Six Trends Impacting the U.S. Dental Market
Founded on the principles of excellent customer service, complete transparency, and a passion for helping people, BridgeWay Practice Transitions assists dentists in the planning and execution of all types of practice transitions. From a recent dental grad accepting an associateship, to the established dentist ready for retirement, we are there every step of the way, providing the best customer experience in the industry.
Limited Time Welcome Offer...

Easy As...

1. Fax a few months of your recent supply invoices to 844.852.4049.
2. We will put together a price comparison quote and build a personalized shopping list of your frequently ordered products for fast and easy ordering.
3. Access gdasupplies.com with your ADA number to shop and save. At check-out, apply the promo code you receive with your price comparison for 10% off your first order.

Yes, it’s that simple!

Over 65,000 products from more than 550 brands!

features

23 TRENDS IN DENTISTRY
Emerging Trends Influencing the Profession

28 GUEST EDITORIAL
Our Dental Care System is Stuck

32 GDA PLUS INSURANCE/GDIS
Six Considerations When Choosing Malpractice Coverage

36 UPCOMING CE
CE for You and Your Team

40 CALL FOR NOMINATIONS
GDA Editor and At-Large Trustee Positions

51 GDA CONVENTION
Tear-out Flyer for Your Office

departments

8 SEEN & HEARD
GDA Members Making News and News for GDA Members

18 THE PRACTICE
Malpractice Minute

20 FINDING SUCCESS
Work/Life Balance

in every issue

5 CONTACT GDA STAFF
5 CALENDAR OF EVENTS
46 MEMBER PROFILE
48 CLASSIFIEDS
UPCOMING EVENTS
Visit gadental.org/events for the full GDA calendar.

INVEST IN YOUR TEAM
Show your staff you’re invested in their future!

Register your team for the GDA Convention & Expo today! Contributing to their personal and professional development encourages employee loyalty.

REACH US
GEORGIA DENTAL ASSOCIATION
7000 Peachtree Dunwoody Rd NE
Suite 200 Building 17, Atlanta, GA 30328-1655
Toll Free Phone: 800.432.4357
Metro Atlanta Phone: 404.636.7553
GDA Fax: 404.633.3943
GDIS Phone: 770.395.0224
GDIS Fax: 404.634.6099

Frank Capaldo, Executive Director
x-102 or frank@gadental.org
Amy Kuhn, Chief of Staff
x-131 or amy@gadental.org
Jeannie Watson, Executive Assistant
x-108 or jeannie@gadental.org

MAY 2019
9  CDSS Quarterly Membership Meeting and CE
10  Dental College of Georgia Commencement
15  Leadership GDA Webinar
17  Opioid Course, GDA Office
17  SWDDS CE Course
18  Coronal Polishing Course, Atlanta
27  SEDDS District Meeting
31  Expanded Duties Course, Athens
31  GDA Foundation Board Meeting

JUNE 2019
1  Expanded Duties Course, Athens
6  GDA New Dentist Event, Atlanta
12  Leadership GDA Webinar
14  CPR Course, GDA Office
20  GDA Finance Committee Conference Call
21  Work-Life Balance Course, GDA Office
26  NWDDS EC Meeting
28  IDBG Board Meeting, Macon

See the tear-out flyer on the back cover!

INVEST IN YOUR TEAM
Show your staff you’re invested in their future!

Register your team for the GDA Convention & Expo today! Contributing to their personal and professional development encourages employee loyalty.

REACH US
GEORGIA DENTAL ASSOCIATION
7000 Peachtree Dunwoody Rd NE
Suite 200 Building 17, Atlanta, GA 30328-1655
Toll Free Phone: 800.432.4357
Metro Atlanta Phone: 404.636.7553
GDA Fax: 404.633.3943
GDIS Phone: 770.395.0224
GDIS Fax: 404.634.6099

Frank Capaldo, Executive Director
x-102 or frank@gadental.org
Amy Kuhn, Chief of Staff
x-131 or amy@gadental.org
Jeannie Watson, Executive Assistant
x-108 or jeannie@gadental.org

Classified Advertising
gadental.org/advertise
Community Outreach,
Newsletter
Megan Capaldo, x-101
megan@gadental.org
Convention & Expo
Annemarie Davis, x-189
annemarie@gadental.org
Education
Scott Piper, x-190
scotttp@gadental.org
Government Affairs,
Scott Lofranco, x-103
scott@gadental.org
Insurance Services
Business & Personal
Michele Amatuli
770.395.0224
michele@gadental.org
Health/Medicare
Supplements
Christy Biddy
770.395.0224
christy@gadental.org
Letters to the Editor,
Public Relations,
Website/Social Media
Carol Galbreath, x-119
carol@gadental.org
Medicaid/PeachCare,
Third Party Help
Emily Yona, x-192
emily@gadental.org
Membership
Katherine Torbush, x-126
katherine@gadental.org
Sales
Rogers Beasley, x-106
rogers@gadental.org

MAY 2019
9  CDSS Quarterly Membership Meeting and CE
10  Dental College of Georgia Commencement
15  Leadership GDA Webinar
17  Opioid Course, GDA Office
17  SWDDS CE Course
18  Coronal Polishing Course, Atlanta
27  SEDDS District Meeting
31  Expanded Duties Course, Athens
31  GDA Foundation Board Meeting

JUNE 2019
1  Expanded Duties Course, Athens
6  GDA New Dentist Event, Atlanta
12  Leadership GDA Webinar
14  CPR Course, GDA Office
20  GDA Finance Committee Conference Call
21  Work-Life Balance Course, GDA Office
26  NWDDS EC Meeting
28  IDBG Board Meeting, Macon

See the tear-out flyer on the back cover!
List with Henry Schein Professional Practice Transitions,

WE’LL HELP YOU CROSS THE FINISH LINE.

When it's time to transition your practice, trust the experts. Best practice value, confidentiality, care for your staff and patients—you'll breeze through the finish without breaking a sweat.

www.henryscheinppt.com
1-800-988-5674

- PRACTICE SALES
- VALUATIONS
- TRANSITION CONSULTING/ PLANNING
- ASSOCIATESHIPS

© 2019 Henry Schein, Inc. “World’s Most Ethical Companies” and “Ethisphere” names and marks are registered trademarks of Ethisphere LLC.
FORGE CONNECTIONS | BECOME INSPIRED | EARN CE CREDIT

JULY 25–28
REGISTER TODAY

2019
The Ritz-Carlton Amelia Island | Amelia Island, FL

Invest in yourself at our biggest event of the year!

IT'S A LICENSE RENEWAL YEAR...

COMPLETE YOUR CE AT THE BEACH!

✓ Choose from more than 40 hours of CE
✓ Courses offered in all required areas for licensure

Top-quality CE Courses
Win Prizes

Activities for the Whole Family
Luxurious Beach Resort

Networking & Social Events
An Exhibit Hall Not to be Missed

Register at GDaconvention.com

INVEST IN YOURSELF | CREATE FAMILY MEMORIES | WIN PRIZES
Diode Laser Course
On March 2, the GDA offered a course on Diode Lasers. Participants had the opportunity to practice laser techniques with a Gemini Diode Laser on pig mandibles to get a true feel for the cutting mechanism of a diode laser on soft tissue.

MAY OBSERVANCES
National Dental Care Month
Better Sleep Month
Employee Health & Fitness Month
Mental Health Month
Older Americans Month
World Hand Hygiene Day
May 5
Root Canal Awareness Week
May 5–11
No Tobacco Day (World)
May 31
Evening for New Dentists

Enjoy CE, socializing, dinner catered by Taqueria del Sol, drink ticket for Monday Night Brewing beverage of choice, and more! Details on CE below.

CE: Building Blocks to Starting Your Dental Career off Right

Join us for a one-hour CE course hosted by Bank of America. You will learn strategies to make a successful jump from new dentist to owner and learn valuable information about managing your financing, understanding cash flow, learning more about renting vs. buying and more.

Register today at gadental.org/newdentistsevent2019. Space is limited.

