

ACTION

September 2019

Journal of the Georgia Dental Association



GDASTRONG

Facts about **GDIS**

Georgia Dental Insurance Services, Inc.

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Building 17, Suite 200
Atlanta, GA 30328
T: 770.395.0224 | F: 404.634.6099
mygdis.com

Fact

Myth: GDIS only offers malpractice insurance.

GDIS is a full-service agency that offers a variety of business and personal lines insurance products including malpractice, business owners, workers' compensation, ERISA bonds, flood insurance, and much more.

Fact

Myth: GDIS cannot help me if I already have insurance.

GDIS offers insurance reviews where we review all of your policies to determine if there are any gaps/exposures in your coverages. We also can take a look at your policies to see if we can save you money. In the past, we have helped members save thousands of dollars.

Fact

Myth: GDIS can only provide insurance for dentists.

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

Fact

Myth: The dentists and all of the staff are required to participate in order to enroll in the GDA Health Plan.

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

Fact

Myth: The dentist must subsidize the employees health insurance premiums.

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

education & training
gadental.org/ce

CE for You and Your Team

New Opioid CE Requirement for Dentists

New for 2019, the Georgia Board of Dentistry has made a new requirement for one CE hour on “the impact of opioid abuse and/or the proper prescription writing and use of opioids in dental practice.” All dentists must get this continuing education before renewing their license in 2019.

Opioids: Where Does the Dental Profession Fit In?

**Friday, October 11 or Friday, November 15****Noon – 1:30 pm** (2 CE hours)

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

Cost (includes lunch): \$59

Online—On-Demand Opioid Webinar

Can't make it to our CE events, or prefer to get your CE online at your convenience? Fulfill your one-hour requirement by visiting GAdental.org/CE and download our Opioid Webinar. View it on your time and pass the brief online quiz and we will send you a CE certificate.

Register for GDA CE at gadental.org/ce

features

- 27 2019 SEMI-ANNUAL REPORT**
GDA Strong
- 38 GDA PLUS+ INSURANCE/GDIS**
Maximizing Your Social Security Retirement Income
- 41 FEE INCREASE ALERT**
Eligible CDT codes for Dental Medicaid Providers
- 42 DONATED DENTAL SERVICES**
GDA Members Making a Difference
- 44 UPCOMING CE**
GDA Fall Conference in Savannah
- 46 GADPAC**
Serving the Interests of Georgia Dentists and Patients
- 55 HEALTHY MOUTH, HEALTHY ME!**
Public Relations Campaign

departments

- 11 SEEN & HEARD**
GDA Members Making News and News for GDA Members
- 18 THE PRACTICE**
What's the Scoop on Identity Theft?
- 22 FINDING SUCCESS**
The Power of Pets

in every issue

- 5 CONTACT GDA STAFF**
- 5 CALENDAR OF EVENTS**
- 7 EDITORIAL**
- 8 FROM THE GENERAL COUNSEL'S DESK**
- 50 MEMBER PROFILE**
- 52 CLASSIFIEDS**

DO YOUR PATIENTS SUFFER FROM ANY OF THESE SYMPTOMS



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GDA ACTION seeks to be an issues-driven journal focusing on current matters affecting Georgia dentists and patients accomplished by disseminating information and providing a forum for commentary.

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

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

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UPCOMINGEVENTS

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

Healthy MOUTH, Healthy ME!

GEORGIA DENTAL ASSOCIATION
FOUNDATION FOR ORAL HEALTH

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See
page 55

REACHUS

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SEPTEMBER 2019

- 3 CDDS EC Meeting
- 5 ADA Annual Sessions
- 12 CDDS Officer's Visit
- 13 IDBG Board Meeting
- 13 OSHA/HIPAA Course, GDA Office
- 13 Membership Committee Conference Call
- 18 GDIS/GDHC Board Conference Call
- 20 GDA Board Meeting
- 21 New GDA Officer Training
- 27 Peer Review and Ethics Committee Training
- 27 Radiation Safety Course, GDA Office
- 27-28 GDA Fall CE Conference in Savannah

OCTOBER 2019

- 2 NWDDS Officers Visit
- 4 Insurance, Billing and Coding Course, GDA Office
- 10 NDDS Office Visit and CE
- 17 EDDS Officers Visit
- 18 Convention Committee Meeting

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GDA Editor

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SUMMER OF CELEBRATION

It's September, and the kids are back in school, patients want to start scheduling dental visits now that travel is over and done, and staff has some more energy now that they had a few days off and time with family. We can relate to this after summer break.

This year was very special. Every summer, GDA family come together at Amelia Island and enjoy a few days filled with family fun, relaxation, fellowship, food, and a party. Somewhere in this busy agenda we manage to fit in quality CE in a casual environment and our business meetings. This year was no different. In fact, it was a "blockbuster."

We had the highest annual convention attendance in the history of GDA. The exhibit hall was a sell-out, and more than 38 hours of CE were offered, including a concurrent symposium on the new frontier of digital dentistry. For the last few years, our efforts have been to increase attendance and participation. The committee and staff went beyond expectations to act on feedback from previous events and made changes to meet expectations. The results are obvious. Our annual convention is improving every year. More and more first-time attendees attend, and the trend seems to be continuing. The convention has now become a self-sustaining event that improves our balance sheet and provides funds for improvements every year.

Besides fun and family time, the convention raised almost \$12,000 for the GDA Foundation and additional funds for GADPAC. These funds are vital to sustaining our lobbying efforts and supporting worthy social causes. The Saturday evening event was a Family Fun Night, followed by the "GDA lounge," which seems to bring out more karaoke talent each year.

Besides fun, we also elected our new officers and honored those who have served well. After many years we had contested elections for two officer positions and they brought out the best GDA has to offer. Differing opinions and different leadership styles all centered around a common mission "help every member succeed." Many congratulations to our Vice President Dr. Zack Powell and new Editor Dr. Jamie Mitchell. Having served with Zack and Jamie for years we can all be assured our future is in good hands.

Let's all get together, support our leadership, and look forward to another successful year.

As I submit my final editorial, I wish to share one thought by John Ruskin, "The highest reward for man's toil is not what he gets for it but what he becomes by it." Serving as an editor has been an honor of my life. It has made me more humble and thoughtful. All of you who gave me feedback and read my editorials have helped me become a better human being. I thank you all from the bottom of my heart. ♥

**As I submit my final
editorial, I wish to
share one thought
by John Ruskin,
"The highest reward
for man's toil is
not what he gets
for it but what he
becomes by it."**



SCOTT LOFRANCO
GDA General Counsel &
VP of Government Affairs



If you have any questions about the information in this column, please email me at scott@gadental.org or call the GDA office at 404.636.7553 x103.

Each month we publish responses to some of the more frequently asked questions by GDA members. We hope you and your staff find this column to be a useful resource.

Q. Does my malpractice insurance policy cover me in the event of a Medicaid audit?

It depends on your malpractice carrier and the specific terms of your coverage. After receiving a recent inquiry from a GDA member on this issue, Medical Protective (MedPro), the GDA's exclusive dental liability coverage provider, advised that its policies provide Medicaid audit defense coverage up to \$25,000. However, MedPro's coverage does not extend to the payment of fines associated with a Medicaid audit, should any be imposed on the covered practice.

If you are not a MedPro policy holder and accept Medicaid, you should contact your liability carrier and confirm the terms of your coverage in the event you receive notice of a Medicaid audit. If you are a current MedPro policy holder or would like a quote for your practice, Georgia Dental Services (GDIS), the GDA's very own full service, in-house insurance agency, will gladly assist with your inquiry. In addition to professional liability coverage, GDIS also offers health insurance, business and personal lines of insurance, workers' compensation insurance, and Medicare supplements.

To obtain an online quote and learn more about GDIS' insurance products, please visit: www.gdaplus.com/about/get-a-quote.

If you would prefer to speak with one of our in-house sales representatives, please call 770.395.0224, M-F, 8:30am-5pm EST.

Q. Do the Prescription Drug Monitoring Program (PDMP) requirements apply when I prescribe a patient Tylenol-3?

No, a prescriber's requirement to check the PDMP, subject to certain exceptions, applies when the prescriber writes a script for Schedule II controlled substances or benzodiazepines. See O.C.G.A. § 16-13-63(a)(2). According to the U.S. Drug Enforcement Agency website, "products containing not more than 90 milligrams of codeine per dosage unit (Tylenol with Codeine®)" are considered Schedule III controlled substances. See www.deadiversion.usdoj.gov/schedules/.

Q. I heard there is a new continuing education (CE) requirement for dental licensure in Georgia that requires me to take a course on opioid prescribing.

(1) Is this requirement effective for the 2019 renewal cycle; and

(2) Am I required to take this course even though I don't prescribe opioids or benzodiazepines in my practice and don't have a DEA license?

(1): Yes, the 1 hour CE requirement on opioid prescribing applies for the 2019 renewal year, and all subsequent license renewal years. The applicable board rule states:

“Georgia Board of Dentistry Rule

150-3-.09 Continuing Education for Dentists:

(3) Course Content:

(d) Effective for the 2019 renewal year, one (1) hour of the minimum requirement shall include the impact of opioid abuse and/or the proper prescription writing and use of opioids in dental practice;”

The GDA currently offers several opportunities to meet this new requirement. To attend one of its live, in-person courses, please check the course schedule on the GDA website, which can be found here: gadental.org/ce.

The GDA also created a one-hour, online webinar for you to watch in the convenience of your home or office. To download the opioid webinar go to gadental.org/ce.

(2): Yes, this mandatory CE requirement applies to all Georgia licensed dentists, even those without DEA license numbers.

»



2019 IS A LICENSE RENEWAL YEAR

Visit gadental.org/ce for online and in-person courses that meet the new opioid prescribing continuing education requirement for dental license renewal in Georgia.

Q. Is there anything my office can do if an insurance company sends the reimbursement check to the patient for dental treatment performed in my office?

An “assignment of benefits” issue is one of the most common problems we hear from GDA members, particularly in situations where the dentist may not be an in-network provider with the patient’s dental insurance plan. In most instances, a dentist will tell us that the patient has told her insurance company to send the reimbursement check to the practice, but the insurance company ignores the request and sends the check to the patient, who may or may not realize that the payment was intended for the dentist. The patient then deposits the check and spends the money, or the dentist’s billing team has to chase the patient until she brings it to the office. It is a frustrating situation to say the least, and puts the practice directly at odds with the patient.

Georgia already has a law on the books requiring an insurance company to adhere to a patient’s request to have the reimbursement check sent to the provider:

“§ 33-24-59.3. Payments sent directly to health care provider by insurer

(b) Any other provision of law to the contrary notwithstanding, if a covered person provides in writing to a health care provider, whether the health care provider is a preferred provider or not, that payment for health care services shall be made solely to the health care provider and be sent directly to the health care provider by the health care insurer, and the health care provider certifies to same upon filing a claim for the delivery of health care services, the health care insurer shall make payment solely to the health care provider and shall send said payment directly to the health care provider. This subsection shall not be construed to extend coverages or to require payment for services not otherwise covered.”

However, as with any law, there are caveats to the general interpretation of this statute. First, the statute requires that the patient’s request be provided to the healthcare provider “in writing,” and that the “health care provider certifies to same upon filing a claim for the delivery of health care services.” Accordingly, you may wish to verify if your current intake paperwork includes a written and legible assignment of benefits statement directing that all insurance reimbursement payments associated with a patient’s dental treatment be sent to your practice. Moreover, your staff should ensure that the patient signs it and includes the assignment of benefits

statement with your claim submission packet. One possible way to help reduce the chances of a denial would be to get the patient to sign an assignment of benefits statement corresponding to each claim your office files on her behalf.

