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November/December 2020
Journal of the Georgia Dental Association
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Melvin M. Goldstein
Attorney at Law

248 Roswell Street
Marietta, Georgia 30060
Phone: 770.425.4277 Fax: 770.426.9584
www.melvinmgoldstein.com

- 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 Adminstrative Law Judge for the Office of State Administrative Hearings.

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GDA Action
7000 Peachtree Dunwoody Rd NE
Suite 200 Building 17
Atlanta, GA 30328

Dr. Jamie Mitchell
GDA Editor
458 W Washington St
Monticello, GA 31064
jamitchelldmd@bellsouth.net

Dr. Annette Rainge
GDA President
2139 Lumpkin Rd
Augusta, GA 30906
drarainge@gmail.com

Ms. Carol Galbreath, APR
GDA Executive Editor
7000 Peachtree Dunwoody Rd NE
Suite 200 Building 17
Atlanta, GA 30328
carol@gadental.org

Ms. Megan Capaldo
Section Editor
7000 Peachtree Dunwoody Rd NE
Suite 200 Building 17
Atlanta, GA 303238
meg@gadental.org

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UPCOMINGEVENTS

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

GDA Strong. Always.

This year the dental profession experienced unprecedented challenges. But one thing remained constant: our dedication to serving you.
See page 25.

REACHUS

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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 J. Capaldo, Executive Director
x-102 or frank@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

Education/ GDA Convention & Expo
Scott Piper, x-128
scottp@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
Scott Lofranco, x-103
scott@gadental.org

Membership
Katherine Torbush, x-126
katherine@gadental.org

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DR. JAMIE MITCHELL
GDA Editor
Phone 706.202.9307
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THE 12TH MAN

The first Friday in March should be a day marked on all of our calendars. If you're unfamiliar with it, I would suggest that you give this day its due recognition. In 1995, this day was set aside as National Employee Appreciation Day (NEAD). In my humble opinion, every day should be NEAD! Let's face it, as good as we are at our profession, there's no way we could function without our staff. It's ironic that the individuals who support us and our profession the most, can become the most under appreciated. The unsung heroes are the ones always looking after our best interests, never complaining, rarely getting an "attaboy," and sometimes working beyond the traditional 5 o'clock. I hope we all have been blessed with people like that, supporting us in our offices, but there's a "12th Man" in our corner that few people see, and fewer appreciate. It's a dedicated group, from top to bottom, who works tirelessly for the betterment of dentistry. If you haven't already guessed the obvious, it's our very own Georgia Dental Association. With all they can do for us professionally and personally, it would be foolish not to consider them part of your staff.

The "12th Man" saying began as a Texas A&M football tradition. Story has it that on January 2, 1922 the Aggies were playing in the Dixie Classic Bowl in Dallas, Texas against a power house, the Praying Colonels of Centre College. As the number one team in the nation and having defeated the perennial juggernaut Harvard, they were the heavy favorite. As the game wore on, the Aggies injuries were mounting and they began running short of players. With few options available, head coach Dana X. Bible looked to the press box and waved a former player, sophomore student E. King Gill, down to the sideline. After he suited up and got to the sideline, Bible told him, "Boy, it doesn't look like I'm going to have enough players to finish the game. You may have to go in there and stand around for a while." He was the only player on the bench for the rest of the game, but never got called in. The Aggies stunned the Praying Colonels, 22-14, in a game that was called "the most spectacular, most nerve tingling football game ever staged in the history of the game in the Southwest."

It wasn't till the 1939 campaign, when the event was re-created, that the tradition caught on. Now the entire student body is known as the 12th Man. They stand for the entirety of the game to show their support, waiting to be called upon at need. A&M football coach Jackie Sherrill added another element in 1983 with the 12th Man Kickoff Team. Tryouts were held and 10 students would join the kicker during kickoffs at home games, instead of special team players. The tradition has evolved to having one walk-on student as their 12th Man on home-game kickoffs.

The GDA is like the Aggies' 12th man; always ready on the sideline for whatever the Georgia dentist needs. They are a legislative spearhead, insurance company, supply company, Medicaid advocate, liaison to the ADA, provider of CE, and a vocal advocate for our needs on all fronts. If you do the math, you would find that you're paying mere pennies per hour for a group who performs a huge array of services for us individually and as a profession. So if you are currently a GDA member, I applaud you and encourage you to continue to take full advantage of all the benefits they provide. If you're not currently a GDA member, then I fear you are going to work every day severely understaffed.

The take away from this editorial is simple: show your staff the appreciation they deserve not only on National Employee Appreciation Day, but on a daily basis, because we all know they deserve it. And remember that the GDA is a key staff member of our dental team, and they're the best and most cost effective employee you'll ever hire. Don't forget, we all need a 12th Man, just ask the Aggies!

"The GDA is like the Aggies' 12th man; always ready on the sideline for whatever the Georgia dentist needs."

SCOTT LOFRANCO
GDA General Counsel &
VP of Government Affairs

Q&A

If you have any questions about the information in this column, please email scott@gadental.org or call the GDA office at 404.636.7553.

The following are responses to some of the more frequently asked questions by GDA members. We hope you and your staff find this column to be a useful resource.

Q: Are Georgia licensed dentists currently permitted to administer point-of-care ("POC") tests to screen patients and employees for COVID-19?

At this time, the Georgia Board of Dentistry (the "Board") has not issued any rulings or orders on this issue. At its October meeting, the Board discussed the issue but did not issue a formal ruling. GDA staff present on the call submitted information regarding the American Dental Association's current position that POC testing for COVID-19 falls within the scope of practice of dentistry, as well as information on applying for a Clinical Laboratory Improvement Amendment ("CLIA") Waiver for the Board's consideration. GDA staff hopes the Board will issue a ruling/order at its November meeting.

Q: Where can I find information about Georgia's Rural Dental Student Loan Repayment Program and its eligibility requirements?

The state agency responsible for overseeing and administering the rural dental student loan repayment program is the Georgia Board of Healthcare Workforce ("GBHW"). Generally speaking, dentists who practice in rural/underserved areas (counties with 50,000 people or less) and accept Medicaid are eligible for $25,000/year for up to 4 years in dental student loan repayment paid by the state of Georgia.

To get more information about the loan and other eligibility requirements, please visit:

https://healthcareworkforce.georgia.gov/loan-repayment-scholarship-programs/loan-repayment-programs

Dentists for Rural Areas Assistance Program (DRAA):

- A service-cancelable loan of up to $25,000 per year to licensed dentists
- Assists dentists in repaying outstanding dental education loan debt
- Dentists must provide direct patient care in medically underserved, rural areas of Georgia
- "Full-time" practice is a minimum of 40 hours per week (of which 32 hours must be direct patient contact while the remaining hours can be administrative)
- Contracts are awarded for one year and are renewable for an additional three terms (for a maximum of four years and $100,000)
- Funding for this program is provided solely by the State of Georgia
- Application cycle runs from Sept. 1 through Nov. 1*

**Note: if all spots are not filled in a fiscal year, the GBHW will sometimes extend the application period, so if you are interested in applying, please send your application in anyway—the GDA advocates to protect state funding for this program every year!*

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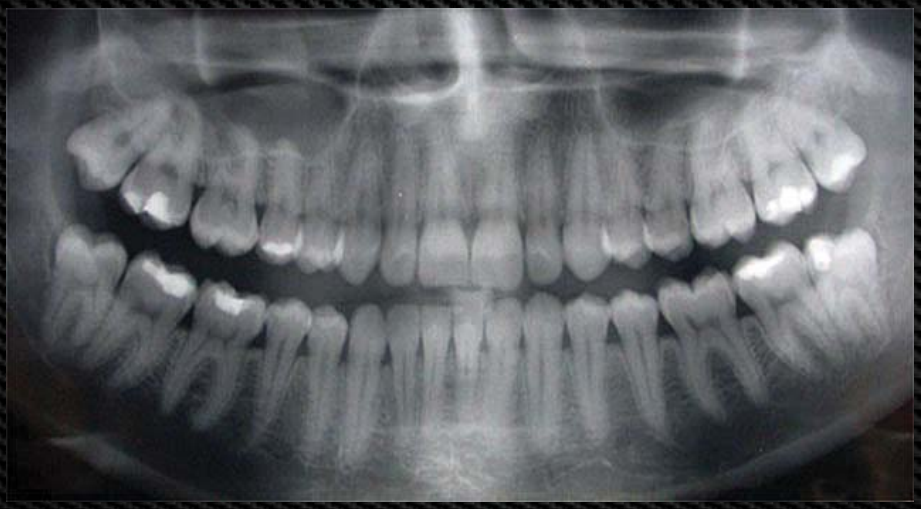
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Members making news and news for GDA members.

