

ACTION

March 2019

Journal of the Georgia Dental Association

The logo for the GDA Convention & Expo is printed on a blue tote bag. It features the text "GDA Georgia Dental Association" at the top, followed by "Convention & EXPO" in a large, stylized font. Below this is a graphic of a lighthouse with waves, and the dates "July 25-28, 2019" and location "Amelia Island, FL" at the bottom.

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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.

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UPCOMINGEVENTS

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

GDA Convention & Expo registration is open.

Read about CE, recreational activities, and more starting on page 20.



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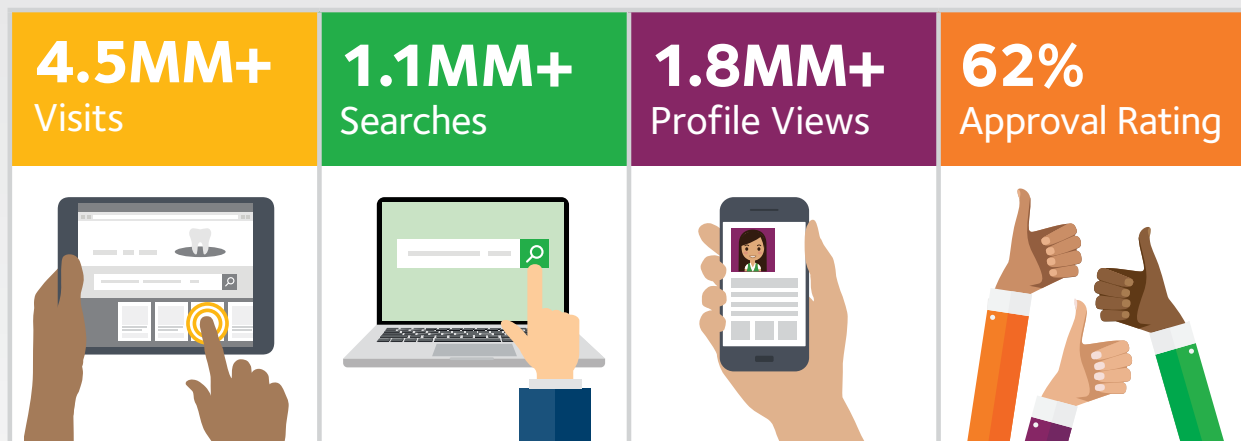
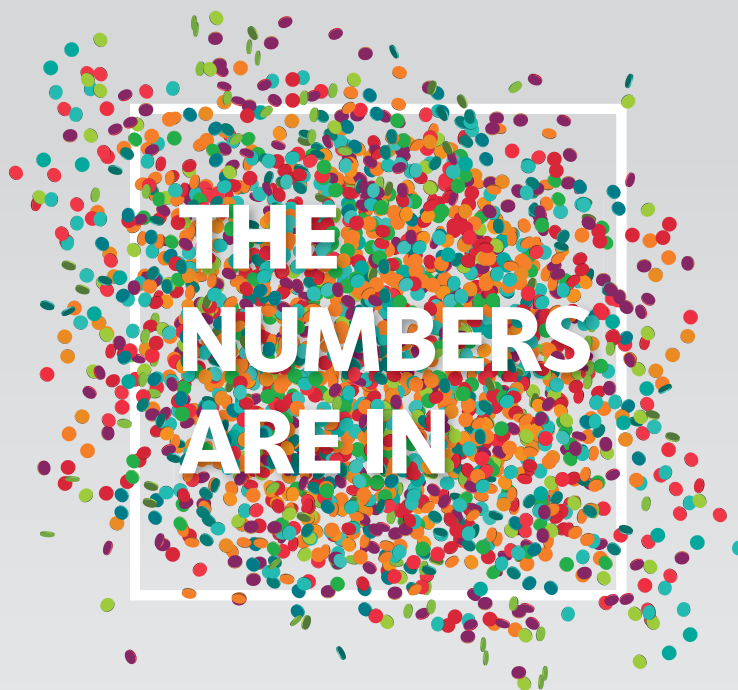
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MARCH 2019

- 6** LAW Day-NWDDS
- 8** GDA Board of Trustees Meeting
- 13** LAW Day, NDDS, EDDS
- 14** NWDDS New Member Spring Event
- 20** LAW Day-Open to all
- 20** NWDDS EC Meeting
- 21-23** Hinman Dental Meeting

APRIL 2019

- 5** Presiding Officer Training Workshop
- 12** Leadership GDA Kick Off Session
- 14** ADA Dentist and Student Lobby Day
- 27-29** DCG 50th Anniversary Celebration



April 1, 2017 - November 30, 2018

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Program Offers Incentive to Work in Rural Areas

Georgia Dental Association secured over \$800K in state funding over the past three years to support a program that provides service-cancellable loans of up to \$25,000 per year in return for treating Medicaid patients and practicing full-time in an underserved, rural county in Georgia. Twelve dentists were awarded The Dentists for Rural Areas Assistance Program in Georgia this year.

2019 AWARDED DENTISTS

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Early

Michael R. Carr, Jr.
Seminole/Randolph

Chen Chen
Banks

William C. Clance
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Kyle W. Hollis
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David M. Jenkins
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Jonathan P. Johnson
Liberty

Jesse F. McMillan
Rockdale/Cook

Justin S. Ragan
Johnson

Reginald L. Makerson
Jenkins

Clayton S. Oliver
Dodge



Rainbows Reigns Receives Oral Health Kits

The GDA Foundation is working with Rainbow Reigns—a non-profit organization that aims to help homeless LGBTQ+ youth with opportunities for housing and participation in recreational, cultural, social, and civil activities to develop their potential to grow into healthy, educated, responsible, and productive adults.

Each month, the GDA Foundation donates oral health kits for “gold packs,” which are filled with hygiene and food products.



Things I Learned in Practice *Things that Work!*

Dentists congregated at Savannah State University on February 8 to attend a GDA continuing education event. Dr. Cary Shapoff gave a comprehensive review of practical tips to enhance the esthetic and long-term outcome of patients in your dental practice.



Pictured: Drs. David Bradberry, Robert Moss, Richard Weinman, Evis Babo and Lou Ann Best met with Representative's Deborah Silcox and Sharon Cooper at the February 6 LAW Day.

2019 LAW Days

LAW Day attendees from the Northern and Eastern Districts spent their mornings working the ropes and speaking to legislators.

*Sign-up at
[gadental.org/
advocacy](http://gadental.org/advocacy)*



Dentists On a Mission

The GDA Foundation for Oral Health participated in Health Care for the Homeless with the help of Dr. Kiran Kamdar and Dr. Daryall McCullough (left) on Saturday, February 9 at the Garnett Marta Station in Atlanta. Together, we spent the day providing dental screenings to the homeless.



HEALTH CARE FOR THE HOMELESS

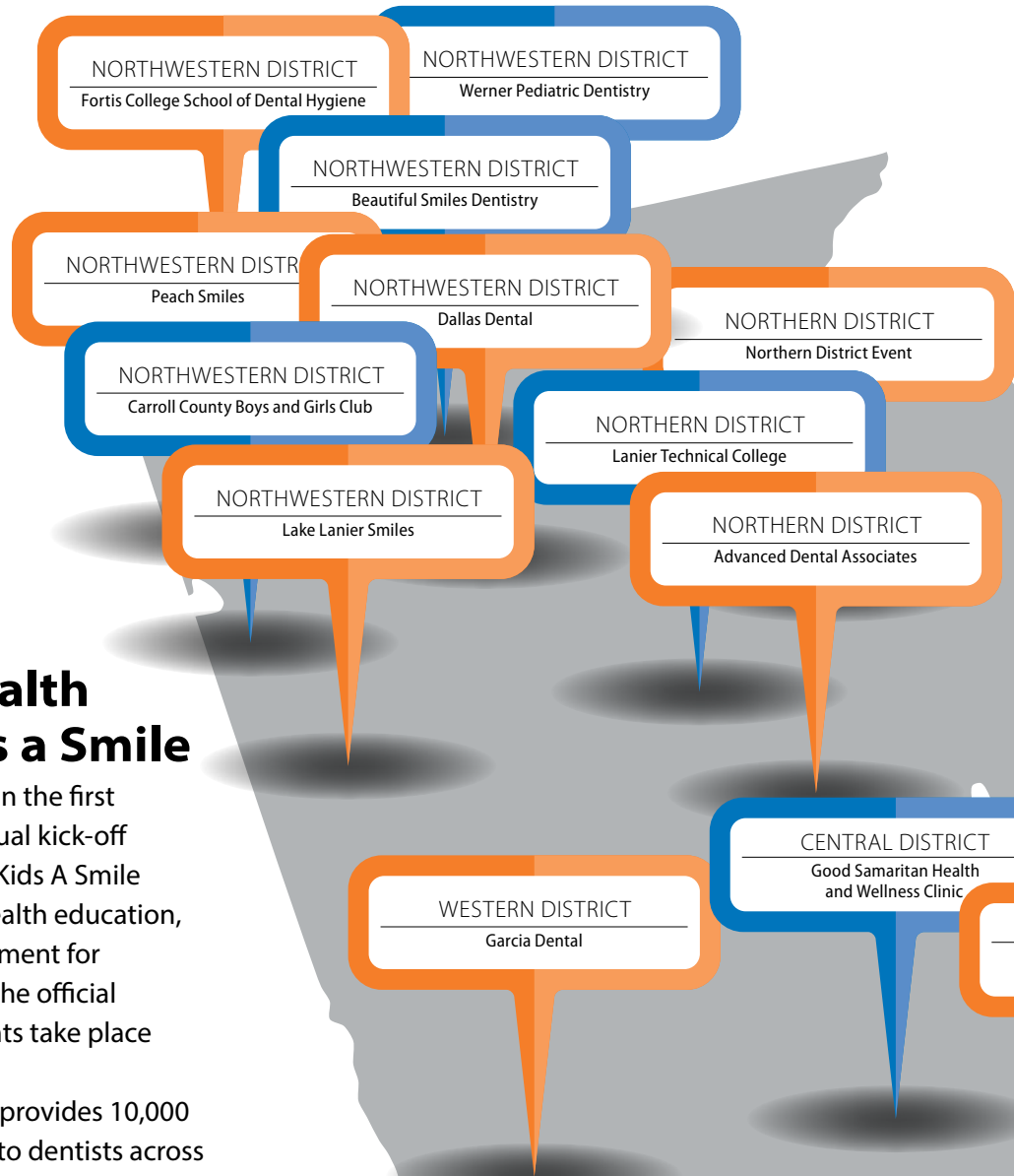
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Sponsors: GA. State Rep. Dar'Shan Kendrick, Buckhead Christian Ministy, Recovery Consultants of Atlanta, Wounded Warriors of Atlanta, Starbucks, Georgia Dental Association, Georgia Army National Guard



Children's Dental Health Month and Give Kids a Smile

Each year Give Kids A Smile Day is held on the first Friday in February and serves as the annual kick-off to Children's Dental Health Month. Give Kids A Smile (GKAS) volunteers provide free dental health education, screenings, preventive care, and/or treatment for underserved kids across Georgia. While the official GKAS Day is held on the first Friday, events take place throughout the year.

