUDENT LOAN REPAYMENT PROGRAM

2017–2018 AWARDED DENTISTS

Dr. Zackary L. Bentley
Tattnall

Dr. Michael Carr
Randolph, Seminole

Dr. Jonathan P. Johnson
Liberty

Dr. Reginald L. Makerson
Jenkins

Dr. Jesse F. McMillan
Cook

Dr. Hasim S. Momin
Richmond

Dr. Chen Chen
Jackson

Dr. William Chance
Tattnall

Dr. Cherie R. Murray
Toombs

Dr. Justin S. Ragan
Johnson

Dr. Kyle W. Hollis
Evans

Dr. Charles P. Brooks
Early

When an individual decides they want to take on the large responsibility of time and education that it takes to become a dentist, that individual is also taking on a mountain of debt. However, thanks to the Georgia General Assembly, this mountain of debt can be reduced for some eligible dentists.

The Dentists for Rural Areas Assistance Loan Repayment Program, administered by the Georgia Board of Physicians Workforce, provides state-funded student loan repayment assistance for dentists that agree to practice full-time in a rural community in Georgia and treat Medicaid patients.

The Georgia Rural Physicians Workforce Board will begin accepting applications for 2020 in September of 2019. For more information about the program and to access a copy of the application, please visit: https://gbpw.georgia.gov/loan-repayment-programs.

Requirements for dentists accepting the Dentists for Rural Areas Assistant Contract:

- **Must commit to practice dentistry for a minimum of 40 clinical hours per week in a Georgia county with a population of 50,000 or less according to the 2010 Census***
- **May receive $25,000 per year with a maximum of four loans and total student loan repayment of $100,000**
- **May split the practice time between two or more counties as long as none of the counties exceed a population of 50,000 people**
- **May own the practice or be employed by a group dental practice, a hospital, or a community health center (there is no requirement that the dentist is employed by a not-for-profit organization)**
- **Must participate in the Medicaid program and be willing to actively accept and treat new Medicaid patients**

**The population of 50,000 or less for eligible counties to be considered as a "rural county" was voted on and adopted on July 19, 2018 by the Georgia Board of Physician Workforce after taking comments from the public. Previously, the eligible counties were populations under 25,000 people.*

DENTAL DASH at DAWN 5K

Just steps from Hinman Dental Meeting this year!

Dental Dash at Dawn 5K raises funds to support the DDD Foundation, Inc.'s programs providing dental care to patients with developmental disabilities.

Saturday, March 23, 2019 at 8:30 a.m.
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GDA Dental Recovery Network Director Jane Walter at (404) 376-5987, or e-mail her at jwgda@aol.com. Or, call the GDA Helpline at (800) GDA-HELP (800-432-4357). After hours help is available. Assistance is confidential.

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Insurance Needs for New Practice Owners

OPENING A NEW PRACTICE? GDIS offers specialized business insurance solutions to help you get your practice from dream to reality.

Once you secure a bank loan, you should receive a list of insurance requirements needed prior to closing. All banks will require a general liability policy. In addition to a general liability policy, some banks may require you to have a workers' compensation, overhead policy, and/or a life insurance policy. This list can easily grow and seem overwhelming, but these policies are necessary to protect your practice. Let's dissect the different types of business policies and their importance so you know what questions to ask your insurance agent.

General liability protects you against third party claims for bodily injury and property damage (i.e. someone slipping and falling while at your facility). Professional liability covers negligence from services received from you and/or your staff (i.e. improper extraction of teeth). Having both a general liability policy and a malpractice insurance policy ensure you are covered in both circumstances.

Your Practice Facility and General Liability

Do you plan to lease a facility or buy a building? If you plan to own the entire building, your bank will require your general liability policy to include general liability coverage, building coverage on the entire building, and contents coverage to insure your equipment inside. If you plan to lease a space, you may be responsible for some of the structure of the building, along with general liability and contents coverage.

While on the subject of buildings, most people forget to check if they need flood insurance coverage. Standard building policies only cover flooding if there is a backup of the sewer and drain or if rainwater comes through the windows or roof of your building and damages your contents. If your building damage is due to rising water, it would not be covered. This is why a flood insurance policy is so important even if you are not in a flood zone.