Give Kids A Smile 2021

The GDA and ADA are moving forward with plans for 2021 Give Kids A Smile events, in hopes that we will continue to address the needs of the underserved children who require these services now, more than ever. Guidance and resources for conducting GKAS events during COVID-19 will be posted to the GKAS website in the coming months to assist you in planning.

The complete list of 2021 GKAS product recipients will be posted on the GKAS website on December 4, 2020 and product kits will be delivered to all recipients by January 19, 2021. If you missed the deadline for product request online, we ask that you still register your event at https://gkas.ada.org/sign-up and submit your product requests online at gadental.org/foundation.

Doug Torbush Memorial Scholarship

This year's recipient of the Dr. Doug Torbush Memorial Scholarship is Bahar Jalalian, class of 2022. To be considered for this scholarship, the recipient must be someone who goes above and beyond without seeking attention or glory; someone who works for the good of the organization or others and not their own benefit; and serves as an effective servant leader; all characteristics that represented who the scholarship was named for.

HHS Announces Provider Relief Fund Reporting Requirements

The ADA News reported that the U.S. Department of Health and Human Services released guidance on Sept. 19 outlining reporting requirements for health care providers who received funding from the Provider Relief Fund. According to the article, "Recipients who received one or more payments over $10,000 will be required to comply with the requirements when the reporting system opens in early 2021."

Modern Healthcare reported that "HHS previously delayed statutorily required reporting deadlines, and the guidance was released more than a month later than was originally expected to allow time for provider feedback, the agency said."

The ADA has updated its Provider Relief Fund FAQ to help dentists comply with the reporting requirements. Follow all of the ADA's COVID-19 advocacy efforts at ADA.org/COVID19advocacy.

5th District Meeting

Dr. Marshall Mann (right) was elected as the next 5th District Trustee on the Board of Trustees of the ADA. Pictured with him below are GDA-ADA delegates Dr. Chris Hasty, chair of the 5th District, Dr. Donna Thomas-Moses, chair of the GDA-ADA Delegation, Dr. Peter Shatz, Dr. Jeff Capes, Dr. Sidney Tourial, Dr. Eric Wells, and GDA President Dr. Annette Rainge.

BOT guest speaker, Dave Caperton, gave a presentation on how to find common ground by filling common needs.

GDA President Annette Rainge.

GDA Board Retreat

The Georgia Dental Association Board of Trustees (BOT) met via Zoom on September 12, 2020. The event served as a board retreat kicking off the term for our new board members. Dr. Annette Rainge announced her presidential theme "Bridging the Gap for a Stronger GDA: Identifying Common Ground" and three initiatives she will focus on during her year as president: shining a spotlight on commonalities; bridging the gap to strengthen dentistry; and innovating to address member needs. In addition, Executive Director Frank Capaldo gave an update on the GDA's strategic plan progress as well as trends in the dental care market including dental spending, supply of dentists, and dentist earnings.

Hamilton Family Dentistry Dedicates Smile Makeovers to Local Educators

Dr. Alan Arrington and Dr. Ronna Rowland of Hamilton Family Smiles held their second Annual Helping Heroes Smile Free Dentistry Day for veterans, military, and first responders on September 11.

Hamilton Family Dentistry's hosted their 3rd Annual $10,000 Smile Makeover Contest in honor of amazing educators. The contest was only supposed to have one Smile Makeover winner, but Dr. Arrington said he "couldn't just have one winner and send three people home whose lives were affected so tremendously. They have done so much for our children in the community, they all deserve to win." Instead, four makeovers were gifted to one teacher and three special needs paraprofessionals resulting in $40,000 in life-changing dentistry.

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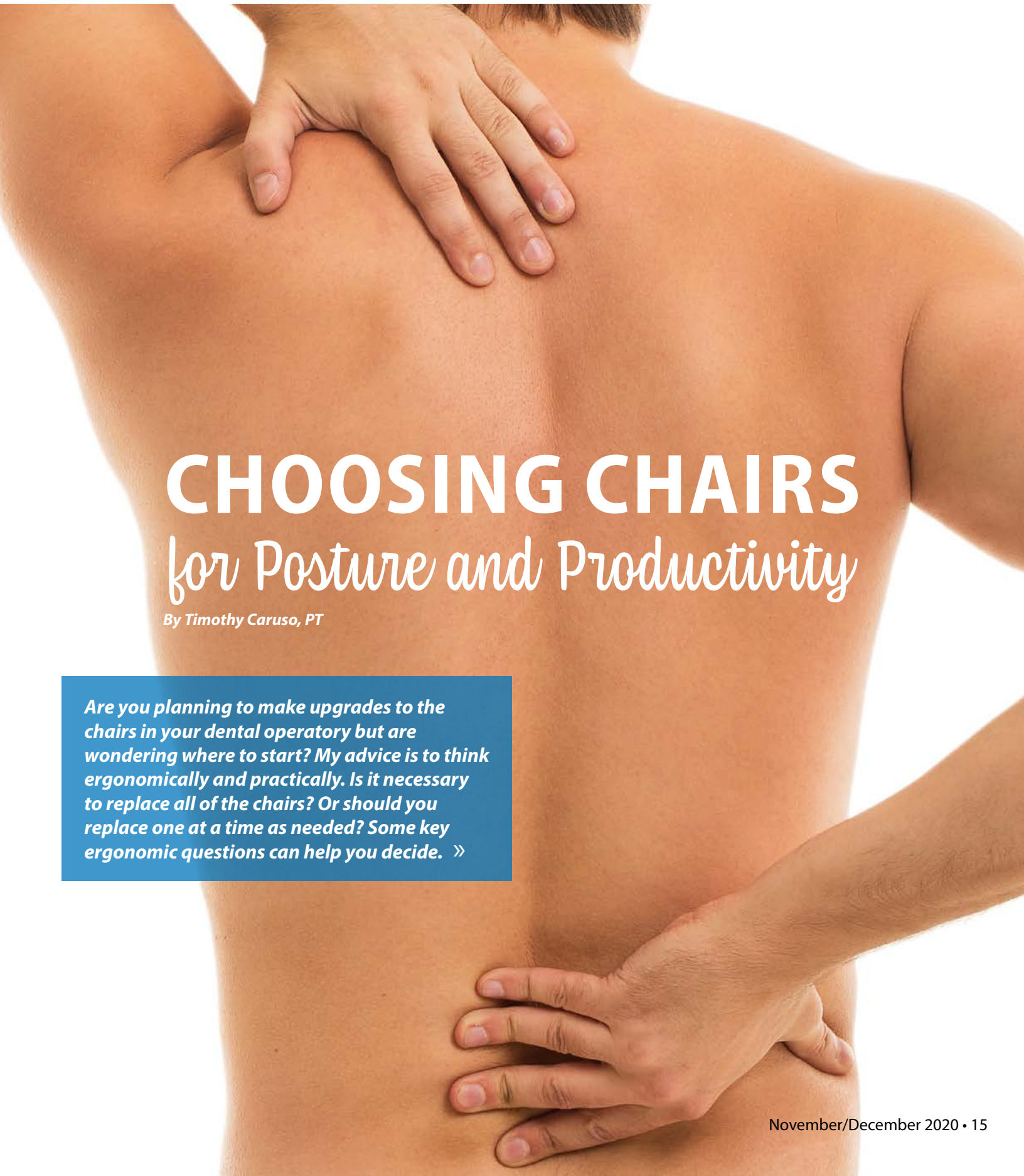

CHOOSING CHAIRS
for Posture and Productivity

By Timothy Caruso, PT

Are you planning to make upgrades to the chairs in your dental operatory but are wondering where to start? My advice is to think ergonomically and practically. Is it necessary to replace all of the chairs? Or should you replace one at a time as needed? Some key ergonomic questions can help you decide. »

CHOOSING CHAIRS

Continued from page 15

THE PATIENT CHAIR

The goal is the getting to the oral cavity. A thick, padded back can limit the dentist's ability to comfortably place his or her legs under the chair. A wide back rest can limit easy access to the oral cavity and the ability to maintain a proper, balanced working posture. The path of least resistance requires that the patient chair be thin and narrow behind the patient's head. Patient comfort is important but not at the risk of limiting the dentist's access to the oral cavity. An adjustable head and neck support for the patient will allow him or her to be properly supported and positioned for procedures. Lastly, can the chair be easily adjusted from left- to right-handed? When choosing a chair, ask yourself, can I maintain good, balanced posture when treating a patient?

