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My first real leadership role started when I was elected president of the student body at King’s College in London. I guess my colleagues voted for me because I promised to resolve some gaps with scheduling and faculty coverage issues with the administration. I soon realized I overpromised and delivered very little. Nonetheless, I learned a few valuable lessons from this successful failure.

The very fact that I promised to address the issue and wholeheartedly made an effort earned satisfaction. However, the lack of success taught me humility and the importance of listening and being humble, respectful and persistent.

The experience taught me that no problem or issue can be solved alone and there are always multiple sides and multiple interest groups working for or against you.

The experience taught me that no problem or issue can be solved alone and there are always multiple sides and multiple interest groups working for or against you. Not all of them are your adversaries and not all situations are in the collective mutual interest.

As my journey evolved through different leadership levels leading to my role as President of the Northwestern District, a few other lessons have been added. The most important one is the realization that leadership is not a position; it is simply a commitment to learning, listening and teamwork. Without these three pillars no task or problem can be addressed effectively. It is a commitment to constant engagement and persistence.

Listening brings ideas and understanding of problems. Teamwork brings different skill sets to formulate strategy and execute it. It also lifts you when you are down. Persistence brings patience and the ability to analyze and deal with setbacks.

Success and failure are relative terms in this journey. Each achievement or setback is nothing more than a pit stop where we reflect, learn and move on. As our new leaders are installed in July, I hope each one of you will establish communication with them, engage with the issue and offer them your support so they can be more energetically engaged.

In the words of Helen Keller, “Alone we can do little; together we can do more.”
The Dental College of Georgia Class of 2018 Hooding Ceremony

Congratulations to the class of 2018. Welcome to the dental profession. Family, friends, and faculty gathered to celebrate the culmination of four years of hard work for the hooding of 81 dental graduates.
Volunteers from the dental community volunteered their time and services at the GDA Foundation’s Special Olympics, Special Smiles event sponsored by GDIS at Emory University in Atlanta on May 19, 2018. Over the course of the day, volunteers screened and provided oral health education to hundreds of Special Olympics athletes.

Dr. Nancy Young, recipient of GDA Outstanding Faculty Award (L) and Abby Halpern, recipient of GDA Outstanding Student Award (R) with GDA Member Relations Manager Katherine Torbush.

Drs. Becky and Richard Weinman hosted a meet and greet at their home in May to connect GDA members with representatives from fellow dental groups in Georgia.
Get Your Tickets for 2018!

Tickets are on sale now for our annual fundraiser for the Greater Atlanta Dental Foundation. This year we’ll be partying at one of Atlanta’s hottest new Beltline breweries—and raising funds for charitable clinics in our community.

The 2018 Gala for Smiles gathers 200 members of the dental community together and will feature a thrilling live auction, VIP “pregame” event, high-energy games with auctioneer George Franco, and local band, The Retreat. Attendees will enjoy casual dress and an upscale tailgate feel.

Northern District Dental Society Names Dentist of the Year

The Northern District Dental Society named Donald F. Brown, DDS as recipient of the 2018 Michael T. Rainwater Dentist of the Year Award. The annual award was created in 1971 to recognize a member of the organization who has contributed significantly to the progress of dental health and the dental profession, and who has demonstrated good citizenship by participation in worthwhile community affairs. Dr. Brown will receive his award and be recognized at the Northern District Dental Society annual Gala for Smiles on September 8, 2018. The event benefits the Greater Atlanta Dental Foundation.

Northern District Honors Dr. Richard Sugarman with Volunteer of the Year Award

Dr. Richard Sugarman will be honored posthumously for his volunteer work at this year’s Gala for Smiles. He donated his services to the Ben Massell Dental Clinic where he served on the Executive Committee. Dr. Sugarman was a member of the Georgia Dental Association, Northern District Dental Society and a GDA Honorable Fellow. He also served as president of the Georgia Society of Periodontists and on the Executive Council of the Hinman Dental Society. Contributions to Ben Massell Dental Clinic were requested in lieu of flowers at this funeral. Even in death, his good deeds continue.
Georgia’s General Supervision Law—Periodontal Prophylaxis (D4910) and Silver Diamine Flouride

Since the passage of the hygiene supervision law, GDA staff has received numerous member inquiries regarding the types of procedures that may be performed under general supervision. Two of the more frequent questions we receive relate to whether general supervision applies when a Georgia licensed hygienist is performing a Periodontal Prophylaxis (D4910), or when a Georgia licensed hygienist is applying silver diamine fluoride. Here are the responses we recently received from the Board:

In private dental offices and in the settings described in O.C.G.A. § 43-11-74 (h) and (i):

a. Does the term, “oral prophylaxis,” include a periodontal prophylaxis (D4910), so as to allow a Georgia licensed dentist who satisfies all the requirements of the Hygiene Supervision Law to authorize that this procedure be performed under general supervision?

Board Response: No.

b. Do the terms, “fluoride treatments,” and “topical fluoride,” as used in O.C.G.A. § 43-11-74(h) and (i), include silver diamine fluoride, so as to allow a Georgia licensed dentist who satisfies all of the requirements of the Hygiene Supervision Law to authorize that this type of fluoride be applied under general supervision?

Board Response: Hygienists may use silver diamine fluoride for preventative purposes only, not therapeutic.

For more information about Georgia’s general supervision law and other applicable Board of Dentistry rules, please refer to the June 2017 Edition of GDA Action or email the GDA’s Director of Government Affairs, Scott Lofranco, at scott@gadental.org.

FDA Advises Against Using OTC Benzocaine Products for Teething

US Food and Drug Administration states on its website that “teething is a normal part of childhood and should not be treated with homeopathic remedies, like teething tablets, or prescription or over-the-counter (OTC) medications that are rubbed on the gums.” The FDA adds that “several OTC oral health care products” contain benzocaine, which may “lead to a serious—and sometimes fatal—condition called methemoglobinemia, in which the oxygen-carrying capacity of red blood cells is greatly reduced.” Given this, the FDA is warning people not to use benzocaine products to treat teething pain in infants or children.

In addition, Bloomberg News (5/23, Edney) reports the FDA has asked companies “to voluntarily stop selling oral anesthetics that contain benzocaine to soothe teething pain” because of “the risk of developing” methemoglobinemia. The agency is also requesting all products containing the drug to “include warnings about infant use.” FDA Commissioner Scott Gottlieb said in a statement, “Because of the lack of efficacy for teething and the serious safety concerns we’ve seen with over-the-counter benzocaine oral health products, the FDA is taking steps to stop use of these products in young children and raise awareness of the risks associated with other uses of benzocaine oral health products.”
Dr. Donald ("Don") Eugene Johnson

On Monday May 21, 2018, GDA members attended the funeral of Donald Eugene Johnson. Many say they were blessed to have known Don as President of the Georgia Dental Association, as an instructor at Emory Dental School, as a friend and as a mentor.

Don served as past president of the Georgia Dental Association from 1986–1987 and received the “Meritorious Service Award.” He also served as President of the Northern District Dental Society and received the “Dentist of the Year” award. Don was a member of the Thomas P. Hinman Dental Society, Georgia Academy of Dental Practice, The American College of Dentists International College of Dentists USA Section where he served as President and International College of Dentists Worldwide where he was honored as a “Master Fellow” and served as President.