Other Business Exposures

Now that you've met your bank requirements for your business insurance policy, you will need to consider other parts of your policy. Ask your insurance agent about business interruption, data breach, EPLI, and hired non-owned auto coverage. Business interruption covers loss of income due to a disaster. Data breach covers your business if there was unauthorized access to or disclosure of your business' or client's personal information. EPLI (Employment Practices Liability Insurance) covers instances of wrongful termination, discrimination, sexual harassment, and/or retaliation that occurs in your place of employment. If your employee took their car to run an errand for you while on the clock and is involved in an at-fault accident, the hired non-owned coverage on your policy would protect your business should your practice be named in a lawsuit. In the event a patient sues you for any reason, he/she will not only pursue you, but may name your practice in the suit as well. An entity policy would cover your practice in the event it was named in a patient lawsuit. Lastly, it is highly suggested that you get a commercial umbrella. If you were to exceed any of your liability limits,

your umbrella would step in to cover the additional cost including court expenses, settlements, and judgements granted by the court.

You and Your Employees

Banks will require a workers' compensation policy if there are three or more employees. If you plan to offer health insurance as an employee work perk, GDA offers affordable health plans to you and your dental practice staff. Even better, it can be of no cost to you and there are no minimum number of enrollees required. In the event that you are seriously injured and could not work for an extended period of time, having a disability policy will cover a certain amount of your income while you recuperate. Lastly, what will happen to your business in the event of your untimely passing? Life insurance can cover your business expenses and debts, provide a savings to your family as they adjust, and can offer a life insurance buyout option for those who have partners, sometimes referred to as entity-redemption plan. As a new practice owner, it is your obligation to talk with your insurance team to make sure you covered in the event you or your team are faced with any of these circumstances.

Once your business is protected, it is time to roll up your sleeves and get your practice open for business and patients in your office. Being a GDA member, you have access to several resources through our partnership program that will help you get your business off the ground: discounts on dental and office supplies, HIPAA compliant products, payment processing, and marketing resources that will attract patients to your business.

Please know that this is not an exhaustive list, but should serve as a starting point for the next chapter in your career. For a customize insurance plan, please contact your GDIS team today. 770-395-0224.

GDA PLUS+ insurance GDAplus.com | GDIS

Ask Chelly

Dear Chelly,
When I decided to become a dentist, the goal was to own my own practice. Instead, I went to work for another dentist upon graduation. I am fortunate to have worked under one of my mentors, but I feel like now is a good time to step into the world of business ownership. My bank is requiring certain insurance policies to close on my loan. Why do I have to have so many policies? Can you help me?

– Anonymous

Dear future practice owner,
Insurance can be overwhelming, but here is a quick answer. Banks require you to have certain policies to protect not only your business, but also protect you and the people working for you. In the event of an accident, your insurance policies ensure that you can recover from it. Accidents may include natural disasters, your key employee getting injured, you are hurt and cannot work for a period of time, patient lawsuits, etc. It is important to not only have these policies in place, but also have the correct amount of coverage. Each practice is different and will require certain coverages. For a better idea of what you should look for in choosing the right policy, refer to the article on page 40 of the GDA Action's *January 2019 issue.*

– Chelly

If you have a question for Chelly regarding any of your insurance needs, please submit your questions to chelly@gadental.org. *All published articles are anonymous.*

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Welcome to 2019

a dental license renewal year!

In Georgia, dentists and hygienists renew their licenses biennially (every two years) on odd numbered years, which means that by the end of this year, you and your licensed hygienists must be prepared to send your license renewal to the Georgia Board of Dentistry.