THE OPERATOR STOOL

The operator stool should be infinitely adjustable to provide the dentist with support and comfort while in a balanced working posture. The seat should adjust up and down, as well as tilt slightly forward to allow the dentist's hips to be slightly higher than his or her knees. This position will place the pelvis into an anterior tilt facilitating a balanced position of the spine.

The height of the hydraulic cylinder should also allow the dentist to assume this position. Taller people should consider a taller cylinder. When in doubt, ask your vendor for a trial period to ensure you have a cylinder that is the appropriate height. The back of the operator chair should adjust up and down as well as anteriorly and posteriorly. The adjustability of the back should provide support for the dentist while in a balanced sitting position.

Another option to consider is a version of the saddle seat, which is available from a number of manufacturers. The saddle seat allows for a range of heights that lets the dentist move from sitting to a semi-standing position. Generally there are three types: standard, which is more like a motorcycle seat; the English riding saddle version, and the newer split saddle. Although all of these offer differing features, the ultimate choice is quite individual, and I would strongly recommend using a stool for a trial period before buying it for a number of anatomic reasons. Remember, there is no "one size fits all." The saddle seat is a bit of an acquired taste, and it is absolutely necessary to try it before you buy it.

ARMRESTS

There are a number of options for armrests. Many practitioners have spent their entire careers working without their arms supported. Research published in the Journal of the California Dental Association showed that dental practitioners spend nearly half of their working day in poor seated postures. Specifically, forward head with rounded shoulders, elevated arms, kyphotic upper backs and a flexed lumbar spine.

The infamous "chicken wing" position becomes the working "norm."

Poor working postures add additional stress to an already busy day. Arm supports, both built-in or after-market add-ons can be an invaluable stress reducer for the dental practitioner during the working day, adding minutes, hours or even days of comfort for a usually uncomfortable practitioner. Evidence has shown that arm support can facilitate a more appropriate, balanced work position while alleviating stress on the upper quarter of the practitioner. The armrest must comfortably support the upper extremities and should allow 360 degrees of movement. The armrest should not limit the practitioner to a particular plane of movement. Make sure the contour and padding of an armrest does not place undue stress on the neuromuscular structures of the forearm or interfere with the position or movement of the practitioner. Lastly, the armrests should be able to be easily moved out of the way not needed.

ASSISTANT STOOL

The assistant stool should possess similar characteristics to the operator stool to provide support and comfort. With regard to the "belly bar," it's time to move away from it to a better balance position. The belly bar tends to obligate the assistant to assume a poor seated position that can limit productivity and, ultimately, career longevity. Usually, the root of the problem with this poor position is the operator's insistence on strictly using direct visualization along with the dentist putting his or her head in the line of sight of the assistant. A number of assistant programs have instituted use of a saddle seat which will allow a semi-standing position while being able to get close to the oral cavity. Well-coordinated, four-handed dentistry along with good balanced posture will allow the assistant to assume a better-balanced seated position.

BALL SEAT

There are a number of clinicians who have chosen a more out-of-the-box seating system, namely the ball. Although it may seem that sitting on a ball to perform dental procedures may be inherently too unstable, there are a fair number of clinicians who have chosen this approach—a workout while sitting to work approach. There is a small learning curve to get it tuned in and this may include a fall or two. This approach engages your core and postural muscles while you work. The shortcomings are lack of adjustability in height, particularly if one shares the chair with a much taller or shorter colleague and the inability for dental assistant to use it effectively.

Mr. Caruso is a practicing physical therapist with 30 years of experience. He has worked extensively with the dental profession in ergonomics, injury prevention, productivity, exercise and wellness and is a member of the ADA Dental Wellness Advisory Committee. He is president and cofounder of the Kids Equipment Network, a not-for-profit organization that has provided over 2,000 children with special needs adaptive equipment at no cost. Contact him at carusopt@ameritech.net.

Caruso T. Choosing Chairs for Posture and Productivity. Dental Practice Success. Posted online at https://success.ada.org/en/practice-management/dental-practice-success/dps-summer-2019/choosing-chairs-for-posture-and-productivity.

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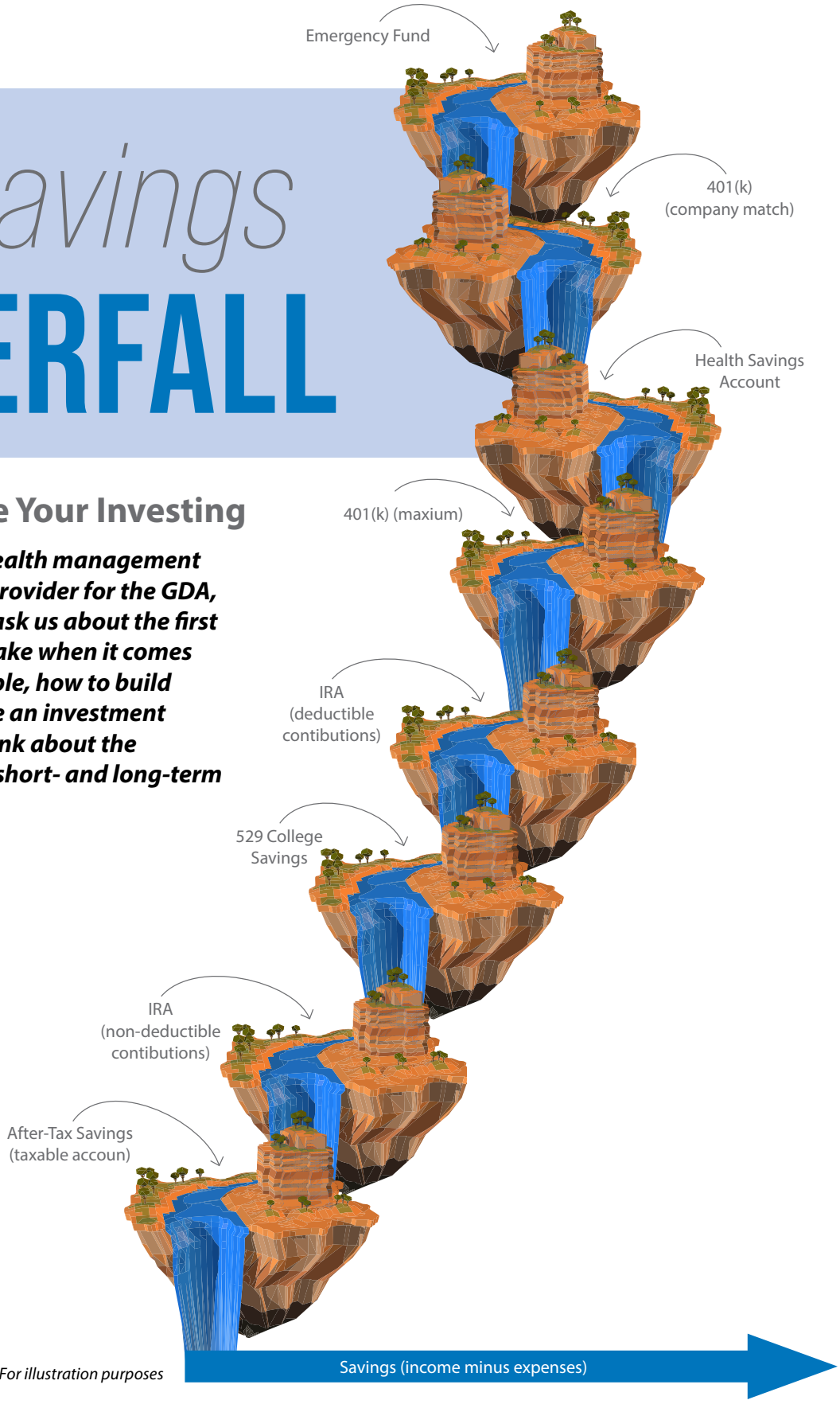
The Savings WATERFALL

