

October 2018

**Journal of the Georgia Dental Association** 



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on page

**30** 



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#### **OCTOBER 2018**

9	EDDS Officer's Visit	18	ADA Annual Sessions
12	Radiation Course, GDA Office	24	GDA Health Plan Webinar
	GDA Foundation Board Meeting	26	GDA Convention Committee Meeting
15	GDA Health Plan Webinar	30	EDDS Augusta Legislative Reception

#### **NOVEMBER 2018**

1	WDDS Officer's Visit/Legislative Reception	12	Nomination Deadline for 2019 Open Positions
2	GDA Spokesperson Training	13	EDDS Legislative Dinner, Athens
2–3	Expanded Duties Course, Atlanta	14	NWDDS EC Meeting
7	NWDDS General Membership Meeting/Officer's Visit	15	SWDDS Legislative Reception
8	SWDDS Legislative Reception	16	GDIS/GDHC Board Meeting, GDA Office
9	GDA Health Plan Webinar		IDBG Board Meeting, Macon
10	GDA Finance Committee Meeting	26	NDDS Executive Council/Precaucus Meeting
		30	LEAP Course, GDA Office

## REACHUS

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In the words of my favorite artist, Freddie Mercury, who died the same year I arrived in England, "The Show Must Go On."

#### **CULTURE OF GIVING BACK**

In August, nearly 300 members of the Georgia Dental Association, along with volunteers, contributed to our fourth Georgia Mission of Mercy. Over \$1.5 million of services were donated to nearly 2,000 patients during the event in Augusta. It took two years of planning and raising funds equivalent to nearly \$300K to support a 48-hour marathon that ended with a lot of tired bodies and immense satisfaction.

As one of the tired bodies, I couldn't resist asking myself why so many of us came out with such great enthusiasm to donate their time and service? Organizers and staff at the GDA office spent two years of their lives raising every penny and stressing over every little detail while trying to cope with the day-to-day responsibilities of a practice, patients, official duties, and family commitments. I could look in books and publications to find more refined and articulate academic reasons for their service. However, the best answer always comes from on-the-ground human interactions.

I found that it was their personal ethics and commitment to healthcare that was a true driving force. Many of these volunteers are my friends and their acquaintance is a true blessing. Fundamentally they all share one common moral responsibility, that is to improve oral health of our citizens. At GDA, we engage with our members, legislators, third party payers, and other key players to create a system that provides access or limits barriers to care. This constant unending engagement requires vigilance, strategy, man power, and funding. Many of the same individuals and members contribute to this goal. My assessment of their true motive comes from interactions beyond that 48-hour event. They truly care about this fundamental mission. GMOM may have been two days long, but our mission continues on a daily basis, and the drive to sustain it comes from adherence to a code of better oral health for all our citizens.

For all the criticism about our profession, what is clear is the ethical standards our students and our practitioners. Their caring values remain the back bone of success of our profession. Dentists are givers. Many contribute to missions abroad, participate at clinics like Ben Mansell and Good Samaritan, and almost all of us extend flexibility to our patients to make treatment more accessible. Directly or indirectly, the ADA code of professional conduct and the rules of the Board of Dentistry filter through this fundamental goal of better oral health for our patients.

I am proud to say as a profession we did "many things right." Who do we give credit to? I guess we all can share that credit: Dentists who inspire young students to pursue dentistry as a career, educators who select the right students and give them good training and direction, peers in the private practice who directly or indirectly through organized dentistry encourage the right values and professional standards. Our mission statement at GDA states, "Help every dentist succeed." This is a bold statement. It will take a constant commitment to the right values. We must help every dentist to succeed so that the right values are encouraged to uphold the moral promise to patients, society, and the profession.

In the words of my favorite artist, Freddie Mercury, who died the same year I arrived in England, "The Show Must Go On." 

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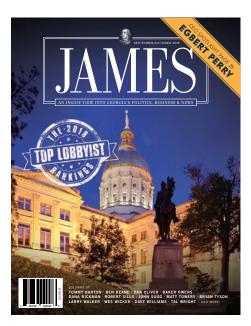
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Members making news and news for GDA members.

Awards

#### GDA Among Top Lobbying Associations in Georgia

James Magazine's annual Lobbyists Issue in September named GDA number 20 in its Top 30 Business & Trade Associations rankings. In addition, Emily Yona, GDA's Director of Health Policy, was listed as a rising star in the state. This is the first time in GDA history the association has been ranked in James Magazine, a public policy magazine that reaches more than 20,000 influential leaders.



GDA Numbered 20 in its Top 30 Business and Trade Associations rankings.





#### **Leadership GDA Workshop**

In August, Leadership GDA members met at the GDA office for a leadership workshop. Carol Paige spoke to members about the essentials of dental practice management and leadership. Members also learned about financial literacy and held a discussion on the book, *Lincoln on Leadership*.



**GDA Leadership Application Due: February 1, 2019** 

Applications for the 2019 GDA Leadership Program are due February 1, 2019. Leadership GDA helps members grow into more knowledgeable and confident leaders within the dental community. Participants also gain a better understanding of GDA and how to become involved in leadership in organized dentistry. If members of your district are interested in leadership positions in GDA or your district, please encourage them to apply for the program.

For more information, contact Katherine Torbush at katherine@gadental.org.

# Special Olympics

#### Special Olympics, Special Smiles | Macon

On August 18, GDA volunteers provided dental screenings at the Special Olympics, Special Smiles event in Macon, GA. GDA partners with Special Olympics to help provide athletes with intellectual disabilities necessary dental care. Under Dr. Jonathan Dubin, who has chaired the event for more than 20 years, the program continues to grow and evolve, bringing smiles to hundreds of Special Olympic athletes each year.









## **SEEN&HEARD**

Volunteer

#### **Volunteers Needed**

#### **Donated Dental Services (DDS) Program**

You can change a life. From clearing up painful dental infections and being able to eat again to rejoining the workforce—volunteering with the Georgia Donated Dental Services (DDS) will make a life-changing difference for the people we serve. Volunteer dentists treat patients in their offices, utilizing their own equipment and staff. Several manufacturers donate materials and labs also participate in the program. Volunteers provide comprehensive treatment for 1–2 patients per year.

Please consider volunteering today: https://dentallifeline.org/our-volunteers/volunteer-now/.

#### **Adjunct Faculty Program**

The adjunct faculty program connects GDA Dentists with Dental College of Georgia students through volunteer clinic hours in the clinic at DCG or any approved charitable clinic in Georgia. The goal of this program is to not only help bridge the gap between GDA member dentists and dental students, but also to provide dental students with quality, evidence-based instruction and ethical guidelines and concepts of professionalism that will serve as the foundation for their careers. Volunteer dentists must commit to teaching/volunteering at least one day per month over a minimum of a one-year period and complete the DCG adjunct faculty appointment process.

