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2018 Legislative Receptions
Meet with legislators in your district and talk about legislation in a low-key, social environment. Help GDA build bridges ahead of the bustle of the 2019 legislative session.

features

23 SEMI-ANNUAL REPORT
A message from the Executive Director.

31 2018 AWARD OF MERIT
Dr. John Ferguson Honoree.

34 GDA PLUS INSURANCE/GDIS
Navigating prescription drug coverage.

38 UPCOMING CE
New courses added for fall.

40 GEORGIA’S HANDS-FREE LAW
What you need to know.

42 GMOM 2018
Thank you to sponsors and volunteers.

44 RESPONSIVE WEBSITES
How they work and why you should have one.

departments

6 SEEN & HEARD
2018 Convention & Expo

18 THE PRACTICE
Tips for Keeping Waterlines Infection-free

20 FINDING SUCCESS
Let Go and Live with Less Control

in every issue

2 GDA PLUS SAVINGS
3 CALENDAR OF EVENTS
3 CONTACT GDA STAFF
5 EDITORIAL
48 MEMBER PROFILE
50 CLASSIFIEDS
GDA ACTION seeks to be an issues-driven journal focusing on current matters affecting Georgia dentists and patients accomplished by disseminating information and providing a forum for commentary.

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

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

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

SEPTEMBER 2018

8  NDDS Gala for Smiles
14  SEDDS Meeting
21  SWDDS CE Board of Trustees Meeting
19  GDIS/GDHC/IDBG Board Meeting
26  NWDDS EC Meeting
27  NDDS Officer’s Visit
28  CPR Course at GDA Office

OCTOBER 2018

4  5th District Caucus
9  EDDS Officer’s Visit
12  Radiation Course at GDA Office
18  ADA Annual Sessions
26  GDA Convention Committee Meeting
30  EDDS Augusta Legislative Reception

Save the date

2019 Law Days
Get a first-hand glimpse of the legislative process and speak to legislators about bills that affect your practice. LAW Days are from 8am–12pm and include breakfast, a briefing on the legislative issues for the week and meetings with legislators “on the ropes.”

JANUARY 23, 2019
Northern, Eastern
FEBRUARY 6, 2019
Southwestern, Western, Northern-Hall Co.
FEBRUARY 20, 2019
Central
FEBRUARY 28, 2019
Southeastern, and Georgia Dental Society
MARCH 6, 2019
Northwestern
MARCH 20, 2019
Other specialty groups, students, and anyone else who wishes to attend

Sign up at gadental.org.

Correction: The June 2018 issue stated there were 1,394 deaths in Georgia related to the opioid epidemic in 2016, exceeding the number of American soldiers who died in the Vietnam war. This is not accurate and we apologize for this mistake. We want to thank all of our Veterans for your service!

REACH US

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Last month we had our very successful annual convention. More than 300 dentists and over a 1,000 attendees, including families and vendors, supported this annual retreat at the beautiful Ritz Carlton on Amelia Island. I have personally witnessed this annual meeting gaining momentum and increasing attendance on a yearly basis. The meeting has more than 40 hours of continuing education covering wide areas of interests including practice management, endodontics, periodontics, implant dentistry and infectious diseases. The list of activities and the social calendar is just too full for me to describe.

Saturday night was a true highlight of the event. The live karaoke band surprised everyone. The best quote I heard from a long-time attendee resonates with me, “Oh my, GDA has changed. This would have never happened in the past.” So much hidden talent, or lack of it depending on how you see it, was evident. What is clear is the fact that the meeting has evolved into a hectic, productive day schedule followed by a fun-filled evening. Fun, beach, family time and learning in a relaxed environment sums up the event. More and more young members attend each year and the flavor continues to evolve.

This change remains the true story of our organization. Our constant commitment to addressing the needs of the members to a changing environment in all aspects of their practice lives remains a clear focus. At this meeting we installed our new district and state officers, honored special contributions and made a fresh start for the future. This year solidifies what strategic changes have been made over the past few years. Our strategic plan, fiscal plan, legislative agenda and focus on membership was placed in action with clear direction. We elected our new “Trustees-At-Large” as per our new bylaws change at the last HOD. This brings in new talent, fresh minds and renewed energy to guide our decision-making process.

Our organization has made a strategic and progressive change towards needs of the membership in last few years. Fiscally we are on sound footing, membership is up and the balance sheet is good. The insurance agency continues to be very successful and the dental supplies buying co-op is adding new products, including 3M Oral Care. Our leadership training continues to attract young minds with commitment and diverse ideas. This year’s meeting was just few weeks ahead of our GMOM event held in August. The event served as a source to raise funds and recruit volunteers.

What must be emphasized is that change is real and measurable. Teamwork is visible and productive. For me, this time of the year marks a point of pause and reflection. As we pause to have some fun in a relaxed environment our ideas become clearer and our limitations get a much-needed boost. This renewed energy must continue. Success is for all of us to share and it is our responsibility to make it better for future generations. As we mark new beginnings with new challenges, I can't help sharing words of Fred DeVito, “If it doesn’t challenge you, it doesn’t change you.” Our change is a reflection of our positive and strategic approach to meeting our challenges. I invite you all to be a part of our new beginning.

“"If it doesn’t challenge you, it doesn’t change you.”
– Fred DeVito
The Convention’s Kick-off Event always includes a keynote or performance as well as presentations from special guests. This year’s event featured comedian, David Glickman, who kept the audience in stitches with his high energy and funny presentation, “What’s So Funny About Dentistry.”
Our generous sponsors and exhibitors give attendees the opportunity to learn about new products and services they can bring back to their practice. Attendees also had the chance to win prizes—and cash!

Learning opportunities were plentiful at the 2018 Convention & Expo, and attendees were able to choose from a wide variety of courses on clinical and business topics.
The House of Delegates gathers over 100 dentists each year to discuss and chart the future of dentistry in Georgia.
First Time Convention Attendees and New Dentists (those out of school 10 years or less) gathered for a special reception where they could network with their colleagues, GDA Officers and staff over hors d’oeuvres and drinks.
Attendees participated in the Annual GADPAC Golf tournament, tennis tournament, kayaking and fishing excursions and downtown pub crawl. New this year: a GDA-hosted hospitality tent on the beach to gather with friends and family as well as a Backwater Cat Expedition.

Our Saturday Night Celebration featured a district challenge that tested the skills of our members in lip sync, karaoke, hula hooping, limbo, and a team T-shirt contest. After our winners were chosen, attendees were able to attend the family movie with popcorn and ice cream or visit the GDA lounge for a once in a lifetime experience—karaoke with the Metalsome Live Band.
Thank you to our sponsors!

2018 Convention & Expo at a Glance

1,073
Total Attendees

396
Dentists, Dental Students, and Dental Team Members

43
First Time Dentist Attendees

50%+
Increase in Dental Team Attendance

95
Exhibitors in Sold-Out Exhibit Hall

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See more photos and a video recap from the 2018 Convention & Expo at gadental.org/convention.
Honors & Installations Awarded at GDA Convention

**Award of Merit**
- Dr. John Ferguson
  **GDA's Highest Honor**
  It is the intent that this award be given only when a candidate has truly exhibited service and merit above recognized standards and may not necessarily be given each year. The Georgia Dental Association Award of Merit is the highest honor that the GDA can bestowed upon a member, and in keeping, the standards for judging a candidate shall be the highest possible.

**Doug Torbush Memorial Scholarship**
(AU Scholarship Fund)
$2,500 presented to The Dental College of Georgia by the GDA via The Douglas B. Torbush President’s Scholarship.