How to Prioritize Your Investing

UBS, as the endorsed wealth management and financial planning provider for the GDA, younger dentists often ask us about the first steps that they should take when it comes to investing—for example, how to build a budget, how to choose an investment strategy, and how to think about the difference between the short- and long-term time horizons. »



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SAVINGS WATERFALL

Continued from page 19

In these types of conversations, our clients, friends, and family members often tell us that they are confused about all the different investment account types, and aren't sure where they should be putting their hard-earned savings. In the waterfall chart, we attempt to tackle the complexities of this decision into a general order of priorities.

The first priority is to build your emergency fund. We recommend setting aside resources to meet 6–12 months of your spending needs. This will help you pay for unexpected expenses, and also help protect against the risk of temporary unemployment.

After that, we've identified the investment vehicles with the greatest impact based on after-tax return potential. The obvious starting point is allocating to your 401(k) to take advantage of a match (if there is one), since this is like getting an immediate 100% return (in a tax-advantaged account) on the matched dollars. As you make and save more money, you will be able to allocate your savings further down the waterfall.

This rule of thumb won't work for everyone, and there are important factors to consider, such as whether to choose a high-deductible healthcare plan to gain access to a Health Savings Account (HSA), or whether to invest through a traditional or Roth IRA or 401(k). You may also need to skip some steps—for example, if you aren't contributing to a 529. Resources like the 2020 Retirement Guide, which includes contribution limits and other details, can help you find the right strategy, but it's also vital that you review this with your financial advisor to make sure you're accounting for your family's unique circumstances.

Doing this once—and then setting up direct deposits and payroll elections so that your paychecks are put to work automatically in the background—can pay immense dividends (pun intended) over time.

This is the good type of "habit-forming" behavior: automating good decisions and raising the barriers to making bad decisions.

Please visit www.ubs.com/global/en/wealth-management/chief-investment-office/market-insights/house-view/daily/2020/the-savings-waterfall.html

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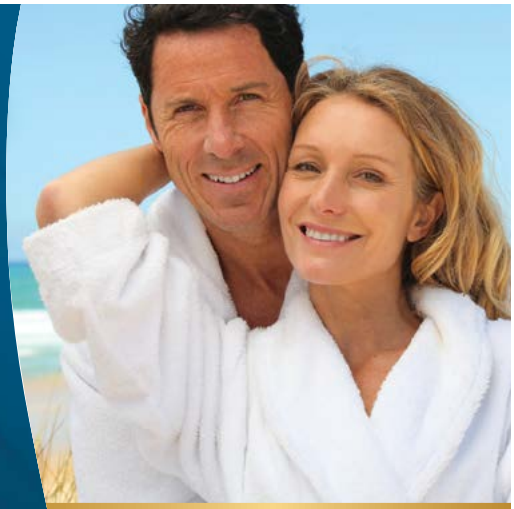

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FAQs on Georgia's Continuing Education Requirements

How many hours are required for re-licensure?
Dentists – 40 CE Hours
Hygienists – 22 CE Hours

Is that 40 hours per year or 40 hours total?
You need 40 hours total, and those hours can be accumulated between January 1, 2020 and December 31, 2021.

When do we have to have those hours?
You must have your required CE hours before you renew your license.

When do we renew our license?
Dentist and hygienist licenses must be renewed every other year on odd numbered years—2021. You must renew before December 31, 2021 or your license will be expired and any dental work you do in 2022 will be practicing without a license. We recommend renewing in November 2021. Thousands of licenses will be renewed by the Secretary of State's office (not just dental) at the end of 2021, causing longer delays late in the year due to high volume. Don't procrastinate—renew early. Your ability to practice is at stake.

Do I send proof of all the courses I took to the Board of Dentistry when I renew my license?
No. You must provide proof of CE obtained only if you are audited.

Are there any additional CE requirements?
Yes. A current certification in one and two rescuer CPR and management of obstructed airway for adults, children and infants as taught by the American Heart Association, the American Red Cross, American Safety & Health Institute, the National Safety Council, EMS Safety Services, or other such agencies approved by the Board.

One hour of CE must include the impact of opioid abuse and/or the proper prescription writing and use of opioids in dental practice.

30 hours must be clinical courses in the actual delivery of dental services to the patient or to the community.

There are additional requirements for those with sedation permits.

Can I get all my CE online?
No. At least 20 hours must be obtained in-person at an on-site course or seminar—live online events do not count as in-person events. Although 20 hours must be in-person, you can claim 20 hours of online CE, so viewing all those GDA COVID webinars will not be in vain.

Is the Board of Dentistry going to make an exception on in-person hours due to the pandemic?
The Georgia Board of Dentistry has been considering this but at the time of publication (late October) it had not made a ruling. The GDA will continue to monitor this and will let you know if there are any changes. GDA is moving forward under the assumption we will have multiple in-person CE options including a spring conference in Savannah, an annual summer convention at Amelia Island in July, and a fall convention in Atlanta. See gadental.org/education for dates, times and locations.

2021 is a license renewal year.

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WHY THE GDA MATTERS

This year was and is one of the most challenging many will have ever faced or will experience in the future. It could have been worse, in fact much worse, if you had to go it alone. Imagine the past year without your spouse, children, best friend, or more important, faith. As Bob Seger sang, "Tt takes a busload of faith to get by…"!

However, in that equation there is one other key player helping you not just this year, but every year. That is your silent but powerful partner, the GDA. Normally, you just know the GDA is there for you, protecting and advocating for you and offering services that help your bottom line. This year was different and the clout of "GDA Strong" was front and center.

No other large diverse state dental association sent its dentists back to full practice faster and more safely than your GDA. No other state dental association, or frankly, any association in my years as an advocate, has made the case to its Governor not once, but twice, to change executive orders that sent you back to work. Give this Governor credit for listening and keeping Georgia's economy open, and making certain that you could take care of the oral health of the citizens of Georgia. Again, "GDA Strong" was the difference.

Our efforts did not go unnoticed by non-member dentists. GDA not only pivoted in a nanosecond to advocate for members' return to full practice, but also produced 30-plus free webinars to assist with all things COVID-19. GDA offered webinars free to non-member dentists in the state, which resulted in an explosion of over 350-plus new GDA members. In addition, we saw your member-owned GDA Plus+ Supplies company grow from 501 dental practices to an astounding 1,048 practices purchasing supplies, especially PPE.

This is our GDA membership recruitment issue of GDA Action that we send to all members and non-members. All of the above and more are why, only together, we are truly "GDA Strong." My grandfather (Pop) called it turning adversity into advantage by always doing the right thing. That adversity turned advantage is that now every dentist in Georgia knows why GDA Matters to them.

Enjoy the upcoming holidays and be safe.

– Frank

For information on why GDA matters to you and your practice visit the GDA website at gadental.org. Find our COVID-19 resources page at gadental.org/coronavirus.

Frank J. Capaldo
GDA Executive Director

GDA STRONG ALWAYS

Over the past few months, the dental profession has experienced soaring highs and crushing lows. But one thing has remained constant: our dedication to serving you. Whether it was guiding you on how to return to work, advocating for dental practices to be included in the CARES Act or even securing hard-to-find PPE, we did it all with one thing in mind—you. And no matter what comes next, we will continue to work together to keep you, your team and your patients safe.