The GDA Foundation for Oral Health provides 10,000 dental hygiene kits and clinical supplies to dentists across Georgia for their events every year.





EASTERN DISTRICT

The Dental College of Georgia
at Augusta University

CENTRAL DISTRICT

East Georgia
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Savannah Technical College





Apply for ADA Institute for Diversity in Leadership

The ADA Institute for Diversity in Leadership (IDL) is accepting applications through April 12 for the 2019–20 class. The Institute is designed to enhance the leadership skills of dentists who belong to racial, ethnic and/or gender backgrounds that have been traditionally underrepresented in leadership roles.

To learn more about the Institute and how to apply, visit ADA.org/diversityinstitute or contact Susana Galvan at galvans@ada.org.

DDD Foundation Dental Dash at Dawn

The GDA Foundation for Oral Health is sponsoring the annual Dental Dash at Dawn 5K in support of the Dentistry for the Developmentally Disabled Foundation on Saturday, March 23 in West Plaza Park. The DDD's nonprofit dental clinic serves more than 4,600 developmentally disabled Georgians.



Georgia School of Orthodontics Invites GDA to Speak with Residents

The GDA membership and insurance team met with residents at the Georgia School of Orthodontics on January 16 for lunch and an informational session on the insurance needs of new orthodontists.



PRESIDING OFFICER

TRAINING WORKSHOP

with Dr. Glenn Hall, ADA Speaker of the House



Friday, April 5, 2019



Noon–5 pm (Lunch provided)



Doubletree Atlanta Perimeter

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Registration Fee: **\$45**

Learn how to be more confident and effective in your volunteer leadership roles. In this workshop, Dr. Glenn Hall, ADA Speaker of the House, will teach participants how to run productive meetings, the basics of parliamentary procedure and techniques for working effectively with groups of volunteer leaders. Open to all GDA members, this session is eligible for 4 CE credits.

Visit gadental.org/CE to register and for recommended reading.

Who should attend?*

- ✓ Members serving as volunteer leaders with GDA or other organizations
- ✓ Those considering serving in a leadership role
- ✓ GDA/District Officers
- ✓ GDA/District Committee Chairs
- ✓ GDA House of Delegates Members
- ✓ GDA Board of Trustees
- ✓ Leadership GDA Participants
- ✓ ADA Delegation
- ✓ Those considering a role as Speaker/Parliamentarian with any organization

*This workshop is required for incoming District Presidents/PEs as part of the District Leadership Conference, which takes place April 5-6 in Atlanta. Those attending the District Leadership Conference will receive a discount code to register at no charge.

Who should attend?

All ADA member dentists and ASDA Students are invited to join their colleagues to speak with One Voice United on Capitol Hill. All ADA Action Team Leaders are partially funded by the ADA to attend the conference and meet with their legislator.

Registration

www.ada.org/lobbyday

2019 ADA Dentist and Student Lobby Day



April 14–16

Over 1,100 dentists and dental students from across the country will come to the nation's capital to advocate for their patients, profession, and their practice. At the ADA Dentist and Student Lobby Day, attendees will hear from political analysts, subject matter experts and politically involved dentists on issues that affect oral health in the United States.

Think about joining your colleagues, future colleagues, the American Dental Association, and the American Student Dental Association in helping our current efforts on the Hill to ensure your voice is heard by lawmakers in years to come.

Registration is now open at www.ADA.org/LobbyDay. As in years past, registration will be a three-part process; please make sure you register for the conference (free!) and book your flight and hotel via the travel information that will be provided.

If you wish to attend, please make sure you notify Annemarie at the GDA office (annemarie@gadental.org) as soon as possible because spots for "Action Team Leads" ("ATLs") are limited.



Visit the GDA Booth at Hinman

MARCH 21-23
BOOTH #610

Dentistry And Orthodontics Among U.S. News & World Report's Top 10 "Best Jobs"

U.S. News & World Report released its list of the "Best Jobs of 2019," and dental professions are among the top-ranked careers, with dentist taking the No. 4 spot after software developer, statistician, and physician assistant. Orthodontists came in at No. 5 (tied with nurse anesthetist) and oral and maxillofacial surgeon was among a four-way tie for No. 9 along with obstetrician and gynecologist, physician, and prosthodontist. In addition, dentists also came in at No. 2 for best health care jobs, just below physician assistant, and oral and maxillofacial surgeons claimed No. 3 for best paying job. Rankings are based on growth potential, work-life balance and salary, among other factors.



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New CDT Codes Released

The American Dental Association has released 15 NEW CDT codes for 2019:

- ☑ D0412 Blood Glucose Level Test—In-office Using a Glucose Monitor
- ☑ D1516 Space Maintainer – Fixed—Bilateral, Maxillary*
- ☑ D1517 Space Maintainer – Fixed—Bilateral, Mandibular*
- ☑ D1526 Space Maintainer – Removable—Bilateral, Maxillary**
- ☑ D1527 Space Maintainer – Removable—Bilateral, Mandibular**
- ☑ D5282 Removable Unilateral Partial Denture One Piece Cast Metal (including clasps and teeth)—Maxillary***
- ☑ D5283 Removable Unilateral Partial Denture One Piece Cast Metal (including clasps and teeth)—Mandibular***
- ☑ D5876 Add Metal Substructure to Acrylic Full Denture (per arch)
- ☑ D9130 Temporomandibular Joint Dysfunction—Non-Invasive Physical Therapies
- ☑ D9613 Infiltration of Sustained Release Therapeutic Drug—Single or Multiple Sites
- ☑ D9944 Occlusal Guard—Hard Appliance, Full Arch****
- ☑ D9945 Occlusal Guard—Soft Appliance, Full Arch****
- ☑ D9946 Occlusal Guard—Hard Appliance, Partial Arch****
- ☑ D9961 Duplicate/Copy Patient's Records
- ☑ D9990 Certified Translation or Sign-Language Services per Visit

Four CDT codes have also been deleted:

- ☒ D1515 Space Maintainer – Fixed—Bilateral
*replaced by D1516 and D1517
- ☒ D1525 Space Maintainer – Removable—Bilateral
**replaced by D1526 and D1527
- ☒ D5281 Removable Unilateral Partial Denture—One Piece Cast Metal (including clasps and teeth)
***replaced by D5282 and D5282
- ☒ D9940 Occlusal Guard, by Report ****replaced by D9944, D9945, and D9946

Please note that these CDT codes became effective for most insurance providers on 1/1/19. However, please check with individual insurance companies if a claim for one of the CDT codes has been denied since 1/1/19. If you are a member of the Georgia Dental Association, please contact Emily Yona, GDA's Director of Health Policy, at 404-636-7553 with any questions you may have regarding this matter.



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5 Top Tips to Reinvent Your Dental Practice

Whether you've owned your own dental practice for a while or you're just getting started, it's always a good idea to take a careful look at how you're running your office. This means looking at how you could reduce your bottom line, while keeping current patients happy and attracting new ones on a regular basis.

Take a look at these five tips to see what changes you can make in your practice to accommodate the needs of today's dental patients.

1 SHARE YOUR SPACE

Does your office routinely sit empty a few mornings or afternoons per week? What about Saturday and Sunday? Many dental professionals today are trimming their costs by sharing their workspaces with other dentists when they're not in the office. Space sharing will improve your bottom line by substantially cutting your overhead. To avoid potential HIPAA violations when sharing space, be mindful to protect all confidential patient information (including electronic files) from disclosure to unauthorized individuals.

2 EXTEND YOUR HOURS

Today's patients expect their health care professionals to be open for business when it's most convenient for them, such as before 9 am and after 5 pm or on the weekend. If you're only offering Monday through Thursday, 8 am to 5 pm, then you're catering to the unemployed, who are less likely to see a dentist.

3 MAXIMIZE YOUR HYGIENE DEPARTMENT

Make sure your hygiene team expands as your patient list grows. It's important to accommodate your patients for their cleaning appointments, not only with plenty of time slots to choose from, but with convenient hours, such as evenings and weekends. When more patients receive regular hygiene care, it may increase your restorative work, too.

4

EXPAND YOUR SERVICES

Can you offer more services from your location? If you perform more services yourself or share your office with a colleague who complements your expertise, such as an endodontist or orthodontist, you'll be offering your patients convenience, while also reducing your costs with a partner. This lets you expand your practice to the next level even without adding new patients. Also consider adding the latest technology, such as digital radiography and electronic health records.