**Committee Chair of the Year**
- Dr. Hank Bradford

**Excellence in Legislative Advocacy**
- Dr. Lee Hawkins

**Excellence in Advocacy**
- Dr. Richard Weinman

**GDA / ASDA Awards**

**OUTSTANDING FACULTY MEMBER**
- Dr. Nancy Young

**OUTSTANDING STUDENT MEMBER**
- Dr. Abby Halpern

**Honorable Fellows**

**Exceptional Service**
Distinguished service to the GDA through active participation at the state or district level, is the primary requirements for an Honorable Fellow designation. A dentist so honored must also have demonstrated personal integrity, honesty of purpose, and adherence to the Code of Ethics of the American Dental Association. In addition, each dentist must demonstrate involvement in their community.

Congratulations to the 2018 exceptional GDA member dentists named Honorable Fellows.
- Dr. Vin Bhasin
  Central District
- Dr. Cameron Garvin
  Central District
- Dr. Ryan Vaughn
  Northern District
- Dr. P.J Schaner
  Northwestern District
- Dr. Lewis Petree
  Eastern District
- Dr. Matthew Rosenthal
  Western District
- Dr. Rene Roberts
  Western District
- Dr. Ed Smith
  Western District
- Dr. Jeff Cox
  Southwestern District
- Dr. Jeffrey King
  (posthumous honoree)
  Western District
- Dr. Chris Rautenstrauch
  Northwestern District

**Community Service Honorees**
The Community Service Award recognizes GDA member dentists who distinguish themselves by extraordinary service to the quality of life and health of persons in their local, state, national, or international communities. The intent is to honor members whose individual volunteer commitments reflect well on the Association and profession at large, and raise the profile of all dentists. Congratulations 2018 Community Service Honorees:
- Dr. David Zelby
- Dr. Joseph Kirbo

**End of Term Honors**

**GDA PRESIDENT**
- Dr. Robin Reich

**DISTRICT PRESIDENTS**
- Dr. Tommy Peterson
  Central
- Dr. Paul Trotter
  Eastern
- Dr. Troy Schulman
  Northern
- Dr. Kumar Patel
  Northwestern
- Dr. Steven Berwitz
  Southeastern
- Dr. Heather Colson Hardy
  Southwestern
- Dr. Scott McLaurin
  Western

**Presidential Commendations:**
“Dr. Becky Weinman, for her dedication and work on the Public Relations Committee.”
“Dr. Marshall Mann for his three years of service as ADA Delegation Chair.”
“Dr. Chris DeLeon for his exceptional work as the Leadership GDA Program Chair.”
25-YEAR MEMBERS

These members achieved 25 consecutive years of GDA membership during 2018.

CENTRAL DISTRICT
★ Dr. Jimmy Arnold
★ Dr. Vincent Carey
★ Dr. Nicholas Golubow
★ Dr. Curtis Hayslip
★ Dr. Robert Hurt III
★ Dr. John Pournelle, Jr.
★ Dr. Tamás Szakal
★ Dr. John Whittle

EASTERN DISTRICT
★ Dr. Douglas Baxter
★ Dr. Joseph Bork
★ Dr. Kathy Brittingham
★ Dr. Samuel D’Arco
★ Dr. Eddie Johnson III
★ Dr. Maria Martinson
★ Dr. Rosanna Masciadri
★ Dr. Julian Murphey
★ Dr. Emmanuel Ngoh
★ Dr. Michael Pruett
★ Dr. Jesse Robinson
★ Dr. Robert Stansell
★ Dr. Janet Weyrich

NORTHERN DISTRICT
★ Dr. Howard Abrahams
★ Dr. Angela Bakke
★ Dr. Dina Giesler
★ Dr. Kenneth Gilbert
★ Dr. Angela Hedlund
★ Dr. Gary Heller
★ Dr. Amy Huthwaite
★ Dr. Lance Huthwaite
★ Dr. Gary Iskol
★ Dr. Paul Korb
★ Dr. Barry Marcum
★ Dr. N. Gail McLaurin
★ Dr. Leonard Packtor
★ Dr. James Proctor
★ Dr. Walter Reid III
★ Dr. David Reznik
★ Dr. Thomas Sparkman
★ Dr. Joseph Thornton III
★ Dr. J Keith Smith
★ Dr. Jim Williams
★ Dr. Barbara Williford

SOUTHEASTERN DISTRICT
★ Dr. Craig Martinson
★ Dr. Alfred Pesto, Jr.

SOUTHWESTERN DISTRICT
★ Dr. Michael McCartney, Jr.
★ Dr. Jill McEachin
★ Dr. Gregory Morris

WESTERN DISTRICT
★ Dr. Janice Joyce
★ Dr. Bruce McCoy
These members achieved 50 consecutive years of GDA membership during 2018.

**CENTRAL DISTRICT**
- Dr. Robert Beals
- Dr. Robert Boone
- Dr. Thomas Brown
- Dr. James Garner
- Dr. Jerrold McClung
- Dr. Lawrence McCurdy
- Dr. Robert Wright

**EASTERN DISTRICT**
- Dr. Walter Anderson
- Dr. C. Edward Hagan
- Dr. F. Michael Gardner
- Dr. Wayne Herman
- Dr. David C. Hughes
- Dr. James Morang
- Dr. Ronald Peacock
- Dr. W. Ashton Thompson

**NORTHERN DISTRICT**
- Dr. Rudolf August
- Dr. Arthur Bodner
- Dr. William Bolton
- Dr. Stephen Carter
- Dr. Solomon Cohen
- Dr. Donald Ford
- Dr. Richard Goodroe
- Dr. Michael Hagerty
- Dr. Benjamin Hill
- Dr. John Hughes
- Dr. W. Louis Johnson III
- Dr. Benjamin Keller
- Dr. John Kendrick
- Dr. Gerald Knoedler
- Dr. Clell Lambert, Jr.
- Dr. Timothy Meyers, Jr.
- Dr. John Norton
- Dr. William Reagin
- Dr. John Regensburg
- Dr. Harvey Silverman
- Dr. Robert Towe
- Dr. W. Henry Wall, Jr.

**NORTHWESTERN DISTRICT**
- Dr. Louis Belinfante
- Dr. Jennings Bristol
- Dr. W. Jerry Capps
- Dr. David Farrow
- Dr. J. Larry Jackson
- Dr. Robert Lazerson
- Dr. Kent Percy
- Dr. Michael Razzano
- Dr. H. Boyd Williams, Jr.

**SOUTHEASTERN DISTRICT**
- Dr. Robert Buntin
- Dr. W. Neal Cobb
- Dr. Douglas Giorgia, Jr.
- Dr. James Rahn

**SOUTHWESTERN DISTRICT**
- Dr. John Feild
- Dr. G. Steve Mcintyre, Jr.
- Dr. Thomas Strickland
- Dr. William Thomas

**WESTERN DISTRICT**
- Dr. W. Blake Lane, Jr.
- Dr. Joseph Miller III
- Dr. Richard Ousley
- Dr. W. Newton Sharp III

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**OFFICE MANAGER**
Virginia Douglas
(770) 664-1992
vdouglas@adsouth.com
These members fulfilled all of their ADA Life Member criteria in 2018 and will be Life Members starting in 2019.