*** All participants must be over 21 years old to attend. If you plan on drinking, please drink responsibly and take proper precautions (i.e. take Uber, Lyft, another ride share program, or have a designated driver).***

Welcome New Members!
The following new members joined GDA in February.

Darien Baird
Northwestern District Dental Society

James Collins
Northern District Dental Society

Lisa Judge
Northwestern District Dental Society

Kudzai Chikwava
Northwestern District Dental Society

Piyanut Itarut
Northern District Dental Society

Sheldon Rozman
Northern District Dental Society

Erika Sibbie
Northern District Dental Society

James Collins
Northern District Dental Society

Charles Johnson
Northern District Dental Society

Chad Thomas
Southeastern District Dental Society

Dental Dash

Members of the GDA Foundation staff met bright and early on March 23 to host a booth and participate in the Dentistry for the Developmentally Disabled Foundation’s (DDD) Annual Dental Dash at Dawn—a 3.1 mile run/walk that took place alongside Hinman this year. The dash benefits the DDD’s programs that provide accessible and comprehensive dental treatment to patients with developmental disabilities.
Thank you to all that attended a LAW Day this year at the Capitol! Without your advocacy efforts, your government Affairs Team would not have been able to accomplish our association’s legislative agenda for the year. Didn’t make it this year? We highly recommend signing up for one for one in 2020. LAW Day’s are a great way to learn about the legislative process and the issues affecting organized dentistry in Georgia.

Northern & Eastern District LAW Day

Pictured: Drs. Daryall McCullough, Carol Wolff, Tom Jagor, Victor van Greuningen, Jeff Kendrick, Erik Wells, Mr. Zachary Wilson, Drs. Bill Bachand, Joe Alderman, Beau Upshaw, Chris Adkins, Vasco Lowery, Mrs. Ellen Petree, Drs. Lewis Petree, Evis Babo, Henry Benson, Richard Weinman

Central District LAW Day

Pictured: Drs. Chris Hasty, Jay Phillips, Randy Phillips, Richard Weiman, Evis Babo, Todd Britt, Glenn Sosebee, Lou Ann Best, Michael Clarkson, Robert Moss and Mr. Scott Lofranco

Pictured: Representative Jeff Jones with a Capitol page and Dr. Bill Bachand

DCG students at the March 20 LAW Day
The GDA spent the week greeting members and informing attendees about the role and benefits of the association at the 2019 Hinman.

**GDA Members Attend Dental College of Georgia Alumni Reception**

DCG Dean Dr. Carol Lefebvre with Zach Dubin and Dr. Mike Pruett

Dr. Gary Stough, Mrs. Elaine Logan, and Dr. James Logan

Dr. Mark Shurett, Mrs. Leslie Benson, Mrs. Pam Patterson, Dr. Tom Jagor, and Mrs. Linda Knight
A number of GDA members visited the GDA exhibit booth at the Hinman Dental Society meeting.

GDA leadership enjoyed dinner with ADA President-elect Dr. Chad Ghehani at the Hinman Dental Meeting.
Board of Trustees Meeting
The Board of Trustees meeting took place at the GDA office on March 8, 2019.

Limited-Time Offer from Our Partner
Bank of America
Practice Solutions

DEBT CONSOLIDATION LOAN
Get a 3.89% interest rate for the first three years from GDA Plus* Partner, Bank of America Practice Solutions.
Applications must be submitted by July 31 and close by September 20, 2019.

To learn more, visit bankofamerica.com/practicesolutions or call 800.497.6076.
Proclamation Honors 50th Anniversary of DCG

On behalf of member dentists, GDA President Dr. David Bradberry issued a proclamation on April 1 recognizing The Dental College of Georgia at Augusta University for its 50th Anniversary. The proclamation acknowledges The Dental College of Georgia as the preeminent dental education provider in Georgia and commends the school for its contributions in promoting oral health, patient safety, and removing barriers to dental care for all Georgia citizens through research, clinical care, and service.

Hartford Award

GDIS was honored with the Hartford Stag One Award, an award for agencies that have demonstrated a commitment and passion for growing their small commercial books with the Hartford.

Only 3% of the country receives this award. Less than 6 agencies in GA.

New 2019 LEADERSHIP GDA Class

- Jamie Austin (E)
- Shenan Bradshaw (N)
- Mindy Gil (N)
- Riyaz Jiwani (N)
- Kara Kramer (N)
- Amir Lamei (NW)
- Ponnie Poisal (N)
- Chris Shim (NW)
- Charles Spicer (E)
- Phyong Quynh Spicer (E)
Volunteer Opportunities

COMMUNITY OUTREACH VOLUNTEERS

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

Upcoming 2019 Screening Dates:

- June 22 Atlanta
- July 27 Atlanta
- August 15–17 Hampton (Hygienists are also needed)

SPECIAL OLYMPICS, SPECIAL SMILES

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

Clinical Directors
We’re looking for additional clinical directors to help cover events throughout the state.

- 3-year minimum commitment
- Attend a “train the trainer” session with Special Olympics International
- All expenses covered

DONATED DENTAL SERVICES

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

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

Upcoming Special Smiles Events

- May 18, 2019
  State Summer Games, Emory University
  Atlanta

- August 17, 2019
  State Masters Bowling Tournament
  Warner Robins
Leverage the group buying power of your Association...

What members like you are saying...

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

For more information, please call 844.852-5899 or visit gdaplus.com/supplies
Dentist Misjudges Patient’s Tongue Lesion, Resulting in Missed Oral Cancer Diagnosis

Mario Catalano, DDS, MAGD

Background
A necessary prerequisite to efficacious dental treatment is an accurate diagnosis. Misdiagnosis can result in failure to treat, undertreatment, or overtreatment. As this case illustrates, accurate diagnosis requires diligence in ordering appropriate testing or, at a minimum, thorough follow-up to ensure that the patient’s condition resolves on its own.

Case Discussion
A 46-year-old female was a patient of record at a dental practice in which Dr. N, a young dentist, was an associate. Dr. N’s first contact with the patient occurred when she presented to the practice with a complaint of a “sore” that suddenly appeared on the left lateral aspect of her tongue. Dr. N’s examination notes indicated that he believed the lesion was lichen planus. However, his notes did not indicate any differential diagnoses or state whether the patient had experienced any recent trauma or illness. If Dr. N was correct in diagnosing lichen planus, he could expect that the condition, although chronic, would not require treatment.

Approximately two weeks later, the patient presented to her family physician with complaints of coughing and gastrointestinal symptoms; however, no evidence suggests that the patient complained of any discomfort in her tongue. Further, the family physician did not note any irregularity in relation to the patient’s tongue.

About six weeks after the patient visited her physician, she presented to the dental practice for a cleaning, which was done by a hygienist. Following the cleaning, Dr. N performed an oral examination. He did not note any abnormality of the patient’s tongue. However, during subsequent investigation, it was learned that the hygienist had observed a 2–3 mm lesion on the left lateral aspect of the patient’s tongue. Whether this lesion was brought to Dr. N’s attention is not documented or known; obviously, though, no further evaluation of the lesion occurred.

Approximately five weeks later, the patient again presented to Dr. N for extraction of teeth 15 and 18. The removal of tooth 15 involved considerable difficulty, and the patient and Dr. N decided wait to remove tooth 18. Dr. N’s notes regarding the removal of tooth 15 did not indicate any difficulty with the extraction, and they contained no reference to the previously discussed tongue lesion. For whatever reason, the extraction of tooth 15 was the last time the patient had any contact with Dr. N.
About five months after the extraction of tooth 15, the patient presented to her family physician with a complaint of a sore throat. The physician’s notes stated that an examination of the palate, tongue, and tonsils did not indicate anything unusual. The patient had four additional encounters with her family physician for chest congestion issues over the winter, but the physician did not document any abnormal appearance associated with the patient’s tongue.

