

ACTION

November/December 2019

Journal of the Georgia Dental Association

GDA Wins ADA Awards for Membership Growth



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ON THE COVER: Pictured (L to R) GDA President Dr. Evis Babo, Membership Committee Chair Dr. Hank Bradford, Member Relations Manager Ms. Katherine Torbush and GDA Executive Director Mr. Frank Capaldo.

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*Wall Street Journal: Tergesen, Anne. "401(k) Fees, Already Low, Are Heading Lower" May 5, 2016

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UPCOMINGEVENTS

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



Georgia's ADA Delegation Members with Presidential Citation

Celebrating 160 Years

A Presidential Citation was presented to GDA during the ADA annual meeting. It reads, "In recognition and celebration of 160 years of service to the people of Georgia and advancing the arts and science of dentistry."

REACHUS

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NOVEMBER 2019

- 15 CDDS Social Event
- 15 Diversity and Inclusion Lunch
- 20 NWDDS Meeting
- 20 EDDS Legislative Reception, Athens
- 21 WDDS Officer Visit/Legislative Reception
- 22 Nominations Deadline for 2020 Open Positions

DECEMBER 2019

- 2 NDDS Membership Meeting
- 3 CDDS Legislative Reception
- 4 NWDDS Legislative Fish Fry
- 7 GDA Board of Trustees Meeting
- 8 GDA House of Delegates Meeting
- 8 ADA Delegation Meeting
- 10 IDBG Board Call
- 12 SEEDS Officer Visit/Legislative Reception
- 12 Hall County Legislative Reception
- 25 GDA's President's Trip



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DR. JAMIE MITCHELL

GDA Editor

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MEMBERSHIP HAS ITS PRIVILEGES

Some of you are not old enough to remember the 1980s American Express credit card slogan, “membership has its privileges,” but it says so much in so few words. The commercial is about a father on a business trip who is having trouble getting a flight back home to see his young daughter perform in a stage play. Out comes the American Express credit card, and he is able to purchase a first-class seat on the next available flight. Of course he makes it to the theater, finds his wife, and breathes a sigh of relief as he sits down just as the curtain comes up. He’d made it! So, does membership have its privileges? It absolutely does!

Now fast forward to the present day and this tagline has more meaning now than it did in the ‘80s. When I think about being a member of the GDA and what it means to be part of one of the most prestigious organizations we as dentists can join, it makes me thankful that our predecessors had the foresight to make it happen. The GDA provides the metaphorical first-class ticket on the airplane. So how does GDA impact us, and why is it important to be a member? I believe that one of the most important things that the association does for us is spearhead our legislative issues. GDA is on the front line every day fighting for what’s right for dentistry, but the association really earns its keep while the Gold Dome is in session. GDA has a presence at the Capitol every day of session working for the betterment of our profession. This includes all dentists, GPs and specialists alike. Considering that we all have day jobs, it would be impossible for us to be on the front line day in and day out. When I think about the GDA it reminds me of the Tom Petty song, “I Won’t Back Down,” in particular the line, “You can stand me up at the gates of Hell, but I won’t back down.” It makes me rest easier knowing that someone always has my back professionally.

Recent legislative accomplishments GDA is responsible for include: Passing a bill so that insurance plans cannot require healthcare providers to only accept virtual credit card reimbursement payments, as well as passing a bill that requires health and dental insurance plans to identify which plans are regulated by state law to help enforce Georgia’s insurance laws, especially the Prompt Pay and Assignment of Benefits Laws. GDA has also secured a substantial raise in Medicaid fees. Whether or not you participate in Medicaid, it helps us all, but it is especially helpful for dentists practicing in rural areas. More importantly, working to increase Medicaid reimbursements rates encourages more dentists to treat this patient population, which in turn helps remove barriers to care for underserved citizens of Georgia, a cornerstone of the GDA’s Action for Dental Health. These are only a few of the things that our association has accomplished, but you can be sure there will always be an issue that needs addressing and the GDA is on it!

Beside legislative issues, they provide countless other member benefit services that include access to our insurance company, Georgia Dental Insurance Services (GDIS), GDA Plus⁺ Supplies for discounted dental supplies and services, CE for you and your staff, leadership training, public awareness campaigns, a spokesperson to address media issues swiftly, and so much more. I can breathe a huge sigh of relief and sleep a little bit better knowing I’m not alone in the ongoing struggle to preserve this profession that all of us have dedicated our entire working career to.