Here is what that entails:

Cost:

Dentists **$260** ($525 if late)

Hygienists **$85** ($275 if late)

Requirements for Re-licensure

- Dentists—40 CE hours
- Hygienists—22 CE hours
- Current CPR certification (must be renewed every two years)
- One hour of CE on the impact of opioid abuse and/or the proper prescription writing and use of opioids in dental practice (dentists only)

More on the CE requirements

- Not all CE is approved by the Georgia Board of Dentistry, so be sure the CE you attend will apply toward license renewal. Only a select list of CE providers are automatically approved to provide CE (GDA and your district are approved providers). See Board Rule 150-3-.09 for a full list of approved CE providers.
- Credit hours are not retroactive or cumulative from prior licensure periods. All credit hours must be received during the two year period to which they are applied (2018–2019).
- Only twelve hours of credit will be accepted per calendar day.
- At least half of the required hours (20 for dentists, 11 for hygienists) of credit must be acquired in-person at an on-site course or seminar. You are not allowed to acquire all CE hours through online courses, electronic means, journal studies, etc.
- At least 30 hours (15 for hygienists) must be in "clinical courses in the actual delivery of dental services to the patient or to the community."
- CE credits will also be provided for assisting the State Board with the clinical licensing exam or with investigations of licensees, by teaching clinical dentistry or dental hygiene, or by providing uncompensated dental care at a public or non-profit agency, institution or event. See Board Rule 150-3-.09 for more details.
- GDA has a full schedule of CE events around the state to help you meet your CE requirements. Visit gadental.org/education for more info.

More on the CPR requirement

If your CPR certification will not be current by 12/31/2019 you must renew your certification for one and two rescuer CPR and management of obstructed airway for adults, children, and infants as taught by the American Heart Association, the American Red Cross, American Safety & Health Institute or the National Safety Council. GDA will host approved CPR courses on Friday, February 1, 2019 and Friday, June 14, 2019 at the GDA office in Atlanta. CPR will also be offered at the July GDA Convention & Expo. Visit gadental.org/education to register.

More on the new opioid CE requirement

The Georgia Board of Dentistry has implemented a new requirement for dentists for 2019. At least one hour of CE must be on the impact of opioid abuse and/or the proper prescription writing and use of opioids in dental practice. This applies only to dentists (not hygienists). GDA will be providing in person courses around the state, live webinars, and a recorded webinar online, to assist our members in meeting this requirement. Visit gadental.org/education for more information.

What happens if I do not renew my license?

If your license is not renewed by 12/31/2019 you are considered to be practicing without a license and any dental work you do may be illegal. Late fees will also apply. Your license will lapse in 2020 and you will be required to reinstate, including a $1,675 reinstatement fee.

REGISTER FOR GDA CE AT GADENTAL.ORG/EDUCATION

Visit gadental.org/education for details.

Opportunities for Dental Assistants

Expanded Duties

Like many dentists, you may be looking for ways to increase your practice's efficiency, production, and revenue. According to an ADA survey, dentists who employ assistants with Expanded Duties in their practices report being able to use their time more efficiently and to see more patients per day. Make sure your assistants and your practice are set up for success—visit gadental.org/education/expanded-duties for a list of the bi-monthly sessions. But act fast—these courses are limited admission and fill up quickly.

New Coronal Polishing Program

The Georgia Board of Dentistry has created a new policy for coronal polishing (rubber cup prophy) for dental assistants, and GDA has the first approved syllabus for this course. Plans are underway for several 8 hour courses in 2019, with the initial course in the first half of 2019.

Radiation Safety

Anyone using X-ray equipment must be certified. Our 6-hour course meets the regulatory requirements of the Georgia Department of Community Health (290-5-22.04). Visit gadental.org/education for details.

Melvin M. Goldstein

Attorney at Law

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- Private practitioner with an emphasis on representing healthcare professionals in administrative cases as well as other legal matters.
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- Former Adminstrative Law Judge for the Office of State Administrative Hearings.

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Mark Allan Padolsky

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ADA Adopts Further Policy Discouraging DIRECT-TO-CONSUMER Dental Services

A new policy from the American Dental Association (ADA) strongly discourages the practice of direct to the consumer (DTC) dental laboratory services because of the potential for irreversible harm to patients. The new policy expands upon a 2017 ADA policy entitled "Do-It-Yourself Teeth Straightening" to include the sale of partial dentures, teeth whitening trays, snoring appliances, veneers, and mouth guards, in addition to DTC orthodontic services.