Approximately six months after that, the patient presented to an emergency department with a complaint of left-sided facial pain and blisters on her tongue. The emergency physician noted that tooth 18 (which had never been extracted) appeared to be abscessed. The patient was prescribed antibiotics and referred to an ENT practice. Two days later, an ENT surgeon noted a large red mass over the medial third of the patient’s tongue, possibly caused by the problems associated with tooth 18. The ENT surgeon ordered a CT scan of the patient’s neck to rule out a neoplasm and referred the patient to an oral and maxillofacial surgeon for treatment of tooth 18. The radiologic report indicated a 17 mm mass on the patient’s tongue with nodal involvement. Ultimately, she was diagnosed with stage IV squamous cell carcinoma of the tongue.

The patient brought a dental malpractice lawsuit against Dr. N, alleging failure to timely diagnose cancer in her tongue. Despite numerous occasions in which Dr. N potentially had the opportunity to properly diagnose the patient, the jury returned a verdict in favor of the defense.

The defense verdict in this case is particularly surprising given the fact that Dr. N appears to have mishandled this case on multiple occasions, resulting in a catastrophic outcome for the patient. Although time could be spent speculating about the outcome of the case, Dr. N might have avoided the courtroom altogether if he had implemented certain patient safety and risk management strategies.

The problems with this case began during the patient’s first encounter with Dr. N, in which the patient complained about a “sudden sore” on her tongue. Dr. N rendered a presumptive diagnosis of lichen planus, which—although chronic—would require no further treatment. This diagnosis should not have been considered final for several reasons: (1) the lesion was not in the normal anatomical location, (2) the diagnosis was not supported by any historical evidence, and (3) no biopsy had been performed to confirm the diagnosis. The best practice in this situation would have been for Dr. N to consider lichen planus a presumptive diagnosis and follow the patient until it was clear that the diagnosis was correct.

The patient’s record demonstrates numerous opportunities for Dr. N to reexamine and evaluate the lesion, but that never happened. At least two factors appear to have contributed to this failure. First, Dr. N’s documentation generally appears to be inadequate; even if he took the time to review the patient’s record prior to seeing her during subsequent visits, any concerns he might have had about the lesion likely would not be brought to his attention (because they were not adequately noted). In cases like this, in which follow-up is needed to rule out more serious conditions, the doctor’s concerns should be recorded in a “tickler system” of some sort, so that the practitioner is reminded to follow-up with the patient.

Second, during legal discovery, it was determined that the hygienist had observed the lesion. However, whether the hygienist notified Dr. N about the presence of the lesion is not known. If the hygienist had reviewed the patient’s record prior to the prophylaxis, she might have seen the reference to the lesion and realized that it had not resolved. However, regardless of whether she was aware of the lesion before observing it, she should have brought it to Dr. N’s attention.

Again, the exact situation that occurred is not clear, but it seems likely that the communication between Dr. N and the hygienist was inadequate.

The lack of documentation in this case combined with poor communication and failure to follow up ultimately deprived the patient of a timely diagnosis and, in all likelihood, a much better outcome. As is often the case, nonclinical factors combined to cause a suboptimal clinical outcome.

**Conclusion**

In dental practice, as in all aspects of life, so often “the devil is in the details.” As this case illustrates, mundane (and even boring) tasks such as thorough documentation and good communication can be critical components of quality patient care. Disciplining oneself to do the little things well can contribute to satisfying and successful patient care experiences.

Reprinted with permission.
Counterbalancing Work/Life Stresses

By Audie Cashion
In a recent survey, the #1 concern facing dental professionals right now is work/life balance.

The stress to find balance is the greatest concern for all professionals, stay at home moms, students, and others. According to the American Psychological Association, chronic stress is linked to the six leading causes of death: heart disease, cancer, lung ailments, accidents, cirrhosis of the liver, and suicide. The Occupational Safety and Health Administration has declared stress a hazard of the workplace.

I saw firsthand what the stress and pressure of running a dental practice had on my dad. Shortly after a dinner with my parents at UNC Chapel Hill during my senior year of college, I received a call from my mom that would change my life forever. My dad had collapsed from a massive heart attack and died in my childhood home in High Point.

In the midst of the grief and devastation, my dad’s words from dinner that evening kept running through my mind; “Audie, I can’t handle the stress. I just can’t handle it.” He wanted less stress. He wanted something different.

Sadly, when dentists and other professionals want to address work stress and ‘to turn the ship around,’ it can feel like turning the Titanic. They do not know where to begin.

I will give you a place to start; ask yourself, “Is my life really working at the level that I want right now?”

Let’s consider the elusive goal of Work/Life Balance that everyone is chasing after.

Now, take a moment and do a little exercise. Please stand up and balance on one foot.

What are you actually doing? Are you “balanced?”

Or are you “balancing?”

You’ll notice that the muscles in your leg, ankle, and foot are actually straining and adjusting because you are actually in an act of balancing. A better description would be that you are “counterbalancing,” meaning that your muscles are firing on and off to keep you from falling. The point is, the Work/Life Balance sounds like an endpoint when in fact, it’s a process.

So let’s get started to help you get Work/Life Counterbalance.

Here’s part of the simple process when we work together:

1. Make a list of everything you want, e.g. work 30 hours/week, travel overseas, take four weeks vacation every year, a deeper connection with your spouse/kids, sell your practice, attract new patients, find/train qualified committed team members, reduce financial worries, solve a specific personal or professional problem, or do something that lights you up!

2. Prioritize the list, e.g. 1-create a deeper connection with my spouse, 2-find/create a committed team, 3-sell my practice, 4-travel overseas, etc.

3. Describe the reason behind your #1 priority, e.g. right now my spouse and I are ships passing in the night. If it continues, I fear an affair, separation, or a divorce which would devastate our family. I want to fight for my spouse’s highest possible good to connect and develop true intimacy with her/him!
4. Plan and execute the next step that you can take right now toward your goal, e.g. send my spouse a small gift along with an invitation to a special dinner date.

5. Keep up your momentum. Pick one thing and do it for 66 times to make it a habit that will reinforce your commitment to what you want from Step 2 such as: weekly 1:1 date with your spouse, 1:1 date with your children, read, practice gratitude, meditate, exercise, breathe, get out in nature, do what personally lights you up, professional growth activity, etc. For example, you might pick exercising which could help you to feel better and be more attractive to your spouse.

In the bestselling book *The ONE Thing*, authors Gary Keller and Jay Papasan point to Australian researchers Megan Oaten and Ken Cheng who found “a kind of halo effect around habit creation. In their studies, students who successfully acquired one positive habit reported less stress; less impulsive spending; better dietary habits; decrease alcohol, tobacco, and caffeine consumption; fewer hours watching TV; and even fewer dirty dishes.” They said if you sustain the discipline long enough on one habit, not only does it become easier, but so do other things as well. The point here is doing the most important thing first regularly makes everything else easier.

I wish my dad would have known this process, because I believe he would have been here enjoying my beautiful daughters today.

Audie Cashion is a Speaker, Business Coach and Certified ONE Thing Trainer.
The dental industry is constantly evolving and changing as new technology and business structures are introduced. According to the ADA Health Policy Institute, dentistry is entering a “new normal” that is characterized by a growing number of dentists, shifting practice configurations, and an evolving patient landscape. The dentist workforce is changing in several critical ways due to demographic shifts, among other factors. The payer landscape is also shifting. Sixty-three percent of services performed by the average dentist are covered by private insurance, which customarily reimburses at a much lower rate than the average fee that a dentist charges. This article highlights six trends that are impacting the U.S. dental market.

**TREND #1: Shift to Large Group Practices**

More than half of the dentists in the state are part of a group practice. Georgia also ranks fifth in the nation for percent of dentists affiliated with a dental service organization (DSO). The movement for dentists to join a dental service organization may be influenced by new dentists’ inability to buy or start a practice while carrying student loan debt. According to the American Student Dental Association (ASDA), dental student debt has grown at an astounding rate. In 2017, dental students graduated with an average dental school debt of $287,331. If historical trends continue, it is likely the debt load will continue to grow in 2019 and beyond. Growing student loan debt, along with the many perks offered by dental service organizations, such as part-ownership, covered health insurance, and free continuing education courses, are contributing to more dentists becoming affiliated with dental service organizations.
TREND #2: Shifting Demographic Makeup of the Dental Workforce

The dental workforce is changing due to a shift in demographics. The snapshot of dentistry is becoming more female, older and more diverse. According to the American Dental Association’s Health Policy Institute, 32% of all dentists were women in 2018 nationwide, compared to 22% in 2008. (In Georgia, women account for 31% of dentists.) Statistics show the number of female dentists will continue to grow. In 2018, 49% of dental school graduates in the United States were female compared to 44% in 2006, 36% in 1996, and 5% in 1976, according to the American Dental Education Association.