By being part of the GDA you assure yourself of partnering with a group of like-minded people, who always has your six, a military term for back. GDA is there to help and support. It is there to be the gatekeeper that protects both patient and doctor alike. We need to support our association as it supports us. So to all the active members, I applaud and thank you! If you’re a member that has been away for awhile, we would love to welcome you back, and if you’ve never been a member, maybe it’s time to join the group that gives you “privileges.” 🦷

**“It makes me
rest easier
knowing that
someone
always has
my back
professionally.”**



SCOTT LOFRANCO
GDA General Counsel &
VP of Government Affairs



If you have any questions about the information in this column, please email scott@gadental.org or call the GDA office at 404.636.7553 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: It's great that the GDA is letting us know about all of the laws regulating private insurance companies, as well as the care management organizations/dental management organizations (CMOs/DMOs) that oversee the state's Medicaid benefits. But in addition to contacting the GDA, what else can my staff do when we believe an insurance company or CMO/DMO is not following these laws?

This is a common question we receive from members. In addition to contacting the GDA, here are some options to consider:

1. If you are an in-network provider, you should always check the terms of your provider agreement to see if the issue in question is not addressed in the contract. Additionally, you should always make sure that you have updated copies of your provider agreement (the original as well as all renewals and addendums) on file at your office. It always surprises me to hear from a member who does not possess a copy of his/her provider agreement.
2. File a complaint with the Georgia Department of Insurance (GADOI). The GADOI has a website where consumers and providers can file complaints against insurance companies and managed care organizations. Here is a link to the GADOI Consumer Services page:
www.oci.ga.gov/ConsumerService/Home.aspx
3. Contact your state Senator and Representative. This year, the Georgia General Assembly is examining the relationship between healthcare providers, patients, and insurers to hopefully address the rising costs of healthcare and administrative burdens placed on patients and providers when delivering treatment. While I strongly recommend contacting the GDA office for additional guidance before doing so, your state Senators and Representatives are receptive to your concerns, and more importantly, they have the ability to pass laws to protect your patients and practices. To find the contact information for your legislators, please visit these links:
 - Georgia State Senators:
www.senate.ga.gov/senators/en-US/SenateMembersList.aspx
 - Georgia State Representatives:
www.house.ga.gov/Representatives/en-US/HouseMembersList.aspx

Q. What are the rules for when a patient wants to bring a service animal to my practice?

There are two issues at play here, one relating to federal law (The Americans with Disabilities Act) and state regulation via Georgia Board of Dentistry rules. Generally speaking, under federal law and Georgia law, service animals must be granted equal access to public accommodations (subject to the exceptions referenced below), but the same is not required for emotional support animals.¹ The Americans with Disabilities Act website contains an online FAQ providing great information on this topic, which can be viewed here: www.ada.gov/regs2010/service_animal_qa.html

Here are some helpful excerpts from this FAQ:

Q1. What is a service animal?

Under the ADA, a service animal is defined as a dog that has been individually trained to do work or perform tasks for an individual with a disability. The task(s) performed by the dog must be directly related to the person's disability.

Q3. Are emotional support, therapy, comfort, or companion animals considered service animals under the ADA?

No. These terms are used to describe animals that provide comfort just by being with a person. Because they have not been trained to perform a specific job or task, they do not qualify as service animals under the ADA. However, some state or local governments have laws that allow people to take emotional support animals into public places. You may check with your state and local government agencies to find out about these laws.

Q7. What questions can a covered entity's employees ask to determine if a dog is a service animal?

In situations where it is not obvious that the dog is a service animal, staff may ask only two specific questions: (1) is the dog a service animal required because of a disability? and (2) what work or task has the dog been trained to perform? Staff are not allowed to request any documentation for the dog, require that the dog demonstrate its task, or inquire about the nature of the person's disability.

Q8. Do service animals have to wear a vest or patch or special harness identifying them as service animals?

No. The ADA does not require service animals to wear a vest, ID tag, or specific harness.

Q17. Does the ADA require that service animals be certified as service animals?

No. Covered entities may not require documentation, such as proof that the animal has been certified, trained, or licensed as a service animal, as a condition for entry.

Q25. When can service animals be excluded?

The ADA does not require covered entities to modify policies, practices, or procedures if it would "fundamentally alter" the nature of the goods, services, programs, or activities provided to the public. Nor does it overrule legitimate safety requirements. If admitting service animals would fundamentally alter the nature of a service or program, service animals may be prohibited. In addition, if a particular service animal is out of control and the handler does not take effective action to control it, or if it is not housebroken, that animal may be excluded. »



1. See <https://atlantapetlife.com/service-animals-vs-service-animals/>

Q26. When might a service dog's presence fundamentally alter the nature of a service or program provided to the public?