Don and others in North Georgia joined forces to help fund and create a much-needed facility to provide dental care for those in need. In 2009, The Good Shepherd Dental Clinic was opened in Dawsonville, Georgia.

Don touched many lives during his 88 years. For those that did not know him, his colleagues offered the following memories.

“I looked into the dictionary for the words character, integrity, professionalism and visionary. Beside each word was a picture of Don Johnson. He was an outstanding dentist. His patients appreciated his fine work and he also had the respect of his dental peers. Not only was Don an outstanding dentist, he had other interests including boating, fishing, airplanes and developing real estate. Truly a man for all seasons, but none of these interests exceeded his love for dentistry.”

– Dr. Leon Aronson

“For you younger dentists who never knew Don, you have missed an opportunity, but I just want you to know that there was a man who preceded you who put all of his energy into teaching and into making the profession of dentistry better. He led by example and nurtured his replacements. He was outspoken and tough. You knew where he stood and you knew where you stood with him. I can happily say that it was my pleasure to have had the opportunity to stand with him on many occasions. Your life is better because he walked the trail ahead of you. May he rest in peace.”

– Dr. Ty Ivey

“I considered for a long time what could be said that summed up the character of such a person as Don Johnson, and I concluded that there were three characteristics that might do so: He had vision, focus and leadership.”

– Dr. Dwight Weathers
Volunteer Opportunities

Volunteer with DCG/Dental Students

GDA is seeking volunteers for involvement in the Adjunct Faculty Program, Mentoring Program, and Lunch & Learns at DCG. The association is also launching the “take a stranger to dinner” program where local dentists take incoming freshmen to dinner prior to starting dental school in the fall. If you are interested in getting involved in any of these programs, please contact Katherine Torbush at katherine@gadental.org or complete our dental student engagement volunteer form on the GDA website.

Support the Georgia Mission of Mercy

Together We Can Heal & Inspire

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For every $1 raised, we can provide $7 to $8 of dental care.

GDA Member Gives Veteran His Smile Back

Patient Matt Burgess spent many years serving his country. While on tour, he endured four blast explosions which started a lifetime of dental issues in which he eventually lost all his teeth. After his final tour he founded Freedom Fidos, a Georgia nonprofit organization that rescues pets from animal shelters and trains them to be service dogs for veterans. It was through Freedom Fidos that he met Dr. Jeff Capes of Coastal Oral Surgery. “When Matt shared his story, I knew I had to help,” stated Dr. Capes. In 2017, he began treatment on Burgess to start replacing his teeth and giving him his smile back. “It was so humbling to meet someone who had put so many other’s needs over his own. He is one of the most selfless people I have ever met.” With a confident smile, Buress no longer hesitates to speak in front of groups about his organization’s mission. “Because of each of the staff at Dr. Capes’ office, the world is a better place. I am a better person, and my promise and commitment is that I will take what he gave me and do everything I can to help humanity,” states Burgess.
Welcome to the GDA Team

JEANNIE WATSON

Responsibilities
Assist the Executive Staff with day to day office operations and serve as a liaison with GDA President, officers, board members, and district leadership. In addition, provide direct support to the Executive Director.

Goals
To provide superior support to the Georgia Dental Association’s administration, board, officers, members, and Georgia’s dental community as a whole.

Interesting Fact
I can juggle knives that are on fire. No, not really… lol. I just can’t think of anything… I have a cat that is 17 years old…. Is that interesting?

Family
I’ve been married to my husband Jud, an Army veteran, for 11 years. We have a 10-year-old daughter, two dogs and a cat.

Schooling
I graduated from The University of West Georgia with a bachelor’s degree in psychology.

Work Experience
Before coming to the Georgia Dental Association, I was the Executive Assistant to the CEO at Ridgeview Institute, a behavioral health and addiction hospital located in Smyrna, GA.

Where I’m From
I was born and raised in Lilburn, Georgia. My family and I currently live in Woodstock.

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GDA Dentist Forum and Braves Baseball Game—June 22
Baltimore Orioles vs. Braves
Dentists, staff, family and friends came out on June 22 to earn 6 hours of CE credit and to watch the Atlanta Braves take on the Baltimore Orioles at SunTrust Park.

NWDDS Hosts CE and General Membership Meeting
The annual Northwestern District Dental Society and general membership meeting took place June 1 at the Marietta Country Club with 60 members and guests in attendance. Dr. Gerri Chiche of The Dental College of Georgia gave a lecture on esthetics and materials. In addition, Dr. Chris Shim was honored for his outstanding services to NWDDS and the district’s Give Kids a Smile program. The meeting concluded with a presentation of $6,000 check from NWDDS in support of the Georgia Mission of Mercy.
THE PRACTICE

Leading on Purpose

By Ginny Hegarty, SPHR

We hear a lot of talk about purpose as the compelling force for creating a company culture that drives engagement, enjoyment, and profits. With all that talk, most people have a difficult time defining their purpose.

When I ask doctors and team members around the country to define their purpose, the most common answer is “my purpose is to support the doctor’s vision for the practice.” While that answer may seem logical and even appropriate, I think it’s the reason that so many growth initiatives fall short and great practices hit plateaus.

Instead of setting our purpose as an engagement with external goals, let’s make it personal. How would you approach your work if you set your purpose as a commitment to becoming your best you (YBY)? How would your team respond if focused on becoming their best selves?

- How would you show up each day if you were YBY?
- How might you approach patient relationships while being YBY?
- As YBY, how would your interactions with team members change?
- How would being YBY affect your desire for both professional and personal growth and development?

Doctor, what is your purpose? Is it to be the best dentist you can be? Provide the best care to your patients? Stay current with technology and education? Provide for your family? Be a great parent? If you think these all wrap up under a larger purpose of being YBY, you’d need to be certain you are addressing all areas of your life. How could being YBY impact your role as the leader of your team and your relationships with those team members?

While you may embrace core values of honesty, integrity, respect, and teamwork, if you are not living these values every day, your day-to-day experience will never reflect these values.

I know from experience that a good number of you are thinking, “Can’t I just do the dentistry? No one ever taught me how to deal with team issues that cause stress and distraction and these issues steal the joy from dentistry. I really don’t want to go there.” This is exactly why team leadership is most often reactive, reluctant and repeated. That’s right, when you send the message that you’re a hands-off leader, team members are left on their own to promote their ideas or handle their stress. Interestingly, no one ever taught them how to deal with these issues either. Your choice
is to allow the undercurrent of discontent to continue or to step up and show your team the way.

It’s important to realize that you build your practice culture one day at a time. While you may embrace core values of honesty, integrity, respect, and teamwork, if you are not living these values every day, your day-to-day experience will never reflect these values. My challenge to you is to lead your team on purpose; both deliberately and in a way that honors your best self.

The good news is that while the names and faces involved in personnel issues may change from time to time and practice to practice, the stories are actually very similar. Why is this good news? The fact that there are similarities to these stressors means that once you break down the patterns and learn a few simple strategies, you can, quickly recognize and redirect the drama and proactively set the right tone and avoid having to put out fires that never should have gotten started in the first place.