For more information and a list of approved clinics near you, contact Katherine Torbush at katherine@gadental.org.

#### **DCG Lunch & Learns**

The GDA is seeking dentists to speak during lunch and learn events at the Dental College of Georgia in 2019.

If you are interested in speaking at a lunch and learn, please email Katherine Torbush at katherine@gadental.org or fill out the student engagement survey online.



#### Dental Health Day at the Capitol/ Opening of Legislative Session

#### Monday, January 14

Join GDA for Dental Health Day at the Capitol on the opening day of the Legislative Session. GDA members personally distribute our dental kits to legislators and their staff at the state Capitol in Atlanta.

#### 2019 Law Days

#### **January 23**

Northern, Eastern

#### **February 6**

Southwestern, Western, Northern-Hall Co.

#### February 20

Central

#### **February 28**

Southeastern and Georgia Dental Society

#### March 6

Northwestern

#### March 20

Other Specialty Groups, Students, and anyone else who wishes to attend

Get a first-hand glimpse of the legislative process and speak to legislators about bills that affect your practice. LAW Days are from 8 am–12 pm and include breakfast, a briefing on the legislative issues for the week, and meetings with legislators "on the ropes."

#### 2019 GDA Convention and Expo

July 25-28, 2019

Ritz Carlton Amelia Island

An event for the full dental team and their family members!











#### 2018 Gala for Smiles

The Northern District Dental Society held their annual fundraiser and celebration on September 8 at the Mason Fine Art Gallery in Atlanta. Nearly 200 members of the dental community enjoyed food, fellowship, and fun. The theme for this year's event was Tailgating for a Cause. It featured a live auction, VIP "pregame" event, high-energy games with auctioneer George Franco, and local band, The Retreat. The event raised funds for charitable clinics performing vital care for underserved members of our community. The following clinics in the Greater Atlanta area were honored at the event:

- ★ The Ben Massell Dental Clinic
- **★** The DDD Foundation
- ★ Good Samaritan Health Center Atlanta
- ★ Good Samaritan of Gwinnett
- ★ Green Warren Dental Clinic
- ★ Hebron Health Truth's Community Clinic
- ★ St. Joseph's Mercy Care



## **SEEN&HEARD**

#### Dr. David Bradberry's 2019 President's River Cruise from Amsterdam is sold out!

See below for details on Dr. Evis Babo's 2019–2020 President's Trip.

GDA's President's Trip to Africa
December 25, 2019–January 2, 2020

You are invited to join Dr. Evis Babo on a tour of South Africa and Capetown, with an optional pre or post trip to Victoria Falls. The experience includes five nights at world renowned camp MalaMala, located on the Private Reserve in the Sabi Sands. It is known for its concentration of game including leopards and hippos. It is quite possible to view the Big Five within the first hour. The tour also includes a visit to Capetown, one of the most beautiful cities in the world, a chance to visit the Penguin Colony and the Cape of Good Hope, combined with an outing to Table Mountain and the famous Kirstenbosch Gardens. What tour could be complete without a visit to the wine country with a special dinner and music. It is also the perfect time to add a visit to see the majestic Victoria Falls.

Reservation deadline: Nov. 30, 2018

Space is limited and based on availability. For reservation or more information, please contact the travel agent, Janie Bullard at janie@distinctive-journeys.com or 770-888-6677.



#### **Nomination Deadline Nov. 12**

The GDA Nominating Committee is seeking nominations for 2019 for ADA Delegation, District and at-Large Trustees, GDA State Officers, Speaker of the House, and Georgia Board of Dentistry seats. Nominations and CV's are due by November 12, 2018, except in the case of At-Large Trustee nominations, which are due June 24, 2019. Nominations/CVs should be submitted to the GDA office via mail (7000 Peachtree Dunwoody Road, NE, Suite 200, Atlanta, GA 30328-1655) or via email to Jeannie@gadental.org.

The following **ADA Delegation** Seats will be open for 2019 (elected in December 2018):

- Eastern Delegate
- At-Large Delegate

The following **District Trustee** terms are expiring in July 2019:

- Northwest District Trustee
- Western District Trustee

Two **At-Large Trustee** terms are expiring in July 2019.

**GDA State Officer** positions opening as of July 2019 include:

- Vice President
- Secretary/Treasurer

**Speaker of the House** will be elected in July 2019.

**Georgia Board of Dentistry:** The following Board of Dentistry terms expire in 2019:

- Gregory G. Goggans (SW)
   Term Expires March 15, 2019
- Thomas P. Godfrey (N)
   Term Expires August 1, 2019
- Antwan L. Treadway (NW)
   Term Expires March 15, 2019

Visit the GDA website at gadental.org for full details on open positions, terms, and criteria for nomination.



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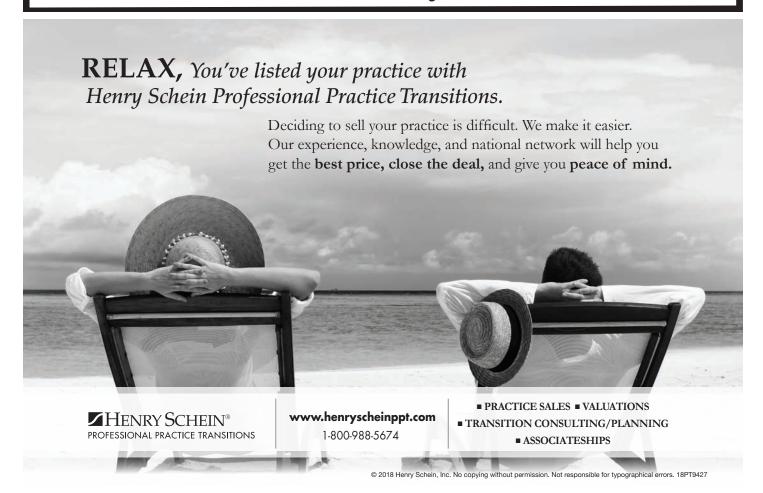
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Tools and tips to help you manage your business.



# Tips to Manage your Dental Team Effectively

**By Sharon Williams** 

The secret of running a successful dental practice is having a great team. Every person on the team, from the receptionist to the dentist, holds a critical role. Team members rely on each other to perform their tasks and when managed efficiently, everyone is working towards a common goal resulting in immense success.



#### **Show Appreciation**

Whenever there is a problem or crisis in your practice, there may be finger-pointing as an instinct of self-preservation. In order to prevent this, you must sit together and solve problems as a team, regardless of who is at fault. Moreover, it is equally important to appreciate and praise your staff when they perform well. Replacing criticism with appreciation will surely lift the morale

of the employees and you can see a positive change in the workplace.