The traditional role of a dental laboratory is to manufacture prosthetics and devices at the direction of the dentist. The dentist writes a prescription to the laboratory customized to the specific clinical needs of the patient citing the materials to be used and any special design features requested.

Recently, however, some laboratories have offered to sell such products directly to consumers. Bypassing the involvement and oversight of the dentist eliminates the dentist's essential role in diagnosing oral health conditions, creating treatment plans to meet those needs, and safely managing treatment needs through the course of dental care. Self-delivered, unsupervised dental treatment, in the view of the ADA, creates the risk of damage and irreversible harm to patients.

By circumventing the involvement of a licensed dentist, patients lose a very important quality control checkpoint—their dentist—to ensure all aspects of their treatment are performed and are progressing in the best interests of the patient. This includes oversight of the manufacture of prosthetic devices, including disclosure of materials used and country of origin, ensuring that they are to the satisfaction of both patient and dentist. Moreover, if consumers experience problems with a DTC manufactured dental prosthetic, their ability to resolve the situation is greatly impaired in the absence of a dentist who has prescribed the prosthetic device.

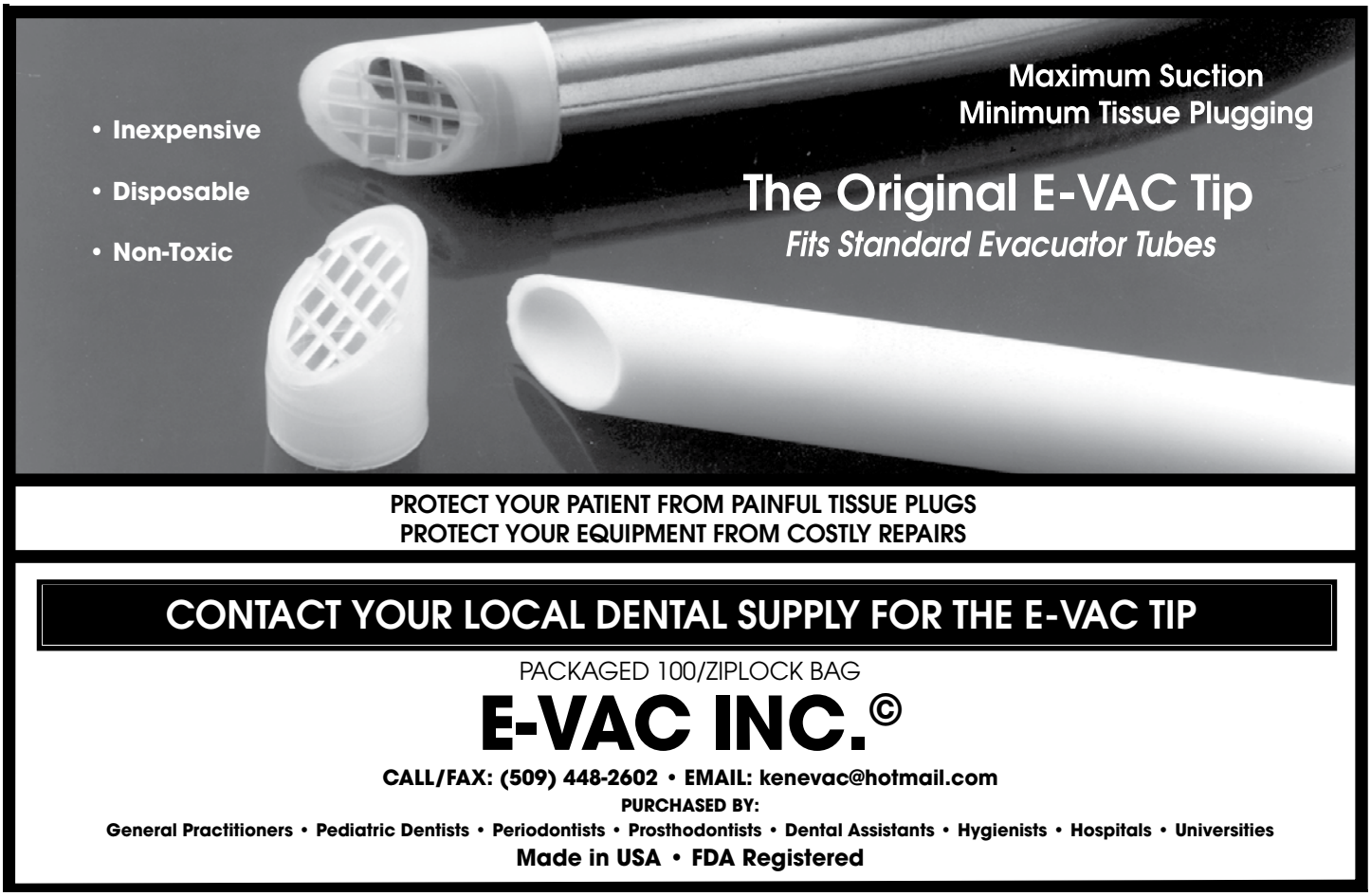
However, another avenue is available. Because dental prosthetics, such as aligners, partial dentures, and snoring appliances are considered medical devices by the FDA, the FDA encourages consumers as well as health care professionals, in case of problems, to utilize and submit the MedWatch voluntary reporting form at fda.gov to help improve safety by bringing attention to particular issues.