5

USE DIGITAL COMMUNICATIONS

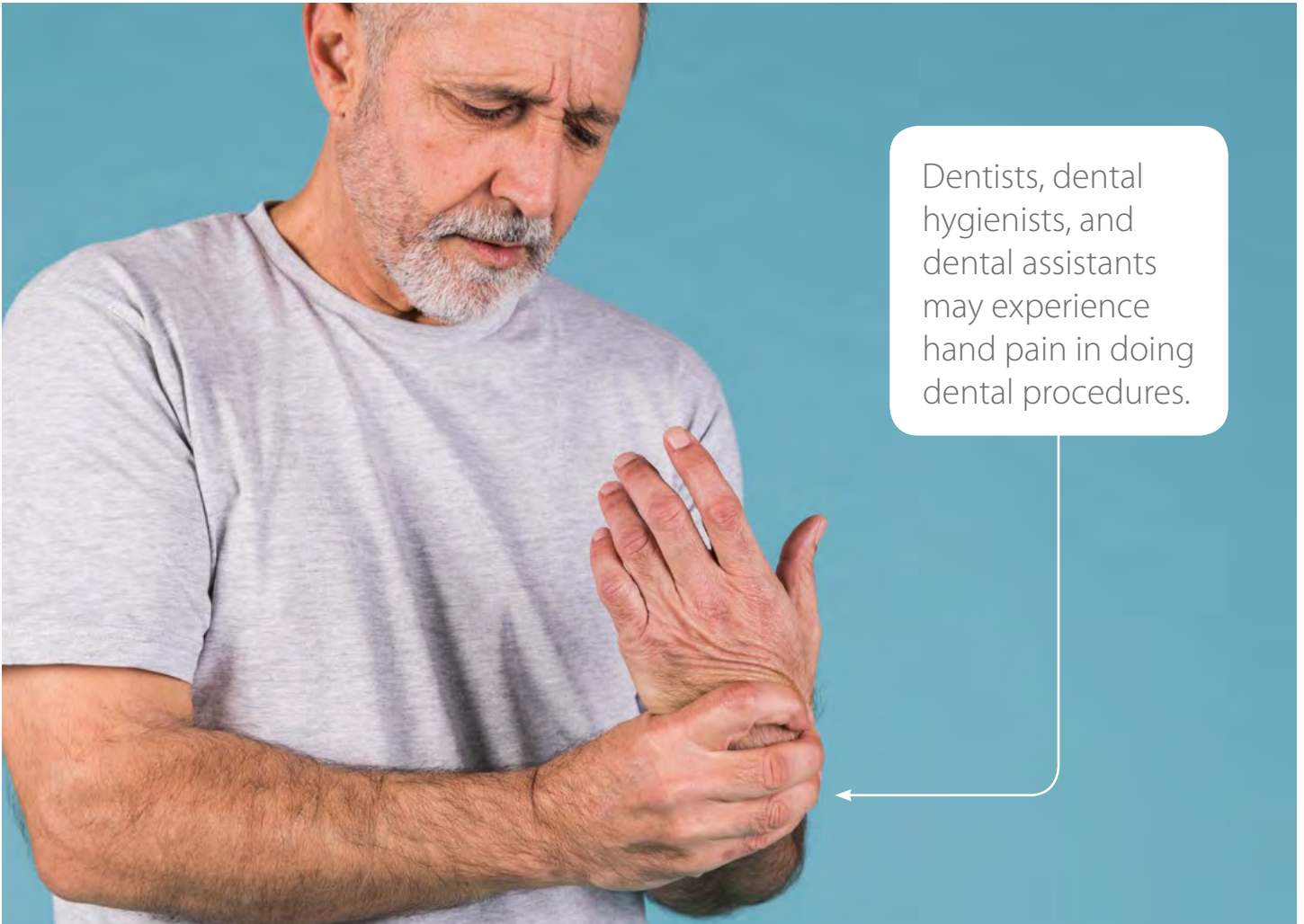
Your presence on the web is essential. At the very least, you need a basic website that lists information about your practice, such as your contact information and hours. Providing an online form for patient information or appointments and following up with email communication is also helpful. Another great way to handle appointment reminders is via text message. Providing these conveniences will go a long way in retaining patients and acquiring new ones. Ask your patient for their approval of any manner of communication, and limit the message information provided in order to avoid violations of HIPAA. Notice of an upcoming appointment or reminders of a need to call the office are generally not considered to be in violation of the rule.

The above content is based on a paper by JoAnne Tanner, an expert in dental practice management. The ADA is not affiliated with the individual or with the organization that provided the material content. The ADA makes no representation or warranty about the completeness, accuracy, or other quality of these materials. Before acting on the information here, readers should consult their own attorneys, accountants, or financial advisors. 🦷

ADA Center for Professional Success. 5 top tips to reinvent your dental practice. Posted online at <https://success.ada.org/en/practice-management/marketing/5-top-tips-to-reinvent-your-dental-practice>. Copyright © 2019 American Dental Association. All rights reserved. Reprinted with permission.

DENTAL PRACTICE





Dentists, dental hygienists, and dental assistants may experience hand pain in doing dental procedures.

Reducing Hand Pain

Dentists, dental hygienists and dental assistants may experience hand pain in doing dental

procedures. Hand pain may include throbbing, aching, altered sensation, stiffness or diminished strength. Although pain in the hand can originate from problems in the arm, shoulder area or neck, and from systemic diseases, pain that originates in the hand itself is frequently due to either osteoarthritis or tendonitis. As always, consult a physician for any persistent problem, but here is an overview of these common complaints.

Osteoarthritis is characterized by slight misalignment of finger and thumb joints, erosion of joint cartilage and eventual inflammation, swelling, and pain. The problem can occur in any of the finger joints, but is most common in the basal joint of the thumb and the distal joints of the fingers. The pain may be first noticed during physical activities such as gripping

and maneuvering instruments, but can become persistent or episodic.

Tendonitis is characterized by inflammation of tendons and possible development of nodules on the tendons that impede smooth movement of the tendon through the tendon sheath. Pain and weakness may initially be experienced when gripping objects, as well as stiffness in flexing and extending the joint. Tendonitis may occur acutely or can become a chronic condition. The physical demands and the hand motions used in providing oral health care may aggravate tendonitis and osteoarthritis.

The following are examples of hand motions that may aggravate hand pain:

- Gripping instruments that have slim handles, such as periodontal probes, explorers, scalers, curettes, and endodontic files.

- Gripping instruments tightly by pinching with the thumb and finger(s).
- Gripping instruments with static intensity for a long period of time. This can happen when doing procedures that require precise, small movements, such as working in small areas, while trying to prevent injury to surrounding tissues.
- Gripping vibrating instruments, such as a rotary hand piece, over a long period of time.
- Lifting heavy objects or doing forceful movements with the finger(s), such as tooth extraction or using heavier instruments.
- Doing procedures that require torquing motions in the wrist and hand, such as cleaning root canals.
- Doing procedures that require repetitive motion over a long period of time, such as scaling teeth.
- Using the fingers while the wrist is held in a non-neutral position, especially a flexed position for a long period of time. This is most commonly done while scaling teeth.
- Use instruments that lessen the time the hand must be used, such as instruments that have variable and rapid speeds.
- Use instruments that reduce stress on the hand, such as those that are vibration free, lightweight, and have enlarged handles.
- Use instruments that improve access to the work area, such as instruments that provide bright or intense illumination, magnification, multiple spray ports.
- Reduce the time spent doing the same task. For example, take a ten minute break at least once every hour from doing tasks requiring grip.
- Use hand stabilizing techniques when doing precise hand tasks.
- After completing a task that required intense grip, gently stretch the hand, especially the area between the thumb and first finger.
- If pain continues to worsen, consider seeing a physician for a medical evaluation and treatment of the condition. A splint might provide support of the hand. 🦷

Below is a list of tips for lessening the physical demands on the hand:

- Use instruments that perform many of the functions the hand would ordinarily perform and so reduce movements of the hand; such instruments are those that swivel and reduce torque.

ADA Center for Professional Success. Reducing hand pain. Posted online at <https://success.ada.org/en/wellness/reducing-hand-pain>. Copyright © 2019 American Dental Association. All rights reserved. Reprinted with permission.

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2019 ANNUAL CONVENTION & EXPO

SCHEDULE OF EVENTS

WEDNESDAY, JULY 24

- 1–4 pm ■ Board of Trustees Meeting
- 6–9 pm ■ President's Dinner (*invitation only*)

THURSDAY, JULY 25

- 7–7:45 am ■ District Caucus Breakfasts
- 8 am–2 pm ■ House of Delegates and Business Meeting
- 8 am–5 pm ■ CE Courses
- 2–4 pm ■ ADA Delegation Meeting
- 4–8 pm ■ Exhibit Hall Open
- Welcome Reception
(bar open 4–8 pm, food from 6–8 pm)
- Door prizes, \$250 cash give-away and exhibitor drawings

FRIDAY, JULY 26

- 8:15–11:15 am ■ Children's Program & Breakfast (\$30)
- 8:30–11 am ■ Kickoff Breakfast & General Session
- 12–2 pm ■ ICD/ACD/PFA Joint Luncheon (\$50)
(*Fellows Only*)
- 12–4:30 pm ■ CE Courses
- 1–6 pm ■ Exhibit Hall Open
- Happy Hour 4–6 pm
- Door prizes, \$250 cash give-away and exhibitor drawings
- 2–3 pm ■ Government Affairs/GADPAC Meeting
- 5:30 pm ■ Downtown Pub Crawl (\$60)
- 7 pm ■ Amelia Island River Excursions
(Adults: \$30 Children: \$20)
- 6–8 pm ■ New Dentist/First Time Attendee/
New Member Reception

SATURDAY, JULY 27

- 7:30 am–12 pm ■ GADPAC Golf Tournament (\$225)
- 8 am–12 pm ■ Fishing Excursions (\$200)
- 8 am–4 pm ■ CE Courses
- 8:30–11:30 am ■ Backwater Cat Adventure
(Adults: \$170 Children: \$140)
- 9–11 am ■ Tennis Round Robin (\$60)
- 9:45 am–12:30 pm ■ Cumberland Island Boat Tour (\$37)
- 1:30–4:30 pm ■ Backwater Cat Adventure
(Adults: \$170 Children: \$140)
- 5:30–11 pm ■ Saturday Night Celebration
- 5:30–6:30 pm – Dinner Buffet
- 5:30–7:45 pm – Kid's Activities and District Challenges
- 8–10 pm – Kid's Glow Dance Party
- 8–11 pm – GDA Lounge/Live Karaoke

SUNDAY, JULY 28

- 7:45–10:15 am ■ Children's Program and Breakfast (\$30)
- 8–10 am ■ Awards & Installation Breakfast (\$54)
Door prize at 10 am



Color Code

- Exhibit Hall
- CE
- General Events
- Ticketed/Add-on Events
- GDA Leadership Meetings

5 REASONS TO ATTEND THE 2019 ANNUAL CONVENTION

We know how easy it is to talk yourself out of committing to that annual meeting year after year, so we're providing the information you need to make attending a no-brainer.

Being active in your association can bring with it many benefits, but being engaged and participating in meetings will help you to really capitalize on the return on your investment.

The GDA is all about you and we want you to feel like family. **There is power in being connected to others who are active in your industry.** One of the best ways to experience this is at our Annual Convention & Expo.

1. Expand your knowledge and find innovative solutions for your business.

GDA Convention & Expo makes it possible for you to not only complete your continuing education requirements for licensing but it gives you the freedom to choose the topics that interest you. We are offering 40 CE hours with Practice Management and Clinical course options, including a symposium on digital dentistry and all courses required for licensure.

Attendees can complete an impressive 18 hours of CE credit in just a few days and they can do it while at a luxurious beachside resort.

CE isn't the only way to expand your knowledge. Our exhibit hall, meetings and activities expose you to new ideas and trends that can impact your future. This is an opportunity to hold new tools in your hand, get first hand answers to questions and hands-on demonstrations for products that may give you an edge in the field.

Discovering innovative products and services for your business is necessary to stay competitive.

2. Meet experts and influencers face to face

Every year the GDA Convention features speakers and instructors that are experts in dentistry. The GDA convention is a place where you can learn from and run ideas by influencers in the field. And with more than 300 dentists in attendance, it's a perfect location to make professional connections.

3. Networking /Social Events

Sometimes Facebook just isn't enough. *We offer opportunities for attendees to mix and mingle, form new relationships, and strengthen existing ones.* These opportunities begin with the kick-off breakfast and extend through the weekend. Visit our GDA Beach Tent where you can meet up with friends, family and colleagues (and maybe get some free swag) and end the convention on a high-note with our Saturday Night Celebration where everyone comes together to compete with their districts in lip sync, karaoke, a limbo contest, and more.