The second caveat is more of a “legal technicality” that insurance plans often use to circumvent Georgia’s law, which stems from the fact that certain types of health insurance plans are regulated by federal law (ERISA plans), while others are regulated by state law. While I will not get further into the weeds on how or why this distinction exists, one of the most important things to know to about how to distinguish between ERISA plans and state law-regulated plans is whether the plan is “fully-insured” or “self-funded.” Fully-insured plans are regulated by state law, while self-funded plans are governed by federal law/ERISA.

“But how can my staff identify the insurance plans that are required to follow Georgia law?”

Currently, this can be a laborious and time-consuming process. During the GDA’s discussions with members of the Georgia Department of Insurance, we learned that the Department currently does not track this. When GDA staff receives calls from member dentists, we often advise them to ask the patient to contact her employer’s HR department (assuming this applies) and have the HR coordinator answer this question, since obtaining accurate information from an insurance company, especially for out-of-network providers, can be even more challenging.

Fortunately, one of the pieces of legislation passed by the GDA’s Government Affairs Team during the 2019 legislative session should make this verification process less burdensome for Georgia healthcare providers. Starting in the 2020 renewal cycle, all health insurance cards issued in Georgia must contain a statement that the patient’s insurance plan is “subject to regulation by the Georgia Insurance Commissioner” if the plan is fully-insured and thus regulated by state law. Accordingly, your staff should be able to more easily identify state regulated plans when the patient presents her insurance card at an appointment and report violations of Georgia’s insurance laws to the Georgia Department of Insurance. 🦷

If you have any questions about this article, please contact scott@gadental.org or call 404.636.7553.

THE FOREGOING IS NOT INTENDED TO BE LEGAL ADVICE AND IS FOR INFORMATIONAL PURPOSES ONLY. PLEASE MAKE SURE YOU CONSULT WITH A GEORGIA LICENSED ATTORNEY BEFORE PROCEEDING WITH ANY COURSE OF ACTION.



Welcome New Members!

The following members joined GDA in April.

Danielle Greene
Northern

Timothy Jaeger
Eastern

Ronald Smith
Northern



Lunch & Learn on June 7

GDA Hosted an ADA Success Program, "The State of the Dental Profession," at the Dental College of Georgia. ADA Success speaker and GDA member Dr. Rico Short spoke to around 130 students.

Applications for Loan Repayment Program

DEADLINE: OCTOBER 31, 2019

Applications for the Dentists for Rural Areas Assistance Program (Georgia's student loan repayment program for dentists in rural areas) will be accepted **September 1, 2019 through October 31, 2019**. To apply, please visit <http://gbpw.georgia.gov/loan-repayment-programs>.

For more information of eligibility and requirements of the program, please contact Emily, GDA's Director of Health Policy, at 404.636.7553 or emily@gadental.org.

Georgia Counties Eligible for the Dentists for Rural Areas Assistance Program

**Have a population of 50,000 or less*

Appling	Dooley	Lincoln	Stephens
Atkinson	Early	Long	Stewart
Bacon	Echols	Lumpkin	Sumter
Baker	Elbert	Macon	Talbot
Baldwin	Emmanuel	Madison	Taliaferro
Banks	Evans	Marion	Tattnall
Ben Hill	Fannin	McDuffie	Taylor
Berrien	Franklin	McIntosh	Telfair
Bleckley	Gilmer	Merriwether	Terrell
Brantley	Glascok	Miller	Thomas
Brooke	Grady	Mitchell	Tift
Bryan	Greene	Monroe	Toombs
Burke	Habersham	Montgomery	Towns
Butts	Hancock	Morgan	Treutlen
Calhoun	Harralson	Murray	Turner
Candler	Harris	Oconee	Twiggs
Charlton	Hart	Oglethorpe	Union
Chattahoochee	Heard	Peach	Upson
Chattooga	Irwin	Pickens	Ware
Clay	Jasper	Pierce	Warren
Clinch	Jeff Davis	Pike	Washington
Coffee	Jefferson	Polk	Wayne
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Cook	Johnson	Putnam	Wheeler
Crawford	Jones	Quitman	White
Crisp	Lamar	Rabun	Wilcox
Dade	Lanier	Randolph	Wilkes
Dawson	Laurens	Schley	Wilkinson
Decatur	Lee	Screven	Worth
Dodge	Liberty	Seminole	

NWDDS Membership Meeting/ Shred-a-thon

The NWDDS members attended the spring membership meeting and shred-a-thon at the Marietta Country Club on May 3.



GDA Evening for New Dentists

Thank you to all the new dentists that came out to our Evening for New Dentists event. We hope you enjoyed the business CE course hosted by Bank of America and networking with your fellow colleagues.



NDDS New Dentist Event

The Northern District hosted a GDA-wide new dentist event at Topgolf Atlanta on July 18.



AAP, AAPD Update Guidance for Sedation in Pediatric Dental Patients

HealthDay reports that the American Academy of Pediatrics, in conjunction with the American Academy of Pediatric Dentistry, has “updated its guidance for monitoring and managing pediatric dental patients during sedation.” The guidelines provide specific guidance for the level of sedation and “note that the practitioner using sedation must have facilities, personnel, and equipment available for managing emergency and rescue situations.” The guidelines were published online in Pediatrics.

Writing in the AAP News, Charles J. Coté, MD, lead author of the clinical report, states, “Updated from 2016, the guidance recommends that at least two individuals with specific training and credentials should be present with a pediatric patient undergoing deep sedation/general anesthesia for dental treatment in a dental facility or hospital/surgicenter.”

The Oral Health Topics on ADA.org provides information and links to a variety of resources on anesthesia and sedation for dental professionals. ADA Guidelines for the use of Sedation and General Anesthesia by Dentists is recommended for patients who are adults. For children, the American Dental Association supports the use of the American Academy of Pediatrics/American Academy of Pediatric Dentistry Guidelines for Monitoring and Management of Pediatric Patients During and After Sedation for Diagnostic and Therapeutic Procedures.

Dental professionals can find additional information on the use of general anesthesia in the ADA Dental Drug Handbook: A Quick Reference.

Seeking Adjunct Professors

The Georgia Dental Association, along with the Dental College of Georgia and the Department of Public Health, have established an adjunct professorship program in public health clinics in Georgia, with a focus on rural areas. A GDA member dentist will serve as adjunct faculty for the dental school and provide clinical instruction to dental students who are on rotation. The initial pilot site will be in Albany, Georgia with an implementation date of January 2020.

The requirements are:

- The dentist must be willing to supervise and train two students for a consecutive time period with at least four working days each week.
- The dentist must become a Dental College of Georgia adjunct faculty member and complete compliance training (GDA will assist with this).
- The dentist must be an active Georgia-licensed dentist and maintain liability insurance.

For more information or to become the first GDA member to participate in the Adjunct Professor Program, please contact Emily at emily@gadental.org or 404.636.7553.

New EPA Standards

The United States Environmental Protection Agency (“EPA”) released the Final Rule entitled, Management Standards for Hazardous Waste Pharmaceuticals and Amendment to the P075 Listing for Nicotine, which went effect on August 21, 2019 and applies to dentists.

New standards will prohibit the disposal of hazardous waste pharmaceuticals down the drain.

Pharmaceuticals are defined by the EPA as “any drug or dietary supplement for use by humans or other animals; any electronic nicotine delivery system; or liquid nicotine packaged for retail sale for use in electronic nicotine delivery systems.” This includes dietary supplements, prescription drugs, over-the-counter drugs, homeopathic drugs, compounded drugs, investigational new drugs, pharmaceuticals remaining in non-empty containers, personal protective equipment contaminated by pharmaceuticals, and clean-up materials from spills of pharmaceuticals. This does not include dental amalgams or sharps.

Enforcement by the EPA for knowingly disposing of pharmaceuticals down the drain could lead to civil penalties for violations of environmental law and EPA regulations.

For more information, please contact the GDA’s Director of Health Policy, Emily, at 404.636.7553 or emily@gadental.org.

Foundation Fundraising

The GDA Foundation for Oral Health held two fundraising events at the GDA Annual Convention and Expo in July at Amelia Island. The first was an art raffle for two mural-sized and one moderately-sized art pieces created by kickoff event keynote speaker and artist, Richard Hight. The second was a Duct Tape Challenge with the goal of taping Dr. Kumar Patel to a door to see if we could sell enough tape to get him to stick to it without falling off. We succeeded! With your help we raised over \$11,000!



AMOUNT
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\$11,481



It's not too late to make a gift to your Foundation.



A special thank you to Dr. Kumar Patel for volunteering to be the center of the "duct-ivities!" We wouldn't have been a success without you!

DUCT TAPE THE CONVENTION CHAIR



**Support your GDA Foundation
and have a little fun duct taping
Dr. Kumar Patel to
the door!**

\$5 per strip



Visit gadental.org/foundation to donate today!

Surety Bonds Required for Dentists who are Durable Medical Equipment, Prosthetics, Orthotics, and Supplies (“DMEPOS”) Suppliers

Are you a Durable Medical Equipment, Prosthetics, Orthotics and Supplies (DMEPOS) provider that has enrolled using CMS Form 855S? If so, the U.S. Centers for Medicare & Medicaid Services (CMS) surety bond requirement applies to you. There are only about 1,800 dentists currently enrolled as DMEPOS providers.



Key Points

- CMS is requiring all dentists who are DMEPOS suppliers to obtain a \$50,000 surety bond per office location.
- Letters from CMS were mailed to DMEPOS providers, including dentists, the week of June 3. The letter explains the reasoning CMS used to arrive at this requirement.
- All dentists who are enrolled in Medicare as DMEPOS suppliers will have to comply within 90 calendar days of receipt of notification from CMS.
- ADA has contacted CMS to voice our concerns and opposition to this requirement. However, CMS has not changed its decision.
- Please note that this will not affect most dentists. It will only affect dentists who have enrolled as DMEPOS suppliers. An oral sleep apnea appliance for Medicare beneficiaries is an example of a Medicare DMEPOS covered device.
- Dentists who believe they are entitled to the exception may provide documentation to CMS that they are prescribing the DMEPOS items they are supplying to Medicare beneficiaries as part of their “physician service,” and subject to other Medicare requirements regarding prescribing and filling DMEPOS. However, it is important to note that:
 - » CMS has taken the position that the surety bond exception only extends to physicians who are both prescribing and filling the product in the course of their own “physician service.”
 - » Medicare will not reimburse a dentist for supplying an oral sleep apnea device to a Medicare beneficiary unless the requirements of Local Coverage Determination (LCD) 33611 are met.
 - » LCD 33611 includes several criteria, including a criterion that the device is prescribed by a “physician.” CMS has taken the position that in this context the term physician does not include a dentist.
 - » An address to which all applicable documentation should be sent will be provided in the letter from CMS.
 - » The documentation would need to clearly indicate that the dentist is prescribing DMEPOS in accordance with Medicare coverage determinations.



For questions concerning the CMS notice, you may contact the National Supplier Clearinghouse (NSC) at 803.735.1034 or the ADA Third Party Payer Concierge at 800.621.8099.