WHAT GDA DOES FOR YOU

Being a member of the Georgia Dental Association (GOA) provides you with a wealth of resources and exclusive benefits to help you succeed in the dental profession. The following highlights many, though not all, of the benefits you receive as a GDA Member.

"Joining an association provides members with a competitive advantage because they become active, informed members of their industry."

– Dr. Mya Greenberg

PROTECTS AND SUPPORTS HOW YOU PRACTICE

Legislation and regulations affect you, your practice, and your patients every day. GDA's Government Affairs team is always advocating on your behalf to ensure your voice is heard. GDA protects the profession of dentistry by:

- Providing guidance on new legislation and regulations that may affect how you practice
- Providing resources to help members comply with HIPAA/OSHA regulations
- Hosting LAW Days at the Capitol where GDA members meet with Georgia state legislators to discuss proposed bills that impact the dental community
- Maintaining partnerships with state agencies and dental stakeholders
- Providing third-party payor assistance
- Advocating for increased Medicaid reimbursement and administrative simplification
- Answering frequently asked questions on regulatory matters related to dentistry
- Offering contract analysis services
- Facilitating peer review and mediation
- Participating with the Georgia Board of Dentistry
- Supporting candidates for state office through GDA's Political Action Committee (GDAPAC)—a non-profit, non-partisan organization

"Having a unified voice for the profession is very important and the larger the constituency the more power we have to influence legislation at both the state and federal level."

– Dr. David Perpall

PROMOTES YOUR PROFESSION

GDA's public relations team works diligently to promote a positive image of dentists through public relations efforts. From broadcast, print and digital media placements to promotion of outreach events hosted by the GDA Foundation for Oral Health, public relations initiatives continue to shine a positive light on dentistry and promote the good works of GDA members. GDA and the GDA Foundation for Oral Health promote the profession by:

- Providing public relations campaigns that enhance the public image of dentistry statewide, including our current campaign, Healthy Mouth, Healthy Me!
- Issuing statements to correct misinformation in the news.
- Guiding prospective patients to GDA member dentists through the ADA Find-a-Dentist search tool.
- Hosting community outreach programs, including Children's Dental Health Month, Special Olympics, Special Smiles, Give-Kids-A-Smile, and Donated Dental Services.

"It is great to have an organization that has your back and will look out for you."

– Drs. Charles and Quyhn Spice

ADVANCES YOUR CAREER

Practicing dentistry can be a rewarding and challenging experience with numerous professional, personal, legal, and business matters involved. Whether you are a practice owner, associate, faculty, or work in public health/government, we strive to help our members succeed by providing a plethora of resources. GDA helps advance your career by:

- Providing quality CE courses for you and your staff (ADA CERP-approved provider)
- Creating opportunities for networking and mentorship
- Distributing resources to help members stay up-to-date with publications like GDA Action magazine, our websites, social media pages, and e-news
- Establishing a program for overall well-being with the Dental Recovery Network
- Hosting spokesperson training for GDA leaders
- Facilitating an annual Leadership GDA program that trains the new generation of GDA leaders
- Hosting the annual GDA Convention & Expo where dentists, staff, and industry leaders come together to network, earn CE, and enjoy a beautiful beach location with their families
- Providing information and reminders for license renewal

"From insurance to amalgam disposal to discounted supplies to credit cards, etc, GDA can be a part of every aspect of your practice."

– Dr. Kim Carpenter

"Being a part of a group like GDA not only gives you a voice, but it keeps you well-informed on changes within the profession, provides you with numerous resources needed for practice, allows you to network and connect with other dentists in the area, and simply provides you with a sense of security about the future of your career."

– Dr. Sarah Boylest

ACCESS TO MEMBER SERVICES AND DISCOUNTS

As a GDA member, you own GDA Plus+ Supplies and Georgia Dental Insurance Services (GDIS). So use it, do business with yourself, and save money.

- GDIS is a full-service insurance agency that provides insurance products and services (personal, medical and business) for you, your family, and dental team
- Your GDIS staff also conducts insurance policy reviews to identify any gaps in coverage you may have on any of your policies including malpractice, business owner's, workers' compensation, auto, home, disability, Medicare, health insurance, commercial/personal umbrella, and many more
- GDA Plus+ Supplies is a marketplace where members can purchase over 65,000 dental supply products from more than 550 dental brands
- GDA Plus+ Supplies helped secure hard-to-find PPE in the early stages of the pandemic and is saving many members 20% or more, reducing their total overhead cost
- The GDA endorsed partners program provides savings and great rates for practice financing, retirement planning, debt management, and more

10 WAYS GDA MADE A DIFFERENCE IN 2020

The COVID-19 pandemic has made 2020 a trying year with unprecedented challenges. GDA has supported members through every one of them and continues to lead the dental profession forward with resources, guidance, science and unwavering support.

1. **Helped get dentists back to work through GDA petitions and advocacy efforts that led to Executive Orders and decisions specific to our members' return to full practice.**
2. **Created 30+ COVID-19 related webinars viewed by over 7,500 members.**
3. **Provided over 100 member advisories with guidance specific to the COVID-19 pandemic.**
4. **Established the GDA Innovation Task Force and published two COVID-19 white papers to guide members.**
5. **Created a COVID-19 page on gadental.org generating over 39,000 page views.**
6. **Provided members with economic relief through deferral of GDIS payments and premium credits on health and auto insurance.**
7. **Secured hard-to-find PPE and saved members up to 70% on PPE supplies through GDA Plus+ Supplies.**
8. **Provided CARES Act Guidance and resources for economic relief.**
9. **Supported the creation, testing and production of 3-D masks to bridge the PPE gap.**
10. **Instilled public confidence in going back to the dentist through media outreach promoting universal precautions and the importance of good oral health.**

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Health insurance that will best protect you and your family.

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Buying a new home or vehicle?
Home, auto, umbrella and personal articles coverage for your jewelry and collectables.

Thinking about buying a boat, Jet Ski, ATV, RV or golf cart?
Your homeowner's policy will not automatically offer you coverage, and when it does it is often limited and will not give you the protection you need.

Selling your practice or considering retirement?
You will need to cover your prior acts with a tail policy and if you are transitioning onto Medicare you should always purchase a supplement.

Your Georgia Dental Insurance Services team is here for you every stage of your life, whether expected or unexpected. Your insurance department has the knowledge and the resources to tailor policies based on your needs. ***Give us a call today 770-395-0224.***

Michele Amatulli
V.P. Georgia Dental Insurance Services

Christy Biddy
V.P. Health Insurance Services

Kelly Fillingim
Senior Insurance Sales Representative

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2021 GDA Group Health Plans

See why members are making the switch!

1. MULTIPLE PLAN DESIGNS TO MEET YOUR NEEDS

Several GDA Group Health Plan options are available to meet your family's needs including a high-deductible health plan that qualifies for a health savings account.

2. NO LOSS OF PLAN OR MID-YEAR INCREASES WITH GROUP COVERAGE

GDA Group Health Plans provide stability and peace of mind with guaranteed rates and coverage for one year. It's unfortunate, but some members who left GDA's group health plan experienced mid-year premium increases or they had to switch providers year after year due to individual plan cancellations.

3. NO HEALTH HISTORY COVERAGE LIMITATIONS

One GDA member tried to obtain health insurance on her own. She had to disclose that she had a procedure done while applying for the policy. Because the insurance company considered her a high-risk, she was denied coverage. Fortunately, GDA Group Health Plans have no health history coverage limitations.

4. PERSONAL, ATTENTIVE SERVICE

While at a doctor's appointment for their child, a member stated that his family found out their individual plan through another carrier was cancelled without notice. Fortunately, the GDA has a dedicated team here to help you with any questions or concerns about your group health plan and to keep you informed regarding any changes to your policy.

For more information, call us at 770-395-0224 or visit gdaplus.com/health.