Not only are more women entering the workforce as dentists, the age of practicing dentists continues to increase. In 2008, only 9.6% of dentists in Georgia were still practicing after the age of 65. In 2016, over 14% of the workforce was still practicing dentists at that age (see below).

Source: American Dental Association’s Dentist Profile Snapshot, 2016
TREND #3:
Supply of Dentists Increasing
Trends show the number of dentists will continue to grow nationally, as well as in Georgia. In 2018, the Dental College of Georgia accepted 96 new students, with 10% of those students traveling from out of the state to go to dental school in Augusta, Georgia. Six years ago in 2012, the Dental College accepted only 80 students, all of which were Georgia residents, according to the Office for Students, Admissions, and Alumni at the Dental College of Georgia. Although the number of dentists is growing in Georgia, our state continues to have a lower number of dentists per capita than the national average.

For more information, contact the Health Policy Institute at hpi@ada.org.

DENTIST-TO-POPULATION RATIOS VARY ACROSS STATES
The number of dentists per 100,000 population in the United States was 60.9 in 2016 and varied across states. Although the number of dentists in Georgia is growing, our state has a lower number of dentists per capita than the national average with 47 dentists per capita.
Georgia dentists’ earnings were at $215,009 in 2010 and then fell to $177,554 in 2016. A small uptick was seen in 2017 at $181,690.

Source: American Dental Association’s Health Policy Institute, 2018
TREND #4: Increased Consumerism is Impacting Dentistry
Consumerism is driving what the patient wants, when they want it, at a price they can afford. It is contributing to:

→ A rise in direct-to-consumer dental services, which include the sale of partial dentures, teeth whitening trays, snoring appliances, veneers and mouth guards, and DTC orthodontic services.

→ Increased demand for consumer-oriented hours, including extended hours and weekends.

→ Spa practices to improve patient experience. One small but growing trend is an increase in spa practices, according to Tyson Downs, owner of Titan Web agency, a business serving the dental industry. “These practices put a high premium on providing a personalized and luxurious experience to their patients, he says. Some practitioners are taking it to a whole new level by integrating spa treatments such as upright chair massage and reflexology in conjunction with yearly check-up and patients are taking advantage of it.”

TREND #5: Technology Will Continue to Impact Dental Care
Digital technology has contributed to several advances in dentistry including CAD/CAM assisted crowns/bridges, digitally-assisted treatment planning for implant surgery/restoration and caries diagnosis tools such as digital radiography. Digital technology will continue to open up many new avenues that will enable clinicians to provide better care to patients.

TREND #6: Increasing Use of Social Media and SEO to Attract Patients
Dentists can expect to see more competitors using advertisement on social media and other platforms to attract new customers. According to Lynne Nelson, Columbia Bank vice president of professional banking services, social media has catapulted itself into the top advertising mechanism for small businesses outside of search engine optimization (SEO). “As practitioner websites grow more patient-friendly, social media and SEO will be illuminated more and more as to its importance due to the electronic footprint that each new patient will leave. In the near future, you may need to have a staff member that is devoted to caring for your digital footprint and image,” she says.

GDA and ADA are responding to this trend through increased use of digital marketing strategies that drive consumers to dental offices and shine a positive light on dentists and dentistry.

GDA AND ADA DIGITAL MARKETING STRATEGIES DRIVE CONSUMERS TO DENTAL OFFICES

4.5 Million visits and counting

Don’t miss out on this FREE marketing channel for ADA members. Complete your ADA Find-a-Dentist® profile today.

ADA.org/completemyprofile

May 2019 • 27
Our Dental Care System is Stuck and Here is What to Do About It

By Marko Vujicic, PhD
In 1926, the work of William Gies\(^1\) helped chart a new course for dentistry. I think we are approaching another “Gies” moment in which the dental community must face some hard facts and ask itself how effectively the current system is improving the oral health of the American public. In my view, the current dental care delivery and financing model will not drive significant, sustained improvements in oral health going forward like it did in the past, particularly for key segments of the population. We are stuck. And the changes needed to get unstuck are not tweaks, but major reforms.

Let us first look at some important trends. Dental care use is rising among low-income and minority children,\(^2\) and racial and economic disparities are narrowing.\(^3\) Dental care use among seniors is also on the rise. However, unlike for children, high-income seniors are driving this trend, meaning income disparities are actually widening. For adults (those aged 19–64 years) dental care use has been fairly flat for several years.\(^2\) Cost is, by far, the top reason adults avoid going to the dentist.\(^4\) But despite steady reductions in cost barriers to dental care for adults in recent years,\(^5\) there has been no appreciable bounce back in utilization. Looking forward, demand for dental care among working-aged adults (the engine of the dental economy) will continue to be sluggish, especially for restorative care.\(^6,7\) In my view, the dental sector is in a low-level equilibrium. We will not see major expansions in dental care use and sustained improvements in oral health in the coming years, especially among those with the highest needs, under the status quo model. The dental care system needs major reforms in four areas (see table below).

### Address the Dental Coverage Gap

First, we need to address the dental coverage gap. Only 10% of U.S. children lack dental coverage, a rate that has steadily declined for decades.\(^8\) However, a significant share of adults and most seniors lack dental coverage. Affordability issues are, by far, the top reason adults and seniors do not visit a dentist.\(^4\) Despite its major shortcomings,\(^9\) dental coverage still drives dental care use.\(^10\) The idea that demand for dental care can be

---

### Reforms Needed to Drive Major Expansions in Dental Care Use and Meaningful, Sustained Improvements in Oral Health

1. **Address the Dental Coverage Gap**
   - Consider dental care an essential health benefit for all age groups. Provide comprehensive dental coverage in public health insurance programs and as a core benefit in private health insurance coverage.

2. **Define and Systematically Measure Oral Health**
   - Define and systematically measure oral health in ways that are meaningful and relevant for both patients and providers, but mostly for patients. Measure what is done for patients, not just what is done to patients.

3. **Tie Reimbursement, Partly, to Outcomes**
   - Make some small portion of provider compensation dependent on oral health outcomes or, at a minimum, on some intermediate measures that influence outcomes and are more within the direct control of providers.

4. **Reform the Care Delivery Model**
   - Get dentistry out of its care delivery silo. Engage the rest of the health care system to nudge people into dental care. Rise above scope of practice turf wars fueled by fee-for-service payment.
stimulated by simply convincing people that it is “worth it” or “it will save money in the long term” and that they should just spend more out of pocket is, in my view, a complete fantasy. The past 50 years have seen major expansions of health insurance, most recently because of the Affordable Care Act. This has dramatically changed the consumer mentality toward health care services, dental care included. The patient mentality tends to be that if it is not covered, it is less important. If U.S. health policy treated comprehensive dental care as an essential health benefit, it would be covered by public programs such as Medicaid and Medicare and would be a core component of private health insurance. This would significantly increase demand for dental care.

Define and Systematically Measure Oral Health

Second, we need to define and systematically measure oral health in ways that are meaningful and relevant for both patients and providers, but mostly for patients. Providers, payers, and regulators are meticulous about measuring what is done to patients (for example, prophylaxis, radiographs, root canal treatment) but not what is done for patients (for example, relieving pain, improving mouth function, lowering risk of caries). The health care train is steadily moving toward more of an outcomes focus,11 and the dental profession is starting down this path, too. For example, the World Dental Federation recently adopted a new definition of oral health that takes the crucial step of incorporating physiological and psychosocial elements.12 Specific measures for oral health are being developed by an international, multiple stakeholder group.13 Such measures should be tracked at the individual patient level and at the population level.