4. Fun and Activities

Conferences are fun! The GDA Convention & Expo is more than your average convention. It's a family friendly vacation that's packed with dozens of activities and opportunities to create lasting memories together. *Enjoy family activities like a Backwater Cat adventure, Cumberland Island boat tour, sunset cruise and the ever-popular Saturday night celebration with a host of activities and a kids glow party.* Don't worry. There's adult-only fun, too. Enjoy events such as the GDA lounge, happy hour and the downtown pub crawl.

5. It's an investment in yourself, your career and your business

By attending the convention, you're investing in your own growth. Leaving the office and participating in your association's convention gives you a fresh perspective. You learn new things and refresh your knowledge of classic techniques. *You're positioning yourself as an expert by being active in your industry and developing a reputation amongst your peers.*

We have so much to offer your dental team, as well. So, bring them with you and foster their growth. Allowing your employees to get out of the office, gain confidence in their abilities, and bring fresh ideas back to the office is an investment in your own business.

July 25–28, 2019

The Ritz-Carlton, Amelia Island

GDAconvention.com



A MESSAGE FROM THE GDA CONVENTION & EXPO CHAIR

The Committee and staff have been hard at work planning our annual retreat to Amelia Island for the GDA Convention & Expo. This event has been a definite in our calendar for the last seven years and now my children expect to visit Amelia Island every year. They would rather go to Amelia Island than Italy for the summer because over the years they have made friends that they connect with and meet on annual basis and catch up. For the last seven years, I have attended as a member and as a delegate. This year is different. I am sort of in charge. Of course, it's a team effort and every staff member, speaker and attendee makes the meeting a true success.

Over the years, the meeting has evolved with new member attendance, a better and comprehensive CE line up and more captivating keynote speakers. This year is going to be even better. Dr. Shatz and I have introduced a CE line up that connects dentistry with what the future holds. One of the CE highlights is a focus around the central theme of a digital future. We will have a symposium on digital dentistry. Practitioners at all levels of familiarity with new and emerging technology will be able to introduce this technology at any level they feel comfortable—from a single tooth restoration to full mouth restorations and implant prosthodontics.

There will be CE courses on other topics including financial management, practice management, and opioids. This year we will enjoy an expert on team building, professor Don Lang from the Executive MBA program at Kennesaw State University. Professor Lang is an expert in the area and lectures in the US and across the Atlantic for many multinational corporations. Be sure to benefit from his expertise as I have. I had the pleasure of learning from him as his student.

Of course, there is no point in going to Amelia Island if one can't have any fun. If last year was any indication of fun, I can assure you we will raise it by few notches with live band karaoke. Even no-hopers like me can start singing when the music is right. We plan on getting everyone involved. We do plan on changing the music slightly to the 80s. There will be district challenges and kids' programs to keep everyone involved. Our tradeshow and expo is expecting almost 100 vendors. Be there to participate in happy hour and fellowship. GDA has a special reception for new dentists on Friday and there will be a beach tent waiting to just cool you off from the sun on Friday and Saturday.

Our keynote speaker this year is a very special artist, Richard Hight. He will perform a sketch as he speaks and motivates you. It is an amazing display of art, experiences of life, and positive messages. One can organize all the activities and events, however fun truly comes from fellowship and company. Each year, our Convention & Expo has attracted higher attendance and this trend shall continue because the friendly and relaxing few days at the beach with the right people seems to be the true attraction.

My team at GDA, Dr. Bradberry and I look forward to your company.

See you soon,

Dr. Kumar Patel, GDA Convention & Expo Chair



Work...

GDA CONVENTION & EXPO 2019 CE HIGHLIGHTS

All CE included with registration.

You don't have to choose between vacation and CE... Meet us for CE at the beach!

2019 is a license renewal year and your GDA is providing 40 hours of CE covering all required areas for licensure. You can earn up to 18 CE hours in one weekend.



The Opioid Epidemic

Lee Whitesides, DMD, MMSc



Risk Management /Trends in Professional Liability

Theodore Passineau, JD
MedPro



Your Retirement Assets: Positioning for Volatile Markets

Harris Gignilliat, CIMA, CRPS
Wile Consulting Group—UBS



Trends in the Business of Dentistry—Ask the Experts

Panel Discussion



HIPAA/OSHA

Bill Fivek
Total Medical Compliance



Section 199A of The New Tax Code & How It Affects Dentists

Todd Mardis
Capital Preservation Services



Effective IT, IT Security

Bryan Currier
Advantage Technologies



Digital Dentistry Symposium

Alex Molinari, DDS, MSC, PhD
Neodent



Sleep Medicine

Jeff Prinsell, DMD, MD



Managing Medical Emergencies in the Dental Office

Mike Pruett, DMD, FICD, DICOI



DSO vs. CEO: Evaluating Your Career Options as an Associate Dentist

Matt Adrian and Suzanne Grad
Bank of America Practice Solutions Group



General Legal Trends in Dentistry

Stuart Oberman, JD
Oberman Law



Team Building

Don Lang
Kennesaw State University



Employment Law in the Dental Practice

Douglas Duerr, JD
Elarbee, Thompson, Sapp & Wilson, LLP



Balancing Work/Life Stress

Jane Walter, LPC
Georgia Dental Recovery Network

July 25–28, 2019
The Ritz-Carlton, Amelia Island
GDAconvention.com



...and Play

BE SOCIAL

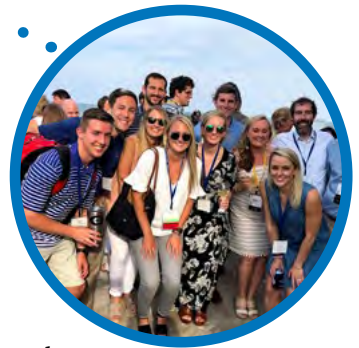
Kickoff Breakfast

This is your rallying point to start your time at the Convention with energy, and where you can meet colleagues and business partners. Our keynote speaker, Richard Hight, is an international speaker and artist whose work is housed in over fifty museums and universities around the country. He discovered his love of drawing while struggling with dyslexia in school and has been producing art and engaging audiences ever since. Richard focuses on helping audiences to re-imagine the possibilities in store for them and to engage their passions and natural talents. GDA leadership will also give remarks and updates.



New Dentist/First-Time Attendee/New Member Reception

On Friday, we invite new dentists, new GDA members and first-time convention attendees to get to know some of your fellow dentists, GDA officers and GDA staff over hors d'oeuvres and drinks. If you fit into one of these categories, plan to join us in the Ritz Courtyard from 6–8 pm.



Beach Tent

Meet up with your friends, colleagues and business partners at our hospitality tent on the Ritz's North Beach on Friday and Saturday. Stop by for complimentary items from our sponsors and the GDA. It's right next to the beach bar!



Downtown Pub Crawl

Party with the locals and meet some awesome bartenders! On each stop, our tour guests will meet the bartenders who will be mixing up unique drinks just for you. You'll hear about the art and craft of mixing cocktails while finding out about each bar's history, and then enjoy a tasting of a specially prepared cocktail.



Calling All Tennis Enthusiasts

Join us for a round robin tournament Saturday morning at the Ritz Carlton tennis courts. This prestigious tennis facility features four clay tennis courts with state-of-the-art Hydro-cool technology that keeps the courts play-ready. Players of all skill levels are encouraged to join in, but players should be at least 13 years of age. Balls and water will be provided and cash prizes will be awarded!

Inshore Fishing Excursions!

Come join Captain Scott Thompson and Pipe Dream Charters for inshore/backwater fishing excursions. You'll be fishing for redfish, spotted sea trout, la-pon, flounder, sheepshead and black drum.

SPORTS & RECREATION

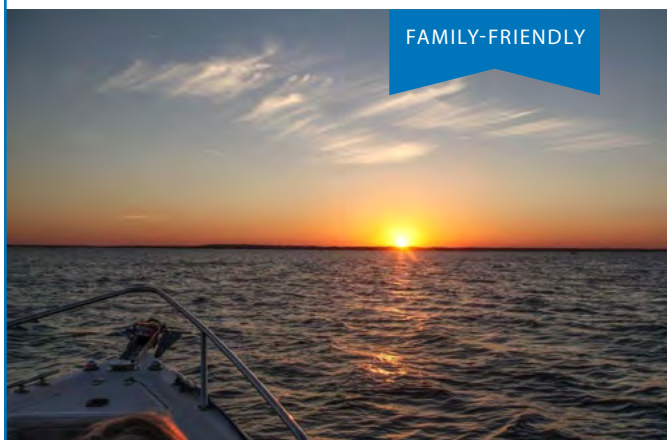


Invite your friends and support the PAC

Come tee off at the Golf Club of Amelia Island to support dentistry under the Gold Dome! Have fun with your colleagues, play for a chance to win cash prizes and raise money for the Georgia Dental Association Political Action Committee (GADPAC). Cash prizes will be awarded for 1st, 2nd and 3rd place. Buy a few mulligans and join the fun! »

PARTIES

TWO NEW TOURS!



FAMILY-FRIENDLY

NEW! Amelia Sunset River Excursion

We have added a family-friendly 1.5 hour sunset river cruise Friday evening. Relax while watching the sunset on the horizon and learning tidbits about the area's history throughout the trip. You are welcome to bring your own food and beverages (alcoholic and non-alcoholic).



NEW! Cumberland Island Boat Tour

This 2 1/2 hour excursion by boat offers an extensive and rich history of Amelia and Cumberland Island with views of wildlife along the way. Cruise by Fernandina's shrimp boats, historic Old Towne and Ft. Clinch to the wild horses of Cumberland Island while historians share colorful stories that define the character of this unique part of the world.

Welcome Reception

Our Exhibit Hall opens with an energetic reception on Thursday night. Have a drink and enjoy a bite while mingling with the exhibitors and sponsors that make our meeting possible. Make sure to stay for door prize drawings and a \$250 cash giveaway!

Happy Hour *New and Improved!*

Back by popular demand! Happy hour in the Exhibit Hall on Friday from 4–6pm. We'll draw for door prizes and a \$500 cash giveaway. Take advantage of this extra time to network and socialize with your colleagues! It's back by popular demand this year and new and improved. We will have free beer (via keg until it runs out).

Backwater Cat Adventure

The Backwater Cat Adventure is the best way to experience Amelia and Cumberland Island's Nature & History! This 2 1/2 hour tour is like no other—you'll have the opportunity to experience dolphins, manatees, other sea life plus the wild horses on Cumberland Island. You'll drive your own boat following an experienced Captain during this historic, interactive and breathtaking water tour.



FAMILY-FRIENDLY



Saturday Night Celebration

We kick off our Saturday Night Celebration with family-friendly activities on the lawn: a DJ, airbrush tattoos, face painting, a balloon artist, larger than life games, a bounce house and more. We will also have competitions for all ages during our District Challenges this year including a water balloon toss, egg race, limbo, hula-hoop, and floss dance challenge. Grab a bite from the dinner buffet from 5:30–6:30 pm while you enjoy the activities.