#### Offer and Ask for Help

Another trait that you must encourage amongst your team is to ask and offer help to their teammates when needed. If someone is swamped with more work than they can handle, encourage others to step in and help them out. Let people know that it is perfectly alright to ask for help and not be shy about it. Instill the idea that asking for help just means that they need some assistance and that it doesn't suggest that they are incompetent.





#### **Admit Your Mistakes**

As a team leader, it is critical that you admit your own mistakes. This valuable trait sets an example to your employees that mistakes happen and there is nothing wrong with admitting it. Doing this will not only improve the team morale but also provide learning opportunities that will help your team grow professionally.



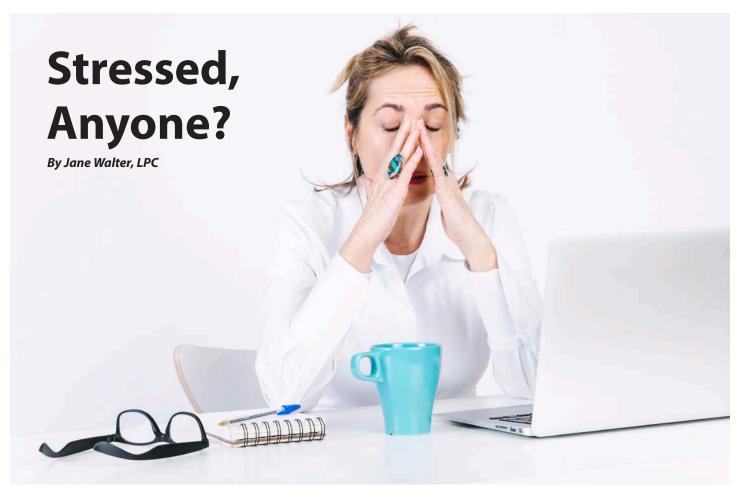
#### **Foster Leadership in Team Members**

As a leader you must have a clear vision of how to guide your team and delegate work. At the same time, it is essential that you foster leadership in the team members as well. Hold them accountable and encourage them to use resources that will equip them in becoming a strong leader. Proper team management will provide a great working environment for the employees and also help in getting new patients for your practice.

Sharon William is a contributing writer on dental topics, as well as managing digital marketing for Koch Orthodontics in Lawrenceville, GA.

# FINDINGSUCCESS

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Google "stress" and immediately you will find a hundred links with lead-ins such as these: Five Steps to Eliminate Stress, Mood & Stress Supplements, How to Manage Daily Stress, 62 Stress Management Techniques and Tips to Prevent a Burn Out, De-clutter Your House to De-stress Yourself, and so on.

Stress certainly seems to be a fact of contemporary American lifestyles. Studies over the past twenty years suggest that the promise of more relaxed lives due to technology has turned into a bad dream for many people who are unable to resist the lure of one more electronic device that will make specific tasks easier or faster. Despite our high tech world, we seem to be more stressed than ever. But what is stress, exactly? Webster's defines stress as mental or physical tension. My work as a therapist and counselor has taught me that stress is an individualized issue—something that stresses me may not bother you at all and conversely so. This makes sense, given that we are each shaped by the sum total of our specific individual experiences to the present point in our lifespan. Another,

more descriptive definition of stress details it as a product of the complex interaction between one's experience of external events and the level of one's internal confidence to address, manage, or resolve those events. Notice there is no mention of controlling the stressful events. Without question, a strong need to control situations or others contributes to stress rather than eliminates it.

#### **Choice of Profession**

As health care providers, dentists, hygienists, and dental assistants encounter stresses unique to their professions. The choice of a helping profession itself may even be a contributing factor, as people who work as helpers for a living almost always focus on their patients' needs to the detriment of their own wellbeing.

Often they have chosen a health care profession in an unconscious attempt to heal themselves from earlier emotional injury through their efforts at helping others. Additionally, the more technical the professional training, the less the attention given to the emotional and relational needs of the practitioners, resulting in a lot of people who excel at taking care of others but are not so good at taking care of themselves. Dental practice can be quite stressful due to the number and variety of skills and talents required to be successful. I don't know of another profession that calls for the following abilities: the eye of an artist, the hands of a surgeon, the insight of a therapist, the tact of a diplomat, the knowledge of a scientist, and the business acumen of a CEO. Developing and maintaining excellence,

or even adequacy, in all of these areas can be stressful, even for the most balanced person.

#### In the Office

There is potential for stress due to natural factors that are present in some dental offices. Many dentists refer to their staff as a second family or an "office" family and unfortunately, relate to them in that manner, often resulting in major problems for the doctor and the staff. Boundaries can become blurred and often the dentist finds him or herself with management problems as dysfunctional, codependent relationships form in the office. Staff members may adopt unhealthy roles due to unclear expectations related to job duties, or as a corollary to the dentist's insecurity with leadership and discomfort with personnel management. When the doctor has trouble enforcing office policies it may be based in his/her discomfort with being a "boss" versus being a "buddy." Of course another contributing factor to problematic and stressful office relationships can be just good oldfashioned personality conflicts. Dental office staff report that many dentists with whom they have worked have tendencies toward perfectionism and micromanagement to the point that it "drives everyone crazy." Dentists have noted that staff members who are manipulative or passive-aggressive certainly can contribute to stress in the office. If the dentist's spouse is also a staff member, the potential exists for all kinds of additional stress producing problems—again, due to lack of clarity of roles and the likelihood for interpersonal conflicts among the staff and the dentist and the spouse. When the dentist is not comfortable with managing staff, stress is inevitable for everyone in the office, sometimes extending to patients.

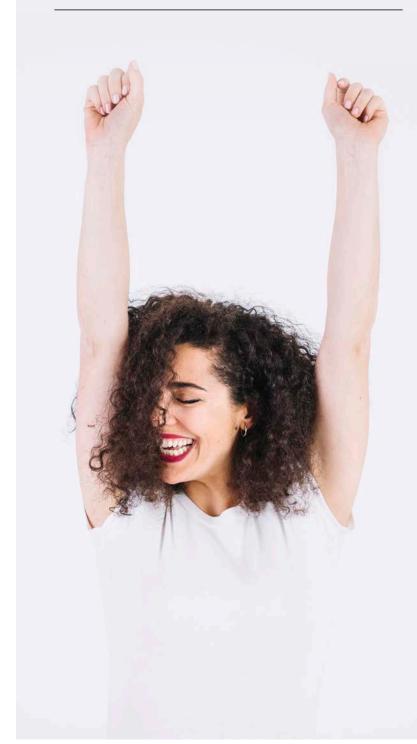
Stress in the office can also result from some of the realities of dental practice. The dentist and hygienist are working in an emotionally charged part of the human body, the mouth, which is a very sensitive and intimate area for most people. Many dental patients are frightened and some are quite verbal about their anxieties, sometimes to the point of hostility toward

the dentist and staff. Stress can develop if the dentist absorbs the patient's emotional distress and if he/she has a high need for approval, the stress is exacerbated. Dealing with the demands of other types of difficult patients can also be a challenge to the dentist's stress management skills: the ever complaining patient, the never satisfied patient, the patient who demands perfection, the patient who expects restorations to last forever, the patient who doesn't want to pay for professional services, the patient who is always late or reschedules constantly, the drug-seeking patient, the patient who brings unruly children along to the appointment. (I am confident this is only a partial list. Please email me with examples of your experiences.) And, of course, one of the major stresses of dental practice is the challenge of coping with the reality that you are trained in a profession with the goal of treating problems and improving dental health—an essential endeavor, but one that is accompanied by the knowledge that at times, your work will cause pain to the patient.