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"Kelly has been managing our numerous insurance policies for only a few months now, and has already saved us over $25k, while getting us better coverage! Beyond the cost savings, we've been happy with Kelly's support. She is very helpful, quick to respond, provides details and explanations, and is pleasant and professional to work with. We've been more than satisfied with our decision to trust her with our business!"

– Kimberly Elston (Dr. Peter Bolden's office)

Diligence & Professionalism

"Thank you, Kelly, for your diligence and professionalism in navigating me through my insurance process. I truly appreciate your dedication to being thorough. You were able to get my two insurance products approved simultaneously during this very stressful COVID-19 crisis. What I appreciated the most was your tenacity in keeping me engaged and on schedule while I was trying to get my dental office reopened after having to close due to the pandemic. Once again, thanks so much Kelly Fillingim for everything. You're the best."

– Dr. Clarence Addison

Easy and Painless

"Once in a while you run across that someone that makes the mind-numbing mundane tasks of insurance seem not so bad. Kelly was that person for me. I made a switch in my malpractice insurance, and also had to get several other insurance policies in place at the same time. While I expected the process to be tedious, it was so much easier than I expected. Her playful personality combined with her eager attitude to get the job done made the process painless... And she also saved me a lot of money in the process! Thanks for everything Kelly."

– Dr. Hetesh Ranchod

Lower Rates, Responsive Staff

"I recently switched my office professional package and my workers' comp plans to GDIS from the carrier I had been with for almost 30 years. GDIS beat my previous carrier on price by about 30%. The transition was very easy. The staff at GDIS quickly responded to all of my requests and handled everything seamlessly. I would highly recommend calling GDIS for a quote today."

– Dr. Jamie A. & Suzy Mitchell

Unparalleled Customer Service

"I am a general dentist in the metro-Atlanta area and have two offices. I am a GDA member dentist and decided to look for my business insurance through the GDIS program. Michele was the person when I reached out to help me get the right policy for business and liability insurance including the real estates with the business. After the COVID-19 outbreak, when it was time to reopen my offices after the lockdowns, we discovered the day before opening that the office had been flooded. We freaked out and called for help to Michele. She came on site the same day and helped us file the claim to the insurance. She meticulously followed up with the insurance to make sure that we get reimbursed for the damages to real estate, business and also helped with business interruption claims for the damages from the water flood loss in the office while the office was closed during the COVID lockdown. Michele has been a rock for us during the entire encounter with the insurance. She did make sure that we were heard and our concerns were addressed promptly. Her unwavering determination and desire to help us would make us greatly indebted to her help and service and our gratitude cannot be entirely displayed by this review for her. We wish her the best in her life and hope that anyone looking for business insurance or any insurances should get it through Michele and her team at the GDA. She is so well versed in all insurance matters that going forward, I will make sure that all my insurances are going thru Michele (GDA) and we are grateful for her help. Michele, you are the best. Thank you again for all your help."

– Dr. Devang Shah

Member-Owned, Member-Focused

"I was as frustrated as a business owner with trying to find the right insurance, with adequate coverage, all at a reasonable price for all of our businesses. Michele Amatulli at GDIS did a great presentation at a Southeast District meeting. Afterwards my wife, Elizabeth, and I met with Michele at our office. Michele immediately went to work helping us organize (a big job), consolidate, and update some of our business and personal policies. I loved what Michele said to our district members, 'GDIS is your company, use our opportunities!' Thank you so much GDIS and Michele for your help with Powell Dentistry Group. GDA Strong!"

– Dr. Zack Powell

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TRIBUTE, HONOR & MEMORIAL GIFTS	A Tribute Gift allows you to recognize someone dear to you, whether memorializing the passing of an individual or celebrating a new birth, graduation, or any special occasion.
GIFTS OF STOCK	Donating appreciated securities is an easy and tax-effective way to make a gift.
RETIREMENT ASSETS	Donate part or all of your unused retirement assets, such as your IRA, 401(k), 403(b), pension or other tax-deferred plan.
PLANNED GIFTS	Support GDAF in a meaningful way while leaving a legacy to be remembered by future generations.
AMAZON SMILE	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.

GDA foundation FOR ORAL HEALTH

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

Keeping Safety at the Forefront

By Matt Mitchell, GDA Member Services Representative

2020 has been a hectic year, to say the least. The advent of COVID-19 has drastically changed the basic fabric of our lives, but in a larger context it has also increased the national attention on all healthcare professionals with respect to patient and worker safety. Unfortunately, dentists and their staff have been cited as one of the highest categories of professional risk exposure for COVID-19, which has resulted in enhanced infection control protocols directed at illness prevention. As the rest of the nation comes to grips with the "new realities" of illness prevention stemming from the current pandemic, I'd imagine that most dentists were probably not surprised by the steps required to properly protect oneself and one's community. This is especially true if you were practicing when H1N1, Hepatitis, and HIV/AIDS changed the infection control landscape for healthcare professionals. Nowadays, a dental office's daily consumption of PPE and the amount of time spent sterilizing equipment would probably shock a lay observer.

Despite these changes, the ever-growing menace of COVID-19 has not diminished the other safety concerns that dentists have to be wary of. If anything, the scrutiny that COVID-19 has brought to healthcare makes it more important than ever that dentists continue to adhere to current patient and workplace safety standards such as Basic Life Support training for dentists and staff, Bloodborne Pathogens management, and the often-overlooked Mask Fit Testing for respiratory protection.

Though not part of illness prevention specifically, proper CPR can nearly quadruple a person's chance to survive a cardiac event, and thus merits a mention in this safety concern article. Basic Life Support is one of several terms used to describe a more advanced form of CPR (Cardiopulmonary Resuscitation) training. This higher level of CPR training is often required of medical providers in Georgia, though by law dentists need only ensure they have CPR training (check Board Rule 150-3-.09). If you require Advanced Cardiac Life Support for a sedation permit, BLS training is not equivalent. While CPR training covers chest compressions, giving breaths, and AED (Automated External Defibrillator) usage for adults and children, Basic Life Support adds to the curriculum by including knowledge specific to healthcare workers, like dental staff. As CPR and BLS instruction takes a similar amount of time and money to receive, it may behoove you and your staff to have the more advanced BLS instruction. Just make sure you receive your training from one of the Board of Dentistry approved course providers. CPR and BLS certifications last for two years, earning dentists and hygienists 4 hours of Continuing Education. This

coincides nicely with Board requirements for 40 hours of Continuing Education biennially and the maintenance of your CPR certification.

Bloodborne Pathogens management is a requirement of federal OSHA standards (See Standard 1910.1030). Given their potential daily exposure to infectious diseases such as Hepatitis B, Hepatitis C, and HIV, dentists should ensure that they and their staff have the most up to date knowledge on this critical OSHA standard. Most often these diseases are transmitted through accidental needle contact, but can occur from other encounters in dental offices through various instruments. While avoiding contact with any infectious material may be obvious, it's important to set aside time to ensure you and your staff are well versed on the appropriate measures to take to mitigate this risk, as well as when such exposure actually occurs. If nothing else, this annual OSHA training will help re-train your staff and reaffirm the dangers of accidental exposure. As the old adage says, "An ounce of prevention is more valuable than a pound of the cure," especially with something as potentially dangerous as bloodborne illness.

Finally, Mask Fit Testing is an OSHA requirement (1910.134 to be precise), but one that often gets forgotten. Anyone that is required to wear fitted respiratory protection such as an N95, or above, for work needs to have a Mask Fit Test performed annually, to ensure that the respirator is actually providing adequate protection. Mask Fit Testing is a process that checks for gaps between the face and respirator that would allow particulate in, thus negating some of the protection that mask might offer. Clearly this kind of testing can't apply to PPE like surgical masks, but the growing use of N95 and above level masks means this may be something you should look into. With the aerosols produced during certain dental procedures, I'm sure you can imagine what may be getting past your mask if it hasn't been appropriately fit checked. This is particularly pressing now as the spread of COVID-19 is ever-present in peoples' minds. While it's easy to think that simply having a mask on is protection enough, the fit of that mask may be equally important in the long run.