The better news is that facing these issues head on will actually reduce your stress rather than induce it. Avoid your natural instinct to back away from leadership, put your head down and mind your own business hoping the situation resolves itself. The fact is this is your business and if you don’t provide the leadership and the boundaries for your team, no one else will. Once you raise the bar and set the new standard, you also set the precedent and a good team can take it from there.

The best news is that once the practice culture is in place, the answer to your most pressing question is, “Yes, you can just do the dentistry.”

Ginny Hegarty, a senior professional in human resources, is the founder and president of Dental Practice Development Inc., providing practice and team development services to dentistry since 1997. Reach Ginny via www.GinnyHegarty.com.

Do You Want to Serve on a Nonprofit Board?

Joining a nonprofit organization can be a great personal experience and a powerful way to support a mission you believe in. But choosing the right board is crucial.

If you’re active in your social and professional communities and have shown an interest in philanthropy, you’ll likely be asked to serve on the board of a nonprofit organization. It could be a group you’ve supported for a while, contributing money and volunteering your time, and this is a logical next step. Or you may be a friend of another board member or prominent in philanthropic circles.

“Being asked is incredibly flattering,” says Nicole Sebastian, U.S. Director of the Optimus Foundation for UBS. “It’s different from volunteering, or from just contributing financially; it’s an opportunity to get involved at the highest level of an organization’s strategy and oversight.”

But joining a board that isn’t a good fit for you, or joining for the wrong reason, is a decision you’ll likely regret, Sebastian says. She recalls a New York executive who had long been a passionate supporter of a small nonprofit in her neighborhood. When she got the chance to serve as a member of the board, she took the plunge. “It has been a disaster,” Sebastian says. “It’s very small group with significant organizational and operational flaws.” And because the executive is the heavyweight on the board, the group relies on her for everything.

Simply being aligned with an organization’s mission, as this woman was, is by no means the only consideration when deciding whether to join its board, Sebastian says. If this is to be a successful partnership, satisfying for you while also meeting the goals of the group, you need to do your own due diligence.

Find out what’s expected “The very first question has to be ‘What is expected of me?’” says Mary Ann LoFrumento, M.D., a pediatrician and founder and president of the board at Hands Up for Haiti, a medical humanitarian organization.

Unlike directors of for-profit companies, who get paid for their service, nonprofit board members serve gratis and are typically called on to make financial contributions.

“Everyone on the board should contribute, so make sure you’re aligned about the amount,” says Sebastian. “You may be invited to join the board of a terrific organization and the minimum annual contribution is $100,000— whereas you were planning to give $25,000. That needs to be discussed up-front.” Whatever financial commitment you make, speak with your Financial Advisor to make sure that your donation fits comfortably with your other philanthropic activities, and with your overall financial strategy.

There may also be expectations about your skill as a fund-raiser. If you have a prominent position in a corporation, for example, the group may assume that

KEY TAKEAWAYS

✓ Being asked to serve on a nonprofit’s board of directors is an honor, but do your homework before accepting the offer.

✓ Look into what is expected of you—the financial contribution required, your ability to raise funds and the need to tap into your professional skills.

✓ Don’t rush into a decision. It’s easier to say no up-front or take your time in deciding whether to accept the offer than it is to back out once you’ve joined.

✓ Your ability to help a nonprofit as a board member rests on whether the group’s culture is a good fit for you.
you have access to corporate funds or lots of wealthy people whom you won’t mind asking for help.

In addition, the organization may have sought you out for your particular expertise, hoping to benefit from those skills. If you have a financial background, for example, you may expect to be asked to join the finance committee, Sebastian says. And while you may have hoped to do something removed from your day job, that may not be the first order of business.

Still another question to answer before you get involved with a nonprofit board is how much time is expected for you to commit—and that can vary from attending a few meetings each year to a much more hands-on role in the group’s operations, says LoFrumento, who has led and served on several nonprofit boards over the past 20 years. And while some groups have specified terms of service for board members, others may ask for a more open-ended commitment.

**Take your time deciding**

“People get invited to join a board, and they approach it like a job offer—they think they have to answer yes or no,” Sebastian says. “But you have a say in the process.” Don’t talk just with the CEO or the board chair, she suggests. Also meet with other board members, and assess the leadership of the group, its management and governance, and the financials. Often a nonprofit will operate in the red or very close to it, and while that may be a perfect fit if you enjoy helping organizations with significant challenges, others may want to join a more stable operation. “Make your decision when you have sufficient information,” Sebastian says.

**Consider the culture**

As a board member, you’ll be part of the fabric of the organization, and you need to understand its dynamics. It may be a venerable group that has been doing the same work for years—or it could be new, with an entrepreneurial feel. Its founder may be involved and make most of the decisions, leaving little room for your input. “You want to be comfortable and feel that you’ll have an impact,” Sebastian says. You may also need to check with your employer to make sure your service as a board member won’t pose any conflict.

“The kind of board I want to be a part of and that I want to lead,” says LoFrumento, “is one that appreciates every single person on the board; that appreciates their donation level, their input and their expertise; that keeps them informed about what the organization is doing and the impact of their dollars; and that thanks them for everything they do.”

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"You may be invited to join the board of a terrific organization and the minimum annual contribution is $100,000—whereas you were planning to give $25,000. That needs to be discussed up-front."

– Nicole Sebastian

If you know what you’re getting into and you make the right choice, being on a board can be incredibly rewarding, says Sebastian, who serves as a board member for several organizations. But she notes that it is much easier to say no from the start or take your time in deciding whether to proceed than it is to walk away after you’ve already joined, and that as busy as you undoubtedly are, you want to make sure there’s a good fit. “After all,” she says, “this is your free time that you’re talking about.”

This piece provides general information on the topic discussed and is not intended as a basis for decisions in specific situations. Nothing contained within this publication constitutes investment, legal, tax or other advice nor should it be relied upon in making a decision. Before making a decision it is recommended you seek the advice of an independent tax or legal consultant. Because of the complexities involved with developing tax planning strategies, experienced legal and tax counsel should be consulted before implementing a strategy.

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As your outgoing president, I want to thank you for the privilege of allowing me to represent you this past year. Traveling across the state on behalf of the association, I have learned one thing from this brief 12 months: the Georgia Dental Association is a highly respected association among members, professional organizations, legislators, and the public.

This year has been a phenomenal one for your association. Working on your behalf, the association drafted a bill that prohibits insurance plans from mandating that healthcare providers and hospitals only accept virtual credit card reimbursement payments. As a result of the hard work of the bill’s sponsor, State Rep. Lee Hawkins (R-Gainesville) and the work of Georgia Dental Association members and staff, the bill passed and will go into effect on January 1, 2019. This bill is the single most beneficial bill I have seen from the association. It stands to save every dentist hundreds of thousands of dollars over the course of their practicing years. This win, along with reaching significant mile markers in membership, public relations, member benefits and our new governance structure, made it one of the best years in the association’s history.

When I stood before the membership last summer, there were three agendas that I sought to move during the past year. They were 1) business solutions to help address practice management challenges 2) public relations to foster a positive imagery of dentists and the profession and 3) intentional inclusion of all dentists to work collaboratively with fellow dental groups. All three of these agenda items forwarded our strategic plan in support of the association’s mission to help Georgia dentists succeed.

