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GDA ACTION (ISSN 0273-5989) The official Journal of the Georgia Dental Association is published 8 times per year.

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

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

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

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GDA Convention Canceled—Summer Hotel Rate Extended

After carefully monitoring the COVID-19 pandemic and weighing the emerging facts, the Georgia Dental Association has made the necessary decision to cancel the annual Georgia Dental Association Convention & Expo originally scheduled for July 16–19, 2020 in Amelia Island.

Since this year’s annual convention won’t be coming to Amelia Island, we are pleased to extend a GDA Friends & Family rate offer for summer stays from June 1, 2020 through July 31, 2020. To confirm your appreciation rate, simply enter rate code “SUM” when booking The Ritz-Carlton, Amelia Island at www.ritzcarlton.com/ameliaisland.

For more information visit gadental.org/convention.

Virtual HOD Meeting

Saturday, July 18, 2020

The GDA has been monitoring the COVID-19 pandemic and out of an abundance of caution made the decision to move to a virtual platform for the July House of Delegates meeting.

Please note the time and date change:

Virtual House of Delegates Meeting
Saturday, July 18, 2020
9:00 am–12:00 pm
Advance registration required

For more information and to register, visit gadental.org.
When taking care of smiles, make each moment matter.

—

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Make today the day.”
Months ago, when GDA Editor, Dr. Jamie Mitchell asked me if I would like to do a cyber issue for Action, I was thrilled at the opportunity. After all, cybersecurity had become a passion for me since retirement and after attending some compelling lectures by former Director of the U.S. National Security Agency and the U.S. Cyber Command, Admiral Michael Rogers. I thought taking on this assignment would be a fun challenge. It had been over thirty years since I completed my last of 50–75 issues of Action, as your GDA Editor.

In 2019, I considered a cyber attack to be the largest single threat to a dental practice with the greatest odds of occurring and I knew we, as dentists, were oblivious to that reality. How many dental practices have endured a fire? How many a lawsuit? The reality of a cyber attack has far greater odds. There have been hundreds, just this year.

Since I took this assignment, we have all learned the greatest threat to a dental practice is a pandemic! But, after being out of work for 6–8 weeks for COVID-19, just think of the devastation that could be caused by a now even more likely cyber attack as an unwelcomed addition to your experiences of 2020. Cyber attacks don’t receive government subsidies or loan forgiveness, but often do bring HIPAA inspections and subsequent fines.

In this issue of Action, we have tried to bring you an overview of what is now reality in the cyber world and caution our members to the legitimate threat these cyber attacks have become to all dental practices. Once upon a time, a hack to your network was an annoyance by a 14-year-old neighbor. Today, a cyber attack will likely come from a foreign enemy nation such as Russia, China, or Iran. The highly sophisticated and advanced technology employed by these enemy agents can scan the entire internet, worldwide, in just 4 hours! Our own government’s Super Computers cannot even break the codes on their ransomware. As a result, billions of U.S. dollars are being extorted from businesses in the U.S. and siphoned to foreign nations via crypto currency. The nation’s second largest single ransomware attack involved dental offices. Just think about that for a second.

Over the years, I have made friends with some truly incredible allies for dentistry who are experts in the field of cyber protection and HIPAA, as it relates to cybersecurity. Some of these special talents have blessed us by writing original articles for Action.

Our very own staff person and gifted insurance specialist at the GDA, Michele Amatulli, has provided us with some insight and guidance on insurance protection for our offices. Nationally known HIPAA and OSHA attorney and speaker, Olivia Wann, gives us some advice on HIPAA and associated essential training. Additionally, we have critical thinking cyber warnings from cybersecurity specialist and national lecturer, Paul Murphy.

To have an effective cyber-safe network and computer system in a dental office with the necessary access to other outside communication and the Internet, we must have a trusted, verified team to help us. We will need a highly trained and cyber observant staff, to complete patient treatment duties for us in the office. We must have a knowledgeable IT professional to assist with network construction and when things just “don’t work.” Additionally, we must participate in excellent training and have proven HIPAA compliant systems and we must have a robust cybersecurity firm with sophisticated tools to make certain all vulnerabilities are closed and to protect us from foreign cyber attacks.

As dentists, we know the value of prevention. Using all available best practices and employing the best available partners to avoid the stress and financial loss of an attack is most desirable; nevertheless, we should consult with a professional regarding the right amount of cyber insurance coverage for our particular circumstances, as well.

As part of this Action issue and in addition to the information from our valuable contributors, we are trying to give you some checklists and resources to better protect yourself, your practice and your patients. With the new actions by the criminal hackers to contact your patients for ransom, your patient population can now show “damages” for your not protecting their personal data. This exposes you and your practice to career threatening liability that could wipe out your entire life savings.

The completion of some simple tasks and suggestions may seem tedious, but the consequences of not taking this seriously can be devastating. Please don’t cast this member resource aside. Read it, study it, and apply these safeguards to your office. No dentist can afford huge, unnecessary losses, especially at this time. One unintended, non-malicious mistake by a staff member can cost you dearly. Learn from the mistakes of others and fortify your own practice.

Additionally, Dr. Smith served the GDA as Editor for many years and as GDA President. He was on the ADA delegation for over 20 years and served on the ADA Council on Communications for 6 years and Chairman for 2 years. He was also on the ADA Board of Trustees as Vice-President of the ADA and served on the ADA Task Force for OSHA and the Critical Issues Task Force. Dr. Smith also was Editor of the GLOBE, the Journal of the International College of Dentists, and served on the ICD World Council. He serves as an occasional consultant for Black Talon.

Dr. Richard A. Smith enjoyed a career in dentistry for nearly 45 years in Atlanta’s Buckhead area and finally in the Saint Joseph’s Hospital region of Atlanta/Sandy Springs. He enjoyed challenging restorative cases and patients requiring multidisciplinary dental strategies.

June 2020 • 7
Dear GDA Members:

Over the past three months your GDA staff and leadership had to pivot to direct all resources toward strategies, actions, and member guidance specific to the COVID-19 pandemic. The uncertainty and constantly evolving nature of the crisis in Georgia resulted in the implementation of a multitude of measures, for example the formation of the GDA COVID-19 Task Force and COVID-19 Innovation Task Force.

Other actions required advocacy through petitions to the Governor, Insurance Commissioner, and DPH among others. The subject matter for GDA staff and leadership ran the gamut of all topics affecting the dental profession (e.g., member guidance advisories, clinical decisions, white paper research and publication, interpretations of Governor Kemp’s executive orders and board of dentistry statements, business interruption insurance claims, ADA/CDC/OSHA guidance, employment law, PPE, SBA loan programs, etc.). In addition, and literally overnight, staff produced dozens of COVID-19 webinars—all of which have been recorded and uploaded for members to view.