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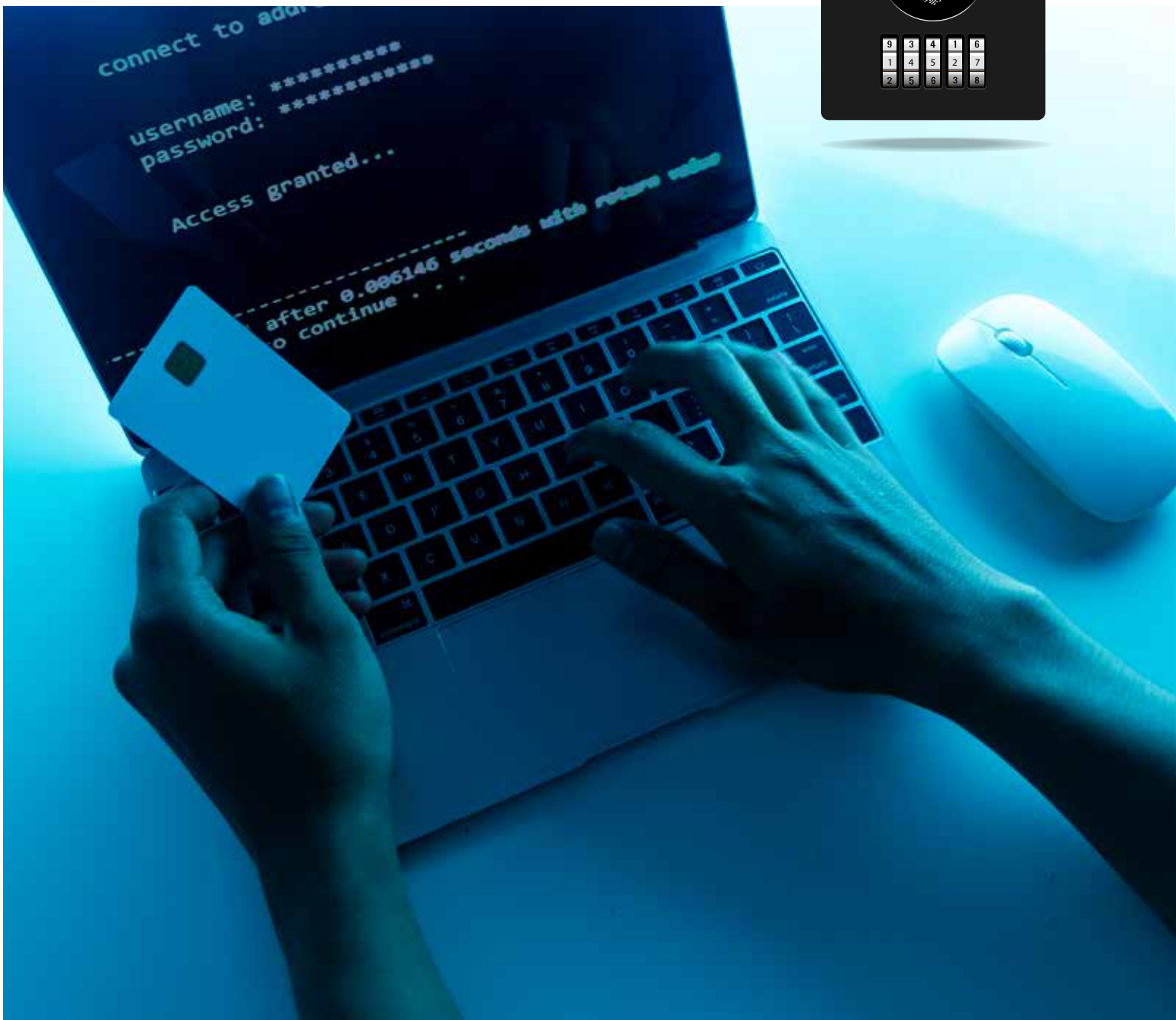
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What's the Scoop on Identity Theft?

By Dr. Kelly Jackson King, LegalShield/IDShield



Merriam-Webster defines fraud as “an act of deceiving or misrepresenting.” Identity theft is a type of fraud whereby the thief uses personally identifiable information to obtain goods, services, employment, commit a crime, or gain any type of benefit without revealing the thief’s real identity.

If you are like me, I used to think identity theft was all about someone stealing my credit card and racking up charges. My identity theft plan was simple. If I never had my wallet stolen, shredded my important documents before disposal, and didn’t shop online with retailers I did not recognize, I was ‘good’. As the world and technology have changed, I realized that my identity theft plan needed to change with it.

Even if you have never been a personal victim of identity theft, this type of fraud is important because it affects us all. In the 2018 True Cost of Fraud

Report, LexisNexis notes that fraud continues to grow in retail, financial service companies, and lending services. Financial service companies and lenders are experiencing the most rapid growth in fraud. It is estimated that for every dollar lost to fraud, there is a loss of up to \$3.05 in revenue for these companies. While you may not be personally responsible for repayment of fraudulent charges, in the end those losses are passed on to consumers as a whole, and we all end up paying the price.

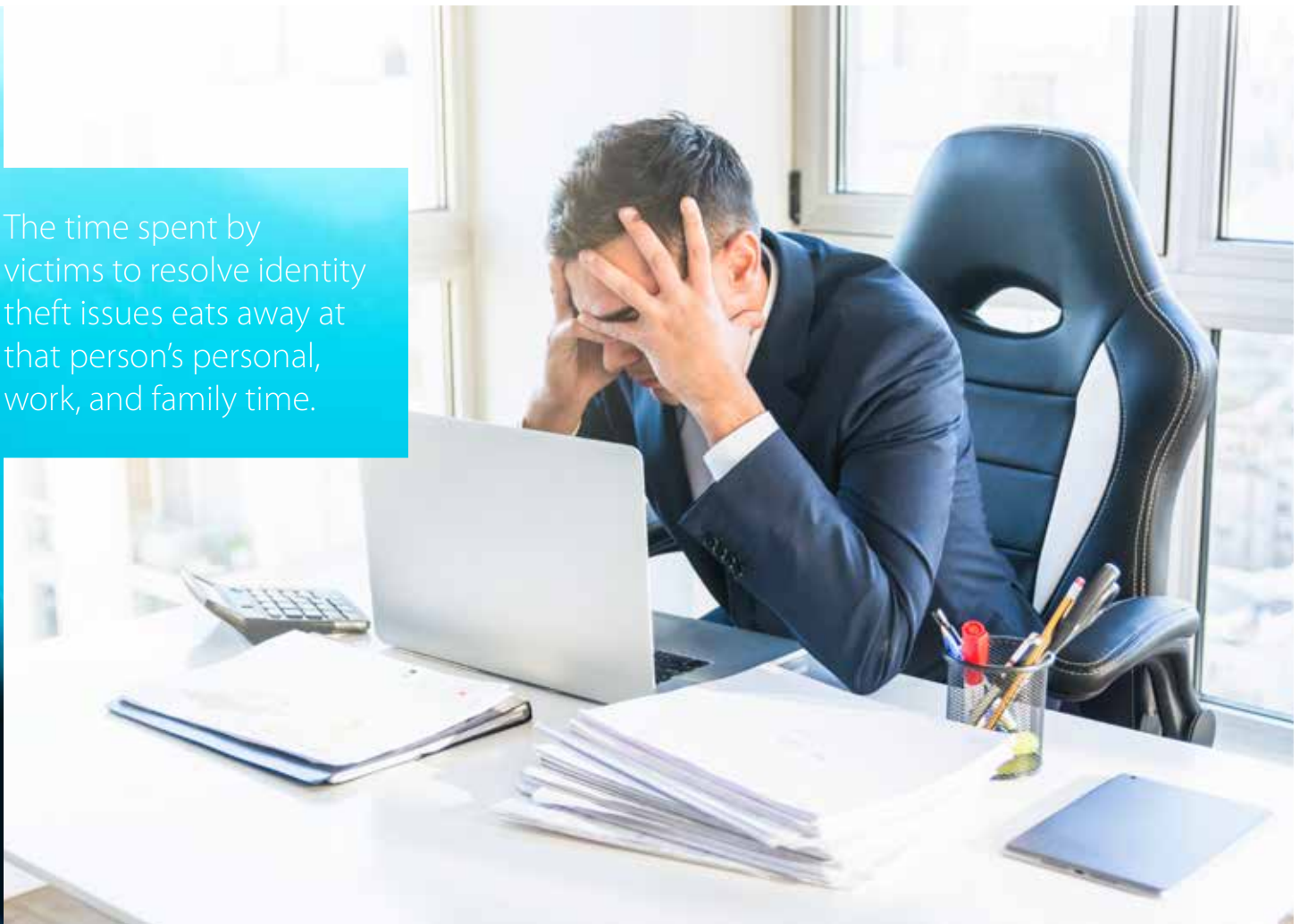
When consumers become victims of identity theft there may also be a

loss of time, increased stress, and loss of money. The time spent by victims to resolve identity theft issues eats away at that person’s personal, work, and family time. At its extreme, victims of identity theft have been accused and sentenced in crimes they did not commit or have lost out on employment and financial opportunities.

There are a multiple different types of identity theft. IDShield is a nationwide identity theft protection service, and in their April 2019 Investigators Insights Report they noted that in 2018 the most common

»

The time spent by victims to resolve identity theft issues eats away at that person’s personal, work, and family time.



THE PRACTICE

Continued from page 19

types of fraud their investigators saw were new credit account, utilities, and new cell phone fraud. Less frequently are people stealing your wallet and using your old accounts. They are stealing your Personally Identifiable Information (PII) and opening up new accounts that you don't know about.

One early sign that you may have been a victim of new credit account fraud is receiving a 'denial of credit' letter. When a thief tries to open a new credit account and there is incomplete, unverifiable or incorrect information the creditor is required by law to provide a notice of denial. If you receive a denial of credit letter for an account you did not attempt to open, do not take this as a sign that there was a simple error or that since it was denied your information is safe. What it means is that someone has your PII and will likely attempt again to open new credit. It is important to check your

mail to make sure you are not receiving bills or statements for accounts you did not open. Another red herring is receiving a change of address verification from the USPS if you have not moved. Identity theft thieves want to hide their activity for as long as possible and if they can re-route your mail their theft will go undetected for longer. A late sign of ID theft is seeing hard inquiries or new unauthorized accounts on your credit report.

Utilities Fraud is when someone uses your name or PII to obtain water, gas, cable or phone services. Many utility companies use your name and SSN to open up utility services in your name. Often they do not inquire of the 3 credit bureaus before opening an account. This means credit alerts and freezes may not be effective in preventing this type of fraud.

Victims of utility and new cell phone fraud often find out their information was compromised and used when they receive collections letters or bills from companies where they are not customers. As much as traditional mail may seem antiquated it is important to open your mail and verify that you are not receiving bills, statements, or denial of credit letters that may be indicators of Identity theft. For utility companies, if you provide a bill from the utility company that you do receive services from and that bill coincides with the time of the fraud the issue may be resolved.

While your PII can still be obtained by gaining access to your physical documents, identification cards, or mail, by far the new and more efficient way to obtain your PII is through data breaches. Criminals are less likely to grab your bag or dumpster dive to retrieve your information but more likely to be sitting at a computer hacking into the information that is already stored in someone's data bank about you.