Business Solutions
For the first time, the association introduced a practice management series in which members could earn 12 CE credits and a Georgia Dental Association certificate in practice management. Launched in January, six practice management continuing education courses offered topics on marketing, compliance, legal issues, financial management, human resources, ethics and more. Building upon its successful inaugural year, program courses will be offered throughout the state next year, making them accessible to more members.

Public Relations
Public Relations is critically important to driving patients to dentists and promoting a positive image for the profession. Through state and local campaigns, such as “Because I Saw My Dentist” and “Your Teeth are Amazing,” More than 53,000 find-a-dentist patient searches took place. In addition, media outreach over the past year generated over 500 placements reaching a potential audience of more than 35 million. Through dental screenings and oral education events, such as Give Kids a Smile Day, Donated Dental Services, health fairs and Special Olympics, Special Smiles, members reached thousands of people and created positive public relations in the community.

Intentional Inclusion
An important contribution made during our year was our focus on reaching out to dental groups to build bridges. Several events held throughout the year brought together members of the Georgia Dental Society, the Georgia Indian Dental Association and the Hispanic Dental Association. This year was the first step in establishing mutual relationships with fellow dental groups, which is the key to working collaboratively.

My hope for the future of the Georgia Dental Association is that the programs and tools we are putting in place today will help each practitioner tomorrow. I also hope we will continue to work on developing a pipeline of leaders to ensure the association’s longevity and growth. While in its infancy, this is one of the very important goals that can be accomplished over the next few years. Crucial to its success is the role of each district. As I pass the torch, I encourage all of you to work with Dr. David Bradberry as we continue to move our strategic initiatives forward and build the structures to ensure the association’s long-term sustainability and growth.
“Buenos Dias” and “por favor” are common phrases that were heard on this year’s GDA President’s trip to Buenos Aires, Argentina and Iguazu Falls, Argentina.

Our president, Robin Reich, chose a beautiful location for her group to explore. Buenos Aires is an interesting South American city with European influences from France, Italy and Spain. These can be seen in the architecture, art and food. The people are friendly, the scenery amazing and the wine, mainly Malbec, is pretty good (they have good ice cream too). The city is culturally diverse but is known for a few major things: Tango (we saw an amazing performance and had dinner) and Eva Peron, the “Peoples’ first lady from 1948–1952. She represented the women’s vote, and education and homes for homeless children. We saw her gravesite and the Eva Peron museum. We also visited several art museums and the museum that showed how tunnels were run through parts of the city.

Argentina is synonymous with gauchos and we were lucky enough to have a great day visiting an estancia, La Bamba, outside Buenos Aires. We were able to watch polo ponies as they trained, walk the grounds of the beautiful estate as parakeets flew overhead into their nests, go horseback riding and enjoy an amazing barbeque prepared by the La Bamba chef.

If that wasn’t enough, we all went to Iguazu Falls at the border of Argentina, Brazil and Paraguay. This is one of the Unesco World Heritage Sites and is an amazing ecological subtropical environment. The Falls offer one beautiful view after another at every turn. Our tour included views from both the Brazilian and Argentinian sides, as well as a good soaking in the falls themselves! We were surrounded by beautiful butterflies and some of our group even saw monkeys.

Thank you, Robin, for offering such a unique experience and thank you to our travel agent, Elaine Bylos, who did an amazing job arranging this trip and making sure that everyone was taken care of in a first-class manor.
Meet

Dr. David Bradberry

At Home, Leisure Activities and Volunteer Work
I am married to my best friend, better half and light of my life, Janet. We have one child, Jonathan. He just graduated medical school and moved to begin his resident training. I really enjoy fly fishing, bird hunting and photography. There is nothing more calming than trout fishing.

Just to make sure I keep busy and drive Janet crazy, I also volunteer throughout the year providing dentistry to those in need. I provide care for school children through the Cobb Assistance program and through many community settings including Good Samaritan and others. I also served as a clinical assistant professor at the Augusta University Dental College of Georgia, Department of Pediatric Dentistry for many years. I have served the community in various roles at my church and on mission trips. As a GDA Contact Dentist, I’m very active legislatively, working with several legislators to get the best legislation for dentistry, and to continually seek to advocate for improved healthcare for all children.

Work/Education
I obtained a Bachelor of Science in Electrical Engineering from Georgia Tech, worked in the corporate private sector, and then received a Doctorate of Dental Medicine (DMD) degree from the Medical College of Georgia. I completed a residency in Pediatric Dentistry at the Medical University of South Carolina Children’s Hospital, where I served as Chief Resident.

I am board certified by the American Board of Pediatric Dentistry, was awarded Fellowship in the AAPD and have been in private practice in comprehensive pediatric dentistry in Marietta, Georgia since 1990.

Organized Dentistry
I joined GDA in 1990 to connect with other dentists after residency.

Leadership Roles
On the state level I served as President-elect, Vice President, GDA Action Editor, a member of the GDA Board of Trustees for a number of years and on state committees including budget, strategic planning, long range planning and public relations. I also served as past president of the Georgia Northwestern District Dental Society, the Georgia Academy of Pediatric Dentistry, "I provide care for school children through the Cobb Assistance program and through many community settings including Good Samaritan and others. I also served as a clinical assistant professor at the Augusta University Dental College of Georgia, Department of Pediatric Dentistry for many years."

"Dr. David Bradberry with wife, Janet, and son, Jonathan."
and served on the Southeast Society Pediatric Dentistry Board of Directors. In addition to my role as GDA President-Elect, I am currently serving as an alternate delegate to the ADA House of Delegates and a member of the ADA Council on Access, Advocacy and Prevention.

Current Challenges in Dentistry
It has been said many times over the last several years that dentistry is at a crossroads. The challenge is in adapting the excellence of education and patient care to the expectations of the public in the 21st century and before. We have done an excellent job with technologic advances, improvement of identifying disease and treatment. Where we have lagged is in addressing and breaking down barriers to care. The public is changing in its attitude toward healthcare in general. Medical and dental care is fast becoming an expectation of the people, not something to just be acquired. We must listen to the public and continue to think five, ten and fifty years down the road. Dentistry has on many occasions in history been early adapters and visionaries. The ADA and GDA are doing that again. We must think out of the box when it comes to delivery of care to the public. They are demanding it and if we do not adapt and provide, they will find another way.

Current Challenges for GDA
GDA has risen to meet many challenges over its roughly 150-year history. The last few years have brought challenges we never dreamed of before. But the members and leadership stood up and took hold of the issues, like the Affordable Care Act. Our Georgia Dental Insurance Services arm came up with solutions to address the rising cost of medical insurance for our members. We are stronger today than ever before and gaining strength every day. What will keep us going in that direction is strong, healthy membership. We need all dentists practicing in Georgia to recognize and avail themselves of the opportunities to help their practices and families with all that GDA provides. The resources and benefits that GDA provides need to be understood by all. In this, we will address a current issue, but one that is shrinking year over year, especially by those in the first one-third of their career. We are working hard to convince to all dentists in any phase of their career that we are stronger.