The results of the strategies employed were successful in achieving the best outcomes for GDA members. One of the most notable was the dental specific changes the Governor made to his executive orders based upon our petitions and advocacy. And as of this writing, we are cautiously optimistic our petition seeking limited liability for dentists is being seriously considered.

A full detailed report of all activities and the successful results will be presented at the July HOD meeting and subsequently published to all members. Until then I would strongly recommend that you continue to utilize the GDA’s COVID-19 resource page: www.gadental.org/coronavirus

In closing, I would like to thank the GDA’s officers, board of trustees, COVID-19 Task Force members, COVID-19 Innovation Task Force members, and all of the GDA members for their commitment and diligence in assisting their colleagues during this unprecedented time. Since mid-March, your GDA’s leadership has tirelessly volunteered their time by participating in weekly conference calls and Zoom meetings to discuss and make decisions to implement the GDA’s COVID-19 response plan. I hope you will join me in expressing your gratitude for their work as the information, research, data, and policy decisions of the federal/state/local government often changed on a daily basis.

Stay safe and “GDA Strong.”

Frank
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Honoring Our Family Legacies

Granade Tree Farm

This Father's Day we wanted to reflect on the legacy a father builds for his children—and the legacy they sometimes get to build together. This is the story of father-son farmers that share not only a name but a love for land and family.

The Granade Farm in Wilkes County, Georgia has grown timber for seven generations and was named the Georgia Tree Farm of the Year in 2018 by the American Tree Farmer Association.

First started by Columbus Granade and his son Tom, the farm has been passed down from father to son(s) for more than a century. The farm is now run by GDA member Dr. James A. Granade Jr., his wife Janet, and their sons, Dr. James A. Granade, III and Jonathan R. Granade.

The beloved family farm is a retreat away from the hustle and bustle of busy city life in Atlanta. A spiritual place to be one with nature and enjoy time spent with children and grandchildren. While the Granade's all have homes in Atlanta, there is no place they'd rather spend their time than on the farm together.

After the passing of Dr. Granade Jr.'s parents, he and the boys committed themselves to running the farm together. Each with their role to play, father and sons work to maintain the roads and trails, to extend outreach opportunities to the community and schools, and to provide a sustainable future for the farm. The younger generation has already found their place in history and are contributing to the legacy. One such instance is the log cabin found on the back of the property that was lovingly restored by James Granade IV alongside his father, James Granade III, with timber dating back to the 1700s. It serves as a beautiful homage to the land and history of the family.

“Working together has been both a blessing and, occasionally, a challenge, but like any close family working relationship, they have learned from each other. Through good conservation practices and the commitment to fully sustainable farming, the Granade's have continued and secured the family legacy for their future generations.”

– Dr. James Granade, Jr.

Granade Farms has grown timber for seven generations and was named the Georgia Tree Farm of the Year in 2018.
GDA Members: All In The Family

As we navigate through these unprecedented times, we must remember to celebrate what matters most—family. With Father’s Day in June, we thought we would have a little fun. Think “Newlywed’s game” meets “Father’s Day.” It is a fun way for us to learn a little bit about each other while also having a few laughs. Let’s check in with the DeLeon family and see how well they know each other!

CONTESTANTS

ELADIO DELEON, JR. (Father)
Orthodontist, Marvin C. Goldstein
Chair of Orthodontics, AU DCG
Southeastern District

DR. CARA DELEON GRAHAM ( Daughter)
Pediatric Dentist/
Pediatric Dentistry of Savannah
Southeastern District

DR. CHRIS DELEON (Son)
Broderick, Dusek, and DeLeon Orthodontics
Southeastern District

What superpower would your father have if he could have any superpower?

ELADIO

The power to heal.

In addition to the superpowers he already has?! My dad’s sense of direction is a superpower! His years of family road trips have honed his skills. His internal GPS is far more accurate than Waze or Google Maps on “estimated time of arrival.” If my dad could choose a superpower it would be to make the fallen leaves disappear off the deck and driveway.

CARA

The power to heal.

In addition to the superpowers he already has?! My dad’s sense of direction is a superpower! His years of family road trips have honed his skills. His internal GPS is far more accurate than Waze or Google Maps on “estimated time of arrival.” If my dad could choose a superpower it would be to make the fallen leaves disappear off the deck and driveway.

CHRIS

Animals have always had a special place in my Dad’s heart, from growing up on a farm in Puerto Rico to spoiling his miniature Schnauzer, Bentley. He’d want to be like Dr. Dolittle and communicate with animals!

RESULTS: Close, but no cigar.
What does your father do that he always regrets doing later?

Chris: Indulging in seconds, especially desserts.

Eladio: Scolding and over disciplining.

Results: The truth is out—Eladio has nothing to regret except maybe a little over-indulgence in good food.

What is the most embarrassing thing your father ever did to you while you were growing up?

Chris: As an extremely competitive person, he would become pretty intense at our sporting events. He was the first in our basketball league to be awarded two technical fouls in a single tournament. I think I remember the referee suggesting that he consider another age group to coach.

Eladio: Laughing at the Red Lobster incident.

Cara: I was six years old and set up a raccoon trap made from a Girl Scout cookie box. Before bedtime, I went out to check the trap. Confident that I had trapped our trash panda, I carefully tiptoed around the dark trashcan when… dad jumped out! I was hysterically crying; my dad was hysterically laughing so hard it triggered an asthma attack.

Results: We’d like to know what happened at Red Lobster.
There was not much room for true rebellion in our house, but I remember catching an eye of bewilderment when he walked into his bathroom to see my mom pulling my hair through a hair cap from a DIY highlighting kit. It was the 90s and our soccer team was in the playoffs!

What was the craziest thing you ever did as a child? (in your dad’s opinion)

Sneaking out at night and replacing the spot in the bed with a blond-headed stuffed animal.

Go to an SEC school that wasn’t University of Kentucky. Go Dawgs!

Who is your father’s biggest role model of the opposite gender?

His mother, Celinda. She was intelligent and extremely resourceful. She was also a deeply loving, spiritual woman.

As a child, what would your dad have spent $20 on?

Ice cream cones and Hawaiian shaved ice; it’s still what he would prefer to spend his $$$ on.

Mom and Mema!

RESULTS: Sounds like there was never a dull moment in the DeLeon household.

RESULTS: It’s a match!

Mom and Mema! Candy or dessert.