Many people are unable to recognize stress as it is occurring, which can then result in stress building to the point of causing a number of serious problems with the potential for burnout. Stress which is transformed into physical tension and pain is common among dental professionals. The physical requirements of dentistry often cause eyestrain and neck, back, leg, shoulder, arm, or hand pain. In a survey a few years ago of 31 dentists who are participants in the GDA Dental Recovery Network, 11 identified workrelated physical pain as an antecedent to their initial use of drugs—that is, drugs that were not prescribed for them by a physician. This is drug abuse when the drug is illegal or self-prescribed and is something other than over-the-counter analgesics. Additionally, 21 of the 31 dentists identified dental career factors as contributing to the development of their chemical dependency. Other than physical »



# Practical Matters and Self Care



- Arrange to get enough rest/sleep
- Engage in moderate exercise regularly
- Make healthier food choices
- Establish balance in your schedule
- Practice emotion resolution by talking about yourself and your life with someone you trust
- Adjust expectations of yourself and others to realistic levels
- Lose the perfectionism as it is a denial of your humanity
- Set personal limits by knowing when to say "no" and say it
- Develop a spiritual or religious practice that fits your belief system and calms you
- Practice some form of meditation/ relaxation
- Find a pastime in which you can lose yourself and be enlivened
- Schedule time for renewal, meaning significant time away from your usual & customary life
- Reduce amount of time spent multi-tasking
- Listen to music instead of talk radio
- Spend time with your pets as it's proven to reduce stress
- Remember to breathe deeply several times throughout your day

#### **STRESSED**

Continued from page 15

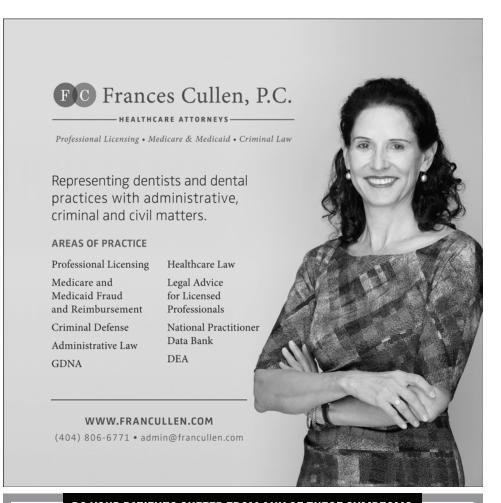
pain, the factors surveyed were: stress, isolation, availability of drugs, feeling undervalued, dealing with patients beyond dental procedures, and managing staff. 18 of the 21 named work-related stress as contributing to their addictive disease. Clearly there are many factors that cause or contribute to the development of any disease, but we cannot ignore the impact of stress on our physical and mental wellbeing. Learning to identify and resolve stress in our lives and ourselves is critical for sustaining overall good health.

#### What to Do?

Given that stress is an inevitable fact of life for most of us, the challenge of stress management is ever present. As noted at the outset, there are countless websites, magazine articles, and books written in response to the problem. Just as stress itself is an individualized experience, so does the preferred method of stress management vary from person to person. The following choices are my offering; none are original or new, but are worth repeating. Many of us are reluctant to make the changes that are proven to decrease stress. The key word is change. As human beings we often resist change because it involves a shift in habit or routine. We are creatures of habit and are sometimes more comfortable staying stuck in that which with is familiar. Change can be accompanied by anxiety. And of course, there is the fear of giving up something which provides the perception of comfort. If you are willing to make some of the changes listed on page 16 you will experience a decrease in the stress in your life. And then comes an enhanced sense of wellbeing.

When your stress causes a significant or chronic problem in your mental health or physical condition, it is time to seek professional guidance despite some discomfort with asking for help.

Jane Walter, LPC, is the Director of the Georgia Dental Association Dental Recovery Network. The network helps licensed dental professionals with addiction and wellbeing issues. Call Jane at 404-376-5987 or email her at jwgda@aol.com for a confidential consultation.



#### 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

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# The Georgia Dental Recovery Network



The Georgia Dental Recovery Network (DRN) as it functions presently began in November 2000. The DRN is a program provided by the GDA and was originally known as the GDA CDP, the chemical dependency program.

Today in America, 47 of our 50 states offer some type of support program for dental professionals who experience substance use disorders, as they are now coded and classified in the DSM-V which is the recently revised Diagnostic and Statistical Manual of Mental Disorders, the handbook of American psychiatry. Substance use disorders are also commonly known as addiction, alcoholism, drug abuse, addictive disease, alcohol/drug problems, and chemical dependence. In Georgia, the DRN is a peer assistance dental society-based program under the umbrella of the Georgia Dental Association and is not part of the Georgia Board of Dentistry.

The purpose and mission of the Georgia DRN is to provide services, support, and advocacy to licensed dentists and hygienists in Georgia who, through their use/abuse of chemical substances, may potentially place their patients and themselves in serious jeopardy, even death.

The DRN is committed to providing services to Georgia dentists and hygienists in these areas:

- ✓ Identification and intervention where there is a problem with substance use, abuse, or dependence
- ✓ Recommendations for assessment and treatment
- Monitoring/advocacy for dental professionals in recovery



There is help. That simple message and a phone call to the GDA Dental Recovery Network put John on a path to sobriety, something he could not have imagined just a few years ago. "If you would have told me the day before I went into treatment that my life would be this good, I would have told you that you were a liar," says John, a general dentist in Georgia.

A practice owner, John would not drink while at work. However, he began to worry that he might have a problem when he couldn't wait for a drink at the end of the day to deal with stress and anxiety. Abusing alcohol eventually took a heavy toll on his life. He lost his house and practice, got divorced, and became estranged from his kids.

Realizing he had a problem, he sought help through the GDA Dental Recovery Network, a program available to licensed dentists and hygienists in Georgia to help address addiction and stress-related issues. The program is anonymous, and there is no charge to participate.

He says the program gave him hope and a network of friends. "When I showed up at my first meeting, I realized that other people have this problem, too. It's a disease that can get anyone. The same problems will always be there, but the program helps you deal with everyday life."