“I am very proud of the great strides we have made by adopting a new member-focused strategic plan and reorganizing the governance structure to follow the members’ plan and accomplish our mission to help all GDA members succeed.”
unified and they should not ask why I should be a member, but what would stop me from becoming a member.

**The Year Ahead**
GDA has been adapting to the new future for the last several years. I am very proud of the great strides we have made by adopting a new member-focused strategic plan and reorganizing the governance structure to follow the members’ plan and accomplish our mission to help all GDA members succeed. As the plan has unfolded we have greatly improved the services provided including the insurance offerings, the dental supplies buying group, financial sustainability, education and public relations at all levels to name just a few. Now it is time to move to the next step and to assure that the organization that represents all Georgia dentists becomes a strong sustainable one, long into its future.

**Most Beneficial Member Benefits**
All of the services GDA provides are very beneficial. I, too, was hesitant for many years and had many unanswered questions. But I have found that each and every benefit is very member oriented. The insurance is fantastic. The dental supplies buying group has saved me thousands. The media impact on potential patients has actually brought people to my door. And, there is no doubt that our presence in the legislative arena has helped us in many ways and stopped several things that would have hurt. I believe that everything is beneficial to each and every Georgia dentist. It is a constant work in progress. There is no doubt that everything we are doing is with one thought first and foremost, the member.

**Driving Dentists to Join GDA**
That is a question that all organizations and groups have been struggling with for quite some time. I think at the end of the day, given the information they need, that they will see that we provide many of the necessities they need to practice. But, beyond that, GDA serves as a strong beacon that will always have their members’ backs and will always be there to provide everything from day-to-day purchasing to helping out when times are rough. We just need to make sure that all dentists in Georgia are aware and knowledgeable that we are here to help.
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ADDRESS OF THE INCOMING PRESIDENT

It is an honor and privilege to serve as the 150th president of the Georgia Dental Association. I follow a long legacy of leaders who made the association the strong and respected association it is today. This past year, under the leadership of Dr. Robin Reich, the association made great strides in advancing the strategic plan. Membership is at an all-time high, new products and services are bringing even more value to members, we have had significant legislative wins, public relations is driving patients to dentists and a new governance structure is taking hold. We are just beginning to reap the benefits of our 2016–2020 strategic plan.

So where do we go from here? Despite our success, we must continue to engage members, empower and embrace them, advocate for them and make the face of Georgia member dentists shine for the public and the profession. While we are seven independent districts, we are also interdependent. Therefore, our success on each of the initiatives below relies on collaboration between the state and districts.

Sustainability and Succession
For more than 150 years, the Association has been helping Georgia dentists succeed. During my tenure as president, my focus will be sustainability of the association. I believe we must look ahead to ensure longevity and growth. Together with districts we will look at new initiatives to address leadership recruitment, discuss ideas and best practices, and create a pipeline to fill leadership positions in the state. Beyond that, we will continue partnering with our fellow dental groups to establish relationships and build bridges. We will also do a better job of delivering programs that meet the needs of segmented groups within the association. We will make our future our focus.

Negotiated Reimbursements
Our members have seen the buying power that can be achieved through our GDIS Health Insurance program and our dental supply buying group. After only one year in the business life of GDA Plus+ Supplies, it was so successful that the prices of all of the large suppliers are now more competitive. In the same way, one of my goals as president is to start the process for negotiated insurance reimbursements, putting more control and revenue in our members’ hands.

2021–2025 Strategic Plan
Continuation of the existing Strategic Plan process will begin for 2021–2025 under my presidency. As with the current Plan, the refreshed Plan will take into consideration changes in trends. The process is not to completely revise the Plan, but rather update it. The Plan will continue to direct the work of the association, identifying strategic priorities that turn the Georgia Dental Association’s mission and vision into specific measurable targets that are important to the current and future health of the association.

We have a lot to accomplish and district engagement is critically important. The work at the grassroots level is the foundation from which GDA leaders begin and from which all support comes. The success of the association is dependent upon it. As your president, I look forward to working closely with each of our seven districts. Together, we will leave a legacy that extends far beyond 2019.

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Dr. Becky Aspinwall

I am married to my husband, Forrest, and our only kid has fur. In my free time I enjoy reading, gardening, water skiing, fishing and hunting. I also serve as the Key Spouse for my husband’s Air Force Reserve flight squadron and we are on the board for Our Father’s Heart benevolence ministry and community outreach in Savannah. I participate in Dental Lifeline Network and in Christian mission work overseas as often as possible, most recently a trip to Uganda last spring.

I graduated from the Medical College of Georgia in 2008 and completed my endo residency at the University of Alabama in 2011. Since graduation I have been in private practice with my twin uncles, Derek and Dale Miles. We divide our time between offices in Savannah, Pooler and Vidalia, Georgia.

Organized Dentistry
I joined GDA in 2008. I had just graduated dental school and was urged to join and get involved by colleagues for my own benefit as well as my duty to the profession. I have since served through the Southeastern District’s chair positions and thus have served on the Board of Trustees for one year and have been a member of the Nominating Committee and Committee for Institutional Dentistry. I will be serving this year as a delegate to the House of Delegates for the Southeastern District.

Current Challenges in Dentistry and for GDA
The largest current challenge in dentistry that I see is apathy towards personal involvement/responsibility within the profession. The greatest challenge for GDA is managing the dichotomy between maintaining the continued support of established, older professionals while engaging the involvement of the new generations of millennial dentists. I believe that personal invitations from colleagues and friends will help drive more dentists to join GDA. In my opinion, legislation and health policy monitoring and advocacy are the most beneficial service provided to our members.

The Year Ahead
During my presidency, I would love to boost attendance at our regional events in order to establish more camaraderie for our member dentists.
I am married to my wife, Dana, and we have three children. In my free time I enjoy hunting, fishing, gardening, cooking, wine, restoring old cars, music, hiking, wake surfing, college football and yes, I have ADD. I also volunteer with Donated Dental Services and Georgia Mission of Mercy.

I graduated from the Medical University of South Carolina in 2002 and completed my residency, in endodontics, from the University of Florida in 2004. My practice, Bradford Endodontics, is located in Marietta, Georgia.

Organized Dentistry
I joined GDA in 2004 right after graduation to be a part of organized dentistry. When I was a dental student in Charleston, two of my classmates’ fathers were presidents of the South Carolina Dental Association, Drs. Millwood and Watson, would come down and speak to the power of organized dentistry and its protection of the profession. Since joining I have been the NWDDS Legislative Fish Fry Committee Chair (2007–2010), Various District Officer Chairs (Secretary, Vice President, President Elect), GDA Membership Chair (2017–2018) and a GDA Trustee (2017–2018).

Current Challenges in Dentistry and for GDA
The largest current challenge in dentistry that I see is finding places/practices for all the new graduating dentists—where do they go? The greatest challenge for GDA is along the same line—getting our new graduates and new dentists to understand and value GDA membership. The services offered by GDA that are most beneficial to our members, in my opinion, are insurance (health/business/malpractice), GDA Plus’ Supplies/IDBG, and the legislative advocacy. I believe that our successful legislative events and efforts will help drive dentists to join GDA as well as the annual meeting, improved CE, fellowship and all of the other member benefits.