CENTRAL DISTRICT
- Dr. Stephen Byrd
- Dr. Stephen Durham
- Dr. Brad Ford
- Dr. Morgan Fordham
- Dr. Terrell Murphy
- Dr. H Wayne Smith
- Dr. Stephen Turner

EASTERN DISTRICT
- Dr. William Bachand
- Dr. Charles Brunson, Jr.
- Dr. Charles Burch, Jr.
- Dr. W. Frank Caughman
- Dr. Andrew Chander
- Dr. John Dickey
- Dr. Varnell Gaines
- Dr. Carole Hanes
- Dr. Fred Hannan
- Dr. Isaac Holton, Jr.
- Dr. J. Rodway Mackert, Jr.
- Dr. Ronnie Mobley
- Dr. James Powell
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- Dr. Robert West

NORTHERN DISTRICT
- Dr. Joe Chafin
- Dr. Thomas Cunningham
- Dr. Craig Fievet
- Dr. Robert Finkel
- Dr. Richard Gangwisch
- Dr. Alan Goodman
- Dr. James Gray
- Dr. Bruce Hays
- Dr. Kathy Huber
- Dr. Suzanne King
- Dr. Paul Kudyba, Jr.
- Dr. Glen McIntosh
- Dr. Deborah Press
- Dr. John Sieweke
- Dr. Nick Smith
- Dr. Lawrence Tesser
- Dr. Ravenel Weitman

NORTHWESTERN DISTRICT
- Dr. John Beninato
- Dr. T. Barry Clower
- Dr. Roddie Crouch
- Dr. Manuel Davila
- Dr. Ronald Hull
- Dr. Christopher Jernigan
- Dr. Marshall Mann
- Dr. Jeffrey Prinsell
- Dr. Thomas Shaw, III
- Dr. Wayne Suway
- Dr. Terry Tumlin
- Dr. Craig Walker

SOUTHEASTERN DISTRICT
- Dr. Leon Felps
- Dr. Larry Hubbard
- Dr. Terry Lyle

SOUTHWESTERN DISTRICT
- Dr. J. Brad Bynum

WESTERN DISTRICT
- Dr. David Allison
- Dr. William Campbell, Jr.
- Dr. Thomas Lee
Member Bulletin

Dental Medicaid Provider Fee Increase Effective July 1, 2018

Over the past two years the GDA’s Government Affairs Team has successfully obtained an 11% fee increase for specific preventive and restorative codes covered by Georgia’s dental Medicaid system. The rate increase for the codes below went into effect on July 1, 2018. Please review your reimbursement schedules with the companies that administer dental Medicaid benefits for the state (e.g., Avesis, Envolve, DentaQuest, CareSource/Scion) to confirm that your practice is receiving the full 11% rate increase.

If you are not receiving the increase or have questions about it, please contact Emily at the GDA office—emily@gadental.org.

ADA Increasing Online Ad Campaign For Find-A-Dentist

ADA ramped up its online advertisement campaign for Find-a-Dentist, during the high-utilization months of July through September, to help connect potential patients with ADA member dentists. “Whether it’s for themselves or their children’s back-to-school visits, this is a time of year when dental visits are top of mind for patients,” said Dr. Robin Reich, GDA past president and chair of ADA Council on Communications. “Ramping up our advertising presence reminds them to look for an ADA dentist specifically.” The campaign’s ads appear on social media, search engines, and websites, and target about 19.6 million potential patients for ADA members.

Dentists can update their Find-a-Dentist profile by logging in to their MyADA page, ADA.org/UpdateNow, using their member ID number and password. For more information or assistance, contact the ADA Member Service Center.

ADA Find-a-Dentist Campaign Results

2.2MM+ Visits
535K+ Searches
955K+ Profile Views
2035% up YOY

For more information on Find-a-Dentist and for resources to help market a practice, visit ADA.org/findadentist.

How to Update your Find-a-Dentist™ Profile

Help patients find you by updating your ADA® Find-a-Dentist™ profile! With the new Find-a-Dentist tool, patients will be able to search by payment options, benefits accepted, dental specialty and zip code. Completed profiles with a photo appear at the top of the search results, so make sure to fill out all fields. Updating your profile is easy and only takes 5 minutes.

STEP 1
Go to ADA.org/MyADA
Login using you ADA User ID (Member Number) and password. If you do not know your User ID and/or password, you can speak directly to a Member Service Center representative by clicking the orange Live Chat button on the right side of the screen or by calling 800-621-8099.

STEP 2
Click “Update Profile”
Average Retirement Age For Dentists Has Risen

The ADA News reports that on average dentists are retiring later, according to the ADA Health Policy Institute. HPI shows in an infographic published last month that the average retirement age for dentists in 2017 was 68.9, up from 64.8 in 2001. In addition, HPI projects that by 2037, the number of U.S. dentists will outpace the U.S. population growth during that same stretch.

68.9%

Average Retirement Age for Dentists in 2017

Seeking Dentists with Interesting Hobbies

Do you have an interesting hobby outside the dental office? Tell us about it and you may be featured in an upcoming issue of GDA Action magazine. Email communications@gadental.org.

Legislative Receptions provide an opportunity for dentists, spouses, and legislators to meet socially and talk about legislation in a friendly way. Join us for these low-key interactions and help the GDA to build bridges ahead of the bustle of the 2019 legislative session.

Upcoming Legislative Receptions

**CENTRAL**
December 4, 2018

**EASTERN**
Athens—November 13, 2018
Augusta—October 30, 2018

**NORTHERN**
Atlanta—December 10, 2018
Gainesville—December 13, 2018

**NORTHEASTERN**
December 5, 2018

**SOUTHEASTERN**
Savannah—December 13, 2018

**SOUTHWESTERN**
Albany—November 8, 2018
Valdosta—November 15, 2018

**WESTERN**
November 1, 2018

Save the Date

Average Retirement Age For Dentists Has Risen

The ADA News reports that on average dentists are retiring later, according to the ADA Health Policy Institute. HPI shows in an infographic published last month that the average retirement age for dentists in 2017 was 68.9, up from 64.8 in 2001. In addition, HPI projects that by 2037, the number of U.S. dentists will outpace the U.S. population growth during that same stretch.

68.9%

Average Retirement Age for Dentists in 2017

Seeking Dentists with Interesting Hobbies

Do you have an interesting hobby outside the dental office? Tell us about it and you may be featured in an upcoming issue of GDA Action magazine. Email communications@gadental.org.

Legislative Receptions provide an opportunity for dentists, spouses, and legislators to meet socially and talk about legislation in a friendly way. Join us for these low-key interactions and help the GDA to build bridges ahead of the bustle of the 2019 legislative session.

Upcoming Legislative Receptions

**CENTRAL**
December 4, 2018

**EASTERN**
Athens—November 13, 2018
Augusta—October 30, 2018

**NORTHERN**
Atlanta—December 10, 2018
Gainesville—December 13, 2018

**NORTHEASTERN**
December 5, 2018

**SOUTHEASTERN**
Savannah—December 13, 2018

**SOUTHWESTERN**
Albany—November 8, 2018
Valdosta—November 15, 2018

**WESTERN**
November 1, 2018

Save the Date
Tips for Keeping Dental Unit Waterlines Infection-free

There has been a lot of chatter among GDA members about dental unit waterlines and how often those waterlines should be tested. It is an important part in keeping patients safe. The U.S. Food and Drug Administration has formulated the following recommendations for dentists to keep their waterlines infection-free.

FDA Recommendations
Dental practitioners should adopt appropriate infection control procedures for dental unit waterlines based on the manufacturer’s instructions for use. This should include infection control measures such as, but not limited to, monitoring water quality. The water management plan should include specific testing locations and frequencies, and actions to take (e.g., remediation, retesting at shorter intervals) based on test results.

DO
- For surgical procedures, use sterile irrigating solutions, such as sterile water or saline. Appropriate delivery devices (e.g., bulb syringe; sterile, single-use disposable products; or sterile water delivery systems that bypass the dental unit by using sterile single-use disposable or sterilizable tubing) should be used to deliver sterile irrigating solutions during surgery. This may include a dedicated surgical irrigation system with components including handpieces that are single-use disposable or compatible with heat sterilization methods used in outpatient dental settings.
- Adhere to the recommended service life and maintenance of the dental operative unit and its components and accessories.
- Follow the manufacturer’s instructions to clean and disinfect the dental unit at recommended intervals. Contact the manufacturer of the dental unit to obtain the most up-to-date instructions or with any questions regarding the reprocessing of the dental unit.
- Monitor the water quality and microbial contamination of the dental unit waterlines using standard culturing methods at appropriate intervals to keep bacterial counts lower than 500 CFU/mL of water as recommended by ADA.
- Always properly dispose of single use disposable items after they have been used.