John credits the program with helping him get his life back on track. "One of the worries people often have in seeking out care is that they feel it is the end," he says. "By making the initial phone call and taking action, I went from being a lost soul to everything is going to be OK."

Today, John has a thriving practice, is rebuilding relationships and says his life is better than he could have ever imagined. "I caught a second wind in life," he says. "If you are worried that you have a problem, there is absolutely help whether it is through the GDA Dental Recovery Network or another program," says John. "If you seek that help and take advantage of it, your life will get better."

For help with a wellbeing or chemical dependency program, call the GDA Dental Recovery Network confidential phone line at 404-376-5987 or email the Network at jwgda@aol.com. Your anonymity will be protected.

#### **DENTAL RECOVERY NETWORK**

Continued from page 19

The goal of the program is to help and support dental professionals who are suffering at any level from addictive disease, which in turn, will protect the public whom they are licensed and privileged to serve.

The goal of the program is to help and support dental professionals who are suffering at any level from addictive disease, which in turn, will protect the public whom they are licensed and privileged to serve. Additionally, dentists' or hygienists' ability to maintain their professional licenses and careers is assisted and fostered by the DRN. All participant names are kept confidential and all information is treated carefully in strictest privacy.

#### **DRN** and the Board

The DRN enjoys a positive working relationship with the Georgia Board of Dentistry. As DRN Director, I have worked over the years to increase communication between the DRN and the Board in order to assist dental professionals who are facing Board actions, which may include suspension of license, license probation, and practice restrictions. The communications from our program to the Board are with the dental professional's knowledge and permission. The DRN program does not routinely identify

its participants to the licensing board; communications are limited to cases in which the dentist or hygienist is known to the Board by other circumstances. Through these communications the DRN provides advocacy for dental professionals by verifying their compliance with program requirements and generally vouching for the status of their recovery.

Jane Walter, LPC, is the Director of the Georgia Dental Association Dental Recovery Network. The network helps licensed dental professionals with addiction and wellbeing issues. Call Jane at 404-376-5987 or email her at jwgda@aol.com for a confidential consultation.

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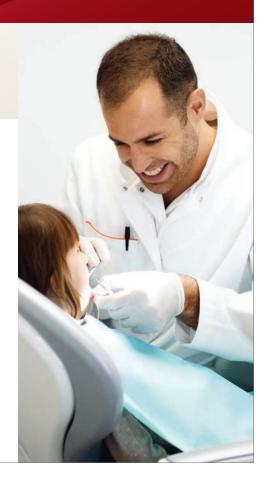
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Barrow, Clayton, Dekalb, Fayette, Fulton, Gwinnett, Hall, Henry, Morgan, Newton, Rockdale, and Walton.

#### NORTHWESTERN ■

Bartow, Carroll, Catoosa, Chatooga, Cherokee, Cobb, Dade, Dawson, Douglas, Fannin, Floyd, Forsyth, Gilmer, Gordon, Haralson, Murray, Paulding, Pickens, Polk, Walker, and Whitfield.

#### EASTERN =

Banks, Burke, Clarke, Columbia, Elbert, Franklin, Glascock, Greene, Habersham, Hancock, Hart, Jackson, Jefferson, Lincoln, Lumpkin, Madison, McDuffie, Oconee, Oglethorpe, Rabun, Richmond, Stephens, Taliaferro, Towns, Union, Washington, Warren, White, and Wilkes.

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Baldwin, Bibb, Bleckley, Butts, Crawford, Crisp, Dodge, Dooly, Houston, Jasper, Johnson, Jones, Lamar, Laurens, Monroe, Montgomery, Peach, Pike, Pulaski, Putnam, Spalding, Telfair, Toombs, Treutlen, Twiggs, Upson, Wheeler, Wilcox, and Wilkinson.

#### WESTERN

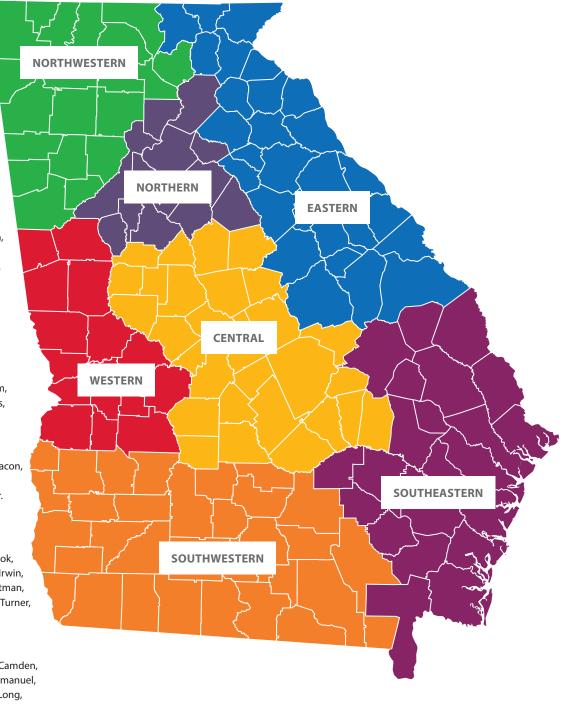
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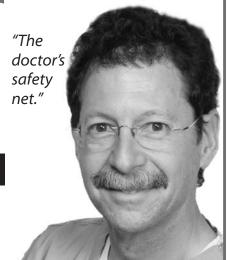
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Kent Simmons (SW)

Ed Smith (W)

Craig Taylor (E)

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Ben Knaak (NW)

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Jack O'Neill (SE)

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Michael Wright (C)—At Large

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Fluoridation

Joe Alderman (N)

Teledentistry

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Wendy Mitchell (NW)

Walker Pendarvis (SE)

Chas Plaisance (E)—First Year out of

dental school

Amanda Merritt (SW)—At Large

Ashley Miller (SW)

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Rhoda Leann Norris (N)—At Large

Ash Walker (C)

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# **OPEN ENROLLMENT**

# GDA's 2019 Group Health Plan is Here!

## Why Members Like You Are Making the Switch

Christy Biddy, your Medical Benefits Manager, talks with members around the state about their insurance needs every day. The situations below faced by your dental colleagues are a few examples of why dentists are enrolling in GDA's Group Health Plan:



MEMBER EXPERIENCES WITH OTHER PLANS	GDA GROUP HEALTH PLAN
<b>Premium increases.</b> Some members experienced mid-year premium increases. Although unfortunate, an occurrence does not qualify you to leave a plan.	Premiums are guaranteed for a year.
Loss of plan. One member and his wife shared that in 2015, they left GDA's group coverage for a new plan. A year later, it was cancelled. They found a new provider, and again—one year later, their plan was canceled.	No loss of plan with group coverage.
<b>Mid-year cancellations.</b> This fall, another member learned her plan was cancelled on her birthday, before its annual renewal.	No mid-year cancellations.
No health history coverage limitations. Still another GDA member was denied coverage for a surgery in 2015 due to health history disclosures—something our plans don't require.	No health history coverage limitations.
Impersonal lack of communication. One member's family wasn't even informed about a plan cancellation—they found out as they were at a doctor's appointment for their child.	Personal, attentive service.
<b>Age banding.</b> On individual plans, premiums are based on your age. The older you are, the higher your premium.	No age banding.
Narrow Networks. On other plans members may experience a less comprehensive network of health care providers.	Broad networks with more provider choice.