He has always had a sweet tooth and loved baseball. Perhaps a ticket to see the Giants play along with an ice cream treat.

CHRIS

CARA

E LA DIO

CHRIS

CARA

E LA DIO

E LA DIO
What is the best piece of advice you’ve ever received from your father?

CARA: “Create a treatment plan every patient in the same way you would treat your own family member.”

CHRIS: “Try to keep your cross centered”—the arms of the cross being faith, family, work, and self. Sometimes life will force the cross to become unbalanced, but always strive to balance the cross.

What do you admire most about your father?

CARA: His commitment to professionalism. After 45 years in dentistry he has inspired his daughter, son, younger brother, brother-in-law, and niece to pursue a career in dentistry. I think it’s a testament to how much he genuinely enjoys creating beautiful smiles.

CHRIS: His energy and his enthusiasm to get the job done with compassion and love. He used to yell, “Force the action!” from the bleachers onto the soccer field. We have since adopted this saying as his mantra to life.

“I deeply respect his clinical judgment and enjoy gaining wisdom from his years of experience. I also admire how he connects, motivates and communicates with both his patients and colleagues.”

What about your children do you brag to your friends about?

Your compassion and attention to older individuals and your musical talents with the guitar and harmonica.

What surprised you most about being a dad?

It’s never ending, and you never stop worrying about your children.
GDA Holds Virtual Transition Day
GDA held a virtual Transition Day on April 15 where GDA and GDIS staff members helped students transition into full GDA membership and set them up with any insurance needs or information they may need.

Dental College of Georgia 3D Prints Nasal Swabs for Statewide COVID-19 Testing
When Oral and Maxillofacial Surgery (OMFS) residents, Drs. Alexander Faigen and Kyle Frazier, from The Dental College of Georgia at Augusta University learned of the growing swab shortage, they turned to 3D printing technology as a solution.
“Words That Work”

By Virginia Moore

Do you ever wonder if you’ve cornered the market on stubborn patients? Or that you live in a community where people just don’t want to pay/schedule/update health history/etc.?
While we often set ourselves up for patient responses that detour us from our desired outcomes, the good news is that there is a straightforward way to ask questions that help patients want to do what you want them to do.

The outcomes of “Words That Work” are plentiful:

- Enhancing patients’ health and optimal treatment
- Minimizing your liability
- Reducing stress for your entire dental team
- Being compensated for your services

Let’s start with words that will give you dramatically different results in many aspects of your patient interactions.

**Be Positively Assumptive**

Yes, assume that patients want to make the best decision possible for their good health and frame your request/question with that in mind.

For example: “Mrs. Patient, knowing how much you want to keep your remaining teeth, let’s get that appointment scheduled now. By getting that treatment done now we increase the likelihood of a predictable outcome that will save your teeth.”

This positively assumptive approach is in stark contrast to the more commonly used “do you want to” approach that can drive you right into a dead end.

Here’s an example of what doesn’t work:

Team Member: “Mrs. Patient, do you want to schedule an appointment?”

Mrs. Patient: “No, I need to think about it/I’ll call you/etc.”

By using the “do you want to” approach, you run at least a 50/50 chance of a “no” response—and that’s tough to come back from. By being positively assumptive and tying the question/request to something that directly benefits the patient, you raise the chances of a positive response that is in the best interest of both the patient and the practice.

Being positively assumptive also can apply to seeking payment. Instead of asking, “Do you want to pay today?” how about: “Chelsea, your total for today’s care is $162. Will you be taking care of that with cash, check, or a credit card?” That request is:

- Clear
- Concise
- States the payment options
- Sets an expectation that payment is due today

**Be Inquisitive—in a Caring Manner**

We’ve all experienced it, that commonly anticipated question that we give a knee-jerk reaction to.

While the question, “Have you had any changes to your health since we saw you last?” is a great place to start, it’s also where many times the knee-jerk reaction comes into play. Instead of stopping when you receive a “no” response from the patient, be inquisitive—in a caring manner.

For example:

Team Member: “Mr. Patient, have you had any changes to your health since we saw you last?”

Patient: “No, everything is great.”

Team Member: “I’m glad to hear that! So no hospitalizations or trips to the emergency room?”

Patient: “I’m glad to say no. I like staying out of hospitals.”

Team Member: “Yes, I agree that being able to stay out of the hospital is a good thing! Mr. Patient, the reason that I’m asking is that we take our commitment to providing you with the finest care very seriously. In some situations a change in medications and/or dosages, joint replacements, or other developments can impact how we provide you with the safest care. That’s why I’m asking.”

Patient: “I never thought of it that way. My doctor just put me on Coumadin.”

And that’s why it’s so important to be inquisitive—in a caring manner.

Note that in both these approaches, the focus is on the patient. This is the key to the success of the words—it’s all about the patients. Their health, their well-being, their goals and their desires. When we focus our words on how patients will benefit, we capture their attention and interest.

Here are a couple of additional words that are important to use in substitute for less effective verbiage.

- Use investment when describing the patient’s treatment cost. It truly is an investment as we use our mouths/teeth 24/7. Avoid the word “expensive.”
- Use guidelines when describing a protocol of your practice. It’s a more inviting word that will encourage agreement. Avoid the word “rules” as it sounds restrictive and authoritative.
- Use your reserved time when giving patients their appointment times. This elevates the importance of that time—which is being specifically reserved for them. “Mrs. Patient, I’m reserving this time especially for you.”
- Use thank you, you’re welcome, we appreciate you being on time, your loyalty means so much to us. Yes, it may sound “old school,” but everyone enjoys being acknowledged, thanked and appreciated.

Never underestimate the power of your words to have a positive impact on the life of another human being.

Your patients want to know that they matter to you, that they are important. Let them know that. Your words count.

A graduate of the ADA KEMP program, Virginia Moore is a consultant, speaker and writer on the business of dentistry. She can be reached at vmoore@virginiamoore.com or 530.527.9457.

Maintaining Your Cognitive Health

Getting older can bring many changes, both physically and mentally. Even when you’re healthy, your brain and body start slowing down. Maintaining your cognitive health—the ability to clearly think, learn, and remember—is important for your overall well-being.

Many things influence cognitive health. Your genes, lifestyle, and environment can all impact your thinking skills and ability to perform everyday tasks. It’s common to experience some decline in cognitive function as you get older. That may mean occasionally losing things, forgetting words, or briefly forgetting what day it is. Or you may notice that it takes longer to learn new things. Such symptoms don’t necessarily mean that you’re developing Alzheimer’s disease or another type of dementia.