At 8 pm, we will have a supervised glow dance party and DJ for the younger kids (ages 5–12) so adults and teens can enjoy the GDA Lounge. We are bringing back the live karaoke due to popular demand with a different band/style of music for all to enjoy. Kick back with a cocktail and enjoy the vocal stylings of your friends and colleagues. The lounge will also feature a photo booth, late night snacks and dancing.



FREE-FOR-ALL EVENTS:

(All members from the district including children/guests may participate)

Limbo



Hula Hoop

Water Balloon Toss

Egg Race



Floss Dance-Off Competition

DESIGNATED DISTRICT COMPETITOR:

(Districts must identify these participants prior to the start of district challenges)



Lip Sync Battle

May be an individual or a team.



Live Karaoke

Takes place in GDA Lounge starting at 8pm.



District Attendance Challenge

The district with the highest % of their members attending the convention will get double points.

THE DISTRICT CHALLENGE

Win Bragging Rights for a Year!

Win bragging rights for a year! You'll compete with your colleagues from other districts in challenges for your mind, body, and talents.

THE PRIZES

- First and second place in each category will receive a ribbon—and the District Challenge trophy will be presented to the winning district overall in the GDA Lounge on Saturday after the live karaoke contest.
- The winning district will also receive 15 drink tickets for use in the GDA lounge.

THE RULES

- Districts should recruit attendees from their districts who are skilled in these areas to win the challenge.
- First and second place will be awarded for each category. (first = 2 points / second = 1 point).
- Category winners report to the “winners table” to receive their ribbon and to be sure their district gets points for their win.
- The district champion will be announced in the GDA Lounge Saturday night following the live karaoke competition.
- The district attendance winner will be weighted according to the size of the district.

RIGHT NOW

Start recruiting attendees in your district who are skilled in these challenges—find the vocalists, the entertainers, the dancers, and the limbo champions among your members.

July 25–28, 2019

**The Ritz-Carlton,
Amelia Island**

GDAconvention.com



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Get Involved!

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

Too many commitments? Not enough time? No worries! GDA has many opportunities to get involved without a long-term commitment. And you get help and support at every step along the way. Whatever fits your interests, skill set and availability—the GDA needs you!

For more information on a particular opportunity or to volunteer, contact Katherine Torbush at 404-636-7553 or Katherine@gadental.org.

Quick...

- Talk to a non-member colleague about joining the GDA
- Attend a meeting in your district (gadental.org/events)
- Speak to dental students at DCG through GDA’s lunch and learn program
- Attend the GDA Convention in July (GDAConvention.com)
- Respond to GDA member surveys—keep an eye out for the next opportunity to share your thoughts!
- Attend a LAW Day/Dental Health Day at the Capitol (January–March each year)
- Register for a GDA continuing education course (gadental.org/ce)

Short-term...

- Join the 2020 Leadership GDA Program (gadental.org/education/leadership-gda)
- Participate in Children’s Dental Health Month/Give Kids a Smile (February of each year)
- Volunteer to be a mentor for one year to a recent dental school graduate
- Assist in organizing a GADPAC fundraiser in your district
- Speak at a GDA continuing education course
- Serve as an adjunct faculty member at DCG or any approved charitable clinic in GA (one day per month for one-year period)

More Involved...

- Serve as a delegate from your district on the GDA House of Delegates (meetings in July/ December)
- Volunteer with the Georgia Donated Dental Service Program (<https://dentallifeline.org/our-volunteers/volunteer-now/>)
- Become a legislative contact dentist
- Run for an at-large Trustee position on the GDA Board (nominations due in June of each year)
- Serve as a member of the GDA Foundation for Oral Health Board of Directors
- Volunteer as a district officer or committee member



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

More Volunteer

GDA Committees, Councils and Task Forces

Finance, Benefits & Audit Committee



Length of
commitment

3 YEARS

Oversight/responsibility for financial interests of GDA, its committees and subsidiary corporations. Review budgets, financial reports, audits, investments and financial/benefit policies.

Membership Committee



Length of
commitment

1 YEAR

Responsible for recruitment and retention of members, consideration of membership categories, new dentist programs and general program development.

Nominating Committee



Length of
commitment

3 YEARS

Recruit candidates for open leadership positions including GDA Officers, ADA Delegates/Alternates, GDA Trustees at-large and candidates for the Georgia Board of Dentistry. Develop and publish selection criteria and procedures to ensure that the pool of candidates meet those criteria and reflect as much as possible, the diversity of the membership.

Government Affairs/ Political Action Committee



Length of
commitment

1 YEAR

Monitor legislative developments in Georgia and keep GDA members/leaders informed. Communicate GDA's position on various legislative issues to officials. Oversee the GADPAC and campaign contributions to political candidates who support the interests of the GDA and its member dentists.

Awards Council



Length of
commitment

1 YEAR

Identify candidates who are eligible for GDA's annual awards. Vet awards nominees and recommend candidates to the House of Delegates.

Council on Annual Convention



Length of
commitment

1 YEAR

Assist in planning the GDA's Annual Convention and serve as a host at the event in July.

Time = Travel for Meetings = Expertise =

Opportunities

GDA Committees, Councils and Task Forces

Public Relations and Communications Committee



Promote a positive image of dentistry to the public, the media and to the members of the GDA. Assure that there is good communication and understanding between the GDA its members and consistent communication and understanding with other organizations pertaining to oral health and the practice of dentistry.

Length of
commitment

1 YEAR

Constitution & Bylaws Council



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

Length of
commitment

1 YEAR

Peer Review & Ethics



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

Length of
commitment

1 YEAR

Education & Training Advisory Council



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

Length of
commitment

1 YEAR

Leadership GDA Task Force



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

Length of
commitment

1 YEAR

Medicaid Task Force



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

Length of
commitment

1 YEAR

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



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- Adding a new associate or location



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Business, Financial and Leadership Guidance to grow your practice with confidence, balance and increased financial security. Learn to build systems within your practice that allow you to run the business efficiently.



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The fastest growing practice management software happens to be free! It comes with low cost monthly support and "no politics or strings attached." Open platform for future growth. You keep the code!

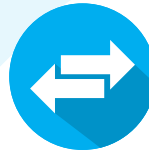


* Open Dental management software, open platform for future growth.



Lease Negotiations

for the renter or buyer with no added fees. Will help find the right new location or negotiate the space where you are. When does your current lease expire? Allow time to negotiate! You could save thousands of dollars.



Practice Transitions

Trust the transition of your practice to those who care more about you and your patients than the sale of your practice. Understand the timing and explore your options. Don't sell too soon!



Dental Accounting

Dental Accounting requires knowledge of the benefits that exist for dental professionals. Receive financial statements, budgets, financial projections and overhead analysis, plus expert tax advice.



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Dr. Ricky Harrell with a patient and GSO residents, Drs. Catharine Brannon and Keith Williams

Georgia School of Orthodontics

In the fall of 2016, the Georgia School of Orthodontists (GSO) enrolled its first class with one location in Atlanta and a patient base starting at zero. In December of 2017, a second campus opened in Gwinnett and the school's patient base grew to 2,500 established active patients. Today, 54 dentists and 2 fellows are receiving orthodontic training at its two Atlanta-area campuses, making it the largest orthodontic residency program in the nation.

The school's mission, says GDA member and GSO Program Director

Dr. Ricky Harrell, is to educate qualified dentists to become specialists in orthodontics and dentofacial orthopedics with a commitment to excellence in patient centered care, effective teaching, meaningful research, and service to the community.

"Our two patient clinics provide state-of-the-art technology and also offer exceptional orthodontic care to children and adults throughout metro Atlanta," says Dr. Harrell. "With 54 resident dentists, 14 orthodontic specialists, a periodontist and an oral/maxillofacial radiologist, we can treat an unprecedented number of patients. We are also very proud to be able to provide increased access to orthodontic care to patients that otherwise may not be able to afford braces through the complimentary care programs we offer," he added.

In describing the school's 36-month residency program, Dr. Harrell says it includes intensive didactic, clinical,

and research components that are taught in state-of-the-art facilities with technologically advanced equipment and materials. Its two campuses have over 21,000 square feet of clinical, academic, and administrative spaces, with the largest research institute in the nation, he says. Clinical technology includes 3D Intraoral Scanners, a CBCT scanner (3-D X-ray), and 100% digital records for maximum efficiency.

Eighteen students are selected for the Residency Program each year. GDA member Dr. Robert Moss, whose daughter, Catharine Brannon, is a member of the GSO charter class, says it has been a positive experience. "The opportunity to interact with co-residents who attended dental schools from all over the country enables her to broaden her background in dentistry." Courses on diagnosis and treatment planning are taught in addition to courses in the business of orthodontic



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ORTHODONTIC RESIDENCY PROGRAM

Continued from page 33

practice to create a well-rounded professional. "It is our mission to create professionals who exhibit diversity and will provide affordable orthodontic care to underserved communities," says Dr. Harrell.

Resident dentists are educated by 16 orthodontic faculty who have experience in the areas of full-time academics as well as full-time private practice in the orthodontic profession. Dr. Harrell says the faculty includes Diplomates of the American Board of Orthodontists in Atlanta and world-renowned researchers, supported by administrative and clinical staff.

GSO also offers a non-accredited one-year fellowship program for up to six dental school graduates per year who would like to pursue a career in orthodontics. Fellows attend all classes with the first-year residents and participate in the clinic, subject to obtaining a Georgia Dental License.

Philanthropic Endeavors

"In addition to orthodontic education, GSO serves the Atlanta community through its

philanthropic endeavors, and its pledge to provide \$100,000 in complimentary orthodontic care over the first three years," says Dr. Harrell. To date, nine local children were selected to receive orthodontic care at no cost through GSO's Gift of a Smile and Smiles for Gwinnett Programs. Through its Purple Heart Smiles Program, the School partnered with the Georgia Dental Foundation to provide complimentary, high-quality orthodontic care treatment to children (currently 20 in the program) of veterans who received a Purple Heart and were wounded, injured, or killed during their service. In addition, the Georgia School of Orthodontics Cleft Palate and Craniofacial Center will provide comprehensive complimentary treatment to over one hundred children born with cleft lip, cleft palate, and craniofacial anomalies, says Dr. Harrell. GSO's commitment to serve also includes assisting its residents with their cost of education and has provided over \$1,350,000 in scholarships since its inception. 🦷



Dr. Ricky Harrell with the Gift of a Smile recipients who are receiving complimentary orthodontic care

GSO Residents Class of 2019 and Class of 2020



Georgia School of Orthodontics

AT-A-GLANCE

- Nation's largest orthodontic residency program
- Established 2016
- Two Atlanta area campuses
- Six full-time, 10 part-time faculty members, plus a roster of 10 guest speakers annually
- 18 orthodontic residency slots per year
- 2018 enrollment: 54 dentists, 2 fellows, including:
 - ✓ 5 residents from Georgia dispersed in three classes
 - ✓ 4 pediatric dentists within the residency program
 - ✓ 2 foreign trained residents in class matriculating in August, 2019 (Received approval this year to accept the foreign trained graduates)
- Diverse student base
- 28 males, 26 females enrolled in program, including:
 - ✓ 5 Hispanic or Latino females
 - ✓ 2 African American males
 - ✓ 2 African American females
 - ✓ 4 Asian males
 - ✓ 11 Asian females
 - ✓ 22 White (Not Hispanic or Latino) males
 - ✓ 8 White (Not Hispanic or Latino) females
- 95% pass rate on the ABO Part II written examination this past April
- ~5 residents remain in state after graduation





Ways to Give to Your Dental Foundation in Georgia

PERSONAL DONATION

Help us achieve our vision of a future where every person can attain a healthy mouth with your tax-deductible gift to GDAF.