## Open enrollment is October 15 through November 21, 2018

As a GDA member, you're eligible for enrollment in GDA's Group Health Plan—and here are a few facts you might not know:

- Open enrollment includes 3 superior health plans at affordable rates (one HSA compatible)
- 96.3% of clients renewed in 2018
- Member enrollment increased 55% in 2018
- Premiums are guaranteed for one year, with no surprise cancellations
- High satisfaction level with personal customer service
- All plans have broad networks; no narrow networks with limited provider choices

Enroll at GDAplus.com/health.

#### **Free Webinars**

#### Your Guide to 2019 Health Plans

Join us for one of our free informational webinars to answer your questions about GDA's Group Health Plans hosted by your Medical Benefits Manager, Christy Biddy. We know the healthcare market can be confusing and uncertain, but we can help you make the right decision for your family and team.

#### You'll learn about:

- What to look for when comparing your plan choices
- Why choose GDA's Group Health plan for your family and staff
- Rates and details of GDA's health plans

#### **Choose from three live Webinars**

- → Monday, October 15 | 12 pm
- → Wednesday, October 24 | 12 pm
- → Friday, November 9 | 10 am

#### Sign up at GDAplus.com/health

Can't make it? Webinar recordings and frequently asked questions will be posted at GDAplus.com/health



**Did you know...** under the Affordable Care Act, GDA group health members have received health insurance premium rebates for the last three years?



# **Good News about GDA Health Plans**

Many members are switching to the GDA Group Health Plan because we can offer stability, broad network, and service they can't find in their current individual plans.

Sign up for GDA's group health plans. Open enrollment for 2019 begins October 15. You can find detailed plan information on our website GDAplus.com/health.





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# CIRQUE DU DENTISTE

Comes to James Brown Arena

#### LETTER TO THE EDITOR

With grace, beauty, and masterful skill, the Georgia Dental Association and its Foundation for Oral Health performed for the fourth time in a six-ring production of its Mission of Mercy.

The venue was perfect. The volunteers, including dental personnel, came through with enthusiasm and desire to provide the treatment promised. Dental supplies, equipment, and hospitality were graciously provided and perfectly timed. The clinic was set up and broken down in record time. Patients arrived in a steady flow that was comfortable for the patient and also for the process of getting them to the clinic, making waiting time as short as possible.

The ringmaster was Dr. Jonathan Bullard, an Augusta dentist, who spent the last year and a half putting together a collection of over 70 leaders who helped him along with his co-local arrangement chair, Dr. Annette Rainge, to make it happen. He had a year of learning and perfecting. He deserves a thank you from each of us.

There are so many people to thank that it would be impossible to not miss someone. But, a few went above and beyond and need to be mentioned. Dr. Brad Hall had amazing contact with dental and other suppliers an obtained all the in-kind donations that makes the monetary outlay much, much less. Dealing with past GMOM supplies and storing for a future one were also his tasks.

Speaking of money, Dr. Paul Trotter, used his great enthusiasm and impressive contacts in the Augusta area to surpass the goal of dollars raised. He never doubted that we could be solvent and leave some extra for Foundation besides.

Broken Shackle Ranch, and the young men that are served by them, were woven through the entire event. They were there for setup and breakdown and they fed all the volunteers breakfast and lunch for the two days. Look them up on the web, be impressed, and send them a donation in gratitude.

Well deserved thanks also goes to the GDA office. Frank Capaldo and the other staff members worked extremely hard, putting in many hours, supporting us and answering our every request.

They submitted grants that were a big part of our fundraising

and provided support to promote the event to the patients and volunteers. Special thanks to Kathrine Torbush, who went from understudy to star performer when she was called on. She was such a delight, and her smile was motivation to keep an upbeat attitude.

Last, but definitely not least, is a big thanks for the support of the members. This year we got monetary support from many of our members, Some stepped up with donations when they saw an area that had a cost that was not in the initial budget (Larell Dentures). Others donated when they saw that GMOMs don't happen without their help. Even more impressive is the number of members from around the state and their staff that marked off their schedule and sacrificed a Saturday to help the people we sought to serve. The outpouring of generous support and love was palpable. You feel it somewhere in the middle of your chest then radiates up to your head.

The Cirque du Dentiste camaraderie and desire to all pull in the same direction was better than any high wire act or lion tamer that could have performed. The hard concrete floors and long hours made for many aches and pains, but the hugs and smiles in the end made it all worthwhile.

- Michael O. Vernon, DMD

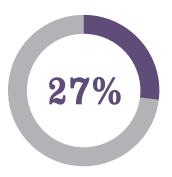
#### EDITOR'S RESPONSE

The efforts and commitment by your organizing team deserve our deep-felt gratitude. Your dedication is commendable beyond words. It is a testament to the moral promise our profession upholds to patients, society, and profession. We are proud and grateful.

- Dr. Kumar Patel, GDA Editor



# GMOM 2018 By the Numbers



of patients had not been to the dentist in at least 5 years The most worked on teeth were tooth #8 and tooth #9



**OVER 9,000** 

**Procedures** 

Age of patients ranged from

**AGES 2-98** 

\$1.5 MILLION

in Donated Care

1,316
Volunteers

Pain was the number one reason patients sought care



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# Thank you to our 2018 Georgia

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"It's a beautiful experience to see this many people coming together for one goal, and the only thing they are getting out of it is helping others."

– Neva Hjort



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"Those of us who were volunteers at GMOM this month in Augusta were recipients of an indescribable ministry by way of the polite, hardworking gentlemen of Broken Shackle Ranch. Working alongside Program Director David Cobb, these young men were the hub of a giant wheel of volunteers making GMOM possible. What some may not realize is without these men we could not/would not have completed set up on Thursday in a timely manner. Additionally, they were cooking breakfast and lunch for us each day by 2:00 am, while we were still resting our weary bones. Their work ethic was amazing and their food was awesome."

- Dr. Richard A. Smith





"The testimonies of patients and comradery of volunteers made the experience one to remember! Thank you GMOM for all that you continue to do!"