While these three measures are critical for every dental practice, they don't represent the entirety of what dentists need to continually monitor. No one article could do that, but I hope this has been a helpful reminder as we approach the upcoming 2021 license renewal year. As 2020 draws to a close, please keep in mind the attention that healthcare providers have come under as of late. Media and public focus on the spread of COVID-19 has created a lot of fear amongst your patients, but dentists have the opportunity to allay some of those fears and remind their patients that the dental community is one that cares and knows how to keep them safe.

Embracing Generational Diversity

By Cindy Ishimoto

Learn from the strengths of team members from all generations

Intergenerational distrust is as old as time itself. However, there should not be an "us against them" generational mindset—we are all in this together. The generation gap is in large part the result of miscommunication and misunderstanding, fueled by common insecurities and a desire for influence and power. Getting past stereotypes is the first step in creating excellent teams.

With differing values and seemingly conflicting views, baby boomers, Generation X, millennials, and Generation Z work, communicate, learn from, and teach each other differently while working side by side in the dental practice.

One of the most powerful tools that can create a climate of trust and cooperation lies in understanding what drives each generation. Each brings its own strengths and weaknesses, differing work philosophies and priorities to the practice. It's important to appreciate distinctive characteristics and ways of communicating.

Although generational differences are not absolutes, research has shown that those born within the same generation form collective memories based on shared social and cultural experiences. These collective memories can result in shared norms of attitude and behavior.

Why does understanding the distinction between generations matter? At least half (52%) of workers say they're less likely to get along with someone from another generation than their own. Problems generational differences

can lead to include disengagement in the workplace, poor communication, decreased productivity, leadership miscues, and more.

Baby boomers, sometimes called the "Me generation," were born between 1946 and 1964. The Vietnam War, Woodstock, civil rights, economic prosperity, the assassinations of John F. Kennedy, Robert F. Kennedy and Martin Luther King, Jr., and rock 'n' roll shaped this generation. Boomers tend to be driven, optimistic, team-oriented, and career-centric workaholics who expect everyone to go the extra mile. Boomers can be recognized on the dental team because they may be reluctant to go against their peers, want to please everyone, seek respect and rely on their experience level. They make great mentors for younger generations, but may need assistance in utilizing new technologies.

Generation X was born between 1965 and 1980. The "X" refers to this generation's desire to not be defined. Watergate, layoffs, changes in family structure, the space shuttle Challenger explosion, and MTV shaped this generation. With more than 60% of the generation attending college, they are better educated than baby boomers, as well as more ethnically diverse. They are independent, resourceful and self-sufficient, valuing freedom, and responsibility in the workplace. They dislike being micromanaged and embrace a hands-off management philosophy. On the dental team, this generation appears to be off doing their own thing, working independently. Members of this generation may appear not to be paying attention in team meetings. Gen X team members tend to embrace changes that are efficient and save time.

Millennials, also called Generation Y, were born between 1981 and 1996. They have also been called "Gen Why" because they question the status quo, or the "boomerang generation," because many returned home after going to college. The Great Recession, the Columbine High School shooting, 9/11, Y2K, the internet and technology in general shaped this generation. Nurtured by parents who didn't want to make the mistakes of previous generations, millennials tend to be confident, ambitious, and achievement-oriented. They are creative, optimistic, collaborative, and entrepreneurial. They have been taught that questioning authority is permissible. Millennials in dentistry have been noted for helping the practice commit to charitable causes or as those who will help the community.

Generation Z is usually defined as being born between the late 1990s and early 2000s. They are also known as the iGen, centennials, globals, and post-millennials. Terrorism, mobile technology, social media, and cyberbullying are current events that shaped this generation. They are the first generation born into a digital world. They are tech-dependent, financially focused, entrepreneurial, competitive, and adaptive to change. They are independent and want to be heard. Members of Generation Z are just beginning to join dental practice teams. Their technological aptitude aids their assimilation.

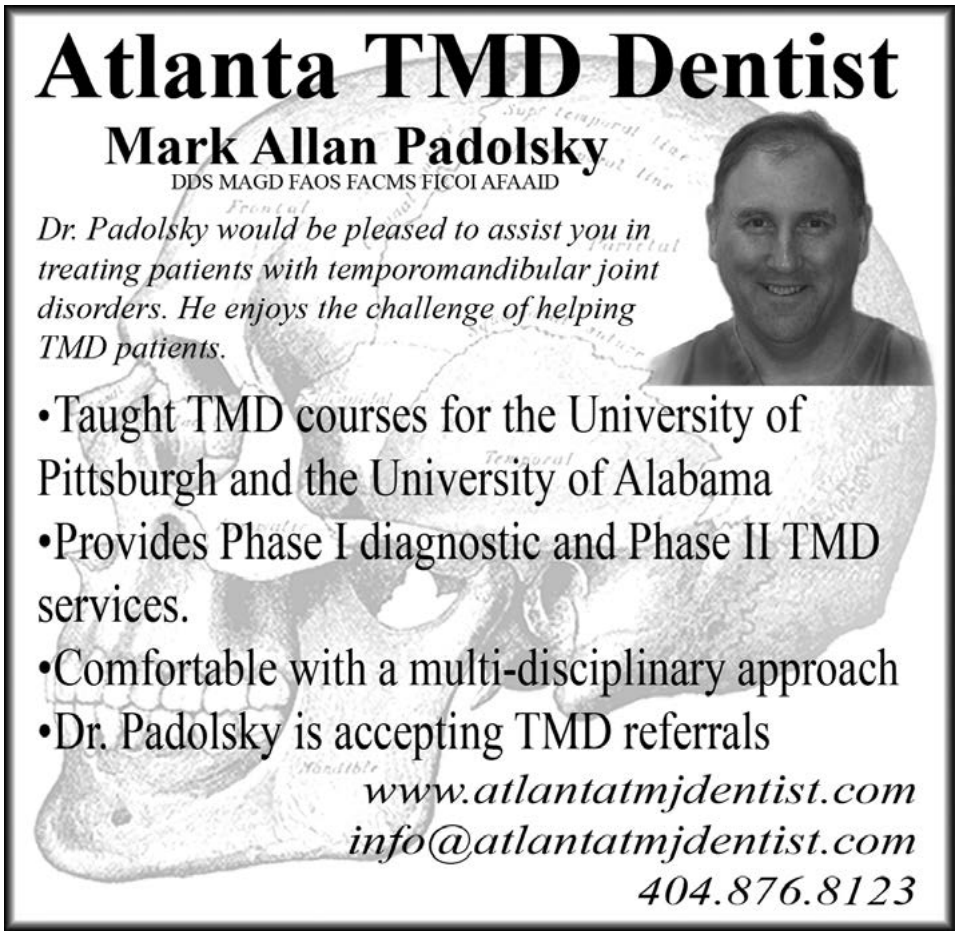
It's important to realize that not every generation is motivated by the same things. Labels and judgment don't do any of us any good. So the next time you find yourself thinking poorly of a peer from a different generation, remind yourself that this team member has something to offer, just like you do, perhaps with a different approach.

Let's stop generation shaming, name-calling, and scapegoating. Instead, let's think about what different generations can teach and learn from each other, and how those conversations can result in entirely new ways of solving problems together.

Make it a goal to create "Generation Us" teams.

Ms. Ishimoto has more than 35 years of experience in the dental industry as an internationally recognized speaker, consultant and author. Contact her online at www.CindyIshimoto.com, by email info@CindyIshimoto.com or call 808-375-7344.

Ishimoto C. Embracing Generational Diversity. Dental Practice Success. Posted online at https://success.ada.org/en/practice-management/dental-practice-success/dps-spring-2020/embracing-generational-diversity.