Many of us have received breach notifications from banks, health care providers, and credit card companies that offer temporary identity theft protection plans when their system was compromised. That is a warning sign that your PII may be at risk. The issue with this approach is that monitoring your information for 12–24 months is short sighted. If your PII is in the hands of a thief they are likely to use it over and over again for many years to come. Many plans offer monitoring with little to no restoration. This means that you become the victim twice when you have to navigate the steps needed to restore your identity on your own time and dime. The best approach is both proactive and long term. 🛡️

LegalShield's IDShield services are endorsed by the Georgia Dental Association. They provide comprehensive monitoring, restoration and licensed private investigators to help dental practices, staff and Dentists protect their identity. When you become knowledgeable about how to best protect your identity that can translate to the dental office staff becoming more knowledgeable about how to protect the identity of their patients.





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The Power of Pets

Health Benefits of Human-Animal Interactions



Nothing compares to the joy of coming home to a loyal companion. The unconditional love of a pet can do more than keep you company. Pets may also decrease stress, improve heart health, and even help children with their emotional and social skills.

An estimated 68% of U.S. households have a pet. But who benefits from an animal? And which type of pet brings health benefits?

Over the past 10 years, NIH has partnered with the Mars Corporation's WALTHAM Centre for Pet Nutrition to answer questions like these by funding research studies.

Scientists are looking at what the potential physical and mental health benefits are for different animals—from fish to guinea pigs to dogs and cats.

Possible Health Effects

Research on human-animal interactions is still relatively new. Some studies have shown positive health effects, but the results have been mixed.

Interacting with animals has been shown to decrease levels of cortisol (a stress-related hormone) and lower blood pressure. Other studies have found that animals can reduce loneliness, increase feelings of social support, and boost your mood.

The NIH/Mars Partnership is funding a range of studies focused on

the relationships we have with animals. For example, researchers are looking into how animals might influence child development. They're studying animal interactions with kids who have autism, attention deficit hyperactivity disorder (ADHD), and other conditions.

"There's not one answer about how a pet can help somebody with a specific condition," explains Dr. Layla Esposito, who oversees NIH's Human-Animal Interaction Research Program. "Is your goal to increase physical activity? Then you might benefit from owning a dog. You have to walk a dog several times a day and you're going to increase physical activity. If your goal is reducing stress, sometimes watching fish swim can result in a feeling of calmness. So there's no one type fits all."

NIH is funding large-scale surveys to find out the range of pets people live with and how their relationships with their pets relate to health.

"We're trying to tap into the subjective quality of the relationship with the animal—that part of the bond that



people feel with animals—and how that translates into some of the health benefits," explains Dr. James Griffin, a child development expert at NIH.

Animals Helping People

Animals can serve as a source of comfort and support. Therapy dogs are especially good at this. They're sometimes brought into hospitals or nursing homes to help reduce patients' stress and anxiety.

"Dogs are very present. If someone is struggling with something, they know how to sit there and be loving," says Dr. Ann Berger, a physician and researcher at the NIH Clinical Center in Bethesda, Maryland. "Their attention is focused on the person all the time."

Berger works with people who have cancer and terminal illnesses. She teaches them about mindfulness to help decrease stress and manage pain.

"The foundations of mindfulness include attention, intention, compassion, »



FINDING SUCCESS

Continued from page 23

and awareness,” Berger says. “All of those things are things that animals bring to the table. People kind of have to learn it. Animals do this innately.”

Researchers are studying the safety of bringing animals into hospital settings because animals may expose people to more germs. A current study is looking at the safety of bringing dogs to visit children with cancer, Esposito says.

Scientists will be testing the children’s hands to see if there are dangerous levels of germs transferred from the dog after the visit.

Dogs may also aid in the classroom. One study found that dogs can help children with ADHD focus their attention. Researchers enrolled two groups of children diagnosed with ADHD into 12-week group therapy sessions.

The first group of kids read to a therapy dog once a week for 30 minutes. The second group read to puppets that looked like dogs.

Kids who read to the real animals showed better social skills and more sharing, cooperation, and volunteering. They also had fewer behavioral problems.

Another study found that children with autism spectrum disorder were calmer while playing with guinea pigs in the classroom. When the children spent 10 minutes in a supervised group playtime with guinea pigs, their anxiety levels dropped. The children also had better social interactions and were more engaged with their peers. The researchers suggest that the animals offered unconditional acceptance, making them a calm comfort to the children.

“Animals can become a way of building a bridge for those social interactions,” Griffin says. He adds that researchers are trying to better understand these effects and who they might help.

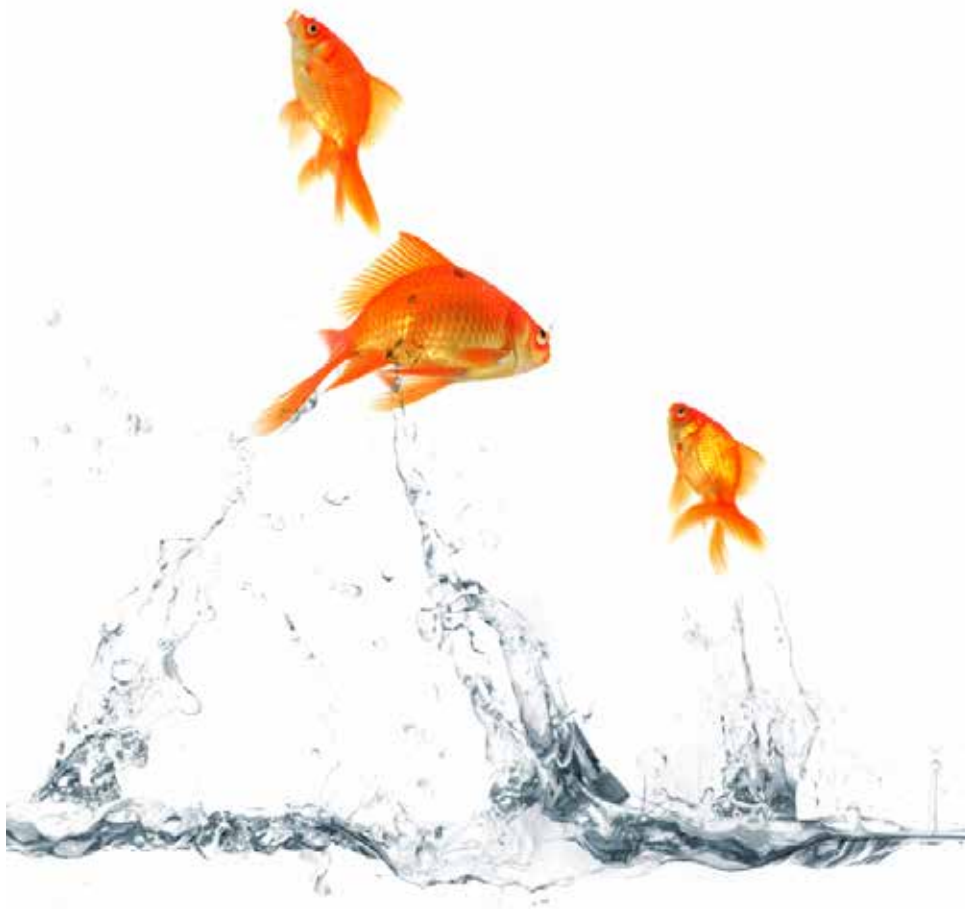
Animals may help you in other unexpected ways. A recent study showed that caring for fish helped teens with diabetes better manage their disease. Researchers had a group of teens with type 1 diabetes care for a pet fish twice a day by feeding and checking water levels. The caretaking routine also included changing the tank water each week. This was paired with the children reviewing their blood glucose (blood sugar) logs with parents.

Researchers tracked how consistently these teens checked their blood glucose. Compared with teens who weren’t given a fish to care for, fish-keeping teens were more disciplined about checking their own blood glucose levels, which is essential for maintaining their health.

While pets may bring a wide range of health benefits, an animal may not work for everyone. Recent studies suggest that early exposure to pets may help protect young children from developing allergies and asthma. But for people who are allergic to certain animals, having pets in the home can do more harm than good.



“...If your goal is reducing stress, sometimes watching fish swim can result in a feeling of calmness. So there’s no one type fits all,” explains Dr. Layla Esposito, who oversees NIH’s Human-Animal Interaction Research Program.





Helping Each Other

Pets also bring new responsibilities. Knowing how to care for and feed an animal is part of owning a pet. NIH/Mars funds studies looking into the effects of human-animal interactions for both the pet and the person.

Remember that animals can feel stressed and fatigued, too. It's important for kids to be able to recognize signs of stress in their pet and know when not to approach. Animal bites can cause serious harm.

"Dog bite prevention is certainly an issue parents need to consider, especially for young children who don't always know the boundaries of what's appropriate to do with a dog," Esposito explains.

Researchers will continue to explore the many health effects of having a pet. "We're trying to find out what's working, what's not working, and what's safe—for both the humans and the animals," Esposito says. 🐾

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GDA STRONG



2019 Semi-Annual Report



FRANK J. CAPALDO
Executive Director

A Message from the Executive Director

Our association has always been strong because of our collective action and our solidarity, but over the last few years GDA has gained tremendous momentum and strength. As I reported to the House of Delegates in July, the first half of 2019 proved to be extremely strong for our association. We had many significant accomplishments that advanced the strategic plan. A few key achievements in the first six months of 2019 include:

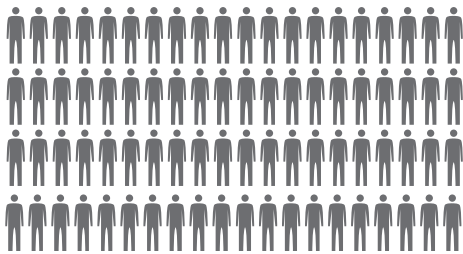
- ✓ **Membership is ahead of 2018 with 3,418 total members**
- ✓ **GDA had a successful 2019 legislative session including passing legislation to help dentists address problems with third-party insurance reimbursements**
- ✓ **A new public relations campaign, Healthy Mouth, Healthy Me! is in production for 2020**
- ✓ **The number of CE courses offered to members doubled**
- ✓ **Annual convention drew over 1,277 attendees, our largest ever**
- ✓ **An inaugural district leadership conference took place in April**
- ✓ **Your member-owned GDIS insurance agency grew at a record-breaking pace**

Through the report that follows, we highlight many, though certainly not all, of the association's accomplishments and activities. The achievements are a testament to the commitment and passion of our members who make and keep GDA strong.



STRONG MEMBERSHIP

Recruitment and retention efforts continue to focus on engaging member dentists, welcoming new dentists and members, and creating meaningful programs to help dentists succeed in their practice.



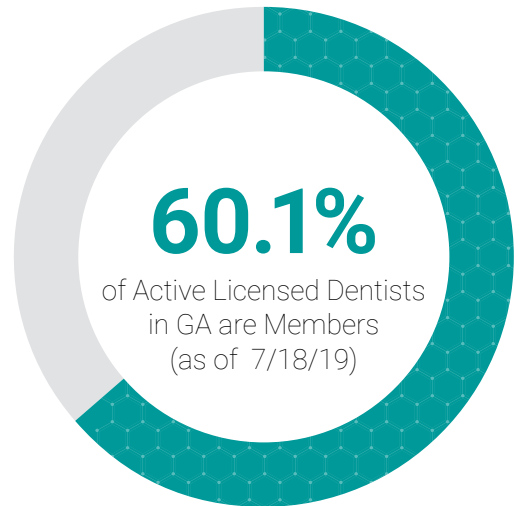
89

New Members
(as of 7/18/19)



3,418

Member Dentists (as of 7/18/19)



Membership Highlights

We met our strategic plan goal in 2018 by increasing full active members by 4%, and membership remains strong in 2019.