Tie Reimbursement, Partly, to Outcomes

Third, we need to reform reimbursement so that it rewards what is done for patients rather than what is done to them: a model that is a little more focused on paying for oral health outcomes and a little less focused on paying for dental care procedures. I am not suggesting we abandon the fee-for-service model entirely. We are nowhere near ready for that kind of leap. Rather, we need to make some small portion of provider compensation dependent on oral health outcomes. There are immense challenges to this, no doubt. We know that oral health is influenced by a host of factors as broad as social determinants (for example, what neighborhood you live in) and as narrow as specific patient behavior at home (for example, flossing). Outcomes-based reimbursement, therefore, puts providers on the hook for things they perceive as beyond their control. However, these challenges can be addressed.11,14 For example, reimbursement can be adjusted for risk and can be based not just on oral health, which can be thought of as the final outcome, but also on intermediate measures (for example, sealant rates) that are more within the direct control of providers.

The patient mentality tends to be that if it is not covered, it is less important.

Reform the Care Delivery Model

Fourth, we need to explore different care delivery models. Once reimbursement is tied to outcomes rather than to procedures, a whole different set of incentives comes into play for providers. The financial incentive becomes to produce the biggest improvements in oral health at the lowest cost. The turf wars concerning which providers can do what procedures, fueled by the fee-for-service model, start to dissipate. Instead of “What do I do?” providers start to ask, “What am I part of?”15 Providers would have stronger financial incentives for prevention. The care delivery model would adjust to move everybody to the top of their license. In addition, there would be stronger incentives to get dentistry out of its care delivery silo. If dental care providers are a bit more accountable for oral health status, all of a sudden it becomes vital to engage the rest of the health care system to help nudge people into dental homes. Imagine physicians referring all of their patients with diabetes into dental homes. Now, imagine if every CVS did the same thing.

Make no mistake, I fully recognize that the action areas I have outlined are disruptive. This is not about tinkering around the edges; it is about systems change. However, I am convinced these changes are absolutely necessary if the goal is to get more dental care to more people, especially those with the highest needs, and to improve the oral health of the American public in a meaningful and long-lasting way. Some of the changes I have outlined are already under way in both the public16 and private17 sectors. The key question the dental community and health policy makers more broadly need to ask is this: who will lead the change? ☐

Our Dental Care System is Stuck. JADA March 2018. Posted online at https://doi.org/10.1016/j.adaj.2018.01.006. Copyright © 2018 American Dental Association. All rights reserved. Reprinted with permission. Dr. Vujicic is the chief economist and the vice president, Health Policy Institute, American Dental Association. Address correspondence to Dr. Vujicic. Disclosure. Dr. Vujicic did not report any disclosures.

To receive Health Policy Institute reports and commentary, follow the ADA Health Policy Institute on Twitter @adahpi.


Dear Chelly,
I will be graduating this May. My first order of business is to acquire malpractice insurance. What company should I choose and what do I look for when it comes to buying a policy?
–Anonymous

Dear new dentist,
There are many things to consider before you purchase malpractice coverage. First, ensure the company has the solid financial strength to pay out on claims. Second, make sure the company offers pure consent, meaning they will not settle a claim without your knowledge. And most important, make sure they have experience in the court room handling lawsuits. Here is an article that gives you a more in-depth look at things to look for when choosing malpractice coverage.
– Chelly

Things to Look for When Choosing Malpractice Coverage

When you’re fresh out of dental school, the last thing on your mind is a malpractice claim. But believe it or not, statistics show dentists have a high likelihood of being sued at some point in their career. “A lawsuit attacks everything you’ve worked so hard to achieve. Whether you fear you may have made an error or whether you’re positive that you did nothing wrong, essentially the process will be the same,” says Bob Ignasiak, General Counsel and Claims Leader for MedPro Group—the nation’s leading dental malpractice insurance carrier.
If that day comes for you, you’ll be glad that you took the time to carefully select your malpractice coverage. Look for the following when buying your policy:

**ONE**

**Occurrence.** If you aren’t given the choice of an Occurrence policy, you may be stuck paying for tail coverage. If your employer does buy your tail coverage, ask how long it lasts. Surprisingly, some carriers provide tail coverage for only 3–5 years.

**TWO**

**Pure Consent.** Don’t settle for a company that will settle a claim out from under you. If this isn’t offered in the policy, ask why.

**THREE**

**Experience.** It may be your first time in a court room, but that shouldn’t be the same story for your carrier. Ask how many claims they have defended and how often they win. It’s important to consider a company’s experience in the court room.

**FOUR**

**Risk Management.** You need a malpractice insurance company that arms you with tools to improve patient safety and identify areas of risk in your practice. Make sure your malpractice company has an in-house risk management team that specializes in dentistry and truly understands your practice.

**FIVE**

**Stability.** Malpractice lawsuits may take years to develop and potentially even more to defend. Does the company have the financial stability to protect you on your first day of practice and your last?

**SIX**

**Flexibility.** Does the company offer malpractice protection in every single state? If not, ask what might happen if you relocate.

If you have additional questions regarding malpractice coverage and/or would like a quote for malpractice coverage, please call your GDIS representative today 770.395.0224.
Facts about GDIS Insurance

**MYTH:** GDIS can only provide insurance for dentists.

**FACT:** GDIS can write the following lines of insurance for dental staff, family and friends: auto, home, umbrella, boat, recreational vehicles, life, disability, and Medicare supplements.

**MYTH:** The dentist and all of the staff are required to participate in order to enroll in the GDA Health Plan.

**FACT:** The dentist does not have to enroll nor do all of the employees. The dentist alone can enroll. The dentist can also offer it to his or her employees without enrolling in the program or having a minimum number of employees participate.

**MYTH:** The dentist must subsidize the employee’s health insurance premium.

**FACT:** The dentist does not have to subsidize the employee’s premiums if he/she has fewer than 50 employees. Employees can be billed individually and pay GDA Health and Welfare plan directly with no administrative burden on the dentist.

GDIS provides products and services that can help you achieve your goals.

Call us today at 770.395.0224 or visit gdaplus.com.
GEORGIA STRONG

MEDPRO GROUP OFFERS THE STRONGEST DENTAL MALPRACTICE INSURANCE COVERAGE IN THE STATE OF GEORGIA.

Why MedPro?

• Dental Advisory Board: National dental leaders influence every area of our business.
• Pure Consent to Settle: At MedPro no case will ever be settled without your approval.
• Policy Options: Coverage types include Occurrence, Claims-made, and Convert to Occurrence® coverage options.
• Value: Risk management discounts available.
• Strength: The #1 dental malpractice insurance carrier.

Take advantage of our unique coverage options and competitive pricing today.

404.636.7553 x127  MICHELE@GADENTAL.ORG  MEDPRO.COM
CE for You and Your Team

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.

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:**
- **$59** GDA Members
- **$99** Non-members

**SOLD OUT**

Expanded Duties for Dental Assistants

- **Friday, May 31, 2019**
- **8 am – 5 pm (Course 4)**
  - **Fee:** **$220**

- **Saturday, June 1, 2019**
  - **8 am – noon (Course 5) or 1 – 5 pm (Course 6)**
  - **Fee:** **$120**

  **Athens Technical College**
  **800 US-29**
  **Athens, GA 30601**

CPR Certification and Renewal

- **Friday, June 14, 2019**
- **8:30 – 11:30 am or 1 – 4 pm (3 CE hours)**
- **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 (3 CE hours)**
- **Georgia Dental Association**
- **7000 Peachtree Dunwoody Road, NE Suite 200, Building 17**
- **Atlanta, GA 30328**

Presented by Audie Cashion

**Fees (includes lunch):**
- **$75** GDA Members
- **$150** Non-members

Register for GDA CE at [gadental.org/ce](http://gadental.org/ce)
Ways to Give to Your Dental Foundation in Georgia