“I like to think about the brain as a computer disk for memory and thinking,” explains Dr. Marie Bernard, an aging
Staying Aware
It’s not only occasional memory problems that older adults are more likely to experience. Aging can bring other changes to the way the brain works. These changes can impact your ability to deal with complex social situations. That can put you at higher risk of being scammed.

“Older adults are often targeted by scam artists,” says Dr. Patricia Boyle, who studies the aging brain at Rush University.

Older adults are also more likely than younger ones to pick up the phone without knowing who’s calling, she explains. “Simply by doing that, you’re opening yourself up to a conversation with someone who may be an unscrupulous person trying to steal from you.”

Common scams targeting older adults include identity theft, risky or fake investments, charity scams, and people posing as relatives in distress to ask for money.

Any adult can fall victim to these sorts of scams. But Boyle and her team recently found that low awareness of tactics used by scam artists may be an early indicator of worsening brain function.

In their study, people with low scam awareness were about twice as likely to later develop Alzheimer’s disease as those with high scam awareness.

People should verify any investment proposal or request for money before acting, Boyle explains. Trusted family members or friends may be able to help with this. “Take the time to look into financial propositions and make sure they are legitimate,” she says.

Reversing Changes
Many things can cause memory or other thinking problems. Depression, anxiety, an infection, or even certain medications can cause cognitive changes. Sometimes these types of issues can be resolved with treatment.

If you experience a sudden change in thinking, memory, or mood, it may be caused by a new medication. Some drugs may not cause cognitive changes when taken on their own but can do so when combined with other medications. Even common supplements or over-the-counter remedies can cause these types of interactions.

Sometimes, if you have more than one doctor, one might not know what the others prescribed. “Older adults really benefit from having a list of all their over-the-counter, herbal, and prescribed medications with them whenever they see a health care professional,” says Bernard.

Certain medications can also have dangerous, or even deadly, effects when combined with alcohol. And alcohol alone poses risks for the older brain. It can take less alcohol to alter judgment, coordination, balance, or sleep patterns in an older adult.

Dangerous drinking habits have been rising among older adults in the U.S. A recent NIH-funded study found that 1 in 10 Americans aged 65 or older binge drinks regularly. That means drinking four or more drinks on the same occasion for women and five or more for men.

Older adults may change their drinking habits to cope with the death of a partner or other loved one, or because they’re lonely. But drinking can also be part of social activities for older adults, explains Dr. Edith Sullivan, an alcohol researcher at Stanford University.

“Older adults might feel that ‘well, I’m old now, it’s OK for me to drink,’” Sullivan says. But older brains and bodies are especially vulnerable to the effects of alcohol, she adds.

A recent study by Sullivan and her team used brain imaging to see how alcohol affects the brain. They found that older adults who misused alcohol had greater loss of brain tissue compared with their peers who didn’t drink. This was true even if they started misusing alcohol later in life.

The good news, she explains, is that some problems with thinking or memory caused by medications or alcohol misuse can be reversed. “That’s different from classical dementia, which is a one-way street of decline,” says Sullivan.

Building Brain Power
There are many things you can do to protect your brain as you age. “Cognitive activity, physical activity, and social engagement are associated with better cognitive functioning in older adulthood,” Boyle explains.

Managing your health conditions is also important. Controlling your blood pressure, for example, reduces the risk of having a small stroke (bleeding from blood vessels in the brain). Small strokes can cause temporary or permanent cognitive problems.

Feeling a sense of purpose in one’s life also seems to help protect older adults from cognitive decline. A study from Boyle and her colleagues found that people who felt more purpose in life had fewer symptoms from brain changes linked to Alzheimer’s disease.

“The aging brain can accumulate Alzheimer’s changes, but if you’re stimulating your brain and strengthening it like a muscle, you may be better able to tolerate those changes,” she says.

Bernard stresses that getting older can also bring cognitive advantages you might not know about.

“Older adults have greater verbal ability than younger adults. They’re better problem solvers. And accumulated experiences are very helpful,” she says.

“Think about the positive things that come with aging,” Bernard says. “It’s a great time to become engaged in meaningful activities, maintain connections to friends and family, develop new connections, and be physically active. And in turn, all of these things can enhance one’s quality of life and one’s aging.”


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INSURANCE COVERAGE
- Adequate insurance coverage for cyber recovery and liability

HIPAA COMPLIANT
- Maximize staff training for all staff
- Update manuals
- Develop comprehensive cybersecurity plan

IT PARTNER
- Secure network
- Latest software updates
- Frequent password changes
- In-office assistance
- Rebuild system if successfully hacked
- Latest encryption

CYBERSECURITY COMPANY
- Check IT and protect the office
- Run regular vulnerability checks
- Stop attacks before they happen
- Check off-site backup
- Assist IT and training

CYBER SECURE
Cybersecurity Checklist

- Review access to your practice’s electronic data system and review all related contracts
- Be absolutely clear which vendor is doing what service to protect you and your practice
- Review manuals and systems—must have documented cybersecurity policies and procedures
- Review all HIPAA requirements including additional mandatory cyber training
- Review and document all training with staff (50–80% of email hacks are a result of simple mistakes)
- Create a comprehensive cybersecurity plan (Find FCC plan at www.fcc.gov/tags/cybersecurity) include disaster recovery plan
- Set automatic timeouts for all computers and devices following a period of inactivity
- Meet with IT professional to review all regular vulnerability scans
- Review and/or implement a secure email system
- Review mobile device security especially as it involves employees
- Limit access to data on a “need to know” basis
- Conduct regular penetration tests
- Consult with an outside cybersecurity firm to monitor effectiveness of local IT service and to review options for back-ups, knowing hackers will attack the back-up first
- Review practice insurance needs relative to cyber considering both liability and recovery
- Create strong passwords and change them regularly—cancel old and unused passwords
- Make sure all devices are using the latest anti-virus software even though not usually effective for ransomeware
- Regularly scan system for viruses and malware
- Make sure all computers are running the latest versions of all software
- Use the strongest encryption protocol available—WPA3, if possible
- Employ Multi Factor Authentication for any remote access
- Frequently test and verify back-up is truly recording and saving complete, uncompromised data
- Communicate with team frequently about the dangers of cyber attacks and encourage them to remain highly vigilant for any suspicious activity
- Make certain you have conducted a cybersecurity audit/risk analysis and repeat every few years
- Conduct regular internal and external vulnerability scans—maintain records
Cybercriminals create fake websites to lure people in using the terms "coronavirus" and "COVID-19." The unwary user is lured to a site to learn more about COVID-19 and becomes regrettably dumped into the world of malware, phishing, and spam campaigns. Among those recently attacked include individuals, small and medium businesses, and large organizations. Dental practices are unfortunately among the targets.