DO NOT
- Use the dental unit without following the cleaning and disinfection procedures in the manufacturer’s reprocessing instructions.
- Attach dental handpieces or dental instruments to dental unit waterlines that have not been cleaned or disinfected per the manufacturer’s instructions.
- Use cleaning and disinfection agents that are not recommended by the device manufacturer, as material incompatibility could result in structural damage that may increase the risk of biofilm formation or toxicity to patients.

If you have questions, please contact CDRH’s Division of Industry and Consumer Education (DICE) DICE@fda.hhs.gov, or via phone at 1-800-638-2041, or 301-796-7100.
Dental professionals should establish written standard operating procedures to guide dental personnel in performing infection control procedures for dental unit waterlines.

Implement the use of equipment and procedures such as separate reservoirs, chemical treatment protocols, use of filtration systems, and sterile water delivery systems.

For units using separate water reservoirs, purge the dental unit waterlines each night and whenever units are out of service to prevent stagnant water from settling within the waterlines.

Discharge water and air lines for a minimum of 20–30 seconds after each patient to physically flush out patient material that might have entered the dental water system during treatment.

Monitor waterlines for damage or visible contamination and replace if needed or as directed by the manufacturer.

Be alert to signs that may indicate biofilm formation including musty odor, cloudiness or particulates in the water, and clogging of lines.
Let Go and Live with Less Control

By Lisa L. Knowles, DDS

We all hang on to ideas, emotions and memories that sometimes deserve to be let go.

In this article, I discuss learning about a major problem we may all face when we try to hang on to something.

Letting go is a tricky business because we all hold onto certain beliefs very tightly. For example, we believe in “toughing things out” and finishing the race no matter what. Our society values winning and revels in the bragging rights that follow. We prize the individual and his or her looks and possessions.

We idolize famous athletes, winning sports teams and famous actors because we like to see winners and associate with them. If we cannot win personally, we can at least pick winners to follow. And follow them we can … in newspapers, on Twitter and on Facebook. We can align with winners 24/7 if desired.

Unfortunately, our own lives cannot always compete with those of these stars—despite a valiant effort by many to try. We try to “be like Mike.” Or, we only want the dress designed by Ralph Lauren. In dentistry, we try to have every new piece of equipment and attend all of the right events. And that is when we can get into trouble. We overload ourselves with too many expectations and too many rules for how to live our lives. Stress creeps in. Anxiety lurks nearby. Sleeplessness finds us. And each day becomes a little bit more difficult to manage because we cannot decide what to release or how to release a desire or expectation. We forget how to let go. We ignore the signs or symptoms that something has to change. We don’t want to let anyone down, including ourselves. So we suffer.

As dental professionals, we are particularly prone to suffering because we think we are supposed to be the ones fixing others. We are trained to know the answers to problems, and with credentials behind our names, we find it hard to release this perceived obligation and find it hard to admit we may be the ones needing help. A 2015 ADA Dentist Well-Being Survey found “a total of 48 percent of male dentists and 51 percent of dentists under age 40 agreed or strongly agreed that it would be difficult for them to seek professional help.”

In other words, it’s hard to turn toward the pain and deal with it. But, I learned a different pathway in my mindfulness-based stress reduction training. I learned how to face pain and help others face their pain in a constructive way. There is a common saying in the mindfulness community: “pain + resistance = suffering.” We experience pain—like difficult decision making or painful rejections—and then we get to decide what to do with it. Some turn away from the pain and hang on to it. If we do, we often end up with more suffering because we resist an outcome we think we may not desire (what resists persists). The saying, “Better the devil you know than the one you don’t,” explains why this behavior tends to persist. When we keep doing the same thing, we know what to expect, and that is comforting to a certain point. If we take a risk and change or adapt to something new, we may make our situation worse (the devil you don’t know may be worse than the situation you do know). If we acknowledge the pain, accept the pain, minimize the risks and work through the pain, we have a chance to lessen our suffering.

Jon Kabat-Zinn, touted as the father of mindfulness, wrote in his book, Full Catastrophe Living, “Mindfulness involves a determined effort to observe and accept your physical discomfort and your agitated emotions, moment by moment.”

There is no way to eliminate suffering, but we can lessen it greatly when we learn to acknowledge the cause of the pain. As dental professionals, we face a great deal of stress in our work environments because we feel responsible for among other things healthy and positive outcomes.

How we deal with our stress is absolutely within our reach. We have options, and they often center on our abilities to adapt and let go of certain expectations, behaviors or long-term beliefs. What we do as health care professionals is not easy. We have to find ways to cope with our stress. We may use spiritual guidance, mindfulness techniques, or other options to help us let go of issues beyond our control. And, when we find these ways, let’s not keep them to ourselves. We all need support and help sometimes. Yes, even us and even if we don’t like to admit it.

Once we know these options and practice them ourselves, we can offer them to our patients for their stress and anxiety concerns, too. We can give them hope, and we can help them resist their pain less. We can teach them to let go.

A total of 48 percent of male dentists and 51 percent of dentists under age 40 agreed or strongly agreed that it would be difficult for them to seek professional help.”

–2015 ADA Dentist Well-Being Survey
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At the July House of Delegates meeting, I reported that 2017 as well as the first half of 2018 have been incredibly successful. As you will read in this report, we have had numerous accomplishments in advancing the strategic plan. Membership has increased for the third year in a row, we have had significant legislative wins, public relations is driving patients to dental offices, a new governance structure is in place, new products are bringing even more value to members and we've come from a deficit just a few years ago to building reserves in both our capitol and general reserve accounts.

It has been an unbelievable year, but we cannot rest on our laurels. We must continue to plan and build for the sustainability of the association. We must also address the challenges before us.

I believe one of our greatest challenges as an association is succession leadership. We have among us members who have the potential to be great leaders. But, we have yet to pull them in, engage them and propel them to reach their full leadership potential—whether it be serving on a district board or leading the GDA as president.

How do we identify and cultivate these leaders of the future? How do we push them forward? How do we educate them to become leaders? Addressing this issue is crucial to the sustainability of the association. Our solutions and action plan will come by engaging at the district level while utilizing the collective minds of the Board of Trustees and House of Delegates as well as seeking input at district meetings and other member events.

We must address this challenge head on because without succession leadership and a plan for building it years in advance, our path and future direction would be as uncertain as the path described by the Cheshire Cat in Alice in Wonderland who stated, “If you don't know where you are going, any road will get you there.” By working together, developing a strategy and taking steps now, we will have a clear and defined path that will ensure the future longevity and growth of the GDA.
Over the past six months, recruitment and retention efforts focused on engaging member dentists, welcoming new dentists and members, as well as creating meaningful programs to help dentists succeed in their practice while helping to guide the next generation. We are on track to meet our strategic plan goal of increasing full active licensed members by 4% by 2020, and the number of new members continues to increase year over year. We have already had 133 new members join GDA for 2018!

As of August 1, 64.04% of dentists in Georgia are GDA members for 2018, putting GDA on track to exceed 2017 year-end market share of 63.9%. Several different programs have been implemented to help increase retention and to aid in the recruitment of non-members. District welcome teams were implemented as part of the Recruitment and Retention Committee initiatives to ensure new members, new dentists and dentists moving to Georgia from other states feel included and engaged in their district and GDA. The Recruitment and Retention Committee also held a Membership Drive at the GDA Annual Convention and Expo to help reach out to 100 non-members to tell them about GDA in the hopes of getting them to join the association. The GDA is continuing to work with the Dental College of Georgia through monthly lunch and learns, our mentoring program and the Adjunct Faculty program to help inform the students of the importance of organized dentistry to the profession. We look forward to another successful 6 months!