- Amanda Watts, GMOM Volunteer







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"One of my favorite stories of GMOM was Lawrence here in this photo. He had some extractions first thing Saturday morning and stayed the whole day as a volunteer to show his gratitude for what he received. I checked on him periodically to make sure he was okay, and he would say, I'm good, I'm good, I can keep helping."

















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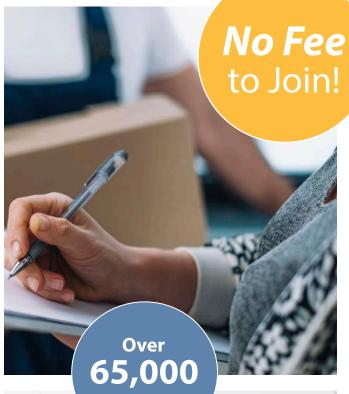
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# New GDA Member Benefit with Big Savings

## Discounted Pricing on Dental Supplies, Equipment Servicing





After a successful two years in business, the IDBG board of directors is happy to announce that GDA Plus<sup>+</sup> Supplies is now available to all GDA members at **no cost** or fee to join the program. Simply a benefit you receive as a dues-paying member of the GDA. This newest member benefit gives you everyday discounted pricing on dental supplies, plus additional savings on equipment servicing.

# Leverage the Group Buying Power of your Association.

GDA Plus<sup>+</sup> Supplies is owned by you, GDA members. So, do business with yourself and buy your supplies from the company you own. In addition to expanding your supply buying clout and lowering prices, your member-owned company is committed to keeping costs low year-after year.

Now, with no fee to join the program, there's never been a better time to starting saving. GDA Plus<sup>+</sup> Supplies offers this array of benefits to our members:

- Potential savings of 20% or more plus free ground shipping
- All members pay the same low price regardless of order volume
- 3M and over 65,000 products from more than 550 brands
- Products ship directly from manufacturers or authorized distributors—no gray market, expired or counterfeit items
- 10% discount on hourly service calls by statewide independent qualified and experienced service specialists



#### Give Us a Try.

There is no risk or cost to compare prices. We will do the legwork for you! Simply fax a few months of recent supply invoices to 844-852-4049 and we will put together a side-by-side price comparison showing how much you will save.

#### Fast & Easy Ordering.

We'll build a personalized shopping list using the frequently ordered products from your price comparison. Quick access to your own shopping list makes ordering fast and easy.

For more information and your free price comparison, please visit gdaplus.com/ supplies.





### **Get Started with GDA Plus<sup>+</sup> Supplies**

ESTIMATE

Send GDA Plus<sup>+</sup> Supplies a list of items or previous order using SKU or distributor item numbers via the email, phone or fax numbers provided below. You'll receive an estimate of your projected savings.

JOIN

Visit gdaplus.com/supplies to learn more and to complete your enrollment form.

LEARN

Use the live chat and phone customer support for quick answers to your questions or visit gdaplus.com/supplies.

ORDER

Order online at GDASupplies.com—or via email, phone or fax. Your member number will be activated upon receipt of your enrollment form.

CONTACT

844-852-5899 | F: 844-852-4049 support@GDASupplies.com Customer support is available Mon–Fri, 8 am–7 pm. NOVEMBER 2-3, 2018

Atlanta, GA

DECEMBER 7-8, 2018

Columbus, GA

## Expanded Duties

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

COURSE 4	COURSE 5	COURSE 6		
A) Alginate Impressions for     Denture Repair	A) Periodontal Pack	A) Monitor Nitrous Oxide		
B) Face Bow Registration	B) In-Office Bleaching	B) Fluoride Application		
, 3	C) Dentin Bonding	, , , , , ,		
C) Tissue Retraction	D) Desensitization	C) Sealants		
D) Liners and Bases		D) Dry Socket Redressing		
E) Provisional Restorations				
F) Fabrication of Bruxism Appliances				

To be eligible to attend the GDA Expanded Duties Program the dental assistant must meet one of the following criteria:

- 1. Possess current certification that the candidate is a Certified Dental Assistant.
- 2. Be a graduate of a one (1) year accredited dental assisting program or a dental assisting program approved by the Board.
- 3. Have been employed as a chair side assistant by a licensed dentist for a continuous six (6) month period within the previous three (3) years.

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

**FEES** 

COURSES	4	5	6	All 3	4,5	4,6	5,6
Member	\$220	\$120	\$120	\$370	\$295	\$295	\$200
Nonmember	\$380	\$200	\$200	\$670	\$520	\$520	\$345
Printed Manuals	\$10	\$10	\$10	\$25	\$20	\$20	\$20



OCTOBER 12, 2018 8:30am-4pm

# Radiation Safety Course



#### GDA Office—Atlanta, GA

This six-hour Radiation Safety course is designed to train dental staff on safety techniques regarding x-rays and equipment. All subject categories required of individuals operating radiation machines will be covered, including protection against radiation, beam limitations, and machine functions. Participants will receive a certificate of completion and 6 hours of CE.

NOVEMBER 30, 2018 8:30am-4pm

## LEAP Course



#### GDA Office—Atlanta, GA

The LEAP course covers various areas of the rules and regulations of dental practice in Georgia as defined by the Georgia Board of Dentistry, ethical scenarios and other professionalism topics, such as risk management, wellbeing issues and/or patient complaints. Upon completion, participants will receive 6 hours of CE. This course will also fulfill a consent order from the Georgia Board of Dentistry.

Please look for updates at www.gadental.org/ce for updates on GDA's own Practice Management CE Roadshow and a **brand new** Rubber Cup Prophy Course for Dental Assistants coming soon!

#### REGISTER AT GADENTAL.ORG/CE



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# We are pleased to announce...

**Dr. Clinton Baugham** has acquired the Peachtree Corners practice of **Dr. J. Bion Moreland. Doug Farley** of US Dental Transitions team is pleased to have assisted in this transition.



I would like to thank Doug Farley for finding the right person to succeed me in my practice and helping us minimize the stress during the transitions. -Dr. Bion Moreland

Doug, thank you for making a life-changing event for me as easy as possible. **-Dr. Clinton Baugham** 



Doug@goUSDT.com 770-403-5765

www.goUSDT.com



# **GDAMEMBERVALUE** This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. This month, we hear from Eric Anderson in the Northern District. **Meet Eric Anderson**



# How did you become a GDA member?

My freshman year of dental school I decided to run for the Legislative Liaison position within the American Student Dental Association (ASDA). Having followed politics on a national and international level for much of my high school and collegiate careers, I was drawn to the opportunity to become involved with the policymaking process of my future profession. Through the experiences afforded to me through ASDA, I learned how vital organized dentistry is to the profession.

#### Who introduced you to GDA?

I met Dr. Doug Torbush during his presidential year with the GDA, which was my vice presidential year with ASDA. We clicked instantly and were able to collaborate on several projects specific to the GDA. His enthusiasm and sincerity was inspiring, and I still carry his GDA President business card in my wallet.