The Year Ahead
During my presidency, I would like to implement successful new member outreach projects to help make new members feel welcome and want to remain a member and become involved.
Dr. Victor van Greuningen

I am married to my wife, Sarah-Ann, and we have two children, Luke and Ave (born May 19, 2018). In my free time, I enjoy traveling, golfing, cooking, and spending time with family and friends.

I graduated from the Medical College of Georgia in 2002. My practice is located in Atlanta, GA.

Organized Dentistry

I joined GDA in 2002 straight out of dental school. I became involved in ASDA when I was in school and that taught me the importance and the benefits of organized dentistry. Since then I have served on the executive council of the Northern District in 2004. I started as a branch representative, transitioned to being Secretary/Treasurer for six years and am now going through the chairs. On the GDA level I have served on the finance committee for six years.

Current Challenges in Dentistry and for GDA

We are in a very interesting period for dentistry at this time. The advancements that we are making technologically are fundamentally changing how dentistry is performed and expanding the treatment options we have for our patients that were not available in the past. We are also seeing a shift in how dentistry is being practiced. With some of these changes, the challenge is to maintain the practitioner’s autonomy in making decisions with the patient as to what treatment is in their best interest. I look at membership as being the largest challenge for the GDA these days. We are seeing a change in the member pool with a generation that is retiring after a long and distinguished record of service and involvement. We need to engage the new generation of dentists and make sure that we show the benefits and advantages of organized dentistry. I believe GDA offers a wide array of beneficial services. There are a number of partners for the GDA that can lead to significant discounts on products and services. The increasing lines of insurance products are very beneficial to members. I can speak from personal experience that dealing with the medical portion was a simple and streamlined process and the members of GDA staff made it a much easier process compared to having to deal with such things on the open market.

The Year Ahead

I am looking to continue the good work that Dr. Troy Schulman and those who came before have done. We have gone through a reorganization in our district the past few years and I hope to help spur the interest in our membership in getting involved in our district events and, in turn, get them involved at the GDA level.
Dr. Brett Helton

I am married to my wife, Kimberly, and we have four children. In my free time I enjoy playing golf and coaching my kid’s sports teams. I also volunteer with Columbus Mobile Unit and MercyMed.

I graduated from the Medical College of Georgia in 2001. My practice, Columbus Aesthetic & Family Dentistry, is located in Columbus, GA.

Organized Dentistry
I joined GDA in 2001 in order to be involved with organized dentistry. Since then, I have been on the GDHC Board, IDBG Board and have been a district representative for Children’s Dental Health Month.

Current Challenges in Dentistry and for GDA
The largest current challenge in dentistry that I see is maintaining the independence of dentists to choose the practice model where they are most comfortable. The biggest challenge for GDA is providing value and services to all Georgia dentists regardless of practice model or affiliation. I believe that seeing the value of strength in numbers will help drive dentists to GDA. In my opinion the services GDA provide that are most beneficial to members are GDA Plus’ Insurance/GDIS, legislative affairs, and GDA staff taking the time to answer all of our questions personally.

The Year Ahead
During my presidency, I would like to gain more involvement from members in the Western District.
In my free time I enjoy gardening, home improvements and antiques. I also am involved with the Georgia Baptist Van Ministry, GMOM, Special Smiles, and the STEM Program.

I graduated from the Medical College of Georgia in 1996. Since dental school, I practiced as an associate dentist for two years, after which I worked for the Georgia Department of Corrections for a year as staff dentist at Wilcox State Prison, and then purchased a practice in Moultrie, GA where I currently practice.

Dr. David Howington

Organized Dentistry
I joined GDA in 1996. I was a student member and my mentor dentist expressed the importance of continuing my membership after dental school. Since then I have been on the Recruitment and Retention Committee, Public Relations Committee, Give Kids a Smile Chair in the Southwestern District, Editor in the Southwestern District, and have gone through the officer chain in the Southwestern District.

Current Challenges in Dentistry and for GDA
The largest current challenge in dentistry that I see is remaining viable in a changing world and economic climate. The biggest current challenge for GDA is recruiting leadership volunteers. I believe that all of the services and benefits offered by GDA will help drive dentists to the GDA. In my opinion the insurance has been the most beneficial and believe it will be to others as well.

The Year Ahead
During my presidency, I would like to acquire a stable leadership chain for our district.
Dr. Vasco Lowery, III

I am married to my wife, Beth, who is also a dentist and we have three children. During my free time I enjoy golfing, boating and motorcycling. I also volunteer with the Open Army Clinic and am an active member of the Rotary Club of Toccoa and the First United Methodist Church of Toccoa.

I graduated from the Medical College of Georgia School of Dentistry in 1989. My practice, Lowery Dental, is located in Eastanollee, Georgia.

Organized Dentistry
I joined the GDA in 1989 right after graduation because I saw the value of organized dentistry and wanted to be a part of it. Since I joined I have been a legislative contact dentist, the Eastern District Vice President and President-Elect.

Current Challenges in Dentistry and for GDA
The largest current challenge in dentistry that I see is the ability to strengthen the doctor/patient relationship to limit outside influences on our practices and to find innovative ways to increase access to care. The greatest current challenge for GDA is to figure out how to best provide support and services for Georgia dentists in all types of practices and stages of their careers. The most beneficial service to me has been providing insurance through GDA Plus Insurance/GDIS which has been a great service to me and our staff. I believe that we can drive dentists to join GDA by offering great services, support and advocacy for members!

The Year Ahead
During my presidency, I would like to increase activities throughout the district in order to allow more people to be involved. This is especially important since the Eastern District covers a very large area and we want to make it easier for members to be able to attend.
Dr. Ash Walker

I am married to my wife, Dana. We have two children (twins) and a dog, Bandit. Most of my weekends are either spent with military drill duty at Robins AFB or on the ice with the Macon Mayhem hockey team (I am the team dentist). I enjoy going to the gym, military aviation, running and biking. I also enjoy volunteering at the Macon Volunteer Clinic.

I graduated from the Medical College of Georgia School of Dentistry in 1995. My practice, Walker Dental Group, is located in Macon, Georgia.

Organized Dentistry

I joined GDA in 1996 right after graduation to be a part of organized dentistry. Since joining GDA I have served on the Board of Trustees and am now the incoming President for the Central District.

Current Challenges in Dentistry and for GDA

The largest current challenge in dentistry that I see is outside actors controlling how dentistry is performed. The greatest challenge for GDA is membership. I believe that we can drive dentists to join GDA with low health insurance costs, collective bargaining for dental supplies, and political action committees to protect the scope of dentistry.

The Year Ahead

During my presidency, I would like to increase membership in GDA and in the Central District Dental Society. I am very much looking forward to working with GDA and the Central District to make our organization prosper and improve the lives of the dentists in the state of Georgia.
During the 2018 legislative session, State Representative Lee Hawkins (R-Gainesville), together with GDA’s Government Affairs Team, drafted, introduced, and passed legislation that will save all dentists in the state of Georgia at least 2.5–5% off the bottom lines for their practices. What is this new law? It regulates reimbursements paid to certain healthcare providers by insurance plans via virtual credit card. If this is your first time hearing of virtual credit card reimbursement payments, don't worry—many of your colleagues in the healthcare provider community were unaware of this issue until GDA introduced this bill.