In the view of the ADA, the dentist is ultimately responsible for the patient's care, and is the only individual licensed and qualified to accept responsibility for prosthetic care. By adopting this new policy, the ADA strongly discourages the practice of direct to consumer dental laboratory services.

Reprinted with permission. ADA press release, October 24, 2018, ADA Adopts Further Policy Discouraging Direct-to-Consumer Dental Services.

Dentists, Patients Can Report Issues With Direct-To-Consumer Dentistry Devices to FDA

Dentists and patients can report issues with medical devices to the U.S. Food and Drug Administration, including any problems they have had with devices related to direct to consumer, or DTC, dental laboratory products. The FDA's MedWatch voluntary reporting form at fda.gov can be used to inform the FDA about problems patients encounter with DTC products, such as aligners, partial dentures, and snoring appliances.



GDAMEMBERVALUE

This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. This month, we hear from Dr. Mayur Nayee in the Northwestern District.

Meet Dr. Mayur Nayee

How did you become a GDA member?

I joined GDA in late 2010 following graduation and upon returning to Atlanta to practice. At the time, I joined largely because I never had, nor made the time to work with ASDA whilst in dental school. I felt that it was important to stay involved in some fashion and to remain engaged with the profession. I also felt it would be a good way for a new grad to network, meet, and learn from the other dentists I would see at the meetings.

What was your first member meeting?

The first meeting I attended was in Cartersville, and I recall during the drive that it seemed a pretty long drive. On my way there, I had already resolved to NOT come to another meeting because it was so out of the way! Regarding the meeting itself, I enjoyed the information shared despite running late into the night! I think we finished around 9:30–10:00 pm on a Wednesday! What was most interesting was that nobody left the meeting early (believe me I was watching!). It was eye-opening to see first-hand, the level of commitment of the dentists involved with the Northwestern District in staying late to discuss and debate the issues at hand.

I recall meeting for the first time Drs. Stu Loos and Kumar Patel, both of whom I remain closely in touch with today. They sat next to me and took the time to explain what was being discussed and why, the significance and implications of all the resolutions put before the members. I suspect this was the chief reason I decided to return and actually attend the next meeting!

Who introduced you to GDA?

I cannot quite recall who the New Dentist chair was (likely Dr. Katie Fry) who sent me an invitation to my first Northwestern District meeting shortly after I returned to Atlanta to work.

What was your most memorable GDA experience?

Through many of the friendships and relationships I made through my district, I was able to gain confidence in making the leap from an associate to practice owner! I recall agonizing at length whether I would 'make it' and stressing about the monumental debt I was about to add to my student loan debt. The dentists I came to know through the Northwestern District, guided me through the process and gave freely of their advice, wisdom, and assistance in steering me in the right direction as every decision came up in the path to ownership. In hindsight, it was the smartest financial and professional decision they helped me make!