- ✓ **Total 2019 membership is 3,418, representing 97% of the membership from 2018 (as of July 18, 2019).**
- ✓ **89 new members joined GDA in 2019 to date.**
- ✓ **Market share is at 64.8% for total membership and 60.1% for active membership. It will continue to increase over the next several months as we run promotions for new members.**

Several programs have been implemented as part of the Membership Committee's initiatives to engage new members, including a new dentist event in June. Thirty-two new dentists attended the event, which received great feedback from those in attendance.

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.



For the third year in a row, GDA had a successful legislative session under the Gold Dome.

2019 Legislative Session Highlights

- ✓ GDA advocacy that addresses problems with the third-party insurance reimbursement process:
 - GDA introduced and passed legislation requiring health and dental insurance plans to identify plans that are regulated by state law to help enforce Georgia's insurance laws, especially Prompt Pay and Assignment of Benefits.
 - Participation in Representative Lee Hawkins' Study Committee on the Healthcare Provider Reimbursement Process and Reimbursement Rates.
 - Active engagement at the Georgia Department of Insurance Roundtable Meetings on the Healthcare Provider Insurance Reimbursement Process.
 - Creation of GDA task force on third-party reimbursement.
- ✓ Secured a 3% dental Medicaid fee increase for the most common restorative codes.
- ✓ Continued to educate Senate and House leadership about the administrative burdens of being a dental Medicaid provider in Georgia. A dental carve-out bill has been introduced and will be available for consideration in 2020.
- ✓ Introduced Senate and House Resolutions recognizing the 2018 GMOM in Augusta, as well as the GDA's efforts to remove barriers to care for rural and underserved citizens in Georgia.



Resolution recognizes GDA's efforts to remove barriers to care for rural and underserved citizens in Georgia

For a second consecutive year, GDA successfully negotiated for the removal of unfavorable language in a surprise/balanced bill that would have harmed dentists. *(Bill ultimately did not pass.)*

How Surprise Balance Billing Occurs



Go to in-network hospital to receive care



Bill for charges based on in-network rates



Bill for in-network charges gets paid in full



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Our goal in 2019 is to increase GDA PAC contributions by 20%.

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STRONG PUBLIC RELATIONS AND COMMUNICATIONS

Public relations and communications activities continue to keep all members informed, to shine a positive light on dentists and dentistry, and to encourage all Georgians to find a dentist and visit regularly.



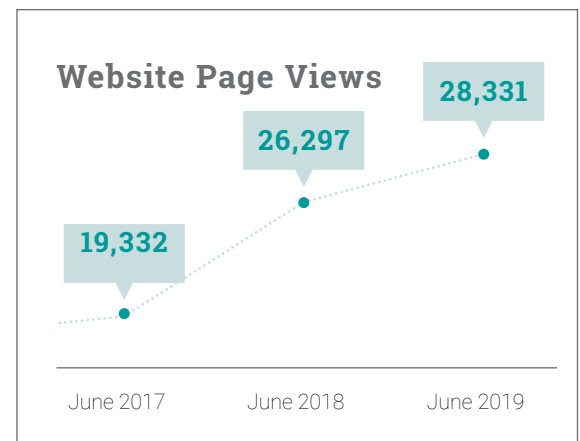
2019 statewide news releases distributed by GDA were picked up by **167 news outlets**, reaching a potential audience of **8.3 million**, as of June 2019

Increased website traffic by 8% in 2019.

Our social media presence continues to grow. Videos are becoming our sweet spot for engagement.

- ✓ Since January 2019, GDA gained 99 followers on Facebook for a total of 1,219
- ✓ Posted 59 times and received 1,323 engagements and 800 clicks on links provided in our posts
- ✓ Increased presence on Instagram and currently have 293 followers

Updates to GDA websites are in process for a more modern look and additional user features.



Public Relations Highlights

Work began on a new statewide PR campaign to launch in early 2020.

- ✓ **Healthy Mouth, Healthy Me!** campaign to feature Georgians who have benefited from oral health visits, along with their dentists
- ✓ Stories will be shared via a statewide media tour, online ads and other assets used in the promotional campaign
- ✓ Nominations for patients and their dentists accepted through September at gadental.org/healthyme

STRONG EDUCATION AND TRAINING



In the first six months of 2019, GDA doubled the number of CE courses offered to members and increased class size by 60 percent. Total attendance at GDA CE courses rose from 160 participants at this time last year to 600. In addition, 280 people participated in CE webinars.



GDA Continuing Education Growth January – June

Total Courses

■ 2018 ■ 2019

11

22

Total Attendees

160

600*

Total Attendance

15

24

Total Revenue

\$23,055

\$52,484**

*Attendance does not include 280 webinars sold.

**Revenue is \$28,169 ahead of budget.

Education & Training Highlights

High-Demand Opioid Courses The Georgia Board of Dentistry created a new requirement that all licensed dentists must have one hour of CE on “the impact of opioid abuse and/or the proper prescription writing and use of opioids in dental practice.” Because of high demand for the course (the first three courses were sold out), three additional courses were added. To meet demand, GDA created a webinar hosted on the GDA website that meets dental board requirements. More than 280 members participated in the online course to date.

New Coronal Polishing Course In 2019 GDA created the first approved coronal polishing course that meets the new Georgia Board of Dentistry policy for dental assistants. The first course was in such demand that it sold out and additional courses were added. GDA has hosted six coronal polishing courses through July and added four additional instructors to expand the program. Additional courses will take place throughout the state this year.



6

Coronal Polishing courses to date

500+

Participants in opioid courses





STRONG GOVERNANCE

GDA continues to work to align the association's governance model to ensure a broader representation, greater member participation and a sustainable structure

Governance Highlights

- ✓ In July 2018, bylaw revisions took effect to align the governance structure for the future and GDA President Dr. David Bradberry appointed members to a Task Force to Evaluate Bylaws/Governance Changes according to the House's direction.
- ✓ A new District Leadership Conference and Presiding Officer Training took place in April to enhance leadership training opportunities.
- ✓ Developed committee job descriptions including desired skills with the goal of recruiting qualified, committed, and informed volunteers.
- ✓ A District Leadership Toolkit was developed to better equip volunteer leaders for success.
- ✓ The Leadership GDA Program continues to improve, placing its graduates in GDA leadership positions. Seven new Leadership GDA graduates were added to 2019–2020 Committees.
- ✓ Intentional inclusion efforts continue to embrace all Georgia dentists for broader, diverse demographic representation.



GDA District Leadership® Toolkit

Guide to Dropbox Materials

Section 1: Effective District Meetings

- 1a - Best Practices: District Meetings
- 1b - Agenda and Action Items Templates

Section 2: Increasing Member Participation and Involvement

- 2a - Best Practices: Getting Members to Meetings
- 2b - New Member Welcome Team

Section 3: Leadership Recruitment and Retention

- 3a - Best Practices: Recruiting and Retaining Leaders

Section 4: District Planning:

- 4a - Sample Planning Template
- 4b - Sample Orientation Agenda

Section 5: Position Descriptions:

- 5a - Committee Chair Responsibilities
- 5b - Guidelines for Committee Members
- 5c - District Officer Job Description Template
- 5d - GDA Committee Job Descriptions

Align Governance Structure for the Future Current Phase (2019)

The Task Force to Evaluate Bylaws/Governance Changes launched in January and additional updates to the Policy Manual were approved by the HOD in July.

Structure | Bylaws | Policy Manual | Implementation | **Evaluation**
current phase



GDA remains actively involved in numerous organizations and state government agencies to support the practice of dentistry.

Data-Driven Health Policy Reports

- ✓ GDA created the data-driven health policy reports
- ✓ Workforce of dentists in Georgia
- ✓ Teledentistry statutes and regulations that could potentially affect Georgia
- ✓ Future of dentistry regarding mid-level providers
- ✓ How to get dental care to sectors of the population not covered by the current Medicaid system (e.g. adults with developmental disabilities)



Prescribe with Care Initiative

Through partnership, collaboration, and education, the GDA has established its “Prescribe with Care” initiative to allow dentists to be a part of the solution fighting the opioid crisis. Initiatives include:

- ✓ **Education**—Creating a one-hour continuing education course in multiple formats and educational resources to educate member dentists and the public.
- ✓ **Collaboration**—Collaborating with healthcare professionals, policy makers, and the public by serving on opioid task forces.
- ✓ **Administrative Rule Making**—Working with the Georgia Board of Dentistry to create a continuing education requirement on the prescribing of opioids.

Adjunct Professor Program

The Georgia Dental Association, along with the Dental College of Georgia and the Department of Public Health, are establishing an adjunct professorship program in public health clinics located throughout Georgia, with a focus on rural areas.

For more information or to participate in the Adjunct Professor Program, please contact Emily at emily@gadental.org or 404.636.7553.



500

Approximate number of GDA members that have completed education on opioid prescribing through the continuing education program.





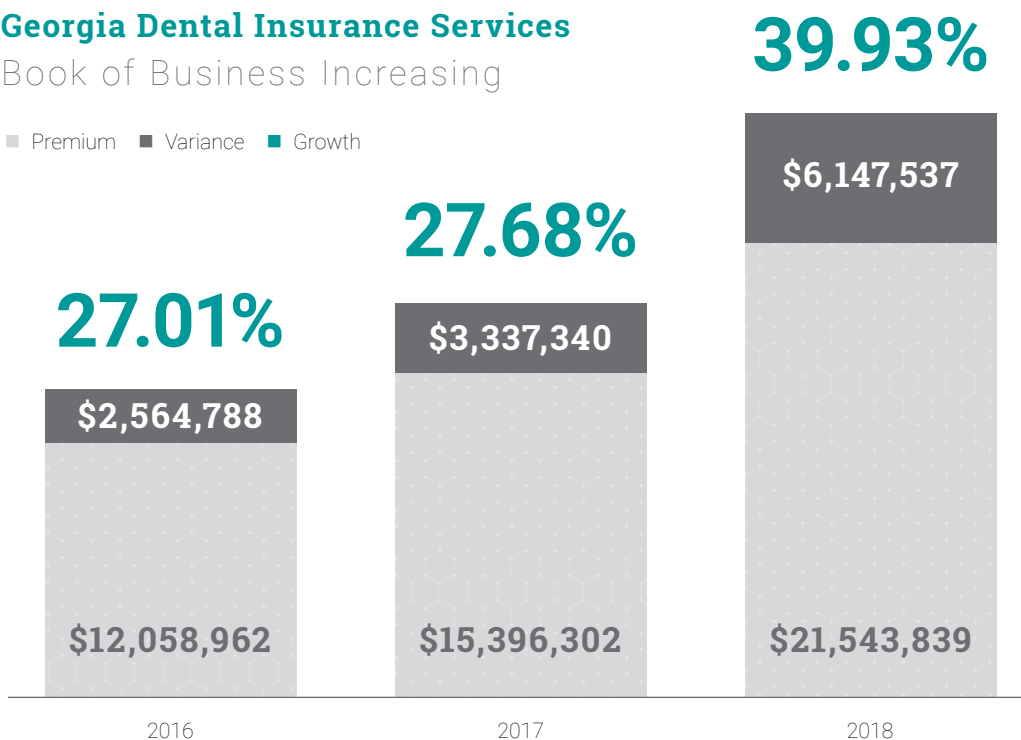
STRONG MEMBER PRODUCTS AND SERVICES

The GDA Plus⁺ Program gives GDA members access to services and discounts including GDIS insurance coverage, GDA Plus⁺ Supplies group dental supply purchasing, and endorsed partner savings on products and services, while strengthening the financial health of the association.