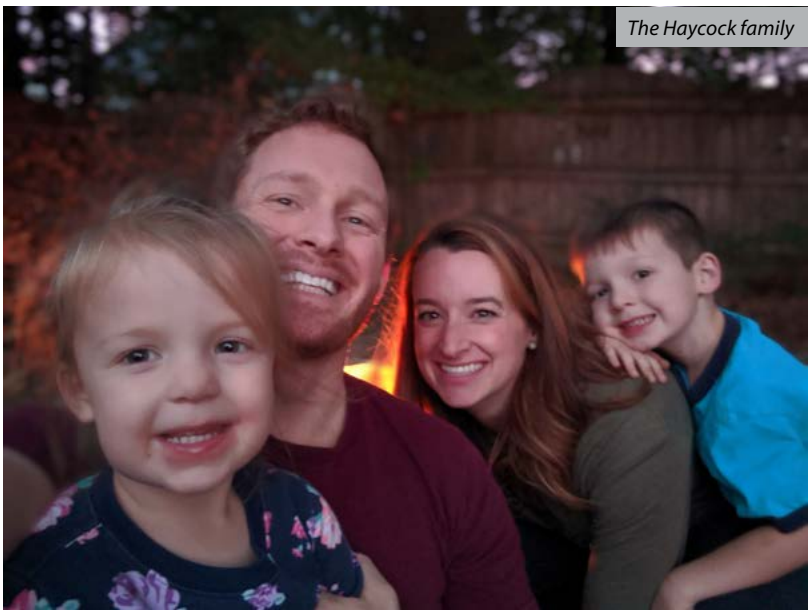


GDA MEMBER PROFILE

This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. This month we hear from Northern District member Dr. Josh Haycock, a general dentist who practices at Auburn Hills Family Dentistry in Dacula.

Meet Dr. Josh Haycock

Dr. Haycock (center) with dental team members.



The Haycock family

When and how did you become a GDA member?

I became a member of the GDA when I graduated from dental school in Southern California and moved back home to Gwinnett County.

Why is being part of a professional group important?

I feel that it is important to be a member of a professional group to help me stay up-to-date on current events and advances in the dental field.

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

As dentists we tend to become isolated in the little world that is our practice. GDA is uniquely situated to bring dentists together to share knowledge and help us realize what else is out there.

What advice would you give to an aspiring dental student?

The advice I would give to an aspiring dental student would be to set dentistry as a long-term goal and remember it, but to also set shorter term goals that lead you to becoming a dentist. When you have shorter term goals like grades in specific classes, taking the DAT and applying to schools, it makes the long process feel less daunting. The same thing applies for dental school. Focusing on the smaller milestones help break up the monotony of schooling and what can feel like a never-ending journey.

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

As a little kid, I went through several different phases. At times, I wanted to be a marine biologist, an astronaut, and a fighter pilot, which was most likely a product of *Top Gun*. But I knew in high school that I wanted to be a dentist.

Dr. Haycock opens wide for his children.

What was your first job?

I worked at a kennel. I had to do a lot of gross stuff like scooping poop and cleaning kennels but the other half of the job made it all worth it. As part of the boarding, the dogs were released from their kennels and I got to play with them to help them get exercise.

Why did you decide to become a dentist?

As I started to understand the things I was interested in, I knew that I wanted to go into the sciences, I just didn't know what. Then in high school I spent a significant amount of time being treated by my family dentist. These treatments ranged anywhere from routine cleanings and fillings to implants and root canals. This type of experience would drive most away from such a career; however, my dentist was great about keeping me involved by explaining to me what she was doing. This piqued my interest in dentistry. Over the course of the next few years we became good friends. Then one day she mentioned to me that she thought I could be a good dentist. It was then that I knew I wanted to pursue a career in dentistry.

What do you enjoy doing in your spare time?

I enjoy playing soccer in the back yard with my 3-year-old daughter and my 5-year-old son. I also enjoy fly fishing, mountain biking, and CrossFit with my wife.

What is your all-time dream vacation?

I have always wanted to go to Australia to scuba dive in the Great Barrier Reef and to visit Steve Irwin's zoo, Australia Zoo.

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

A captain in the Oral Health Brigade.

GDACLASSIFIEDS

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ASSOCIATE NEEDED IN GLYNN COUNTY – Georgia's Golden Isles, two miles from the beach, one hour from Savannah and Jacksonville. Excellent opportunity for motivated General Dentist with exceptional communication skills. Enjoy working with an experienced, supportive team. Well established Family practice chartless software, digital x-rays with a great recall Hygiene program in place. Associate should have skills in all aspects of General Dentistry, with an emphasis on Restorative, Removable and Crown and Bridge. Salary range $150,000-$300,000 annually. Compensation is production based, with a guaranteed minimum and a future buy out option available. Work 2 to 4 days per week, 8:30 – 5:00. Why work under corporate pressure? Have clinical freedom, competitive rates and malpractice assistance while living on the Coast. Interested candidates reply to jtwdmd44@gmail.com.

IF YOU'RE LOOKING to further serve your community in a volunteer capacity, please consider partnering with Rehoboth Life Care Ministries Volunteer Dental Clinic. We provide access to care for the underserved in Crawford, Houston, Peach & Taylor Counties. Our greatest need is for general dentist, endodontists, and oral surgeons. We'd love to have you join our volunteer team. Contact Teresa Woodberry at twoodberry@careforlifeclinic.com for further information. Don't forget, you can earn 1 hr of continuing education for every 4 hours you volunteer!

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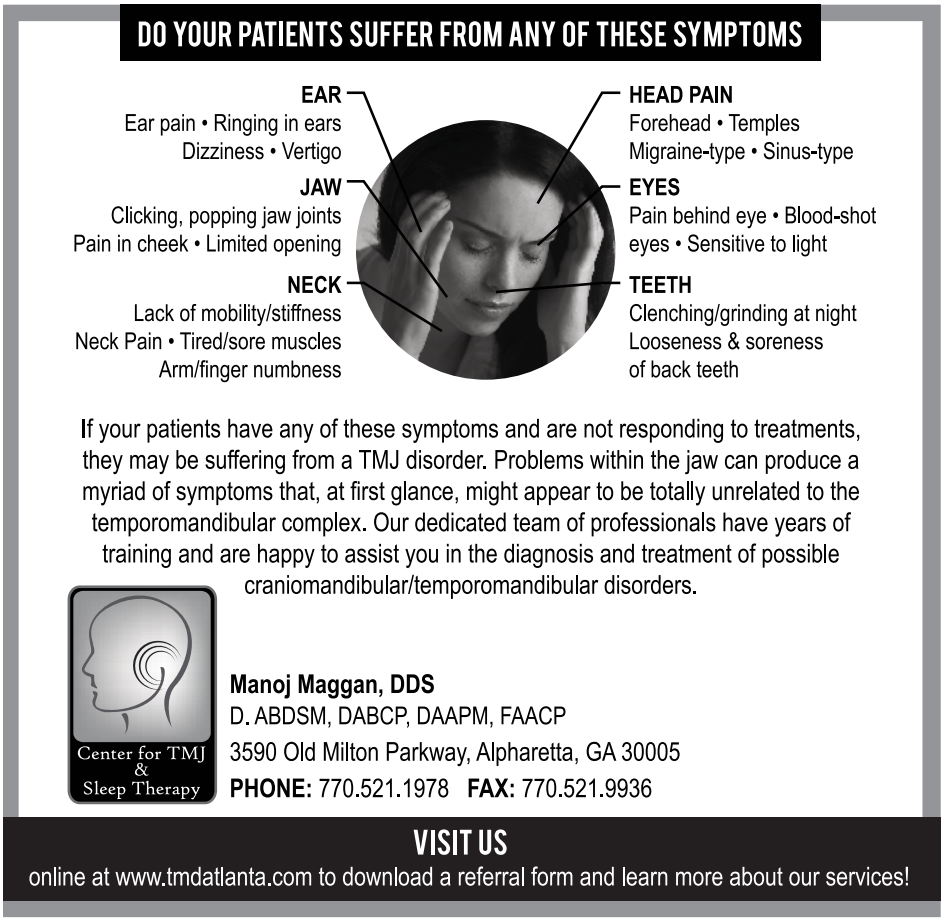

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Health Insurance	✓	✓	✓	✓	✓
Disability Insurance	✓	✓	✓	✓	
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