IN-KIND GIFTS

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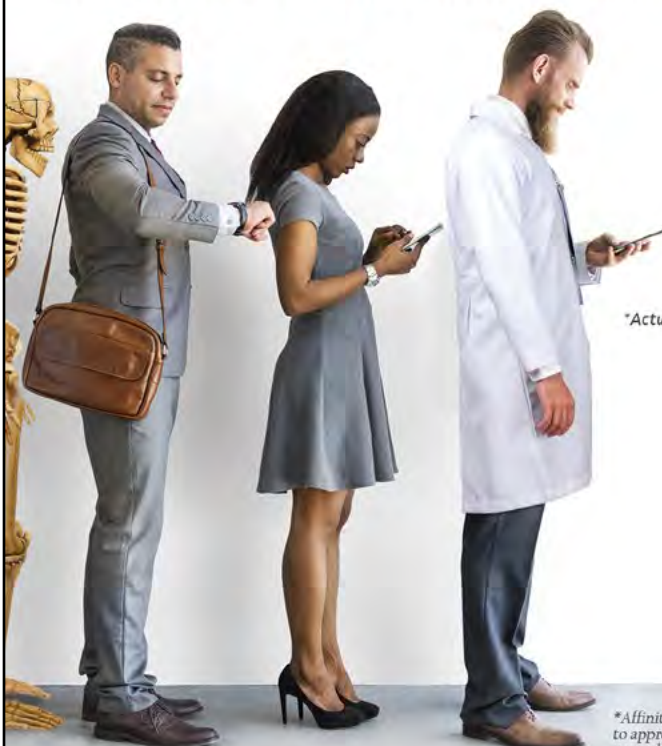
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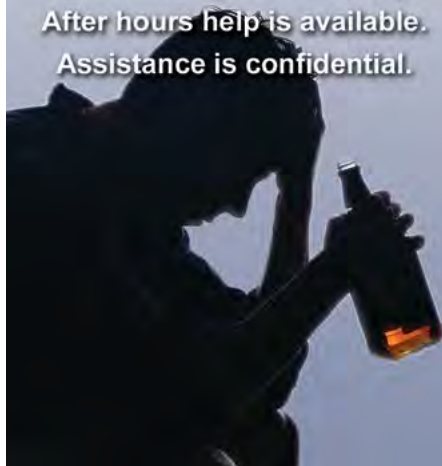


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Ask Chelly

Dear Chelly,

My daughter and her friends plan to take a road trip for Spring Break. Though she is a sophomore in college, I still worry about her safety and how getting in an accident would affect her and my insurance. What can I do to make sure she is covered on my policy just in case anything happened?

– Concerned Parent

Dear Concerned Parent,
Talking about insurance when it comes to my client's children can be difficult because, as an agent, I have to ask parents uncomfortable questions. Understand this is not a simple question, but my quick advice is to make sure you have adequate liability limits on your auto policy and make sure she is listed on the policy. Here is an article to help you start the conversation with your agent about insurance and protecting your family, even when the unthinkable happens.

– Chelly

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

The Day My Life Changed Forever

A fictional story based on true events.

It started off like any other day. My wife and my son Sam, 18, were out running errands while I was working in the yard. That evening, I got a call that they were involved in a car accident. The next thing I remember was standing in a hospital room with our son, Sam, while we waited to hear about my wife, Patricia. Sam had sustained a severe head injury, but the doctors were not sure to what extent.

After waiting a few hours, the doctor explained that they did everything they could, but Patricia had succumbed to her injuries. I was devastated, but I did my best to keep it together for Sam. There was another driver involved. His name was Tony. He had a broken leg and a punctured lung from a rib and was in surgery.

According to the police report, my wife was ruled at fault for the accident. I spent the next few years on the phone with insurance companies and my attorney. That's right, years! As a result of the accident, Tony had multiple surgeries due to complications stemming from his original injuries and still needs physical therapy to this day. Sam's head injury caused him to have some memory loss and speech issues. Even worse, I lost my wife of 25 years. Losing her broke my heart in ways I cannot express.

Thankfully, I did have insurance. Years ago, my insurance agent called us into her office and helped us take a hard look at all of our insurance policies. Though it was difficult to even fathom at the time, my insurance agent convinced my wife and I to buy life insurance policies on our entire family. No, a life insurance policy did not bring Patricia back, but I was able to grieve in peace knowing that all of her medical and funeral expenses were covered. Many people do not understand the value of insurance. I was one of those people. I never thought this would happen to my family, but unfortunately life chose us to experience this. I am grateful that my insurance agent prepared us and that I can share my story with others. 🙏

Though we like to think this would never happen to us, sometimes it does. Don't be afraid to have tough conversations with your insurance agent. Your agent is here to prepare and protect you in the good times and the unthinkable times. Call your GDIS agent today. 770-395-0224

Policies I had at the time of the accident:

Auto Policy

Liability Limits: 100k/300k/100k

Medpay: \$5,000

Collision deductible: \$250

Patricia's Life Insurance Policy

Benefit: \$350,000

Personal Umbrella

Limits: \$1,000,000

Health Insurance

Co-Insurance: 80%

Out-of-Pocket Max

w/ deductible: \$13,200



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BREAKDOWN OF EXPENSES

Sam

Total Expenses
\$235,000

Deductible \$13,200 x 3 years
= \$39,600

\$235,000 - \$39,600 = \$195,400

\$195,400 - 80% coinsurance =
\$156,320 (health insurance
payment)

\$39,600 + \$39,080 = \$78,680
(deductible) (20%)

\$78,680 - \$5,000 (Auto policy
medical payments)
= \$73,680

remaining expenses

\$230,000 + \$73,680 =
\$303,680 balance
from Sam & Tony's
expenses

Tony

Court settlement

\$1,350,000 *
→ \$120,000 (Auto policy)

\$1,230,000
→ \$1,000,000 (umbrella
policy)
\$230,000

* Auto policy
paid for max
bodily injury
& value of
vehicle

Patricia

Total expenses
\$95,000 (medical & funeral)
- \$5,000 (Auto policy medical
payments)

\$90,000
- \$350,000 (life insurance
payment)
\$260,000

\$303,680 (Sam & Tony)
- \$260,000 (Patricia's life policy)

\$43,680 out of pocket expenses
remaining the family was
responsible for paying.



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CE for You and Your Staff

Don't forget, 2019 is a license renewal year for dentists and hygienists, and there is new required continuing education. But don't worry, the Georgia Dental Association has all your requirements covered as well as a CE events calendar created by dentists for dentists and dental staff. For all your 2019 CE needs, visit gadental.org/ce.

Risk Management in Dentistry: A Practical Approach



Friday, April 26, 2019



10 am – 2 pm (4 CE Hours)



Georgia Dental Association
7000 Peachtree Dunwoody Road, NE
Suite 200, Building 17
Atlanta, GA 30328

Presented by Thomas David, DDS

Fees (includes lunch):

\$100 GDA Members

\$200 Non-Members

What's the Hype About HPV? Recognizing HPV Infections that Affect the Oral Region



Friday, May 3, 2019



Noon – 2 pm (2 CE Hours)



Green Island Country Club
6501 Standing Boy Road
Columbus, GA 31904

Presented by Susan Muller, DMD, MS, Professor Emeritus,
Emory University, Atlanta Oral Pathology

Fees (includes lunch):

\$40 GDA Members

\$99 Non-members

Legal, Ethical and Professional (LEAP) CE



Friday, May 3, 2019



8:30 am – 4 pm (7 CE Hours)



Georgia Dental Association
7000 Peachtree Dunwoody Road, NE
Suite 200, Building 17
Atlanta, GA 30328

Fees (includes lunch):

\$500 Dentists

\$250 Hygienists

The Opioid Epidemic—How Does the Dental Profession Fit In?



Friday, May 17, 2019



Noon – 1:30 pm (1.5 CE Hours)



Georgia Dental Association
7000 Peachtree Dunwoody Road, NE
Suite 200, Building 17
Atlanta, GA 30328

Fees (includes lunch):

\$59 GDA Members

\$99 Non-members



Register for GDA CE at
gadental.org/ce

CPR Certification and Renewal



Friday, June 14, 2019



8:30 – 11:30 am or 1 – 4 pm



Georgia Dental Association
7000 Peachtree Dunwoody Road, NE
Suite 200, Building 17
Atlanta, GA 30328

Fees:

\$65 GDA Members

\$100 Non-members

Work-Life Balance—How to Accomplish More by Working Less



Friday, June 21, 2019



Noon – 3 pm



Georgia Dental Association
7000 Peachtree Dunwoody Road, NE
Suite 200, Building 17
Atlanta, GA 30328