Georgia Dental Insurance Services

Book of Business Increasing

■ Premium ■ Variance ■ Growth



Georgia Dental Insurance Services Highlights

GDIS insurance agency is stronger and more viable than ever with 2,064 lives on the GDA health plan, 3,168 business and personal line policies, access to multiple carriers and 40 different product lines and over \$21.5 million in premiums in 2018. GDIS was the number one producer of Medical Protective Dental Policies in the U.S. in 2018.



PLUS⁺ supplies
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GDA members are saving money with member-owned GDA Plus⁺ Supplies. More than \$5.8 million in purchases have been ordered through the program since inception and first-time participants can now use their ADA number to begin ordering immediately with a 10% discount on their first order.

Member-owned GDA Plus⁺ Supplies

\$5.8M

Purchases since inception

65,000+

Active skews

550+

Brands

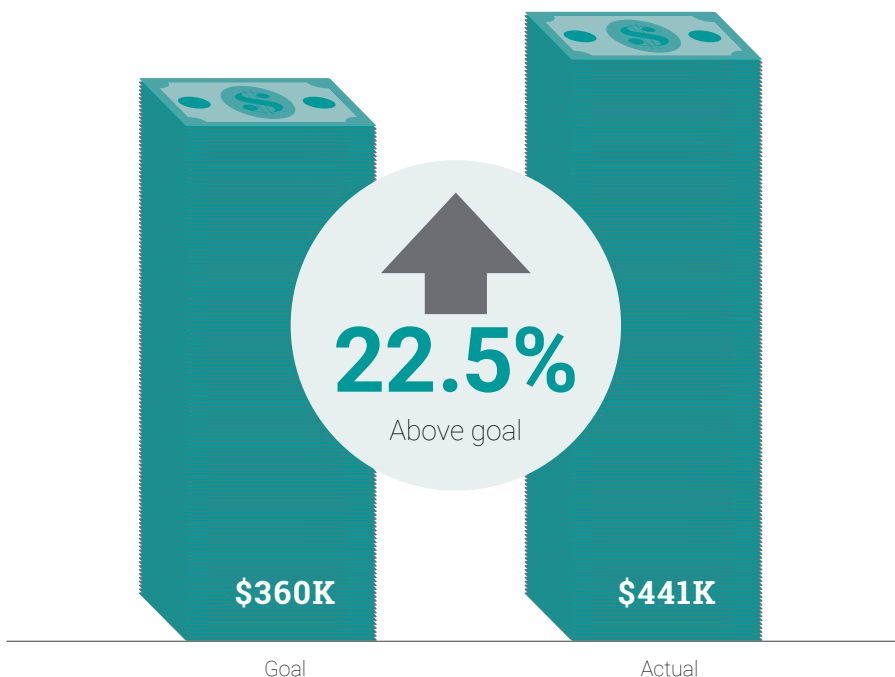
STRONG FINANCIAL MANAGEMENT/ ORGANIZATIONAL STABILITY



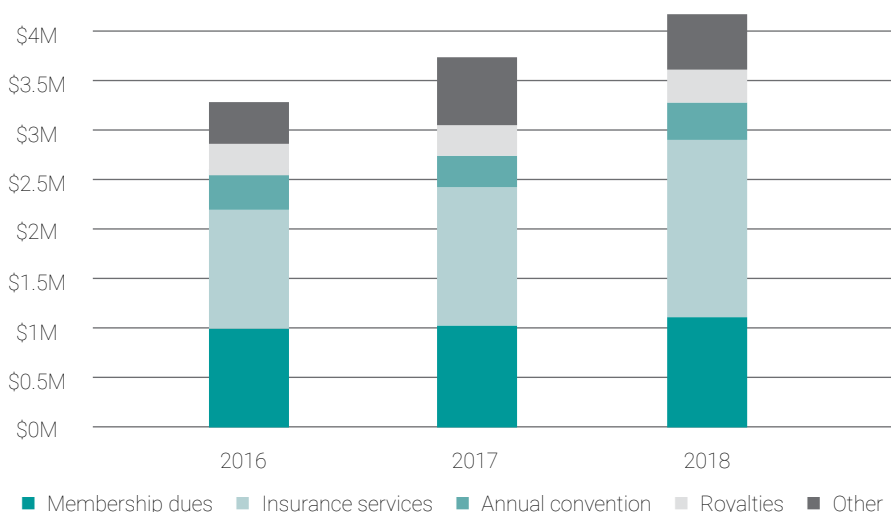
GDA financial performance is strong, and the association is on track to finish 2019 above budgeted net income. The association is again expected to set aside capital and operating reserves that exceed the amount indicated in the strategic plan at the end of this year. In 2017–2018, \$441K was set aside in reserves, exceeding strategic plan goals for reserves by 22.5%.

Strong Financial Performance

2017–2018 Reserves



Revenue Growth



2019 Convention & Expo

In 2019, the GDA Convention continued to grow, reaching record attendance by dentists, dental students, and dental team members. The total number of attendees was 1,227, including 380 dentists/dental students and 89 dental team members.

1,227
Total attendees

380
Dentists/dental students

89
Dental team members

97
Booths (Sold out exhibit hall!)



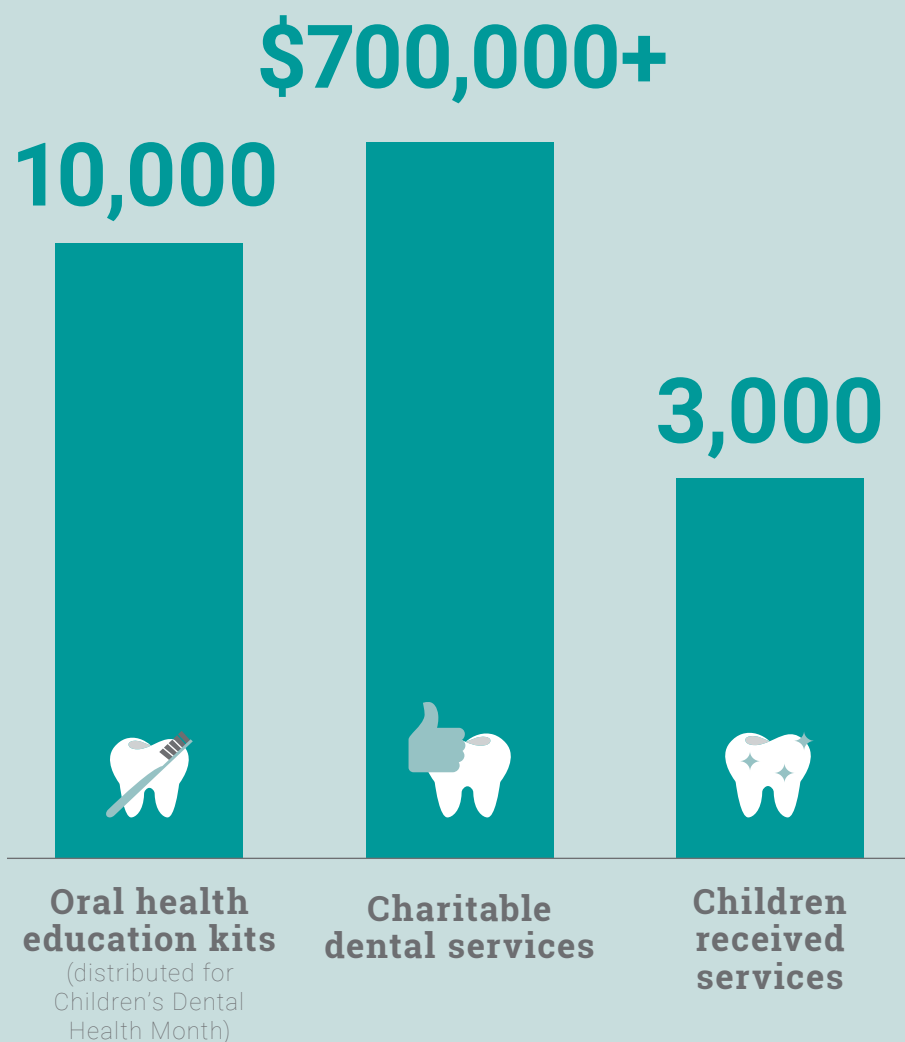
Record Attendance at 2019 GDA Convention & Expo



The Georgia Dental Association Foundation for Oral Health positively promotes the image of dentistry through highlighting the impact on individual lives provided by dentists committed to the healing and overall wellbeing of patients.

GDA Foundation Highlights

Give Kids A Smile Day was held on the first Friday in February, serving as the annual kick-off to Children's Dental Health Month in February. In 2019, Governor Brian Kemp signed a proclamation recognizing these two events.



Special Olympics, Special Smiles: The GDA Foundation for Oral Health and GDA members volunteered their times and services at the Special Olympics, Special Smiles Summer Games.

96

Volunteers

200+

Special Olympic athletes screened

228

Procedures

Additional Community Outreach and Education: Other screenings and educational events that took place in 2019 to date include Healthcare for the Homeless, Rainbows Reign, and Integrated Health Education Center of Georgia's Parent Health Education Program.

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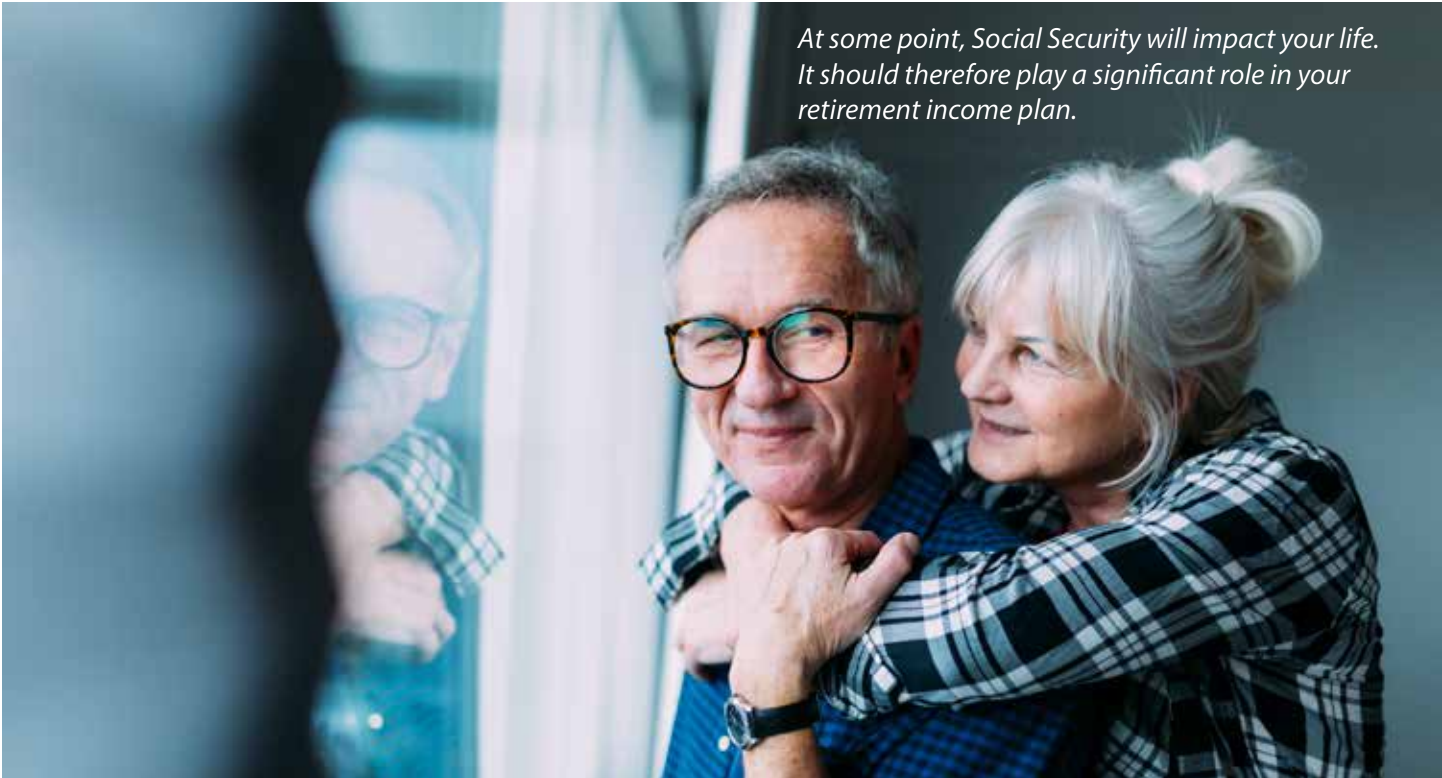
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At some point, Social Security will impact your life. It should therefore play a significant role in your retirement income plan.