What is a Virtual Credit Card?
A virtual credit card (VCC) works the same way as a physical credit card. Rather than presenting a physical card, the insurance company issues a single-use series of numbers associated with the payment of health care services performed by a healthcare provider and chargeable to a predetermined dollar amount. The provider then enters the numbers into a credit card terminal or web portal, and the payment is transferred to the provider’s designated account.
This law simply ensures that insurance companies cannot require a provider to accept one form of payment and also requires insurance companies to inform providers that they also have the ability to choose EFTs or physical checks.

The VCC payment is often printed and mailed via regular mail (sometimes faxed) to the provider's office.

Why is this an Issue for Dentists and Healthcare Providers?
Like with any credit card transaction, there is typically a processing fee associated with virtual credit card payments, which can range from 2.5–5% on the underlying charge. This means that whenever a provider is reimbursed by an insurance company, 2.5–5% is automatically subtracted from that reimbursement payment. For example, if a practice bills $1,000,000 per year and only accepts virtual credit card payments, that is an automatic expense of $25,000–50,000 per year for that practice.

In recent years, insurance companies have begun paying healthcare providers using electronic payments—electronic funds transfers (EFT) and virtual credit cards. Although providers currently have the ability to request physical checks and EFTs, many are unaware that this option exists, while some are being told they can only accept VCC payments! This law simply ensures that insurance companies cannot require a provider to accept one form of payment and also requires insurance companies to inform providers that they also have the ability to choose EFTs or physical checks.

Are there other Providers Affected By This Law?
Physicians, dentists, podiatrists, pharmacists, optometrists, psychologists, registered opticians, licensed professional counselors, physical therapists, chiropractors, hospitals, or other entity or person who is licensed or otherwise authorized in this state to furnish health care services.

Does the Law Prohibit Insurance Plans from Reimbursing Providers Using VCCs?
No. The law simply says that an insurance company cannot require a provider to accept a virtual credit card as the only form of payment. In fact, federal rules currently say a health plan cannot require a provider to accept virtual credit card payments. See 45 CFR 162.925(a).

What Other Requirements are in the Bill?
Prior to paying a provider electronically, an insurance company must: (1) Notify the provider if any fees are associated with a particular payment method and (2) Provide clear instructions as to how to select an alternate payment method. Also, the transparency and notice requirements in the law may not be waived by contract.

When Does the New Law Go into Effect?
January 1, 2019.

For more information about the new law and its provisions, please feel free to call me at the GDA office 404-636-7553 or email me at scott@gadental.org.

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In response to the nationwide opioid epidemic and following suit with other states that have passed legislation to curb the overprescribing and misuse of opioids, the State of Florida recently adopted its own legislation affecting prescribers and dispensers. Starting July 1, 2018, the Florida law addresses opioid abuse by establishing prescribing limits, requiring continuing education on controlled substance prescribing, expanding required use of Florida’s Prescription Drug Monitoring Program, EFORCSE, and more.

More importantly, this new law will also impact Georgia licensed dentists who practice and write scripts for controlled substances in Georgia, and the patient fills the prescription in Florida. Accordingly, the Florida Dental Association has provided the following information and resources for Georgia and Alabama based dentists:

In Florida, prescriptions for controlled substances must be written on a counterfeit-proof pad produced by an approved vendor or electronically prescribed. It may be typed, but it must be signed by the prescribing dentist the day it is issued.

Beginning on July 1, a prescribing practitioner may prescribe or dispense up to a 3-day supply of a Schedule II opioid to alleviate acute pain. However, a prescribing practitioner may prescribe or dispense up to a 7-day supply for acute pain if the practitioner determines: more than a 3-day supply is needed based on the professional judgement of the prescriber, indicates “acute pain exception” on the prescription, and documents the justification for deviating from the 3-day supply limit in the patient’s medical record. It is likely that no matter who writes the prescription (FL, GA or AL dentist), the pharmacy in FL is only going to fill a 3-day supply or a 7-day supply if the above requirements are met. This could become confusing for patients and they may get angry if the pharmacy in FL won’t fill the prescription.

456.42 Written prescriptions for medicinal drugs.

1) A written prescription for a medicinal drug issued by a health care practitioner licensed by law to prescribe such drug must be legibly printed or typed so as to be capable of being understood by the pharmacist filling the prescription; must
contain the name of the prescribing practitioner, the name and strength of the drug prescribed, the quantity of the drug prescribed, and the directions for use of the drug; must be dated; and must be signed by the prescribing practitioner on the day when issued. However, a prescription that is electronically generated and transmitted must contain the name of the prescribing practitioner, the name and strength of the drug prescribed, the quantity of the drug prescribed in numerical format, and the directions for use of the drug and must be dated and signed by the prescribing practitioner only on the day issued, which signature may be in an electronic format as defined in s. 668.003(4).

2) A written prescription for a controlled substance listed in chapter 893 must have the quantity of the drug prescribed in both textual and numerical formats, must be dated in numerical, month/day/year format, or with the abbreviated month written out, or the month written out in whole, and must be either written on a standardized counterfeit-proof prescription pad produced by a vendor approved by the department or electronically prescribed as that term is used in s. 408.0611. As a condition of being an approved vendor, a prescription pad vendor must submit a monthly report to the department that, at a minimum, documents the number of prescription pads sold and identifies the purchasers. The department may, by rule, require the reporting of additional information.

The website to check if your vendor is approved by the Dept. of Health is: www.floridahealth.gov/licensing-and-regulation/counterfeit-proof-prescription-pad-vendors/index.html.

A practitioner may print controlled substance prescriptions from an office computer and give the prescription to a patient if the paper used to prescribe controlled substances is produced by a vendor approved by the Department of Health (see link above) and must have printed on the front the vendors unique tracking identification number. This number will be used by the Pharmacy to confirm/verify the prescription was written on a pad/blank produced by an approved vendor. If the vendor you currently use to produce the paper for your EMR system is not on our list of approved vendors, please suggest they apply to become an approved vendor.

For more details about Florida’s new law, please visit the following websites:
• For a more comprehensive update: www.flhealthsource.gov/FloridaTakeControl/

If you have any questions or concerns, please feel free to email the GDA’s General Counsel and Director of Government Affairs, Scott Lofranco, at scott@gadental.org.

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Why Have We Grown

By Dr. Marshall Mann
My dear colleagues, last year I became your chairman of the Georgia Dental Insurance Services Company. I am following on the shoulders of the first chairman, Dr. John Ferguson. John was there for the challenges and as a good steward has turned over the reins of a healthy organization.

However, many things have changed since The House of Delegates established the Georgia Dental Holding Company and for-profit subsidiary Georgia Dental Insurance Services (GDIS), Inc. in July 1997. In 1997 the cost of a home averaged $124,100, the average monthly rent was $576.00 with the average cost of gas $1.22/gallon.