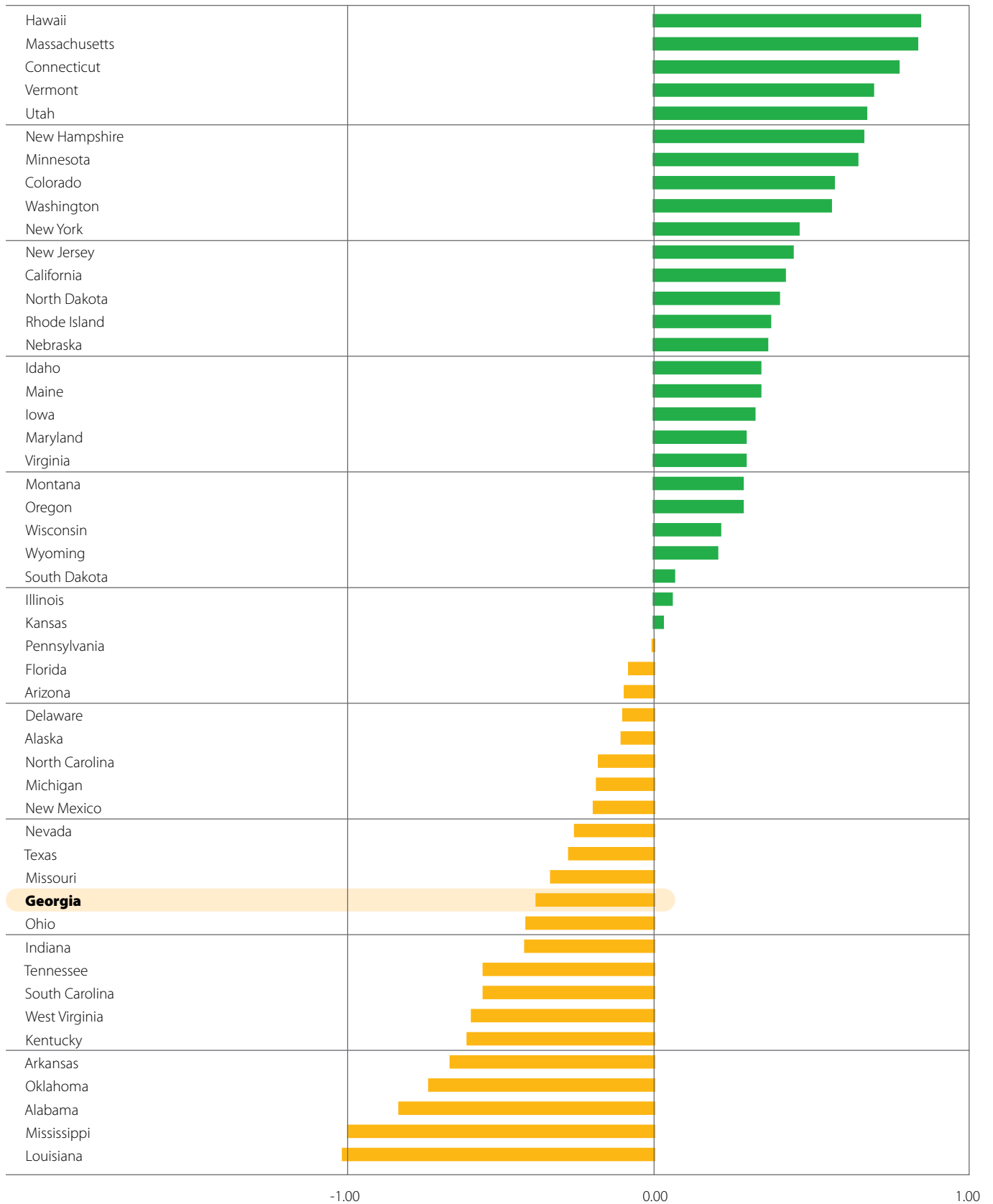
Presented by Audie Cashion

Fees:

\$75 GDA Members

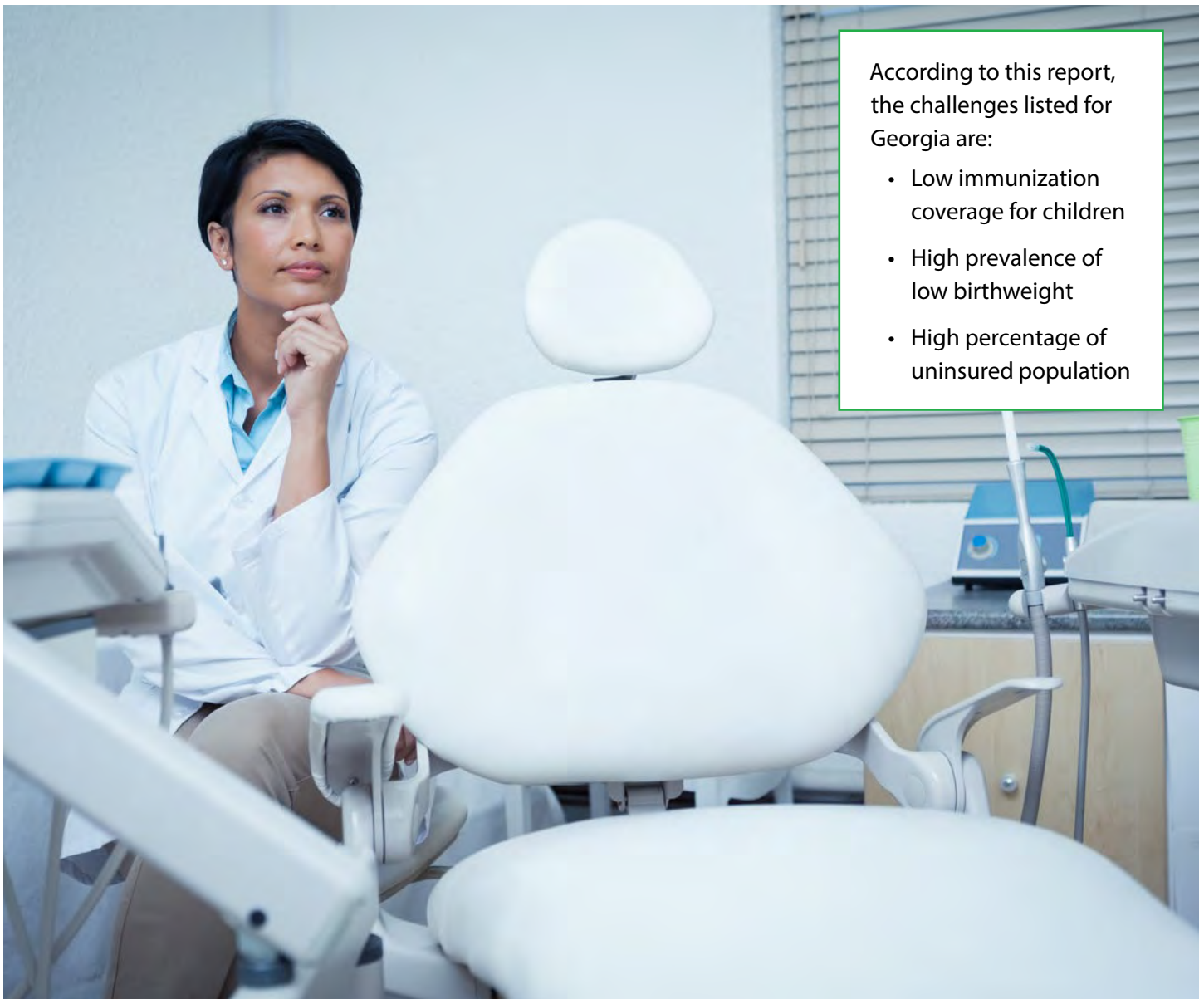
\$150 Non-members

2018 Annual Health State Scores' Shown by Ranking



*Weighted standard deviation relative to U.S. value. A score of zero is equal to the U.S. value.

Source: America's Health Rankings Annual Report, 2018 Edition, ©2018 United Health Foundation. All rights reserved.



According to this report, the challenges listed for Georgia are:

- Low immunization coverage for children
- High prevalence of low birthweight
- High percentage of uninsured population

How Does Georgia Rank?

In December 2018, the United Health Foundation released its 29th America's Health Rankings, which is the longest-running annual ranking assessment of the states in the United States. The markers to gauge overall health included clinical care, outcomes data, policy changes, and environment. Below are the 2018 state rankings. Georgia ranks as #39, which is an improvement from being ranked #41 in 2017.

According to this report, the challenges listed for Georgia are:

- Low immunization coverage for children
- High prevalence of low birthweight
- High percentage of uninsured population

It is important to note that the number of dentists per capita also had an impact on overall health, ranking Georgia as the 46th state for number of dentists per capita. At the time of this report, Georgia had 47.2 dentists per 100,000 people (versus the national average of 60.9 dentists per 100,000).

»

HOW DOES GEORGIA RANK

Continued from page 45

This report may not accurately reflect barriers to oral health in Georgia however. Only 6% of people in Georgia report that a reason for not visiting the dentist more often is due to difficulty finding an available provider.

A huge barrier to care that consumers in Georgia face regarding dentistry is no adequate funding source for dental care for low-income individuals. Currently, Medicaid only covers emergency extractions for adults in Georgia.

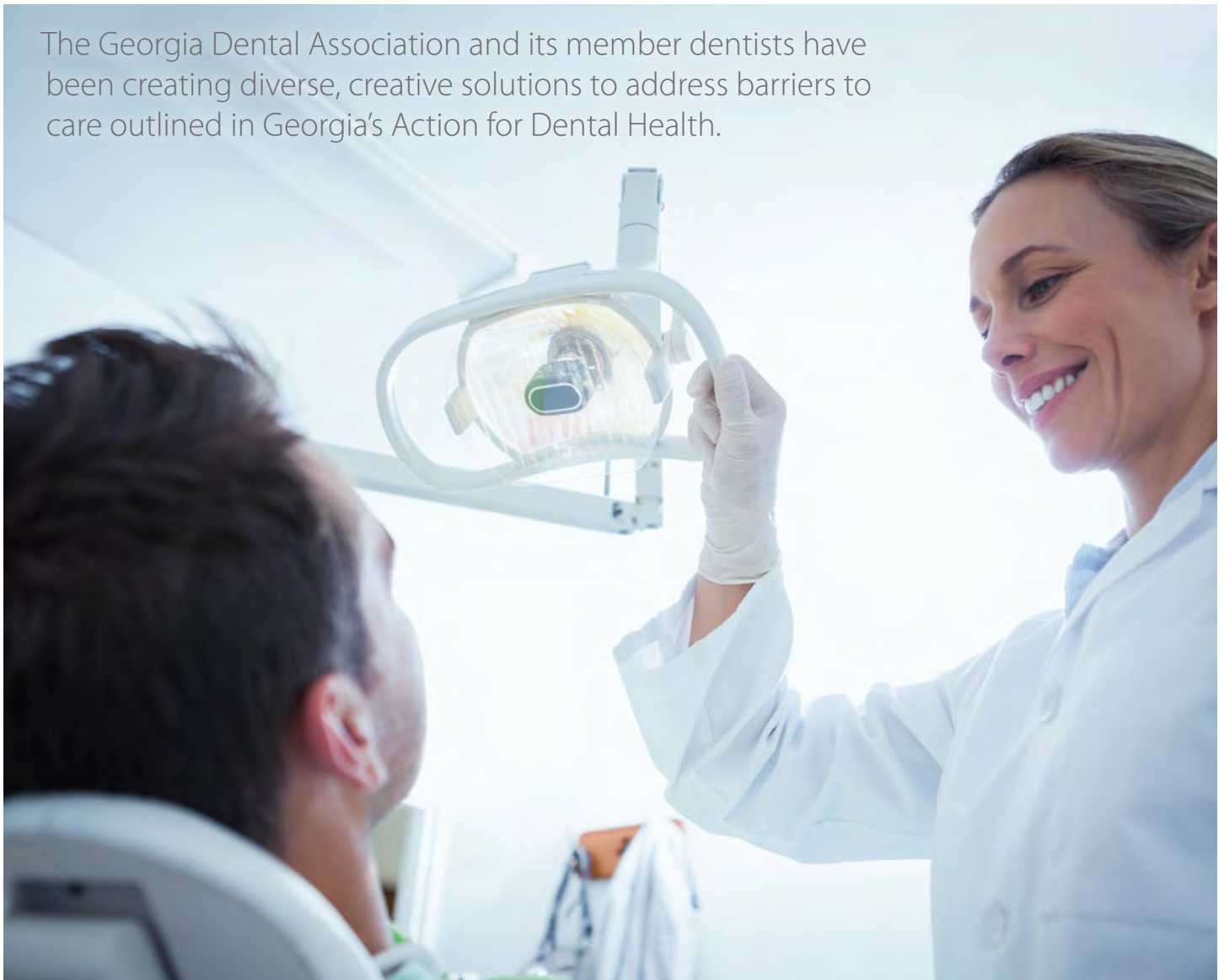
The Georgia Dental Association and its member dentists have been creating diverse, creative solutions to address barriers to care outlined in Georgia's Action for Dental Health:

- Placing more dentists in rural communities by getting more slots for the student loan repayment program administered by the Georgia Board for Physician Workforce.
- Delivering dental care to low- or no- income individuals through the Georgia Mission of Mercy. Over \$6,586,796 of dental care has been provided through the Georgia Mission of Mercy since 2011.
- Establishing the Donated Dental Services program, a statewide program to treat the medically fragile and elderly populations in the state at **no cost**.
- Establishing an Adjunct Professor Program in partnership with the Dental College of Georgia and Department of Public Health to place students in rural areas and provide dental care at low costs which also getting training by an experienced GDA dentist. 🦷

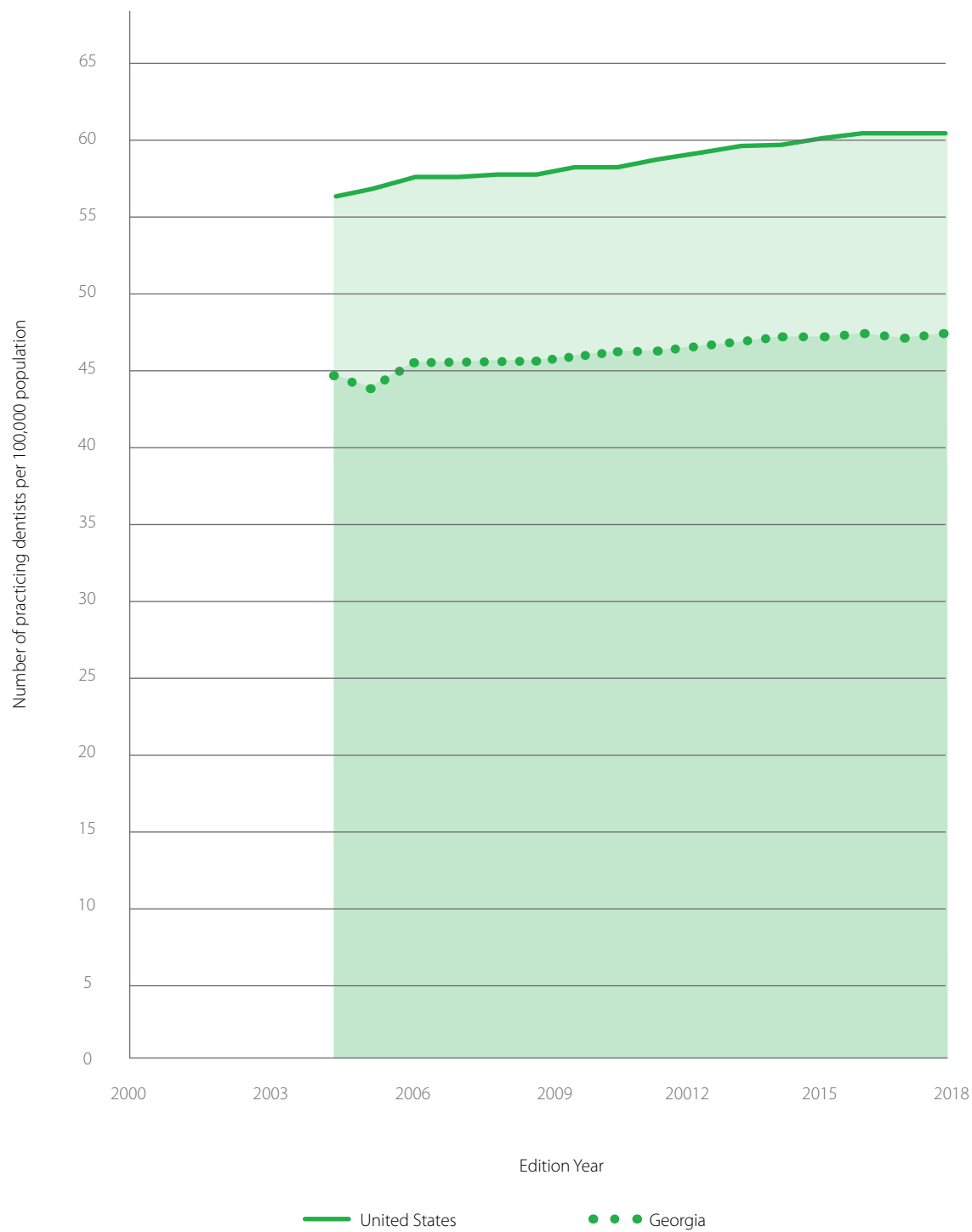
If you have any questions regarding Georgia's Action for Dental Health, current initiatives providing solutions to barriers of care in Georgia, or this report, please visit our website at gadental.org or contact the Georgia Dental Association at 404-636-7553.

Source: Oral Health and Well-Being in Georgia Report by the American Dental Association's Health Policy Institute. <https://www.ada.org/en/science-research/health-policy-institute/oral-health-and-well-being/georgia-facts>

The Georgia Dental Association and its member dentists have been creating diverse, creative solutions to address barriers to care outlined in Georgia's Action for Dental Health.



Trend: Dentists, Georgia, United States



Source: American Dental Association

GDA **MEMBER** VALUE

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



Meet Dr. Cherie Murray

How did you become a GDA member?

I was a member of ASDA during dental school at the Dental College of Georgia. I joined GDA my first year of practice as a general practitioner, after completion of my AEGD residency program. As dental students we hear about all of the many resources and benefits such as tripartite membership, CE courses, and opportunities to connect with other dentists, so it was an innate decision that I made to join.

What was your first member meeting?

The first meeting I attended as a dentist was at a Central District meeting held in Macon about a year ago. I decided to go to the event to start my journey as an active GDA member. I am interested in inter-professional topics and the speaker and topic was one of great interest to me. A local rheumatologist spoke about immunosuppressive drugs and the implications of dental treatment on these patients.

Who introduced you to GDA?

It was a combination of colleagues and the influence of GDA's presence while in dental school.

What is your most memorable GDA experience?

The most memorable thing I've experienced because of GDA was in 2015 when I attended Law Day at the Capitol while in dental school. It was a cold day in Atlanta and a few classmates and I met with GDA dentists for breakfast at a nearby office building; the late Dr. Torbush was president of GDA and he, too, along with his wife, were present. All of the ladies had beautiful scarves to wear into the Capitol. I wanted to make sure that my scarf was perfect. Mrs. Torbush offered to help me tie mine (I still have that scarf). Just having the scarf around my neck made me feel very diplomatic. Upon entering the Capitol, the students were split into groups and I was the lead speaker in my group. I was to present the congressman with our issue and ask for his support. I was nervous, yet excited to speak with a congressman as a representative of the dental profession!

What would you tell a dental student about GDA?

I would definitely encourage dental students to become involved with the Georgia Dental Association, as the organization provides a wealth of resources and assistance to young dentists, like myself. I have called or emailed GDA employees to ask questions and have always been provided with a prompt answer. It is an organization in full support of its members. GDA also serves as a platform to grow in the profession of dentistry through the various CE resources that are offered to members. It also enables dentists to meet and connect with colleagues not only in the region where you practice, but statewide as well.

Have you made any friendships through GDA?

Yes, I have! I consider myself to be a very social person, so it is easy for me to connect with strangers. At almost every GDA event that I have attended, I have found at least one person to connect with and build a professional relationship in which we help and support one another.

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

The GDA can continue to be supportive of members and continue to educate and inform members of all that GDA offers and provides for its members.

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

A flight attendant! I have always had a passion for traveling and I have been flying, unattended, since the age of 7.

What was your first job?

I had a work-study job in college in the HR department of the local school board.

Why did you decide to become a dentist?

Not every child has the privilege of personally knowing their dentist; but I did. My uncle was my dentist growing up. He had his own practice and taught dentistry for many years at the University of Pennsylvania. He encouraged me throughout my childhood and in college to become a dentist. To further explore the possible career option of dentistry, I volunteered at the Good Samaritan Clinic

in Atlanta, Georgia for over a year prior to my decision to attend dental school. While volunteering at Good Sam, I realized that going to the dentist was a privilege. The patients at Good Sam were there because it more than likely was their only option to seek dental treatment. During my time there, I gained a great rapport with the dentists and auxiliary staff and it helped me to better understand community health dentistry. My late uncle's influence coupled with volunteer experience solidified my decision to become a dentist.

What advice would you give to an aspiring dental student?

I would advise them to spend as much time as possible shadowing dentists, various types of dental specialties, and community health centers to best determine if dentistry is the right career for them. I would also advise them to contact dental professional organizations to gain a better understanding of the benefits of organized dentistry.

What do you enjoy doing in your spare time?

I like to travel, but an ideal weekend is doing nothing and sitting on my couch binge watching my favorite TV shows!

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

I help people obtain optimal oral health, and educate them on the importance of oral health and how it affects systemic health.

What is your all-time dream vacation?

Fiji Islands. 🌴



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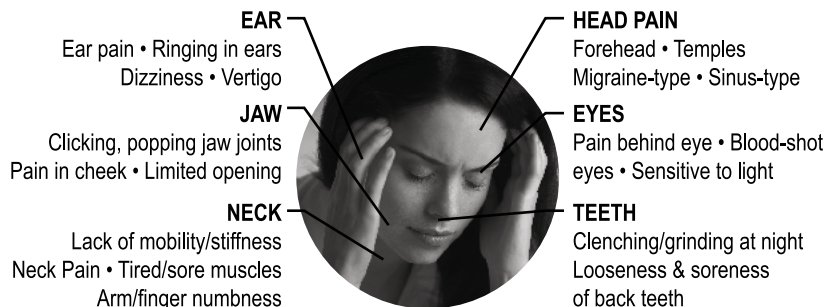
Melvin M. Goldstein

Attorney at Law

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