Social Security

Maximizing Your Retirement Income

Why is Social Security important?

- Chances are you paid into Social Security during your lifetime as 62 million people received monthly Social Security benefits in 2017.¹ Do you know what you're paying for?
- Social Security typically replaces about 40% of an individual's earned income.¹ That percentage generally is less—about 27%—for those with a higher pre-retirement income.¹
- Lifetime benefits can be larger than you might expect: over \$600,000 on average for a dual-income couple who turned 65 in 2015, and significantly more for high earners with longevity.²

What do I need to know? It's your decision.

Do you need the money now or can you wait for an increased benefit?

Age 62

About 71% of today's retirees start benefits at the earliest possible age, locking in a reduced benefit compared with benefits at full retirement age.³ Starting this early may be necessary if you're in poor health or need the income. But with life expectancies now reaching into the 90s, delaying benefits can lead to a greater lifetime benefit for many retirees.

Full retirement age (FRA)

This is when Social Security will provide you with full benefits. The FRA is used to calculate any reduction in benefits (if

taken earlier) or increase (if taken later). FRAs vary based on date of birth; see Figure 1 to determine your FRA.

Age 70

For each year you delay benefits between FRA and age 70, Social Security can add 7%–8% to future benefits, plus the COLA adjustment (cost of living adjustment). That guaranteed annual return can make this alternative very attractive, provided you have longevity. Delaying benefits until age 70 can also provide more income just when you may need it to help cover healthcare or other expenses.

Break-even age

At some point, Social Security will impact your life. It should therefore play a significant role in your retirement income plan.

Family benefits

Spousal benefits

A lower-earning spouse may select the greater of his or her own benefits or up

1. Social Security Administration Website: ssa.gov.

2. Urban Institute. "Social Security and Medicare Taxes and Benefits Over a Lifetime," June 2018.

3. Social Security Administration. "Annual Statistical Supplement, 2017."

to 50% of the higher-earning spouse's full benefit. Spousal benefits can be reduced if the lower-earning spouse elects to take them before reaching FRA.

Survivor benefits

A spouse can receive reduced survivor benefits at age 60 (or age 50 if disabled). When that spouse reaches FRA, he or she can step up to the greater of full survivor benefits or his or her full benefits. Note that survivor benefits increase if the higher-earning spouse delays taking benefits.

Important limitations and rule changes

Restricted application

Restricted applications (collecting spousal benefits while letting your own retirement benefits grow) are only available to people born before January 2, 1954.

Earning income

If you work, but start receiving benefits before FRA, one dollar is deducted for each two dollars in earnings you make above the annual limit. In 2019, the limit is \$17,640. In the year you reach your FRA, one dollar is deducted for every three dollars you earn over a different annual limit of \$46,920 until the month you reach FRA.¹

Taxable benefits

You may have to pay taxes on your benefits if you file a federal tax return as an individual and your total income

is more than \$25,000. If you file a joint return, you may have to pay taxes if you and your spouse have a total income that is more than \$32,000.¹

File and suspend

Starting May 1, 2016, the file and suspend feature was phased out for people born after April 30, 1950. ¶

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There are multiple factors that can impact a decision on when to claim Social Security, which should be carefully considered. You must make your own determination whether any particular Social Security filing strategy is appropriate; consult with your legal or tax advisor regarding your particular circumstances. Visit ssa.gov for additional information on Social Security benefits eligibility and rules.

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Figure 1: Full Retirement Age (FRA)

YEAR BORN	FRA
1937 or earlier	65
1938–1942	65 + 2 months for every year after 1937 until 1943
1943–1954	66
1955–1959	66 + 2 months for every year after 1954 until 1960
1960 and later	67

WHAT SHOULD YOUR NEXT STEPS BE?

There are a number of sophisticated Social Security strategies you may want to explore. Consider taking the following steps:

- Retrieve a copy of your Social Security benefit statement from ssa.gov.
- Think about what other income sources you might have throughout retirement.
- Have a discussion with your loved ones about Be prepared to talk with your financial advisor about incorporating Social Security into your financial plan.



Are you thinking about medicare?

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Attention Georgia Dental Medicaid Providers

PROCEDURE CODE	DESCRIPTION	2018 RATE	NEW 2019 RATE
D2330	Resin—One surface, anterior	\$71.41	\$73.55
D2331	Resin—Two surfaces, anterior	\$91.08	\$93.81
D2332	Resin—Three surfaces, anterior	\$110.74	\$114.06
D2335	Resin—Four or more surfaces or involving incisal angle, anterior	\$131.44	\$135.38
D2393 Primary	Resin—Three surfaces, posterior	\$114.88	\$118.33
D2393 Permanent	Resin—Three surfaces, posterior	\$137.65	\$141.78
D2394 Primary	Resin—Four or more surfaces, posterior	\$126.37	\$130.16
D2394 Permanent	Resin—Four or more surfaces, posterior	\$151.42	\$155.96
D2931	Prefabricated stainless steel crown—permanent tooth	\$162.49	\$167.36
D3220	Therapeutic pulpotomy	\$90.04	\$92.74
D7111	Extraction, coronal remnants	\$48.12	\$49.56
D7210	Extraction, erupted tooth requiring removal of bone or sectioning of tooth	\$128.34	\$132.19

If you or your staff have any questions regarding this matter, or if you have not received the 3% increase on the above CDT codes after July 1st, please contact the GDA's Director of Health Policy, Emily Yona, at 404.636.7553 or emily@gadental.org.



317 PATIENTS IN GEORGIA | **187+** DDS VOLUNTEERS

GDA Members Assist Man in Need of Kidney Transplant through Donated Dental Services Program

Will you see one patient through the Dental Lifeline Network • Georgia Donated Dental Services (DDS) program? The DDS program restores the oral health and often transforms the lives of the patients we serve like Mark, 55, who lives in DeKalb County.

Mark suffers from end-stage renal disease and undergoes dialysis treatment three times per week. Mark needs a kidney transplant but did not qualify for the transplant wait list until he received dental clearance and is infection-free for surgery. It had been nearly 30 years since he had been to a dentist and his dental health needed attention.

In addition, he suffered a stroke in 2009 that left him with mild memory loss and weakness on the left side of his body. He enjoys working out two times a week to help with strengthening his muscles and taking walks when he can.

Unfortunately, Mark was unable to afford the dental treatment he needed. Surviving on a small Social Security Disability benefit, he struggles to make ends meet. Though he was desperate for help with his teeth, it seemed he had nowhere to turn.

How DDS Helped

Thankfully, Fresenius Kidney Care referred Mark to the Donated Dental Services (DDS) program, and he was linked with two generous GDA member

volunteers and received donated treatment that restored his dental health and allowed him to receive dental clearance for a kidney transplant.

→ **Dr. Rodney Baier** extracted two decayed teeth and donated four deep cleanings.

→ **Dr. Amy D. Kuhmichel**, an oral surgeon, extracted four more teeth.

Dr. Baier commented on the ease of which he was able to serve Mark through the DDS program.

“For any dentist interested in serving others or volunteerism who finds it challenging to go to another facility to volunteer, DDS makes it very simple by doing all the patient selection and screening allowing the dentist to see these patients at their own office and when circumstances allow,” said Dr. Baier.

Georgia Donated Dental Services (DDS) is a program of Dental Lifeline Network in partnership with the Georgia Dental Association and ADA. DLN is a national humanitarian organization providing access to comprehensive dental care for people with disabilities or who are elderly or medically fragile and have no other way to get help. 317 appreciative patients in Georgia have received treatment from over 187 volunteers.

“I am so thankful and appreciative for Dr. B.,” said Mark. “I am blessed to receive this care. You are a life saver! Thank you!” 🙏

To volunteer or learn more about the DDS Program, visit willyouseeone.org or contact Georgia DDS coordinator Martha LaGrone at mlagrone@dental lifeline.org or 404.993.4003.



Dr. Rodney Baier with DDS patient, Mark

“I am so thankful and appreciative for Dr. B.,” said Mark. “I am blessed to receive this care. You are a life saver! Thank you!”

GDA Fall Conference in Savannah



September 27–28, 2019



Hyatt Regency Savannah Riverfront

Special Conference Room Rate—\$205 per night

Call 877.803.7534 and ask for GDA discount.

We've secured an outstanding nightly rate at the Hyatt Regency Riverfront. On the river and in the heart of Savannah's historic district, the Hyatt has direct access to the cobblestoned River Street, and is steps away from monuments, shops, local restaurants, and live music.



Bonus—the Savannah Jazz Festival! In its 38th year, the free Savannah Jazz Festival brings life to Savannah's historic district with one of the South's premiere live music events, boasting the best in international, national, regional and local jazz talent.



Double Bonus—The UGA Football team has the weekend off, and Georgia Tech is at Temple, so you have no excuse not to attend.

Optional Savannah Riverboat Dinner Cruise – This is a great way to unwind after class. Enjoy a specially prepared buffet style dinner while slowly cruising the sites and history of the Savannah River.



Pricing

Registration deadline
September 6. After 9/6/19
add \$50 to each registration.

GDA MEMBER DENTISTS

\$295 – Full Conference

\$199 – One-day

NON-MEMBER DENTISTS

\$395 – Full Conference

\$250 – One-day

Dental Staff with a Full Dentist Registration

Price is per person

\$125 – Full Conference

\$99 – One-day

Dental Staff Only (no dentist registration)

Price is per person

\$215 – Full Conference

\$175 – One-day

13 CE
Hours
Available

A retreat for dentists and dental staff—bring the entire team!