During the recent dental office shut downs, more employees worked remotely. This is yet another avenue for cybercriminals to attack. Persons working from home may have outdated security systems that cybercriminals love to access. Dental practices must be vigilant in working with IT professionals to prevent any vulnerabilities to their data base and network. Develop work-from-home policies and ensure the same level of security is in place on home networks. Ensure that all devices use multi-factor authentication, endpoint protection on all notebook computers and mobile devices with encrypted VPN tools. Telecommuters should use work-issued devices and not personal devices. Likewise, do not use work-issued devices for personal use.

Cybercriminals are now demanding ransom directly from the patients according to one Florida plastic surgeon who had to post notification on his website. Cybercriminals seek hundreds of thousands of dollars to decrypt your data held at ransom. HIPAA fines and penalties can be millions of dollars. Do you feel like you are losing your sanity trying to maintain your office’s cybersecurity and HIPAA compliance?

The first step in achieving cybersanity is to learn about cybersecurity. You can’t run from it. Simply having a trusted IT person is not sufficient. Now more than ever, you must employ security monitoring to detect cyber threats and data breaches before the damage is done. Having an IT person on hand to “fix what’s broken” and “as needed” is not enough. Do you have a contract in place? What services are included with your IT services? Does it include cyber security monitoring? Cyber security monitoring is a crucial part of your cyber risk management.

An example of a policy for an administrative safeguard is access control policy. We must have the proper controls in place for access to data. Limiting access to data is essential for the protection of your data and to maintain compliance. Be familiar with the user rights within your practice management software. Your IT vendor should limit access to the network. If an employee leaves their workstation, they should either log out or lock the screen to prevent another person from accessing the system.

Two very critical technical safeguards include password management and encryption. If you are not encrypting emails that contain identifiable information and/or protected health information, you are playing with fire. We recently served a dental practice whose office manager’s email was hacked. The

POLICIES

The Health Insurance Portability and Accountability Act (HIPAA) sets forth the requirements for the security and privacy of protected health information. Having a set of HIPAA policies is not enough. However, we start here with a foundation.

Your privacy policy details the types of information you collect and how you protect personally identifiable information (PII) and protected health information (PHI). Your security policy provides details on the administrative, technical, and physical safeguards in place.
cybercriminal intercepted an email to the bank and had the office manager electronically deposit loan proceeds into his account rather than the bank’s. Other emails were breached including patient emails triggering breach notification.

Encryption is both affordable and highly effective. Encryption encodes the information or scrambles it so that without the secret key, the information cannot be deciphered.

A mobile device policy is equally important. Whether it’s a notebook computer, a flash drive, or a smart phone, if the device contains PII and/or PHI, the data must be secured.

Not to be overlooked is your backup policy. Address the how, what, when, and where. Years ago, when I worked for a software company, we supported a dental client who thought she was backing up the data, but actual evaluation of the backup proved otherwise. Nothing was backed up. If your practice is under a ransomware attack, you will not succumb to paying the ransom if your data is backed up and accurate.

The policies mentioned in this article are basically a sampling of the policies you must develop to comply with HIPAA and to maintain good cyber health.

On the other hand, policies are meaningless if there is no adherence. This brings us to our next topic: Training.

TRAINING
Most dental professionals have taken a HIPAA training course or listened to a presentation. The real question is—was it meaningful? Did the material apply to your office setting? What kind of takeaways can you readily employ? Is the content up to date and pertinent for 2020?

How often do we provide training? HIPAA requires we provide periodic training and updates about the protection and security of protected health information. Cybersecurity training is even more advanced.

According to the Federal Communications Commission, train employees to recognize social engineering. Social engineering tactics coax people into installing malicious software including fake antivirus software and links to load ransomware.

Cybercriminals use the phishing technique to trick people by impersonating someone else. The criminal may send a false email or a message. Train your team how to recognize suspicious messages and how to report such activity.

INSURANCE
Cyber insurance may not immunize you against an attack, but it can certainly help you manage risk and offset costs. Most plans require you to complete an application. If you cannot affirmatively answer the basic questions about your data security, you may not be able to obtain coverage.

Olivia Wann, JD founded Modern Practice Solutions, LLC in the year 2000, serving the compliance needs of dental professionals. As a practicing attorney and active compliance consultant, she is dedicated to helping you achieve peace of mind. Contact her at olivia@oliviawannc.com or 931.232.7738.

Our goal is to encourage you to take action.

Protect your data.

Protect your practice.

Stay cybersane!
Threat actors from China, Iran, Ukraine, Russia, etc., have enhanced their capabilities to target individual businesses and Managed Service Providers (MSPs) or IT companies. In December 2019, hacking groups known as Sodinokibi (aka “The Evil Corp”), Maze, and Ryuk have been impacting thousands of dental practices across the United States in a multitude of ways.

Approximately 16 months ago, the FBI and Department of Homeland Security warned IT companies that certain threat actors were planning large-scale attacks against them. In August 2019, we saw the largest distributed ransomware attack encrypt and hold hostage the data of approximately 450 dental practices and impact thousands of computers and servers. During Thanksgiving week, 100 dental offices were hit, and then on December 24, approximately 1,300 healthcare providers and financial institutions became victims. For every one of those practices, the ransomware encrypted almost every computer, server, external backup, cloud backup, etc., resulting in the employees’ inability to access any information on the computers. Literally every single file and database is encrypted with ransomware. It’s important to note with most of these attacks, the “hack” occurs days or weeks before the threat actors reveal themselves in the form of a ransom note. Hackers will almost always spend as much time as they need in your network, looking over your shoulder and stealing and encrypting data before they will “let you know” they’re there.

Based on some of the most recent attacks, most practices experience a two- to four-week practice interruption and total loss of production. Black Talon has been called in to assist with breach response with many of these offices, and we found the victims experienced 100% encryption on every device and backup. Yet, not one of the affected offices had engaged with a cybersecurity firm prior to being hit.

Due to the pervasiveness of the ransomware attacks, there was no recovery option except to pay the threat actors the ransom payment. Most practices had to pay, on average, $45,000

Over the last six months, a significant paradigm shift has occurred in the cybersecurity world.
Add on top of that, the practices suffered when these types of attacks occur, the inability to access systems for two to four weeks is a nightmare. As one doctor described it, “It was like driving into my office parking lot only to find the foundation of my office left. Everything else was gone.”