<table>
<thead>
<tr>
<th>Personal Donations</th>
<th>Help us achieve our vision of a future where every person can attain a healthy mouth with your tax-deductible gift to GDAF.</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Kind Gifts</td>
<td>Contributing professional services, printing, merchandise, product donations or ad space helps off-set our costs and those of our community partners.</td>
</tr>
<tr>
<td>Tribute, Honor &amp; Memorial Gifts</td>
<td>A Tribute Gift allows you to recognize someone dear to you, whether memorializing the passing of an individual or celebrating that person for a special occasion.</td>
</tr>
<tr>
<td>Gifts of Stock</td>
<td>Donating appreciated securities is an easy and tax-effective way to make a gift.</td>
</tr>
<tr>
<td>Retirement Assets</td>
<td>Donate part or all of your unused retirement assets, such as your IRA, 401(k), 403(b), pension or other tax-deferred plan.</td>
</tr>
<tr>
<td>Planned Gifts</td>
<td>Support GDAF in a meaningful way while leaving a legacy to be remembered by future generations.</td>
</tr>
<tr>
<td>Amazon Smile</td>
<td>Donate .5% of your eligible purchases from Amazon to the nonprofit of your choice. Support the GDA Foundation for Oral Health by shopping online: smile.amazon.com/ch/27-3194544.</td>
</tr>
</tbody>
</table>

Contact the GDA office or visit us at gadental.org/foundation.
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 Fivck
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

Top 5 Mistakes Dental Offices Make While Submitting Claims—Understanding the CDT Code, Dental Benefits and Claim Processing
Dennis McHugh
American Dental Association

July 25–28, 2019
The Ritz-Carlton, Amelia Island
GDAconvention.com
The safest place for special needs* patients with dental issues? In an O.R., of course.

*Intense fears and phobias • Severe gag reflexes
Medically compromised • Developmentally disabled
High liability

Put your patients who need it most in the absolute best of hands: Dr. David Kurtzman at his regional Sleep Dentistry practice.

- 25 years of hospital dentistry
- Hospital residency trained
- General anesthesia administered by an MD

Dr. David Kurtzman, DDS, FAGD
770-980-6336 | dkdds@drkurtzman.com

Find out more: HospitalDentistry.org

The doctor’s safety net.

Atlanta Dental is excited to introduce PracticeLife, a partnership of services that range from a Preferred Fee Schedule to Business, Financial and Leadership guidance. Choose from Monthly Accounting as well as FREE Lease Negotiation, plus conservative and responsible Practice Transition guidance.

For more information on PracticeLife call:
833-872-9203

Inspired by Atlanta Dental
Seeking Nominations
GDA Editor & At-Large Trustee Positions
The GDA Nominating Committee is seeking candidates to fulfill Dr. Kumar Patel’s unexpired term as GDA Editor, July 2019 through July 2022. Additionally, the Committee is seeking qualified candidates for the two expiring at-large Trustee positions on the GDA Board of Trustees.

Candidates interested in any of the open positions should submit a CV and cover letter listing qualifications to the Nominating Committee c/o Jeannie Watson at jeannie@gadental.org no later than Monday, June 24, 2019. The Nominating Committee will review submitted candidates prior to the July 2019 House of Delegates meeting in order to present a slate of qualified candidates for election by the HOD.

GDA Editor

Term:

Three years with the option of succession for one additional three-year term (first term completes the unexpired term of the current GDA Editor from July 2019–2022).

Responsibilities:

- The Editor is responsible for the publications of the GDA including a column in Action magazine (10 issues per year).
- The Editor accepts liaison responsibilities as delineated in the organizational flow chart including:
  - Serving as an ex-officio member of the Public Relations and Communications Committee
  - Serving as a member of the Executive Committee
  - Serving as a non-voting member of the Board of Trustees
  - Participating with Georgia’s ADA Delegation and attending the ADA Annual Sessions (at the discretion of the GDA BOT)
- The Editor shall perform all other duties as usually pertain to the office.
At-Large Trustee Nominations

As part of the revised GDA governance structure, eight at-large Trustees were elected to the Board of Trustees by the House of Delegates at the July 2018 meeting. The initial term of each at-large Trustee was established by a drawing with three (3) three-year terms, three (3) two-year terms and two (2) one-year terms. The two at-large trustees who are serving expiring one-year terms are Dr. Ben Jernigan, Jr. (NDDS) and Dr. Erik Wells (EDDS). Please note that Northwestern is not eligible for any additional at-large Trustees, since no district shall have more than two at-large Trustees per the GDA Bylaws. All other districts may submit candidates for the at-large positions.

All interested candidates must submit a CV and cover letter listing qualifications to the Nominating Committee no later than Monday, June 24, 2019.

Send submissions to:
GDA Nominating Committee
c/o Jeannie Watson
7000 Peachtree Dunwoody Road, NE
Suite 200, Building 17
Atlanta, GA 30328-1655
Or email to jeannie@gadental.org

Additional Information:

Additional information from the GDA Bylaws regarding at-large trustees:

- Candidates for trustee positions must be a member of the GDA and have demonstrated leadership by serving on the district, state or national level.
- At-large trustee nominees shall be submitted to the Nominating Committee thirty (30) days prior to the Annual Session (by June 24, 2019).
- The Nominating Committee will review all submitted candidates for these trustee positions and certify their eligibility to serve.
- Election of at-large trustees shall be by a majority of the votes cast in the House at the annual meeting of the House.
- Delegates of the House will have the ability to offer names of candidates to be placed in nomination in addition to those presented by the nominating committee.
- No district shall have more than two (2) at-large Trustees.
- At-large trustees shall serve a three-year term with the eligibility of one consecutive three-year term except for the initial term, which may be more or less depending upon the draw.
- The terms of all members of the Board of Trustees shall begin with installation ceremonies held during the last official event of each Annual Meeting.
Unparalleled Results | Purpose Driven

A full-service dental law firm dedicated to providing integrity-driven, innovative results to every client in order to meet and exceed client objectives and expectations.

Practice Areas

- LLC & Professional Corporation Formation
- Practice Sales & Acquisitions
- Partnership Agreements
- Wills, Trusts, & Estate Planning
- Real Estate
- Lease Agreements
- Employment Law
- Non-compete Agreements
- Risk Management
- OSHA Compliance
- HIPAA Compliance
- Dental Board Defense
- Medicaid Audits

Contact US Dental Transitions for a complimentary & confidential consultation

Call: 678-482-7305
www.goUSDT.com
DO YOUR PATIENTS SUFFER FROM ANY OF THESE SYMPTOMS

**EAR**
- Ear pain
- Ringing in ears
- Dizziness
- Vertigo

**JAW**
- Clicking, popping jaw joints
- Pain in cheek
- Limited opening

**NECK**
- Lack of mobility/stiffness
- Neck pain
- Tired/sore muscles
- Arm/finger numbness

**HEAD PAIN**
- Forehead
- Temples
- Migraine-type
- Sinus-type

**EYES**
- Pain behind eye
- Blood-shot eyes
- Sensitive to light

**TEETH**
- Clenching/grinding at night
- Looseness & soreness of back teeth

If your patients have any of these symptoms and are not responding to treatments, they may be suffering from a TMJ disorder. Problems within the jaw can produce a myriad of symptoms that, at first glance, might appear to be totally unrelated to the temporomandibular complex. Our dedicated team of professionals have years of training and are happy to assist you in the diagnosis and treatment of possible craniomandibular/temporomandibular disorders.

**Manoj Magan, DDS**
D. ABDSM, DABCP, DAAPM, FAACP
3590 Old Milton Parkway, Alpharetta, GA 30005
PHONE: 770.521.1978 FAX: 770.521.9936

VISIT US
online at www.tmdatlanta.com to download a referral form and learn more about our services!
We’re making business banking easier.
At PNC, our team of dedicated Healthcare Business Bankers understands your business challenges and the important role that cash flow plays in your success. That’s why we offer a range of solutions to help optimize management of your practice’s revenue cycle and payables, so your business can run with less complexity and payments can be received promptly.

Learn more at pnc.com/hcprofessionals or by calling 877-566-1395
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. Janice Lee in the Northern District.