Conference Schedule

Friday, September 27, 2019

DENTISTS

Track 1

- 8:30 am – 12:30 pm
Dr. Anthony Mennito
Increasing Efficiency in a Restorative Practice
- 1:30 – 4:30 pm
Dr. Alexandre Molinari
How to Achieve Better Clinical Results in the Current State of Dental Implantology

Track 2

- 8:30 am – 12:30 pm
**Emerging Dental Technologies
Lecture and Hands-on Workshop**
(limited to first 20 registrants)
- 1:30 – 4:30 pm
**Real World Endodontics
Lecture and Hands-on Workshop**
(limited to first 30 registrants)

HYGIENISTS/ASSISTANTS/DENTAL STAFF

- 9 am – Noon
Infection Control/OSHA/HIPAA Compliance *
- 1 – 3 pm
Advancements in Oral Hygiene
- 3:15 – 5:15 pm
Xerostomia



The GDA 2019 Fall Conference at Savannah has CE for dentists, hygienists and assistants. With special team pricing, this is the perfect event to bring the entire dental team.

Saturday, September 28, 2019

DENTISTS/HYGIENISTS/DENTAL STAFF

Track 1

- 9 am – Noon
Dr. Michael Pruett
Managing Medical Emergencies*
- 1 – 3 pm
Dr. Michael Pruett
Pharmacology Update
- 3:15 – 4:15 pm
Dr. Michael Pruett
Opioids*

Track 2

- 9 am – Noon
Oral Pathology

ASSISTANTS

- 8:30 am – 5 pm
Coronal Polishing

**Required CE or training*

- ✓ **Proceeds benefit your association and profession**
- ✓ **2 days of clinical CE for dentists near the end of license renewal year**
- ✓ **CE for the entire dental team—special team pricing to treat your team**
- ✓ **Great opportunity for a team retreat**
- ✓ **Outstanding room rate for riverfront 4-star hotel**

Register for GDA CE at gadental.org/ce

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GDA is continuously recognized as one of the strongest organizations under the Gold Dome because of the support of our members. In 2017, 2018, and 2019, GDA successfully:

-  **Passed legislation to help dentists identify insurance plans that are required to comply with Georgia's prompt pay and assignment of benefits laws**
-  **Worked with Rep. Lee Hawkins to create a House Study Committee on the healthcare provider reimbursement process in Georgia (includes dentists)**
-  **Secured a 3% dental Medicaid fee increase for specific restorative codes**
-  **Increased state funding to expand the number of available slots in the Rural Dental Student Loan Repayment Program**
-  **Advocated to make rural dentists who treat Medicaid patients eligible for the state's Malpractice Premium Assistance Program**
-  **Passed legislation regulating virtual credit card reimbursements by insurance companies**
-  **Secured an 11% dental Medicaid fee increase for specific preventative codes**
-  **Secured state funding to support GDA's Donated Dental Services Program, which provides free dental treatment to low-income adults**
-  **Worked with the Georgia Board of Dentistry to create an opioid prescriber CE rule**

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SOCIETY MEMBER**

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**CAPITOL COLUMN
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**FRANKLIN
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**GADPAC
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Contributions can be made by personal check payable to "GADPAC" and mailed to the GDA office, 7000 Peachtree Dunwoody Road NE, Suite 200, Building 17, Atlanta, GA 30328, or donate online at gadental.org/gadpac.

* The Georgia Dental Political Action Committee is a non-profit, non-partisan organization. All GADPAC contributions are voluntary and are not limited to the above amounts. No one will be favored or disadvantaged based upon the amount of, or failure to make a contribution. Contributions are NOT deductible for federal income tax purposes. State law requires political committees to report the name, mailing address, occupation, and name of employer for each individual whose contributions aggregate in excess of \$100.00 in a calendar year.



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GDA **MEMBER** VALUE

This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. The month we hear from Northern District member Dr. Steven Wingfield, a general dentist who practices in Atlanta.



Meet Steven J. Wingfield, DMD



When did you become a member of the GDA?

I became a GDA member just as soon as I moved to Georgia in 2004.

Who introduced you to GDA?

The very first day of dental school in 1996, our Dean told us how important organized dentistry is. He told us about all the benefits of the ADA, and why it's so important to our career and our livelihood. I signed up for ASDA that day, and I have been a member of the ADA ever since.

What is your most memorable GDA experience?

I have made so many connections because of the GDA. Dentists often feel they are alone out here—on our own island—and the GDA helps to overcome that feeling. The pinnacle of my time with GDA was when I did a lecture at the GDA annual meeting last year at Amelia Island. It was an amazing opportunity, and I loved sharing what I've learned in dental practice growth with my colleagues at the GDA.

Why is being part of a professional group important?

My Dean told me to get involved and stay involved in organized dentistry. There is nothing more important to our profession than the advocacy and comradery that the ADA offers.

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

I grew up in a house-hold of public servants. My mom was a teacher for 27 years and my dad was a fireman over 30 years. I wanted to be a police officer until my junior year in high school. Oddly, it was my dad who convinced me to consider a career in Medicine or Dentistry. I think he had seen too much of the hard things firefighters and policemen have to see every day, and wanted to spare me of that!

What was your first job?

My first job was actually a 911 Telecommunicator. I worked evenings and weekends as a 911 Operator throughout undergrad and dental school. I actually loved it! It taught me how to work well with

others, work efficiently and effectively under pressure, and it really solidified my desire to help people.

Why did you decide to become a dentist?

I decided to become a dentist my senior year of high school. I spent time with my family physician and my family dentist. The dentist seemed to be happy and enjoy his job—he didn't have to work late nights, weekends or holidays. I also loved watching him do smile makeovers—he was changing people's lives in just a few hours!

What advice would you give to an aspiring dental student?

Spend a lot of time shadowing. Get a job in the evenings or weekends as a dental assistant and a front desk person at a dental office. Learn as much as you can before going to dental school. Everything you learn will make dental school just a bit easier.

What do you enjoy doing in your spare time?

I love to spend time with my friends and family. I love going to sporting events, enjoying new restaurants in Atlanta, and strolling through Piedmont Park. I am an avid traveler, and I am always planning my next trip. My philosophy in life is to just "enjoy the journey."

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

I would say that I am in sales. I sell dental health and pretty white smiles! 🦷

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DO YOU NEED a dentist you can trust to fill in while you are away? My name is Dr. Richard Couk. I just recently sold my practice of 35 years in Chico California to become a "Georgian." My wife and I moved here to help take care of the grandchildren but I still love being a dentist. I have my Georgia license and DEA. I do most all restorative dentistry. The exception is Endo and OS. I can cover your hygiene and production. Vacations, medical leave, maternity, or just needing an associate 1 or 2 days a week. I am your "Doc." Please email me at rcouk@hotmail.com or call 530.520.5543.

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

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

ASSOCIATE DENTIST NEEDED for an established Private Group Practice. Dental Care Center of Macon is seeking a General Dentist to join our practice. Office has prospered at the same location since 2002 and there is always a steady flow of new patients. An opportunity for an ambitious dentist to make a great income. We have state of the art digital radiographs, Cone Beam, CEREC and implant systems. Our team is unique as we have both General Dentist and Dental Specialists on staff. email: admin@dentalcarecenter.biz OR finacical@dentalcarecenter.biz.

GENERAL PRIVATE FAMILY dental office in West Cobb is seeking full time associate. Senior doctor retiring soon. Buy in opportunity available. Wonderful neighborhoods. Long term established practice with excellent appreciative staff. Quality patients. No HMOs. Easy production with a fully marketed practice and 4 amazing, highly trained hygienist. Much more potential for growth with the right associate. Email your resume to: wcdmdds@gmail.com.

PRACTICES/OFFICE SPACE AVAILABLE

WELL ESTABLISHED GENERAL practice For Sale in Athens, GA. Excellent busy location producing 950K with PPO-FFS mix. 4 op practice fully digital with one additional op available. Great growth potential as current owner engaged in little digital/social media marketing effort. Practice provides good cash flow with proforma and after-tax cash flow available once NDA in place. all replies: athensdentist2018@gmail.com.

GREAT OFFICE LOCATION in Snellville! 1950 ft². Has A-dec free standing sectional equipment in place for 2 Dr. Treatment ops + overflow tx op. 2 hygiene tx ops. Lab and sterilization area. Kitchen. Large back office area. Ready for occupancy in August/September. For more info call: Dr. Kathy Huber 678.758.6170.

DENTAL SPACE AVAILABLE in Metro Atlanta: Fully built-out dental space available in the following areas: Tucker/Northlake Mall, Midtown Atlanta, Stockbridge, and Fayetteville. Great locations for GP, Pediatric dentist, O.S., Periodontist, or Endodontist. Use for new office or satellite office. Ample clinical ops, waiting room space and parking. Email: Dentalmanager42@gmail.com.

OPPORTUNITY TO OWN your own dental building, 3000 Sq.Ft. fully equipped ortho/pedo space for you with three other dental tenants in an 11K building near Gwinnett Place Mall/I 85 northeast of Atlanta. Motivated Seller. Available now. Call Barry @ 404.401.3130 or Bob @ 770.235.5388.

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



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Aftco.....	54
Atlanta Dental	25
Bank of America.....	48
Bridgeway Practice Transitions.....	49
Center for TMJ Therapy & Sleep Therapy.....	4
GDA Plus+ Insurance/ GDIS	Inside Front Cover, Back Cover
GDA Plus+ Supplies.....	26
Frances Cullen.....	25
Hospital Dentistry— Dr. David Kurtzman.....	21
Melvin Goldstein	4
Mobile iCat.....	37
Oberman Law Firm.....	6
Paragon Dental.....	21
Practice Life	40
Professional Practice Transitions (Henry Schein).....	17
Sage Dental	54
Total Medical Compliance.....	6
UBS	37

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Nominate Yourself and A Patient Today

We want our fellow Georgians to understand the importance of oral health and its connection to overall health, so we are launching a new campaign in 2020 featuring GDA members and their patients. Help make this a success by identifying patients who meet the criteria below.

One patient and one dentist from each district will be featured.

We are looking for patients who meet these basic criteria:

- Receive check-ups and cleanings at least twice a year
- Have had all necessary restorative procedures, including filling cavities, crowns, etc.

Circle the story below that best relates to your patient:

- **"It's not easy juggling schedules, but I know that seeing the dentist is important."**
— A mom or other caregiver who makes sure everyone in the family visits the dentist twice a year.
- **"I'm not afraid to smile. I know that when I do, I am presenting my best self."**
— An individual who has maintained or restored their smile giving more confidence in his/her personal or professional life.
- **"I didn't realize the impact that having an infected tooth or gum disease had on me. I will never miss a dental visit again."** — Someone who lapsed in their dental care, came back and recognizes the value of sticking with their oral care.
- **"I never knew that my dentist might discover other serious health issues."**
— A patient whose dentist discovered a health problem that the patient addressed.
- **"My dentist was able to help my child understand the importance of regular brushing, flossing and moderating sugar."**
— A parent whose dentist helped educate their child and change behavior.
- **Other** _____

We will review the nominations and prioritize to achieve a balance of age, gender and ethnicity and to ensure representation from each GDA district. We will reach out to finalists with additional questions.

Please provide the following information about your nominee:

Name (first only): _____ Age: _____ City: _____ Length of time in your care: _____

If your patient is chosen, you will need to secure their permission to participate.

Name of referring dentist (first and last): _____

Telephone: _____ Email: _____

Practice Location (City) _____ GDA District _____

Return form via email with "Nomination" in subject line to carol@gadental.org, fax to her 404.633.3943, or submit online at [gadental.org/healthy me](http://gadental.org/healthy-me).



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2019 Semi-annual Report

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