All affected also had to experience a complete repurchasing or rebuilding of every computer and server and pay for the many hours of labor required to complete the reconstruction of their networks. The price tag for these types of attacks easily exceeds $100,000 for a small practice and is often significantly higher for multi-office, multi-provider practices. Not one of these offices thought an attack would happen to them. All were caught off guard and completely by surprise. These practices were engaged with reputable and capable IT partners when these types of attacks occur, the IT partners become victims themselves.

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When these types of attacks occur, the IT partners become victims themselves and have to struggle to get their own businesses operational before they can even think of responding to their clients. When they are able, most have a long list of clients, and they must prioritize the practices they respond to first. It takes many days of work to get a single office operational after being hit with these latest attacks. Where will your practice fall in that priority list? There are MSPs and IT partners who advertise carrying insurance that covers their clients in the event of an attack, but is the insurance enough? How many clients do they have? If they work with 50, 100, or more
dental offices, are they carrying enough insurance to cover three weeks of down time for each client? In every case where we were brought in to assist with the rebuilding effort, the answer to that question has been no.

Unfortunately, hackers are getting more malicious in their ransomware attacks. In December 2019, the threat groups Sodinokibi, Ryuk, and Maze all boldly announced they were getting into the data theft and extortion business. As a means to ensure a ransom payment from the victim, these groups modified their malicious code to steal (exfiltrate) all the data first and then encrypt it. If their victim refuses to pay the ransom, the threat actors may release the data to a public website. In December 2019, this is exactly what happened in Pensacola, Florida. The city refused to pay the ransom, and the threat actors published 2 Terabytes of data. This published data included city records, employee time sheets, and more.

Even if your practice has valid backups and can recover from the attack, your data may still be released if you fail to pay the ransom demand. Imagine your patient records, health history forms, lab reports, before, during, and after patient photos, etc. showing up on the internet. This would be a total PR nightmare for your office and result in your practice’s reputation suffering significant damage, not to mention the loss of trust from your patients and referrals.

What can you do to protect yourself, your practice, and your patients? Engage with a dedicated cybersecurity company. A recognized, national cybersecurity company helps you and your IT partner determine what vulnerabilities you might have and creates strategies to immediately shut those “doors.” They help develop a barrier between your system/network and the outside Internet. They receive regular updates from the FBI and the Department of Homeland Security regarding new threats coming from foreign enemy actors and employ that intel to further protect your network. Training on cybersecurity threats is imperative for all healthcare providers and staff members. A good cybersecurity company will empower your staff and teach them how to identify and mitigate risks when using email and the Internet.

Now more than ever, dentists need to take a proactive approach to security. Keep in mind nearly all of your colleagues who were impacted by these attacks had an IT partner, firewall, antivirus software, and the “promise” that they were being protected. Yet, they all lacked the expertise and advice of a dedicated cybersecurity company. The risk is just too great not to enhance the security posture of your practice now, before you are the next victim.

The question is not if an attack is going to happen to you. It’s when it’s going to happen to you.

Paul Murphy is a cybersecurity specialist at Black Talon Security, LLC. He has 20 years of experience in dental technology field. Murphy started his career at Carestream Dental as a technology specialist in the oral surgery division and worked for many years in development and sales for I-CAT 3D Imaging. He regularly leads training and educational workshops on the latest trends in data security, particularly as they relate to the healthcare field.

The 3 Ways Your Practice Will Be Breached

- **Your Network Being Hacked Directly** Threat actors can gain access to your network by targeting vulnerabilities that exist in all networks.

- **Email Intrusion via Phishing/Spear Phishing Campaign** Phishing, spear phishing, and social engineering are just some of the tricks that threat actors will use when targeting your staff when launching an attack via email.

- **Malware/Ransomware Delivered by Your IT Company/MSP** Hackers are now targeting your IT/MSP partners in order to gain access to your networks. This has now become a common occurrence in the dental market.
The cost of a cyber attack goes beyond inconvenience and notification expenses, but to the very heart of a practice’s reputation. One innocent mistake by an employee can result in exposing confidential personal or practice information. In addition, determined cyber criminals can hack, steal data, collect ransoms, and leave destruction in their path resulting in potential liability and costs that can cripple a dental practice financially. It is extremely important that a practice has a solid wall of defense in place with a cyber insurance policy.

Evolving cyber threats make it difficult to understand cyber exposures or to recognize risks resulting from inadequate cyber coverage. Your GDA insurance agency, Georgia Dental Insurance Services (GDIS), partners with Hartford Insurance to protect dental practices against a cyber attack. Hartford Insurance offers options for both small and large practices to prevail against a breach. We believe it is imperative to prepare and protect dental practices before a breach happens.

HARTFORD INSURANCE OFFERS TWO OPTIONS TO PROTECT YOUR PRACTICE FROM A DATA BREACH.

• Policy Endorsement: Hartford Insurance allows you the option to add data breach protection to your existing business owner’s policy. This option may have some restrictions in coverage limits but is a cost-effective option to add data breach coverage for many small practices.

• Separate Policy: Hartford Insurance offers a stand-alone cyber policy for data breach protection. This policy offers higher liability limit options as well as their Cyber Choice First Response Team. Cyber Choice Response includes a cyber security service to help protect against cyber threats, as well as incident response service available 24/7 should an attack occur. The Hartford’s commitment doesn’t end when a claim is over. Cyber Choice First Response also includes post-incident remediation expense coverage, which can be used to improve cyber security after a cyber incident. This policy also includes, but not limited to:
  » Data Privacy & Network Security Liability: Helps cover third-party claims arising from the actual or alleged network security or data privacy wrongful acts of the insured or third-party service providers. Coverage pays for damages and defense expenses, as well as payment card industry-related losses.
  » Public Relations and Crisis Communication: Crisis management and public relations to help restore a business’s reputation.
  » Computer Forensics: Computer forensic investigators to determine the nature and scope of the incident.
  » Dependent Business Interruption Coverage: Provides the same coverage as Business Interruption but for the loss and extra expenses caused by a network outage of a third-party service provider due to a network intrusion.
  » Hartford Cyber Center: Policyholders will also have access to The Hartford Cyber Center, which gives users access to tools and information about raising the bar on security and steps to take to prevent an attack.

WHY IS IT IMPORTANT TO PROTECT YOUR PRACTICE?

The 2017 Ponemon Institute Cost of Data Breach Study reports that the faster a data breach can be identified and
contained, the lower the costs. Here are a few facts about how data breach can hurt your company:

• After a breach, it’s critical to comply with state notification requirements quickly to avoid further liability and damage.