<table>
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<tr>
<th>District</th>
<th>Members</th>
<th>Non-Renews</th>
<th>New Members</th>
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<td><strong>TOTAL</strong></td>
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<td><strong>141</strong></td>
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The 2018 session was another landmark year for the GDA with the passage of GDA proposed legislation regulating virtual credit card reimbursements by insurance companies. As a result of the hard work of the bill's sponsor, State Rep. Lee Hawkins (R-Gainesville), along with Georgia Dental Association members and staff, HB 818 goes into effect January 1, 2019 and stands to save every dentist hundreds of thousands of dollars over the course of their practicing years.

Other successes this year include the introduction of a House Resolution recognizing the donated care provided by GDA dentists, a 1% rate increases for dental Medicaid contributing to a total of 11% over the past two years for specific preventative and restorative codes; state funding to support GDA’s Donated Dental Services program, collaboration with the Board of Dentistry to create an opioid prescriber CE rule and stopping attempts to alter Georgia’s statewide water fluoridation requirements.

Potential Dollars Saved Annually Through New Legislation Preserving a Provider’s Choice on Whether or not to Accept Reimbursement Payment via Virtual Credit Card.

(*Based on annual practice billings of $1 million/year through virtual credit card payments).

$25K-$50K* 

Dental Medicaid Fee Increase for Specific Preventative and Restorative Codes (2017 & 2018 total)

11%

$800K
Secured in state funding over the past three years to support the Rural Dentist Student Loan Repayment Program.

$85K
Included in FY2019 Budget to Support a Full-time Donated Dental Services Coordinator.
Public Relations activities continue to shine a positive light on dentists and dentistry and to drive more Georgians to seek a dental home. Through proactive media outreach, more than 250 news articles were published the first half of the year. Topics included Children’s Dental Health Month/Give Kids a Smile Day, House Resolution 1060 commending GDA member dentists on removing barriers to care, best choices for Easter candy, summer dental health, GDA’s opioid Prescribe with Care initiative and GDA’s virtual credit card bill. In addition, GDA corrected misinformation in the news on several topics including PDMP enrollment, tooth whitening and cost of dentistry.

Another important contribution made during the year was reaching out to dental groups to build bridges. Several events held throughout the year brought together members of the Georgia Dental Society, the Georgia Indian Dental Association and the Hispanic Dental Association. This year was another step in establishing mutual relationships with fellow dental groups to work collaboratively.
GDA is renewing our focus on education and training with multiple new programs being introduced in 2018. A Practice Management Program was created providing education on business growth, accounting, marketing, human resources, laws and ethics, and compliance. The six-course practice management series was held in Atlanta January through June and provided training to more than 50 GDA dentists and their staff members. Due to positive feedback from attendees, the Practice Management Program will be offered around the state starting in the fall.

In addition, a New Dentist Forum took place on June 22 and offered 6 CE hours and two complimentary tickets to the Braves game at SunTrust Park that evening. Other GDA CE course offerings included a CPR Course, which was held at the GDA offices this winter. Another CPR certification course is scheduled for September 28 along with a radiation safety course on October 12.

This summer, members took advantage of the 40 hours of CE provided during the GDA Convention. The convention offered 17.5 hours of clinical CE, 20.5 hours of practice management CE and 2 CE hours on trends in dentistry.

GDA also continues to serve members through our Expanded Duties program for dental assistants. Six courses are scheduled for 2018, and 101 assistants participated in the first four courses. Additional program dates are November 2–3 and December 7–8. Additionally, GDA is offering two Laws, Ethics and Professionalism (LEAP) courses in 2018. The June course had twelve participants, and another course is scheduled for November 30 at the GDA office in Atlanta. You can find updates on GDAs fall CE opportunities on www.gadental.org/CE including a Risk Management webinar, Practice Management CE roadshow and a brand-new Rubber Cup Prophy course for dental assistants.

The convention offered 17.5 hours of clinical CE, 20.5 hours of practice management CE and 2 CE hours on trends in dentistry.
GOVERNANCE

GDA continues to work to align the association’s governance model to ensure broader representation, greater member participation and a sustainable structure. In 2018, the governance process continued as the Constitution and Bylaws Committee updated the GDA Policy Manual for consistency with the revised GDA bylaws. The proposed changes were published to the House of Delegates and general membership in May and the House passed the changes in July. Per the new governance structure, the House also elected eight new at-large trustees to the GDA Board in July.

In addition, the Board of Trustees is working to improve their governance and processes, which included completing evaluations of their performance and the Board’s general effectiveness in the first quarter of 2018. The summary results were reviewed at the board meeting in March and provided to the House in July. The evaluations are important to ensuring the board is given the opportunity to review their work, provide feedback and remain actively engaged in the board development process. In addition to already existing board training opportunities, there will be a two-day board meeting in September. A Board Handbook was also recently completed to assist in guiding new board members on their roles and responsibilities and to ensure they understand processes and procedures. The Handbook was published to the Board and House in July and is a compilation of polices and guidelines from various documents into one comprehensive document that will be reviewed at the upcoming September board orientation session.

HEALTH POLICY

GDA is actively working with the Department of Community Health, CMOs/DMOs, and other providers to simplify administrative burdens related to Medicaid.

GDA has worked with the Department of Public Health and the new state Dental Director, Dr. Adam Barefoot, to discuss an Adjunct Professor Partnership between GDA, the Dental College of Georgia and public health clinics. Dental public health clinics around the state will work with GDA members who are willing to become adjunct faculty members and volunteer to work with dental students on rotations in these clinic sites.

GDA has made great efforts to educate consumers about the Prescription Drug Monitoring Program. Our members have been informed about the new 2017 law with alerts via email, Action articles, and faxes to ensure dentists are in compliance with the law. The GDA has been in communication with Department of Public Health and the Board of Dentistry to discuss the numbers of registered PDMP users. GDA also actively participates on the Attorney General’s Statewide Opioid Taskforce and other taskforces. In addition, the Board of Trustees and House of Delegates approved the creation of the Prescribe with Care initiative, GDA’s own strategy to help combat the opioid crisis. This initiative includes member education, collaboration with other stakeholders, and administrative rule making related to opioids.

In July 2018, the Board of Trustees and House of Delegates approved the creation of a Health Policy Sub-Committee, which will fall under the Government Affairs Committee. The purpose of this subcommittee is to provide fact-based input and research quickly on healthcare policy-related issues that may arise.
The introduction of new products and services brings added value to GDA membership, while strengthening the financial health of the association. Georgia Dental Insurance Services (GDIS) is growing rapidly in all areas. New business and personal policies jumped from 71 policies two years ago to 381 policies for the first half of 2018. In addition, health insurance participation during open enrollment increased its membership by net 55.5% in 2018. GDA Plus Supplies continues to expand its product line, now offering over 65,000 products from more than 550 brands including 3M oral care products. Respectively, average order size increased by 16% in 2018.
GDA is on track to finish 2018 above budgeted net income and will set aside capital and operating reserves as indicated in the strategic plan. In addition, the association has been increasing non-dues revenue in the areas of advertising, endorsed partner royalties, continuing education, district management and the annual Convention & Expo. In 2018 the GDA Convention & Expo grew in dentists, dental students and dental team members. The total number of attendees was 1,073, including 43 first time attendees and a 50% increase in dental team members.

**2018 Convention & Expo**

- **1,073** Total Attendees
- **43** First Time Dentist Attendees
- **50%** Increase in Dental Team Member Attendance

**95 booths**

*Sold out Exhibit Hall*
2018 Award of Merit Honoree

John H. Ferguson, DDS
For more than 45 years, Dr. John Ferguson has faithfully served the Georgia Dental Association. But what stands out among the many nominations submitted by his colleagues is his selflessness and diligence in his service, while often filling positions that were needed but not visible.

With great distinction Dr. John Ferguson was recognized as the 2018 Award of Merit honoree during the Georgia Dental Association’s annual awards program at the GDA annual convention in Amelia Island this past July. The Award of Merit is the highest award the Georgia Dental Association bestows to members. It is not given annually. Instead it recognizes an individual who has truly exhibited service and merit above recognized standards over a period of time.