What would you tell a dental student about GDA?

The Georgia Dental Association is an organization deeply committed to the success of dentists and the profession in its entirety. Its efforts are aimed at protecting and preserving the doctor-patient relationship from third parties, whom often do not realize the unintended consequences of their well-meaning initiatives. A dental student should maintain their membership not simply because of the financial and product benefits, but rather because a unified voice in dentistry is heard more clearly and listened to more intently by

legislators, policy-makers, and other interested parties.

Why is being a part of a professional group important?

As alluded to above, there are many individual benefits one can get from membership in a professional organization, such as product discounts, group insurance policies, continuing education credits, and other administrative and legal services. In my mind, these are great but not the primary benefit. The greater payoff is in the relationships built with seasoned dentists and colleagues, who freely impart advice, guidance, and mentorship that will better your life and professional career than any cost savings and discounts.

Have you made any friendships through GDA?

One of the reasons I continued to attend my district meetings was due to the introductions to the rest of the Northwest District Executive Council made by Drs. Loos, Patel, and Hutson. Through their friendships and networks, I quickly got to know many of the other district leaders. At the EC meetings, I also came to know Drs. Katie Fry and Josh Burton, both of whom I see at dental events around the metro area. These friendships have been a big reason for my continued participation.

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

I feel the biggest help to members is keeping us up-to-date about legal and legislative developments that impact healthcare, the practice of dentistry, and the running of our businesses. It is so easy to get caught up in day-to-day patient care and running the business that many practitioners don't have the time nor ability to truly remain informed about the larger issues happening outside the four walls of the practice. I feel this is single handedly the most important member benefit of the GDA and one they are doing extremely well!

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

My dream job as a child was to become a professional cricketer. As I took intramural sports, the limitations of my athletic ability quickly came to light and so the dream died. It was replaced with aspirations to become a pilot once I entered high school. My struggles with vectors, kinematics, and the foundational precepts of physics led me once more to reconsider, and I finally settled on the biological sciences in college! Ever since, one step has led to another and today I am happy to be a dentist!

What was your first job?

I worked in college at Perimeter Mall making smoothies at the Orange Julius!

Why did you decide to become a dentist?

Somewhat a process of elimination (see above for how my hopes at being a sports superstar and pilot were crushed!) and somewhat fortuitous meetings. During college I had the pleasure of shadowing two dentists in Alpharetta, Dr. Manoj Maggan and Dr. Mayoor Patel. Whilst their practices are now more centered around management of TMJ disorders, I received exposure to a great deal of general dentistry! They were both very excited about their work and the enthusiasm was evidently infectious. It was a big reason I chose to pursue dentistry over many of the other paths in healthcare.

What advice would you give to an aspiring dental student?

My advice would be three-fold:

1. Spend time shadowing many dentists in a variety of clinical settings.
2. Prioritize good grades in college, dental school admissions seem to be tougher each year!
3. Keep an open mind to other potential paths or non-traditional routes to dental school. Sometimes, you don't get in the first time but you can use the opportunity to work part-time in a dental office or perhaps a dental lab!

What do you enjoy doing in your spare time?

I enjoy spending my downtime playing golf and, more recently, hiking. When the weather is less cooperative, I find myself throwing objects at the TV in response to Atlanta Falcons football and Atlanta United soccer matches. I am currently interviewing cardiologists to help normalize my heart rhythms from the waves of euphoria and depths of disappointment!

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

"I make people comfortable getting the care they need."

What is your all-time dream vacation?

There are entirely too many to choose from, but the current bucket list includes a food tour of Japan, the black sand beaches in New Zealand, tasting the Bourbon Trail in Kentucky, and witnessing the Northern Lights in Iceland! Nothing too major, right?

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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.

Center for TMJ & Sleep Therapy

Manoj Maggan, DDS
D. ABDSM, DABCP, DAAPM, FAACP
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