• Failure to quickly identify data breaches increases costs. Having a fully functional incident response process can reduce data breach costs.

• In 2017, the average total cost for breaches that took less than 30 days to contain was $3.18 million.

• The average total cost for breaches that took more than 30 days to contain was $4.35 million.

The Hartford’s cybersecurity services provide a complete solution to help businesses prevent cyber risks, as well as take action when breaches do occur so they can avoid or reduce the business interruption that data breaches cause.

6-MONTH HACK
Hackers gained access to the company’s network through social engineering emails. Over 900 of its locations were hacked. By the time the company was alerted by a security blogger, six months had passed and as many as two million customers were affected.

RANSOMWARE ATTACK
A ransomware attack blocked all access to the firm’s computer system, while deleting files. After the firm paid the ransom, it took several days to restore its applications and recover deleted files from its backup.

WHITE HAT HACKER
A “white hat hacker” alerted the company to a back door in its system. He then blackmailed the company, threatening to broadcast the breach to its customers unless the company paid him two bitcoins for his “service.”

FACEBOOK INVASION
While a young woman’s laptop was in the custody of technicians at the center, her Facebook account was hacked and several sexually explicit photos were posted to it.

CARPETBAGGERS
Unknowingly, an employee clicked on an email attachment laced with crypto wall malware. This led to a hack that paralyzed the company’s access to data and production files, with a demand for ransom. The company paid the ransom the next day.

Call your GDIS representative today learn how you can better protect your dental practice
Contact at 770.395.0224 or visit gdaplus.com for more information
Congratulations, 2020 Graduates!

Your Georgia Dental Insurance Services (GDIS) team congratulates The Dental College of Georgia Class of 2020. We’re here to assist you with all your insurance needs.

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✓ Motorcycle Insurance
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Call us at 770.395.0224 or visit gdaplus.com for more information.
Welcome New Graduates

Sponsored by GDIS

The Dental College of Georgia Class of 2020

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Benjamin Alverson
Yosef Asmelash Anday
Jessica Anderson
Mark Henry Atuan
Colleen Baldree
John Clayton Bates
Maxwell Bilderback
Jessilee Brooker
Brandon Brown
Jordan Edmondson Brown
Andrew Buehler
At a small ceremony at DCG on May 18, the GDA/ASDA Outstanding Student Award was presented to Dr. Meaghan Cleary and the GDA/ASDA Outstanding Dental Faculty Member Award was presented to Dr. Nancy Young. The recipients of these awards are selected by the D4 class at DCG based on their participation and advocacy toward organized dentistry.
More than 7,000 dentists got answers to coding questions and dental benefit issues last year.

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- ADA Contract Analysis Service helps you better understand dental benefit contracts before you sign to avoid unpleasant surprises.

- We advocate for legislation that benefits you and your patients on issues like the assignment of benefits, non-covered services, PPO leasing and more.

Take advantage of your member benefits today.

[ADA.org/dentalbenefits]
How and Why Does Tax Loss Harvesting Add Value?

By Justin Waring, Investment Strategist Americas, UBS Financial Services, Inc.

Like rebalancing, tax loss harvesting is a rare opportunity to add consistent value to your investment strategy while also leaving it mostly on autopilot.

To see how, we first have to recap how capital gains taxes work. When you buy an investment in a taxable (non-IRA) account, the amount you pay is called your cost basis. If you later sell that investment (each purchase is referred to as a tax lot) at a higher price than your cost basis, you realize a capital gain, and must pay tax on the difference between your sale price and the cost basis.

Capital gains taxes depend on the holding period for each tax lot. If you sell a tax lot within a year of purchase, the gain is subject to the short-term capital gains (STCG) tax rate, which currently has a top rate of 40.8% (37% ordinary income tax rate plus a 3.8% Net Investment Income Tax). If you sell a tax lot after one year, the gain is subject to the long-term capital gains (LTCG) tax rate of 23.8% (20% plus 3.8% NIIT).

If you sell a tax lot at a lower price than your cost basis, you realize a capital loss. Capital losses in a given tax year can offset capital gains in that tax year. If you still have capital losses left over after offsetting gains that year, you can deduct $3,000 against your ordinary income. Each year, unused realized losses can be carried to future years, adding to your stock of carryforward losses.

How does tax loss harvesting add value?
Tax loss harvesting is the process of selling tax lots to intentionally lock in capital losses, often reinvesting the proceeds back into a different investment product in the same asset class, as illustrated in Fig. 1. After a 30-day wash sale period, you can reinvest those funds back into the original investment, resetting the cost basis to a new level. Realizing capital losses doesn’t help you avoid paying capital gains taxes in most cases, but it can defer paying those taxes, and in the meantime you can keep growing the funds that would otherwise have gone to the IRS.

Fig. 2 is an illustration of how tax-loss harvesting can work—and the hypothetical value it could add if you have capital gains to offset in the 01 current tax year—versus a simple buy-and-hold approach. Consistent, systematic loss-harvesting in an equity portfolio can produce roughly 0.5% p.a. of after-tax alpha, adding roughly 0.7% p.a. to pretax returns. This is a healthy value-add, especially when you consider that it doesn’t require taking on additional portfolio risk. The benefit could ultimately be higher if capital gains tax rates go higher in the future, if you plan to give appreciated investments to charities, or if you are able to defer some capital gains until death. To begin harnessing these benefits, speak to your financial advisor about opportunities available in the current market.

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Important note: Tax strategies can be complex. In addition to federal taxes imposed on ordinary income and capital gains, there may be state and local taxes that must be considered before implementing a tax loss harvesting strategy. Also, transaction costs that may apply from buying and selling securities need to be carefully considered. Each investor should consult his or her own tax advisor concerning the tax consequences of any investment strategy they make or are contemplating. UBS does not offer tax advice. Read important disclaimer at www.ubs.com/global/en/wealth-management/chief-investment-office/market-insights/house-view/daily/2020/harvesting-add-value.html

UBS is an endorsed partner of the Georgia Dental Association.

Figure 2 - Harvesting capital losses can help you defer taxes and improve returns

Hypothetical illustration of returns with and without tax loss harvesting (TLH), in USD

Source: UBS, Bloomberg, as of 26 March 2020

Figure 1 - Loss harvest process illustration

Source: UBS. For illustration purposes.

Figure 2 - Harvesting capital losses can help you defer taxes and improve returns

Hypothetical illustration of returns with and without tax loss harvesting (TLH), in USD

Source: UBS, Bloomberg, as of 26 March 2020
New Online Education and Answers to Questions to Help You Navigate this Unprecedented Time

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The CARES Act: Game Changing Legislation, But What are the Legal and Tax Implications for Dentists?