A Man of Character
"I can think of no one who is more deserving to receive the highest honor bestowed by the GDA than Dr. John Ferguson," says Dr. John Harrington. Trustworthiness, compassion, integrity and professionalism are just a few words colleagues use to describe Dr. Ferguson’s character. "For dentist in our local area, he has been a wonderful role model, and he always projects the image of the profession to the highest degree," says Harrington.

“Go back 25 or more years and John was always there doing something that was above the norm for the benefit of dentistry," says Dr. Ty Ivey. “This constant and consistent service has built a legacy for him to the profession of dentistry and the Georgia Dental Association. He never asked for anything, he just gave of himself.”

Dr. Jamie Mitchell, Past President of CDDS, recalls he first met Dr. Ferguson when he was an anxious dentist taking the board exam the summer of 1990. "He was a proctor on the day I was in the clinic and I knew from our first contact that he was a very special individual. His calm manner and warm demeanor helped to settle my nerves and enabled me to survive that brutal day," says Mitchell.

A Leader in Dentistry
In his service to dentistry, Dr. Ferguson has been steadfast in his involvement in the GDA and the Central District, having served many years in the House of Delegates and as President of the Central District. In addition, Dr. Ferguson served on the Georgia Board of Dentistry from 1986–1992 and was President 1991–1992. Active in his profession, Dr. Ferguson maintains memberships in the Georgia Academy of Dental Practice, Pierre Fauchard Academy, the American College of Dentists, the Oconee Area Dental Study Club and the International College of Dentists. He is a past president of the Georgia Association of Orthodontists and was named a Diplomat of the American Board of Orthodontists in 1981.

A GDIS Pioneer
His most prominent role, perhaps, has been with Georgia Dental Insurance Services where he served for 20 years as chairman of the GDA’s for-profit subsidiary. Dr. Ferguson was instrumental in the organization and chartering of the service that greatly benefits GDA members directly as a viable option for insurance needs and indirectly as a source of non-dues revenue for the association. “He served in a position that most people didn’t know existed and he did it year after year because he felt it was an area that he could help the GDA,” says Dr. Kara

“This constant and consistent service has built a legacy for him to the profession of dentistry and the Georgia Dental Association.”

– Dr. Ty Ivey
Griffin More. “His dedication has resulted in the growth of GDIS, which we see today,” says longtime friend and colleague, Dr. James Granade, Jr.

**Service Above Self**

Dr. Ferguson has received numerous awards and honors both professional and civic, serving his country, his community and his profession all with distinction. “John has shown his steadfast devotion to God in his participation in the First Baptist Church of Milledgeville where he has served in almost every capacity of leadership,” says Dr. Granade. In addition he served his country in Vietnam in the United States Army Dental Corps as Captain earning the Bronze Star. Dr. Ferguson has been a mainstay of his local Rotary Club in Milledgeville where he is a Paul Harris Fellow, living up to the Rotary motto, “Service Above Self.” In addition, Dr. Ferguson has been active in the Georgia Military College Alumni Association, serving twice as president and serving as an advisor to the GMC Board of Trustees.

“We believed it was time to give him the recognition he so deserves for all his contributions to GDA and others,” says Central District Awards Chair, Dr. Deena Holliman Smith. Perhaps best said by Dr. Harrington, “They just don’t make many John Fergusons—he represents the crème de la crème.”
Prescription Drug Coverage and Your Health Plan

Many of our members have had difficulty with insurance companies not covering their prescription medications. It can be extremely difficult to reverse a decision of denial. Unfortunately, this issue is becoming more and more common with all health insurance companies. This is where your Georgia Dental Insurance Services (GDIS) team can help. When an insured on our GDIS health insurance plan has this issue, they can reach out to their GDIS representative and their representative can provide instructions to best assist them in reversing a decision of denial.

The article on the following pages will help explain how formularies and drug tiers work. It is important to understand this prior to choosing your health insurance plan.
Understanding Drug Tiers and Prescription Drug Coverage

By Adam Cecil
Originally Published in Policygenius Magazine, October 14, 2016

Every health insurance plan comes with prescription drug coverage. Whether you need to treat heartburn, back pain, or an infection, there’s a prescription waiting for you. But not every health insurance plan covers every prescription, and if you’re not careful, you may end up paying a lot out of pocket for drugs.

That’s why it’s crucial that you learn about your plan’s formulary, also known as a drug list. A health insurance plan’s formulary is important to understanding which prescription drugs are available to you, how much they might cost, and whether there are any other restrictions around them.

What is a formulary (a.k.a. drug list)?
Every health insurance plan comes with a formulary. This formulary is the official list of medicines that your health insurance plan will pay for. You may hear the term formulary used elsewhere—hospitals and networks have their own formularies for what drugs they approve of, which may not match up with your health insurance plan’s formulary.

As we’ll get into more detail below, the basic idea of a formulary is to provide specific guidelines for both the insurer and the insured around how they split the cost of prescription medication.

What are drug tiers?
In the U.S., formularies have “tiers”—basically, groups of drugs that are classified according to cost. As we mentioned above, formularies are designed to provide guidelines around how a health insurer is going to share the cost of prescription medication with enrolled customers.

Drug tiers are the main way in which health insurance companies communicate how much a specific prescription drug will cost a member. Based on the tier a drug is in, it will have a specific copayment set by the health insurance company. (Specialty drugs usually have a coinsurance payment instead.)

Drug tiers are not standardized, and not all plans have the same number of tiers. Additionally, not all plans will put the same drugs in the same tiers. The guidelines below will help give you a general overview of drug tiers typically work:

**TIER 1**
The cheapest prescription drugs available to you, typically limited to generic drugs. Generic drugs are just as safe as brand-name drugs—the only difference is the name and how much money you’re saving. In some plans, some cheaper brand-name drugs fall under Tier 1.

**TIER 2**
More expensive generic drugs and preferred brand-name drugs occupy this tier. If you must take a brand-name, you should work with your doctor to choose an appropriate one from Tier 2, as they’re the most affordable.

**TIER 3**
Non-preferred and expensive brand-name drugs are usually in this tier. These drugs will cost you a significant amount out-of-pocket.

**TIER 4**
The most expensive tier, usually occupied only by specialty drugs, such as newly approved drugs. These drugs typically do not have a specific copay; instead, you’ll pay a percentage of the total cost.

How do I find my formulary?
Many formularies are freely available on the internet—you just have to know which plan you’re looking for. Your health insurer may also have multiple formularies available: an abridged version that focuses on the drugs most people care about and a comprehensive version with more detail. Additionally, your health insurer may have a separate formulary for specialty drugs.

To find your plan’s specific formulary:
1. **Check your insurer’s website.** Have your insurance card ready so you know which plan to search for. You can Google “name of health insurance company” plus “formulary” and likely find a result quickly.

2. **If you can’t find it online,** you probably have a hard copy of your formulary in the initial welcome packet your insurer sent you. If you still have it and remember where it is, take a peek.

3. **If you can’t find it online and you don’t have a physical copy,** call your insurer and ask for them to send you a copy. If you have a specific question about your formulary, such as what tier a drug is in, they may be able to help you over the phone.

4. **Your doctor should also have an up-to-date formulary** for your health insurer; when discussing prescription medications with your doctor, ask her whether the drug is in your plan’s formulary, and at what tier.

Does my formulary list any other restrictions on my prescription coverage?
Yup. In order to fit certain drugs into specific tiers, your insurer may place certain restrictions around them. This helps them offer drugs at a lower price than they otherwise would be able to, though it can get you into trouble if you didn’t know about these restrictions beforehand. Some drugs may also have restrictions due to safety concerns.