Your House of Delegates knew that the Association needed to provide its members with strong, stable insurance products, and to support dues with services that generated non-dues revenue. The drive to create an in-house agency came after a series of challenges involving endorsed member medical coverage. GDIS, at that time, wrote its medical coverage through John Hancock Mutual Life Insurance Company. Under the leadership of the initial GDIS board consisting of Dr. John Ferguson (chair), Dr. Jim Moncrief, Dr. Brad Greenway Dr. John Freihaut, Dr. Robert Vaught, Dr. Bill Bennett and Dr. Mike Pruett the agency began to offer additional coverages. In 1997 GDIS partnered with Medical Protective, to provided med/mal coverage. In July 2000 GDIS partnered with Blue Cross Blue Shield of Georgia to provide health insurance coverage and in Dec 2012 GDIS partnered with the Hartford, offering business insurance protection policies.

Much has changed since Dec 2012. In March 2014, a new Executive Director, Frank Capaldo, accepted the position of Executive Director with the Georgia Dental Association. Frank understood that the insurance trends had changed in the health insurance market place and the adverse selection of the GDIS health program could not sustain itself. In addition, he had the vision to know we needed to stand out with our members and provide exceptional A+ member service and revise our product offerings to appeal to all ages and income levels.

In March 2015, the Holding Company board and GDIS board hired its first Chief Operating Officer, Lisa VanZandt to reinvent the product offerings, increase revenues and improve servicing to its members. Immediately, work was done to decrease the number of health insurance plan designs, maintaining coverages at the highest level while keeping premium costs as low as possible. In August 2016, Christy Biddy joined the GDIS insurance team to run the day to day health insurance operations. Health insurance participation during open enrollment increased its membership by net 38% in 2017 and by net 55.5% in 2018. In addition, to help our members who are eligible for Medicare we began to offer Medicare supplement coverage. This new product line continues to show its value for members month after month.

At the same time, a plan was developed and implemented to improve our relationships with our current business insurance partners, improve our product offerings and most importantly to go above and beyond in serving the Georgia Dentists. Product offering improvements include but are not limited to cyber, data breach and EPLI coverage. To focus that effort, GDIS hired an experienced sales staff managed by Michelle Amatuli who was hired in Sept. 2015. Michelle had extensive experience with personal lines. Therefore in 2017 GDIS began offering personal lines through Safeco, since that time, Travelers and two additional carriers have been added.

I could go on, but simply put, we have grown to better serve you, your family and your practice.

I invite you to contact the GDA office at 404-636-7553 or gdaplus.com to request a quote and compare GDIS pricing for any of your insurance needs.

Health insurance participation during open enrollment increased its membership by net 38% in 2017 and by net 55.5% in 2018.
Whatever you’re looking to protect, our team can help.

Do you have the right protection for life’s “What if’s”? Don’t worry.

We’ve got you covered! We can review your coverage now to prevent any surprises later. Contact us for your free quote.

GDA Plus Insurance/GDIS is constantly expanding our offerings. Did you know personal coverage and Medicare supplements are available to all Georgia residents?

GDAplus.com
T: 404.636.7553 | F: 404.634.6099
AUGUST 10–11, 2018

 Expanded Duties

West GA Tech—Carrolton, GA

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

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<td>A) Periodontal Pack</td>
<td>A) Monitor Nitrous Oxide</td>
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<td>B) Face Bow Registration</td>
<td>B) In-Office Bleaching</td>
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<td>C) Tissue Retraction</td>
<td>C) Dentin Bonding</td>
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<td>D) Liners and Bases</td>
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<td>E) Provisional Restorations</td>
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<td>F) Fabrication of Bruxism Appliances</td>
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<td>D) Desensitization</td>
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To be eligible to attend the GDA Expanded Duties Program the dental assistant must meet one of the following criteria:

1. Possess current certification that the candidate is a Certified Dental Assistant.

2. Be a graduate of a one (1) year accredited dental assisting program or a dental assisting program approved by the Board.

3. Have been employed as a chair side assistant by a licensed dentist for a continuous six (6) month period within the previous three (3) years.

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

FEES

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SEPTEMBER 28, 2018

CPR Certification and Renewal

GDA Office—Atlanta, GA

Designed for all members of the dental team who need to secure certification or renew CPR requirements for relicensure. Upon successful completion of this training, participants will receive an American Heart Association (AHA) course completion card with a suggested retraining date of two years.

Attendees will earn 2–4 CE for their certification or renewal.

REGISTER AT GADENTAL.ORG/CE
This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. This month, we hear from Kyle Hollis, DMD, DICOI in the Eastern District.

Meet Kyle Hollis, DMD, DICOI
What did you want to be when you were growing up?
As a boy I always wanted to be a firefighter. I was able to achieve that dream and go on to become a RIT certified rescue firefighter while I was in college. That ultimately showed me that I really just enjoyed helping others which led me to wear I am today.

What was your first job?
Outside of working on the farm, my first job was as a lifeguard at my local country club. I can honestly say it wasn't too bad of a gig!

Why did you decide to become a dentist?
Dentistry had always interested me.

How did you become a GDA member?
I was involved in the GDA as a student and became a member as soon as I graduated. I think organized dentistry is one of the most important things we can do to ensure the future direction of our profession stays in our control.

What advice would you give a dental student about GDA?
No matter how confident or educated you may think you are, you will always need mentors. A professional organization like the GDA provides you with so many great minds to learn from. It also keeps us interacting with each other and with our communities through outreach.

What do you enjoy doing in your spare time?
I enjoy being outdoors and spending time with family, friends, and my fiancé Hannah! I feel as though I have a lot of hobbies. I love to saltwater fish and hunt all throughout the year, scuba diving, recreational flying, traveling, going to conferences, and playing golf as well. I spend a typical weekend doing one of those previous activities as well as spending Sunday with my Christian family at my church.

Have you made any friends or long relationships through GDA?
I definitely have. The colleagues I have met through the GDA have become mentors as well as friends.

What is the single most important thing, in your opinion, the GDA can do to help members?
Lobby. The GDA is our voice to legislators. They are the ones that inform legislators so that they may make the best decisions possible for the oral health of the citizens of Georgia. There are lobbyists from other organizations who may attempt to advise legislators to pass bills for their own interests that could be detrimental to our profession, so therefore it is of the utmost importance we strive to educate those lawmakers. The GDA is very respected at the Capitol and it is because it is an open, honest, steadfast, and honorable organization with the wellbeing of the people of this state as their primary focus.

What advice would you give to people aspiring to go to dental school to become a dentist?
Be open minded and shadow not only dentists prior to making up your mind, but other professions as well so that you may see some of the pros and cons and make an informed decision. Dentistry is a great and fulfilling profession with so many different opportunities. It gives you the opportunity to be a significant contributor to the community as well as change the lives of others.

What is your all time dream vacation?
We are planning our honeymoon in Tahiti and Bora Bora in a few months so that is pretty exciting! I also plan to go to New Zealand for a Red Stag hunt one day. I think those will pretty much cross that box off for me!

Without saying “I am a dentist” if someone asked, “What do you do?” what would you say?
I’m in public service. 🇺🇸

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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.

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■ Private practitioner with an emphasis on representing healthcare professionals in administrative cases as well as other legal matters.

■ Former Assistant Attorney General for the State of Georgia and Counsel for professional licensing boards including the Georgia Board of Dentistry.

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

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