# What was your first GDA meeting/event?

Through the GDA-ASDA partnership, the GDA Lobby Day for dental students was my first event. During the spring of my sophomore year, I made the trip to Atlanta to actively participate in advocating for my future profession. The "Great Atlanta Ice Storm of 2014" foiled the event my freshman year, so I was doubly eager to attend. Engaging with lawmakers forced me to really understand the issues facing dentistry, and it is an experience that every dental student and dentist should take advantage of at least once in his or her career.



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

"Keep dentistry in the hands of dentists." Any industry is subject to the rules and regulations imposed on it by the government, irrespective of the knowledge lawmakers possess about the industry. It is our responsibility as dentists to work with the legislators, serving as advisory and sounding boards for them, on issues pertaining to our profession and our patients.

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

A professional athlete. I've always loved sports and competition, and getting paid to play a game seemed like a pretty good way to make a living.

#### What was your first job?

As is the case with many children of dentists, my first job outside the house was at my parents' office: vacuuming, taking the trash out, and the like.

# What advice would you give to a dental student?

Be involved in a student organization. ASDA is obviously the one closest to my heart, but SNDA, HSDA, SPEA, and many others are excellent organizations as well. They will all open your eyes to the importance organized dentistry plays in our profession and will make you a much more well-rounded dentist when you graduate from dental school.

# What do you enjoy doing in your spare time?

I've always loved sports, so I still enjoy getting out and playing whatever I can with whomever I can. As a proud UGA alumnus, I of course make the pilgrimage back to Athens and other SEC schools in the fall to watch the Dawgs play. My love for finance is still alive as well, as I continue to manage my own investment portfolios, and my newfound love of acting has taken me to the sets of many television shows and movies including Hunger Games, Billy Lynn's Long Halftime Walk, and Ant-Man and The Wasp. Lastly, my family and I are huge Disney fanatics. We've gone to Disney World between three and six times a year and it has truly become a home away from home for me.

# What is your all time dream vacation?

If I were to design a dream vacation, it would start with a transatlantic Disney Cruise and then once we reached Europe, spend a few weeks (or months... after all, this is a "dream" vacation right!?) following Rick Steves around Europe.

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

Thanks to I-85 burning down last year and derailing plans to live with a great friend near Ponce City Market, I have the ultimate cover story when I meet people. I get to say, "I work for my parents, and I live with them, too."



## **GDACLASSIFIEDS**

#### **DENTIST AVAILABLE**

**GA LOCUM TENENS** Dentist: "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.

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I WILL COVER your office, hygiene checks and emergencies, 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 Imbrodsky@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.

**IMPLANTS PLACED IN YOUR OFFICE** for the convenience of your patients and your practice. You schedule the patients, provide the operatory, and receive the rental fee for chair time! FAGD GA licensed dentist with DEA, insured, and 20 years of experience will place the implant only or help you restore it or complete the entire process for you. Please contact Dr. Brad at 404.374.3291 or georgiadentist5@gmail.com.

**DENTIST AVAILABLE FOR TEMP FILL IN**—covering from Atlanta and North. Will fill in for illness, vacation, maternity leave, CE. Hygiene checks and emergencies covered. I will do fillings! Practicing over 34 years. Extensive solo and group experience. Ga. License, DEA#, insured. I will treat your patients like my own! Call 678.373.6286, pkwaters57@gmail.com, Paul Waters DDS.

#### **POSITIONS AVAILABLE**

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 bcabibi@mysagedental.com.

SEEKING ASSOCIATE DENTIST—Tebo Dentistry for Kids, an established pediatric practice with three locations just North of Atlanta, is seeking a part-time or full-time dentist to join our team of dedicated professionals. We offer competitive benefits including a generous sign-on bonus, PTO, CE opportunities, 401(k) with match, and more! An active GA State Dental Board license is required, and a GA Medicaid ID# is a plus. Upon joining our team, we are prepared to provide you with all of the tools and resources needed to deliver exceptional, quality patient care in a comfortable, enjoyable, and professional environment. Contact us at 770.925.3300 ext. 318 and submit your CV to HR@tebodental.com for consideration. \*\*If you know a dentist seeking a rewarding opportunity, please refer them, and earn up to a \$5,000 reward after they have completed six months of full-time (5 days/week) employment. If you refer a full-time dentist who signs a contract for a minimum of one year of service, you can earn up to \$7,500 after they have completed six months of employment. Amount is prorated based on any deviations.\*\*

SEEKING PART-TIME ORTHODONTIST: Tebo Dental, an established pediatric practice with three locations just North of Atlanta, is seeking a part-time orthodontist to join our team of dedicated professionals. We offer competitive pay and benefits, a stable patient base, mentorship and training, and long-term career growth opportunities. Our team is committed to redefining the dental experience, one smile at a time, and we are prepared to offer you all the resources and support needed to deliver high quality care and provide an exceptional patient experience within our family-oriented offices. To learn more about our company, our mission, and our commitment to our patients, visit our website at www.TeboDental.com/WhoWeAre to hear from our doctors and support team. Contact us at 770.925.3300 ext. 318 and submit your CV to HR@tebodental.com for consideration.

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**BUY-IN OR JUST ASSOCIATE 1–4 DAYS** Snellville, GA—35 min Eastside of Atlanta. 100K + per month production, 20% growth this year, averaging 80+ new patients per month, no medicaid, PPO/FFS. Currently working 4 days per week. Buy-In, Buy-Out, or Associate Only position. All digital, no paper charts, latest Dentrix Version, 4 operatories online, room for 5th. Call Jake @ 770.663.1339 or email owgdental@gmail.com.

\*\*\* A BUSY MULTI-SPECIALTY PRACTICE IS CUR-RENTLY SEEKING PT/FT Oral Surgeons, Endodontists, Pedodontists, Orthodontists and Dental/Medical Anesthesiologists for our offices in GA and SC. We offer competitive pay, flexible scheduling, sign-on bonuses, relocation assistance, 401k, paid time off as well as medical, dental, vision, life, student loan repayment and malpractice insurance. Emily Platto 770.508.6810 or eplatto@benevis.com.

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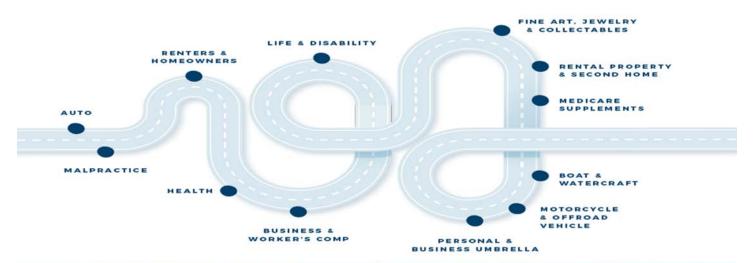
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