Your health insurer’s formulary will list restrictions on specific drugs. Some examples of restrictions you may see are:

**Prior authorization:** This drug is only available if your doctor receives authorization from your insurer before prescribing it. If you do not get prior authorization, you’ll pay full price for the drug.

**Quantity limits:** This drug is only available in certain quantities because having too much is a safety concern. You can go over this limit if you’re willing to pay full price or your doctor gets prior authorization.
First, always talk to your doctor about finding an alternative. Bring your formulary and work with them to find an alternative drug that is covered, if possible.

**Step therapy:** There are sometimes multiple drugs to treat one condition. You may be asked to use at least one cheaper drug before being prescribed the more expensive option.

**How do I get coverage for a drug that isn’t on my formulary?**
If you recently switched health insurance plans and your new plan doesn’t cover a prescription you have, or your health insurance plan changed their formulary, you may find yourself in a situation where you’re paying full price for a prescription that used to be covered. You may also want coverage for a drug that was never covered, but is the best (or only) option for treating a specific condition.

First, always talk to your doctor about finding an alternative. Bring your formulary and work with them to find an alternative drug that is covered, if possible.

If it isn’t possible to choose a drug that is already covered by your formulary, or the alternative drug on your formulary isn’t appropriate, you can ask your health insurance company for an exception. Contact your health insurance company directly for more information on how to request an exception. If your exception is granted, the health insurer will cover the drug as if it is their highest drug tier.

If your exception is not approved, you may appeal the decision.

You may also find that a prescription discount card makes a needed drug affordable, if your health insurance doesn’t cover it.

Understanding your health insurance plan’s drug formulary is key to planning out your out-of-pocket healthcare expenses. It can also help you work with your doctor to find the right drug for you and negotiate with your health insurer if necessary.

Originally Published in Policygenius Magazine, October 14, 2016. Reprinted with permission.
Your benefits
It’s more than just investing.

Last year, UBS and GDA celebrated 15 years together. As a wealth management provider for the GDA, we have helped many members with leadership and advice beyond investing.

GDA member benefits include
- Complimentary financial planning (a $5k–10k value)
- 401(k) retirement savings plan designed exclusively for GDA members at a group discount rate
- Advisory and investment program offered at group discount rate
- Retirement planning guidance, including a retirement income replacement system
- Lending capabilities with competitive interest rates
- Free access to UBS global investment research

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**UBS Financial Services Inc.**
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Senior Vice President–Wealth Management
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404-760-3301 harris.gignilliat@ubs.com
ubs.com/team/wile

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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:

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

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**REGISTER AT GADENTAL.ORG/CE**
SEPTEMBER 28, 2018  10am–2pm

**CPR Certification and Renewal**

**GDA Office—Atlanta, GA**

Designed for all members of the dental team who need to secure certification or renew CPR requirements for relicensure. Upon successful completion of this training, participants will receive an American Heart Association (AHA) course completion card with a suggested retraining date of two years.

Attendees will earn 2–4 CE for their certification or renewal.

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.

REGISTER AT GADENTAL.ORG/CE

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YOUR STUDENT LOANS

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On July 1, 2018, Georgia became a hands-free state. Georgia Dental Insurance Services is here to provide you with the facts about the new law to keep you from getting pulled over by the police for holding your phone.

- A driver cannot have a phone in their hand or use any part of their body to support their phone. Drivers can only use their phones to make or receive phone calls by using speakerphone, earpiece, wireless headphone, phone is connected to vehicle or an electronic watch. GPS navigation devices are allowed.
- Headsets and earpieces can only be worn for communication purposes and not for listening to music or other entertainment.
- A driver may not send or read any text-based communication unless using voice-based communication that automatically converts message to a written text or is being used for navigation or GPS
- A driver may not write, send or read any text messages, emails, social media or internet data content
- A driver may not watch a video unless it is for navigation.
- A driver may not record a video (continuously running dash cams are exempt)
- Music streaming apps can be used provided the driver activates and programs them when they are parked. Drivers cannot touch their phones to do anything to their music apps when they are on the road. Music streaming apps that include video also are not allowed since drivers cannot watch videos when on the road. Drivers can listen to and program music streaming apps that are connected to and controlled through their vehicle's radio.
- The hands-free law does not apply to the following electronic communication devices and the following devices can be used by the driver when on the road: radio, citizens band radio, citizens band radio hybrid, commercial two-way radio communication device or its functional equivalent, subscription-based emergency communication device, prescribed medical device, amateur or ham radio device, or in-vehicle security, navigation, or remote diagnostics system.

For exceptions and more details regarding this law, please visit www.headsupgeorgia.com/handsfree-law.
Accidents will happen...
But does your auto policy cover you?

Myth: If the accident is not your fault, then the other person's insurance will cover you.

Fact: Sometimes, issues can come up during the claims process that will either delay in getting your car and/or injuries addressed. Even worse, their insurance company can deny the claim because their insured breached their auto policy contract. If you do not have enough coverage on your auto policy, you could come out of pocket for the majority of your expenses related to the car accident.

Now is a good time to review your auto insurance to make sure you are covered regardless of fault. Reach out to your GDIS representative today to inquire about your auto insurance policy.
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Thank you GMOM Volunteers and Supporters!

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How They Work and Why You Should Have One
Google and smart devices rule the digital world. Together, they’ve issued what might feel like an ultimatum. “Adapt with a mobile website, or your practice could disappear from search engines.”

This ultimatum first rose to prominence in 2015, when a Google algorithm change dubbed “Mobilegeddon” threatened to end the website as we knew it. The change rewards better Google rankings to websites designed for use on smartphones and tablets and punishes sites that are not “mobile-friendly” with lower search rankings.

**WHY DID THEY MAKE THE CHANGE?**

- **✓** Mobile searches now outnumber desktop searches.
- **✓** 68% of American adults own smartphones.
- **✓** 1 in 5 American adults have NO other access to high-speed internet at home.
- **✓** Mobile usage accounts for over 60% of all time spent consuming digital media.
- **✓** 62% of smartphone owners have used their phone to look up information about a health condition.

---

**Old Websites Don’t Attract New Patients**

Modern responsive website design that attracts new patients. Beautiful and easy to use on all devices.

Receive 50% off setup of a new website and 2 months of free website hosting by calling before 9/30/18

Call 888-773-8018
Visit GDAJ.AttractNew.com
The old way of adapting to the change was with a traditional mobile website—an additional copy built for phones. When a patient tries to access one of these sites from their phone or tablet, they’re re-directed to the mobile version. The technology is several years old, but still works…to a degree.

Responsive websites are a stronger option because they are natively coded for use on smart devices. They identify what sort of device is trying to access them, and adjust themselves automatically. It doesn't matter whether the device is a tablet, a smartphone, a desktop, or a laptop, a responsive website will conform to fit perfectly, like water in a glass.

Google ranks responsive sites higher than other sites, and they’re very up-front as to why they do so.

1. Traditional mobile sites require two URLs, and responsive sites only require one. Having a single URL makes it easier for patients to interact with, share, and link to your content.

2. Mobile sites require a redirection. This means longer loading times (almost twice as long), which ultimately makes for a worse experience. Responsive design does not require redirection, which makes them faster.

3. One URL is easier for Google to handle. With responsive design, each page only needs to be crawled once, which means Google can index your content more efficiently, and keep your information fresh.

For the full details, see here: https://developers.google.com/search/mobile-sites/mobile-seo/
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“"The doctor’s safety net.”"
This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. This month, we hear from Priyanka Seekand in the Northern District.

Meet Priyanka Seekand
How did you become a GDA Member?
I have been a GDA member since 2015, but became more actively involved as of recently. When I purchased my own practice in 2016, I realized and appreciated the importance of being involved in organized dental associations.

Who introduced you to GDA?
Although I was familiar with the GDA since I had moved to Georgia five years ago (I was involved with the Pennsylvania Dental Association previously), I didn’t become a member until I purchased my practice from a previous GDA president, Dr. Douglas Torbush. He passed away before I purchased my practice; however, his wife and daughter encouraged me to continue and get involved with this great organization.