Meet Dr. Janice Lee
When and how did you become a GDA member?
I attended dental school and residency at MUSC in Charleston, SC. Membership in organized dentistry was strongly encouraged and almost engrained in our “dental DNA.” GDA membership was just part of finding a new home when I moved to Atlanta in 1996. It was second nature.

Why is being part of a professional group important?
Student involvement in the ADA on local and national levels taught me that our voices are best heard collectively, and that we are our own best advocates. GDA membership provides us with so many benefits. A few are the opportunity to learn from and support our colleagues, the opportunity to take advantage of resources and CE courses to better serve our patients, the ability to voice our concerns to our legislators as they pass legislation which affects our profession, the chance to enjoy benefits of bulk purchasing and reduce our overhead expenses of running an office, the ability to collectively serve those in need, and a general sense of camaraderie among some really nice people.

What is the single most important thing, in your opinion, GDA can do to help members?
In my opinion, the single most important thing that the GDA can do to help its members is to protect the integrity of our profession. Admittedly, this is a broad statement and subject to interpretation—which is why member participation is essential. We, as practitioners, have an opportunity to participate in legislation, educational requirements, reimbursement topics, and so many other aspects which affect our profession. The GDA spends numerous hours working behind the scenes to address these issues. The more input we have from our members, the more accurately the efforts will be targeted. Most dentists enjoy a long career. It’s rather our duty to protect that for those who follow the same path.

What is your most memorable GDA experience?
I really enjoy volunteer opportunities. One of my most memorable GDA experiences was volunteering at a “Give a Kid a Smile” event shortly after I moved to Atlanta. There were people lined up for as far as I could see. Rather than being a chaotic mess, it ended up being such an organized situation where everyone just jumped in and got to work. It was a steady approach with a common goal which was clearly visible. I remember thinking how rewarding it was to be part of something that was so much larger than any of us could have created on our own.

What advice would you give to an aspiring dental student?
If you choose to enter the profession of dentistry, you will work hard to pay your dues—late nights studying, loan repayments, board exams, and business challenges are a few of the hurdles you will encounter. At the end of all of your hard work lies the opportunity for an amazingly fulfilling career, which can provide a wonderful life on so many levels. As you begin your career, protect your “investment in you” and remain humble by the opportunity to care for others. It is a gift.

When it comes to treating patients, my philosophy has been simplified over the years. I simply ask myself and my team, “What would you do if you were the patient and you know what you know as a dentist / healthcare professional? How would you spend your time, money and resources to address this problem?” I think if we approach each day that simply, truly taking care of our patients to the best of our ability, then our practices will take care of us.

What did you want to be when you were growing up?
When I was in the 3rd grade I wanted to be a teacher so I made my 5-year-old sister play school each day. She wanted to play Barbies, but I had other plans—and a chalkboard! Needless to say, she pretty much aced first and second grades, and has since forgiven me.

What was your first job?
I babysat as early as I could. I got my first regular job at the age of 15 working at a local skating rink on Saturdays.

Why did you decide to become a dentist?
I became interested in dentistry during my sophomore year of college. My undergraduate degree is in chemistry, and I had become very interested in healthcare. I loved art and projects. Dentistry was a natural way of combining science and art with the opportunity to serve others. I knew I could have a career doing what I enjoyed, establish lasting relationships with patients, and have a life outside of the office.

What do you enjoy doing in your spare time?
I spend much of my time outside of the office cheering on my 14-year-old son at his sporting events and trail riding horses with my 10-year-old daughter. We enjoy family travel and entertaining friends. I am a big DIY project lover—we constantly have something going!

What is your all-time dream vacation?
A trip to Australia is on my bucket list.

Without saying, “I am a dentist,” what would you say if someone asked what you do?
I am a mom and a wife. I am a business owner with a wonderful staff of ladies who are amazingly talented and kind. I have a rewarding career which affords me the opportunity to treat some wonderful “little people” and watch them grow into young adults. I get to ride alongside of them and be a small part of their journey. I get the opportunity to make life’s challenges a bit easier, hear stories, get hugs and hopefully develop healthy habits that follow them into adulthood.

Renew your GDA membership online:
gadental.org/renew
DENTIST AVAILABLE

DENTIST (TEMP FILL IN) Current GA, FL, AL licenses. 27 years in solo practice. Also, group, faculty, civilian mission trip, and military practice experience. DEA# and insured staff friendly. Email drglassmd@yahoo.com or call Richard Glass, DMD at 770.656.5269/770.380.7487. “Have licenses, will travel.”

“PEACE OF MIND while you’re away!” Locum Tenens TLC Dentistry: Metro Atlanta and North Georgia. Sold solo practice of 31 years. GA license, DEA, insured. Lots of TLC with patients. Please contact Dr. Pam at: wdtroll1982@gmail.com or 770.653.8412.

I WILL COVER your office, hygiene checks, emergencies and restorative while you are out of the office. My licenses and insurance coverage are current and in force. References and CV on request. Available on short notice. Please call Dr. Lisa Brodsky at 404.964.9578 or lmbrodsky@aol.com.

DENTIST AVAILABLE DURING emergencies, vacation, CDE courses. I have a current license, DEA certificate, and insurance. Contact me at 706.291.2254 or cell 706.802.7760. I hope I can be of service to you. Patrick A. Parrino, DDS, MAGD.

OVER 30 YEARS’ EXPERIENCE in solo, group, and military practice. I am available to take care of your hygiene and triage emergencies while you are away. FAGD eligible with Georgia license. DEA registered and insured. Call Kevin Mitchell, DDS, at 404.808.7508 or email ksmdd26@hotmail.com.

DENTIST AVAILABLE FOR TEMP FILL IN—covering from Atlanta and North. Will fill in for illness, vacation, maternity leave, etc. Hygiene checks, emergencies, restorative. I will do fillings! Practicing over 35 years. Extensive solo and group experience. Ga. License, DEA#, insured. I will treat your patients like my own! Call 768.373.6286, pkwaters57@gmail.com. Paul Waters DDS.

POSITIONS AVAILABLE

FAMILY-ORIENTED PEDIATRIC PRACTICE Seeking Part-Time/Full-Time Associate Dentist—Tebo Dental is a progressive, expanding multi-practice organization with locations surrounding the Atlanta area. We are looking to recruit top talent to join our family of professionals who strive to offer an unparalleled experience for every patient and provide them with the highest quality of care. Our priority is cultivating an exceptional culture among our team which encourages everyone to operate with a notable level of teamwork, professionalism, integrity, dependability, and dedication. We will provide you with: Scheduling options in our Lilburn, Dacula, Gainesville, and Peachtree Corners office locations; Competitive compensation, including a generous sign-on bonus; 401(k) with company match; Health, dental, vision insurance; Paid time-off; Long-term disability; Daily healthy breakfast/snack options; Wellness program with a personal trainer; Exclusive LifeTime Fitness partnership with employee subsidy; Growth and development opportunities through mentoring and leadership. We expect you to have: DDS/DMD degree from an accredited school; Active license to practice dentistry in the state of Georgia; GA Medicaid number is preferred; You can find out more about us by visiting our website at TeboDental.com/WhoWeAre and our YouTube channels at YouTube.com/TeboTheTooth, YouTube.com/TeboForKids, and YouTube.com/TeboDentalGroup.

FLORIDA/GEORGIA—DENTIST. (Over 45 offices in Southeast and Orlando, FL and 9 in Atlanta). Seeking experienced General Dentists and Specialists to come grow with us! We offer excellent earning potential and the opportunity to focus on patient care in our state-of-the-art facilities. We take care of the administration (insurance claims, payroll/staffing, marketing, etc.) for you so that you can enjoy a work-life balance again! Take the next step in your career and apply online at: www.mysagedental.com. Call Bradford Cabibi, Doctor Recruiter: 561.999.9650, ext. 6146. Fax or email CV to: 561.526.2576 or aferguson@mysagedental.com.

LAKE POINTE DENTAL, a dentist-owned private group practice with locations in Acworth, Canton and Marietta, looking for a FT or PT general dentist to join our team. Modern facilities, skilled staff and good systems in place. Please email resume to: admin@Lpdental.net.