Social Media Posting and Client Communication Through the Pandemic

Cybersecurity Considerations in a Pandemic

How to Reduce Stress and Increase Team Engagement in Stressful Times

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Leveraging Your Liquidity for Your Dental Practice

Preparing to Reopen the Practice for Patient Treatment

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COVID-19: Your Questions Answered—Panel Discussion

Do your patients suffer from any of these symptoms?

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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Visit us online at www.tmdatlanta.com to download a referral form and learn more about our services!
This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. This month we hear from Eastern District member Dr. David M. Perpall, a general dentist who practices at Riverwatch Dental, Evans, GA.

Meet David M. Perpall, DMD

When and how did you become a GDA member?
I was the ASDA representative for my class in dental school and have been a GDA member ever since.

Why is being part of a professional group important?
I believe that having a unified voice for the profession is very important and the larger the constituency the more power we have to influence legislation at both the state and federal level.

What is the single most important thing, in your opinion, GDA can do to help members?
Help shape legislative opinion to maintain autonomy and promote small business ownership and profitability—especially with the rise of corporate dentistry and insurance companies sharing fee schedules.

What is your most memorable GDA experience?
Participating in the lobby day in Washington, DC. I was able to meet with several congressmen and staff members. Rep. Jack Kingston from the Savannah area actually took us on the staff tram that runs underground from the office building to the Capitol building so he could vote and then continued his conversation with us.
What advice would you give to an aspiring dental student?
Spend as much time in a dental office as you can prior to applying. And shadow as many specialists as possible. The more exposure you have to the variety of dentistry out there the more sure you are about your choice.

What did you want to be when you were growing up?
Fighter pilot.

What was your first job?
I was a bagboy at Winn Dixie grocery store when I was 14 years old.

Why did you decide to become a dentist?
My father and grandfather were both dentists in the Atlanta area, however I didn’t know I wanted to be a dentist for a long time. I was a territory representative for Atlanta Dental Supply for 8 years and through the relationships I made with dentists and shadowing the different practice models I realized it was right up my alley. Thirteen years after graduating college I enrolled in dental school and never looked back.

What do you enjoy doing in your spare time?
Spending time with my wife, Mary Beth, and three children: Anna Lee (8), Ellie (5), and Abe (3). Golfing and DIY home and auto renovations. I recently got my grandfather’s 1957 Ford Thunderbird and hope to get it restored soon.

What is your all-time dream vacation?
I’ve never been to Europe, so I would love to go with Mary Beth and tour the continent.

Without saying, “I am a dentist,” what would you say if someone asked what you do?
I help make people smile. ☮
**DENTIST AVAILABLE**

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**POSITIONS AVAILABLE**

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

FULL-TIME/PART TIME ASSOCIATE Dentist needed to join growing private practice in Sandy Springs, Atlanta. Good clinical skill and communicator, some experience or GPR residency is a plus. Modern practice with Cerec, cone beam and laser, good supported staff. PPO and FFS. Long term opportunity to buy in or partnership for the right candidate. Please email your resume and contact to thuymoop@msn.com.

MARIETTA/KENNESAW PRIVATE DENTAL office is seeking a passionate, experienced, and energetic associate dentist to join our flourishing practice located just minutes from Town Center Mall. This is the ideal opportunity for a dentist frustrated with the corporate dental world, wanting to transition into a long term position practicing patient focused dentistry. Submit your CV to FDSclassifiedAD@gmail.com.

WE ARE A GENERAL PRIVATE PRACTICE in the West Georgia area looking for a general dentist to join our practice. This is a great opportunity for experienced dentist. We cater only to children. We are looking for someone with good clinical skills and all areas of restorative dentistry. Please email your resume to jameyschang@yahoo.com.

DENTAL CENTER OF VIDALIA, located in Vidalia, GA, consists of 13 ops equipped with the latest and best technology. Our staff of 18 team members and 3 doctors, provide the area with exceptional dentistry. We offer a broad spectrum of services to assist in maintaining the people of the community with great oral health. We are involved in our community and the doctors encourage the team members to give back when and where they feel lead. Our core values (compassion, ethical, stewardship, adaptability) along with our strong Christian faith, help keep this practice grounded while growing. Our community is very progressive in growth and recently welcomed a new area hospital along with a cancer center. Agriculture is the area’s largest industry but other area industries include; Plant Hatch (nuclear power plant), Trane, Chicken of the Sea, and Tumi. There are 2 private schools along with Toombs County and Vidalia City School System. Numerous churches provide the area with great places to worship. You and your family will be able to enjoy an amazing lifestyle in Vidalia. We currently have two additional locations; Baxley and St. Simons Island, GA. If you are interested in joining our team, please email Stewart Hamilton. stewarthamilton@hotmail.com or call 912.537.7048.

PRACTICES FOR SALES

OPPORTUNITY TO OWN your own dental building, 3000 Sq.Ft. fully equipped ortho/pedo space for you with three other dental tenants in an 11K building near Gwinnett Place Mall/I 85 northeast of Atlanta. Motivated Seller. Available now. Call Barry @ 404.401.3130 or Bob @ 770.235.5388.

FIFTY YEAR DENTAL PRACTICE available in Tucker, Ga. has an excellent location on Lavista Rd with high traffic count. Current owner has been working 3 days a week for years and collections range from $450,000 to $500,000 a year. Two operators with another one plumbed and ready to go. Plenty of room to expand as it is an owner-occupied building. Owner will sell and finance building when you buy the practice. Staff may remain if purchaser desires. Please call Chris for more information at 770.939.6600.

MIXED PPO/FFS PRACTICE for sale in growing Walton County Georgia. Excellent location, high traffic area, 6 op facility with room to expand. Owner retiring flexible with transition plan. Excellent profitability with 22% EBITDA. Practice proforma with after tax cash flow available once NDA in place. atlantadentist2014@gmail.com.

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

DENTAL OFFICE FOR LEASE—Dental office 3500+ SF in doctor’s building located in Norcross area 1 mile inside 285 perimeter. Dental office has 9 operators, 3 offices, Pano room, large waiting area, large front office, four restrooms, and plenty of parking. Office is ready to move in and has some dental equipment. Owner will paint the walls and change the carpet. SALE OF WHOLE PROPERTY IS POSSIBLE/ OFFICE BLG APPROXIMATELY 8341 SF. Contact tel: 770.851.9348, leave a message. Email: m_gorokhov@bellsouth.net.

**FIFTY-YEAR DENTAL PRACTICE**

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