What would you tell a dental student about GDA?
Dentistry after school and/or residency can be very isolating. It’s so great to establish a support group of colleagues and mentors who can help you navigate the challenges of clinical dentistry as well as business ownership issues and concerns.

Have you made any friends or long relationships through GDA?
Many of my colleagues and friends are already GDA members which is great because the meetings serve as a fun way to get CE and socialize.

What is the single most important thing, in your opinion, the GDA can do to help members?
Provide a supportive network of colleagues, mentors and friends! And discounts on business related expenses, of course!

What did you want to be when you were growing up?
Depends on which age you asked—an astronaut, a teacher, an artist, a writer...I had an active imagination!

What was your first job?
I worked as a salesperson at Famous Footwear. I still love shoes!

Why did you become a dentist?
I spent a lot of time shadowing different careers my last two years at UGA. I was confident I wanted to pursue a career in the medical field but wasn’t sure which specific area. During shadowing, dentistry seemed to be a good fit and I liked the balance it allowed between personal and professional life.

What advice would you give to an aspiring dental student?
Find opportunities to job shadow! Learn about the career. Internships are great; you can find out what dentistry is all about while helping out in a work environment. As you complete these opportunities, ask lots of questions! Soak in as much as you can and ask questions to learn about any specialties or just details about the field in general.

What do you enjoy doing in your spare time?
I love spending time with my family—my husband, our 14-month old and our mini poodle! We recently moved to Decatur, and we love exploring and finding parks and fun places for kids!

What is your all time dream vacation?
Exploring all of Europe!

Without saying “I am a dentist, what would you say if someone asked what you do?
I fix teeth! ¶
DENTIST AVAILABLE

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

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.

OVER 30 YEARS’ EXPERIENCE in solo, group, and military practice. I am available to take care of your hygiene and triage emergencies while you are away. FAGD eligible with Georgia license. DEA registered and insured. Call Kevin Mitchell, DDS, at 404.808.7508 or email ksmdds26@hotmail.com.

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 lmbrodsky@aol.com.

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

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 33 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

SEEKING ASSOCIATE DENTIST—Tebo Dental 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 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@teboedental.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 employment. Amount is prorated based on any deviations.**

PEDO DENTIST—ATLANTA MULTI-SPECIALTY group practice in the Atlanta area with a large patient base. We are not a corporate operation. We are a private, doctor-owned and doctor-driven practice. Beautiful and well-appointed sedation facility which makes exceptional patient care easy. This is your opportunity to enjoy the highest level of compensation in the field. Our doctor has over 30 years of experience in pedo which gives us a competitive edge. We have the best team members, management, and support systems in place for pedo that can be found in the Atlanta area. Our specialists have all owned successful practices in the past, but they now enjoy a higher income level with us. Plus, none of the stress and pressure of being a small business owner. Experienced candidates with excellent people skills, please email resumes to: tcareerinfo@gmail.com.

GENERAL DENTIST—ATLANTA Lucrative opportunity for a dentist who would enjoy $1M+ production as the sole provider in a FFS/some PPO setting. Free-standing building, beautiful facility, private ops, exceptional staff support and systems, large patient base of 20 years with hygiene/director schedule solidly booked. Abundant implant restorative and crown/bridge. Digital radiographs, Dentrix Software, CBCT, CAD/CAM (if you desire to use). Current doctor of 15 years is retiring and can help and support with the transition if needed. Equity! Buy-ins will be entertained. Please email resumes to: tcareerinfo@gmail.com.

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

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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 operators online, room for 5th. Call Jake @ 770.663.1339 or email owgdental@gmail.com.

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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.teboedental.com/WhoWeAre to hear from our doctors and support team. Contact us at 770.925.3300 ext. 318 and submit your CV to HR@teboedental.com for consideration.

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GENERAL DENTIST PRACTICE FOR SALE NORTH ATLANTA SUBURB. Currently working 3 days weekly, 2100sq, 4 operatories (3 fully equipped and furnished). Practice has a great new patient flow and high visibility. Good collections and very low overhead. This is a great opportunity for a seasoned dentist that wants a satellite office or for a younger dentist that is aggressive and looking for a great opportunity. FFS/PPO only, no medicaid, Peachcare, or DMO capitation plans. Interested parties contact us at: JLLCPA@bellsouth.net for additional information.

DENTAL OFFICE SPACE FOR LEASE at 285/Northlake Parkway in Tucker. 2400sf dental office space with plumbed ops. Ground level, generous parking. The space is a gem and available immediately. Perfect for general or specialty practices. Contact Austin Miller, amiller@rg-re.com, 404.229.6351 or 770.213.1111.

CARTERSVILLE-DENTAL OFFICE FOR LEASE recently renovated and ready for occupancy. On a main street with plenty of potential patients. Large space with over 2000 square feet available. No equipment so ready for your touch. Please contact Jerry Williams at 770.547.6687.

DENTAL OFFICE FOR SALE After successfully practicing general dentistry for the past 40 year, it’s nearing the time for me to retire. Although I could walk away tomorrow, I do feel a great loyalty to my loyal staff and wonderful patients. I really would hate to leave them “high and dry.” I have a very successful practice in Jonesboro, just south of Atlanta. Gross collections average about $650K with an overhead of less than 50 percent. I only practice 29 hours weekly. Two treatment rooms and one hygiene room are used now, with another plumbed room to expand for a third operatory. All rooms are computerized. All rooms have digital x-ray machines. All charts are digital. My fees are 80% fee for service and 20% Delta Dental PPO. I refer out all implants, molar endodontics, orthodontics and many extractions. I think that a motivated person could easily improve my current bottom line if they did some of these treatments instead of referring them out. If you are motivated, you could easily gross over $1,000,000. So I am going to make a great offer. You can purchase my practice and equipment with no money down. I will only charge a slight percentage of your gross for the next 5 years or so. Naturally, I would stay on for several months to introduce you to existing patients, if you prefer. If this offer has any appeal to you, contact me at dentalofficeoffer@gmail.com for more details.

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- **GA1184** Atlanta ITP, averaging $540K+ annually, 4 equipped operatories, additional 4 plumbed, Great location, free parking for patients and staff, Primarily FFS/Direct reimbursement, small amount PPO, Doctor will stay for brief transition, RE available for lease or purchase.
- **GA1181** Just East of Metro Atlanta, averaging $1M+ for last three years. 4 operatories & expandable, FFS, strong hygiene dept, Doctor would like to work post-sale with buyer. Building available for sale.
- **GA1182** Cobb County, averaging $750K for past three years, 4 days/week, 5 operatories, room to expand. All FFS practice, Doctor will stay for brief transition. For more information on these and other great practices email info@USDentalTransitions.com or call 678.482.7305.

ORTHO/PEDO OFFICE AVAILABLE in Gwinnett Place Mall area. Available for immediate occupancy: leasehold improvements and some equipment. Approximately 3200 Sq. Ft. Call Dr. Barry Cohen 404.401.3130 or Dr. Bob Finkel 770.235.5388 or email LCKF2017@gmail.

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**DO YOUR PATIENTS SUFFER FROM ANY OF THESE SYMPTOMS?**

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

**Manoj Maggan, DDS**
D. ABDSM, DABC, DAAPM, FAACP
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**Stanley Stein, D.M.D.**
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**JiMiesh G. Crane, D.D.S.**
has acquired the practice of
**Richard D. Seaborn, D.D.S.**
Decatur, Georgia

We are pleased to have represented
all parties in these transitions.
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We specialize in helping our clients improve their financial and tax efficiencies while maximizing their wealth building process. Our team understands the unique opportunities that business owners have when it comes to financial planning, tax avoidance, and wealth accumulation.

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September 2018 • 53