WELL ESTABLISHED, PRODUCTIVE, profitable private practice in Western North Georgia has an immediate opening for a long-term associate committed to building a career in the area. The owner is looking to employ an associate with plans for a buy in/buy out of the owner leading into retirement. Plan is flexible depending on the needs and desires of the associate. www.wmgramhamassociates.com.

WELL ESTABLISHED GENERAL and family dental practice in Roswell, Georgia seeks additional full-time dentist to join our expanding practice needs. Practice has reputation for excellence in all areas of dentistry, especially cosmetic dentistry. Practice has both FFS and PPO patients, no Medicaid. Our goal is always exceptional patient care utilizing the most current dental technology including CEREC, CBCT, CariVu, Sidexis, etc. We are a dedicated team seeking a new team member to better serve our patients general dental needs and cosmetic dental desires. Interested parties please contact dr.mastro@mindspring.com or call 770.642.9900.

THIS ASSOCIATE OPPORTUNITY is available in a well-established practice 20 minutes west of Atlanta that’s still growing due to investment in our new, state-of-the-art facility & highly-trained, supportive team. This is a great opportunity for new/recently graduated dentists who want to grow professionally. We offer generous compensation. Start your career with us today. sherry@douglasdentalcare.com.
SENIOR DENTAL CARE is seeking Dentists to service the Augusta, Macon, and Rome, GA areas part time from 1–3 days/week. The equipment is portable and transported into the facility for you. All you have to do is simply show up and provide care to the residents in senior living facilities. The pay is competitive and based on experience. mcollins@myseniordentalcare.com.

PRACTICES/OFFICE SPACE AVAILABLE

DENTAL SPACE AVAILABLE in Metro Atlanta: Fully built-out dental space available in the following areas: Tucker/Northlake Mall, Midtown Atlanta, Stockbridge, and Fayetteville. Great locations for GP, Pediatric dentist, O.S., Periodontist, or Endodontist. Use for new office or satellite office. Ample clinical ops, waiting room space and parking. Email: dentalmanager42@gmail.com.

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. Motivated Seller. Available Now. Call Barry @ 404.401.3130 or Bob @ 770.235.5388.

PROFITABLE ESTABLISHED GENERAL practice for sale in Fulton County. 400k in revenue on reduced work schedule. No current marketing program with most specialty procedures referred out affords great growth opportunity. Great location on busy main street, high traffic area. Priced based on profitability. Pro-forma and CFA available after NDA in place. atlantadentist2014@gmail.com.

PRACTICE FOR SALE. Built out 3000 sq foot space in Lilburn on Lawrenceville Highway. Some equipment included. 8 ops. Please contact Brett Shaw at 404.939.9508.

ADVERTISE YOUR VACATION RENTAL PROPERTIES HERE

Advertise your vacation rental property to more than 3,300 GDA Action readers. Our classifieds section is one of the most widely read sections of the GDA Action and gadental.org. To place your classified ad visit gadental.org/advertise.
Since 1968

When success matters . . . you can depend on AFTCO, the oldest and largest dental practice transition consulting firm in the United States. AFTCO offers more than 150 practice transition programs custom designed to provide every dentist with a more secure future and a well-earned Quality of Life. Let our 50 years of experience provide you with the direction you need to make the most of your future.

www.AFTCO.net | 800.232.3826

Frances Cullen, P.C.

Representing dentists and dental practices with administrative, criminal and civil matters.

AREAS OF PRACTICE

Professional Licensing | Healthcare Law
Medicare and Medicaid Fraud and Reimbursement | Legal Advice for Licensed Professionals
Criminal Defense | National Practitioner Data Bank
Administrative Law | DEA
GDNA

WWW.FRANCULEN.COM
(404) 806-6771 • admin@francullen.com

Tear out this page and hang it in your office!

MAY 2019

Aftco ................................................................. 50
Atlanta Dental Group ..................................... 31
Bridgeway Practice Transitions ...................... 2
Center for TMJ Therapy & Sleep Therapy..... 44
E2E Financial Services ..................................... 2
Frances Cullen ................................................ 50
GDA Convention ......................................... 7, 51
GDA Plus’ Insurance/ GDIS ........................................... 34, Back Cover
GDA Plus’ Supplies ......................................... 17
Halpern Enterprises ........................................ 44
Hospital Dentistry ......................................... 39
Medpro ........................................................... 35
Melvin Goldstein ............................................ 31
Mobile iCat ...................................................... 49
Oberman Law Firm ........................................ 43
Paragon Dental ............................................. 4
PNC Bank ....................................................... 45
Practice Life .................................................... 39
Professional Practice Transitions
(Henry Schein) ................................................... 6
Sage Dental ..................................................... 4
U.S. Dental Transitions .................................. 43

As low as JULY 20-23, 2017 | AMELIA ISLAND, FL
July 25– 28, 2019 | The Ritz-Carlton, Amelia Island | GDAconvention.com

30 CE hours specific to dental staff included in registration (except CPR certification)
Clinical & non-clinical courses
Kick-off breakfast featuring keynote speaker — artist, Richard Hight
Receptions, social & networking events
Family activities
Exhibit hall & happy hour events
Saturday night celebration with live karaoke & Sporting events & special tours*
Fun on the beach including access to the GDA beach tent & giveaways

As low as JULY 20-23, 2017 | AMELIA ISLAND, FL
July 25– 28, 2019

$365 for the entire convention!

Accommodations
Rooms at the Ritz-Carlton are $285 per night, or discounted hotel rates through the Residence Inn Marriott are available for $185 per night. Residence Inn reservations include:
• King bed, a pull-out sofa and kitchenette
• Full hot breakfast daily
• Wi-fi
• Parking
• Local shuttle from 9am– 9pm

Dreaming of a vacation, but worried about getting all of your continuing education credits in? You don't have to choose!
Dental Team Members
Dental Staff
Early Bird Promo
Registration Fee
$55

*additional cost based on double occupancy per person

Learn more at gadental.org/dentalteam
Register at GDAconvention.com

Early bird deadline is June 1.
Register at GDAconvention.com

GDAconvention.com
Dental Team Members

Dreaming of a vacation, but worried about getting all of your continuing education credits in?

You don’t have to choose!

Meet us for CE at the beach!

☑ 30 CE hours specific to dental staff included in registration (except CPR certification)
☑ Clinical & non-clinical courses
☑ Kick-off breakfast featuring keynote speaker — artist, Richard Hight
☑ Receptions, social & networking events
☑ Family activities
☑ Exhibit hall & happy hour events
☑ Saturday night celebration with live karaoke & glow party
☑ Sporting events & special tours*
☑ Fun on the beach including access to the GDA beach tent & giveaways

As low as $365 per person for the entire convention!

*based on double occupancy

We’ve created one of the most affordable events allowing you to have your vacation and fulfill your professional education requirements.

JULY 25-28, 2019
THE RITZ-CARLTON
AMELIA ISLAND, FL

Learn more at gadental.org/dentalteam
Register at GDAconvention.com

Dental Staff
Early Bird Promo
$55
Registration Fee

Accommodations
Rooms at the Ritz-Carlton are $285 per night, or discounted hotel rates through the Residence Inn Marriott are available for $185 per night. Residence Inn reservations include:

• King bed, a pull-out sofa and kitchenette
• Full hot breakfast daily
• Wi-fi
• Parking
• Local shuttle from 9am–9pm

Early bird deadline is June 1.
Register at GDAconvention.com
Navigating life can be daunting...
Let your GDIS representatives be your guide.

Business and Personal Lines Insurance
- Malpractice
- Entity Coverage
- Business Insurance
- Workers’ Compensation
- Data Breach
- EPLI
- Commercial Liability Umbrella
- Flood Insurance
- Health Insurance
- Medicare Supplement
- Disability/Life Insurance
- Auto Insurance
- Homeowner’s Insurance
- Boat and Recreational Vehicles
- Motorcycle Insurance
- Personal Umbrella

GDIS provides products and services that can help you achieve your goals. Call us today 770-395-0224 or visit gdaplus.com