In most settings, the presence of a service animal will not result in a fundamental alteration. However, there are some exceptions. For example, at a boarding school, service animals could be restricted from a specific area of a dormitory reserved specifically for students with allergies to dog dander. At a zoo, service animals can be restricted from areas where the animals on display are the natural prey or natural predators of dogs, where the presence of a dog would be disruptive, causing the displayed animals to behave aggressively or become agitated. They cannot be restricted from other areas of the zoo.

Q28. What can my staff do when a service animal is being disruptive?

If a service animal is out of control and the handler does not take effective action to control it, staff may request that the animal be removed from the premises.

Q30. What happens if a person thinks a covered entity's staff has discriminated against him or her?

Individuals who believe that they have been illegally denied access or service because they use service animals may file a complaint with the U.S. Department of Justice. Individuals also have the right to file a private lawsuit

in Federal court charging the entity with discrimination under the ADA.

Additionally, the American Dental Association's legal department created a short video tutorial on the federal laws associated with service animals, which can be viewed here:

<https://success.ada.org/en/regulatory-legal/ada-qa-service-animals>

With respect to Georgia specific law/regulations, Georgia Board of Dentistry Rule 150-8-.04 Animals states:

Rule 150-8-.04 Animals

1. A licensee:

- a. shall not permit animals or pets in any area of a dental office or operation in which dental procedures are performed, or in any location where tools, instruments, patient charts, medications, or other items regularly moved into and out of areas in which dental procedures are performed are stored.
- b. shall not permit animals or pets in any other area of a dental office or operation unless physically restrained in a manner that ensures the animals or pets cannot access the areas described in the preceding paragraph, and unless maintained within a fully enclosed tank or similar enclosure that ensures hair, dander, fecal particulates, or other similar contaminants, whether airborne or otherwise, cannot be transmitted or transported to the areas described in the preceding paragraph. An air filter or filtration system is to be used when animals or pets other than fish are maintained in such an enclosure. The detection of odor from any animals so maintained shall raise the presumption that the subject animal enclosure does not meet the requirements of this paragraph.

2. The restrictions of this Rule shall not apply to guide dogs and service dogs as permitted by Title 30 of the Official Code of Georgia or to service animals as permitted under the Americans with Disabilities Act (42 U.S.C. §§12101, et. seq.). 🦮



If you have any questions about this column, please contact Scott Lofranco at 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.

Clarence Cheek
Central

Molly Smith
Central

Kyle Frazier
Eastern

Mario Romero
Eastern

Jasmine Silas
Eastern

Paul Ahn
Northern

Cherie Atkins
Northern

Kimberly Brown
Northern

David Browning
Northern

Jordan Brunson
Northern

Wendell Campbell
Northern

Joel Collins
Northern

Elena Dumas
Northern

Christine Dumler
Northern

Bret Freedman
Northern

Monica Ghabbour
Northern

Alan Goldman
Northern

Juan Hernandez
Northern

Ashley Kisling
Northern

Alexander Levine
Northern

Mary Millkey
Northern

Charles Rosenberg
Northern

Humam Salahieh
Northern

Lawrence Tesser
Northern

Michael Thomas
Northern

Lauren Weant
Northern

Clarence Addison
Northwestern

Behzad Aliassa
Northwestern

Daniel Chung
Northwestern

Sara Farahani
Northwestern

George Goolsby
Northwestern

Paras Shrestha
Northwestern

Jacob Sluder
Northwestern

Ashley Hill
Southeastern

Paul Hinchey
Southeastern

Lorna Jackson
Southeastern

Rollin Jackson
Southeastern

Athena Tsokas
Southeastern

Francisco Garcia
Southwestern

Mya Greenberg
Southwestern

Chris Hilliard
Southwestern

Cedric Shephard
Southwestern

Jason Beck
Western



Board of Trustees Meeting

The Georgia Dental Association Board of Trustees met September 20–21 at Foxhall in Douglasville, GA. The event served as a board retreat kicking off the term for our new board members. The agenda included board orientation and team building in addition to accomplishing BOT business.

ASDA Golf Tournament

ASDA students hosted a golf tournament at the Dental College of Georgia on September 25. GDIS sponsored a booth and provided students with snacks and educational information on products and services that will aid them in their future careers.



GDA Wins Awards for Membership Growth

The ADA nationally recognized GDA for having the greatest net gain in membership and converting the highest number of diverse dentists to membership.





Central District Officer's Visit

The Central District held their 2019 Officer's Visit on August 12. Central District members enjoyed dinner and CE presented by Stuart Oberman in addition to presentations by GDA President Dr. Evis Babo, and Executive Director, Frank Capaldo. The event was held at Idle Hour Golf and Country Club in Macon.



Dental Health Day at the Capitol/Opening of Legislative Session

Join GDA for Dental Health Day at the Capitol on the opening day of the Legislative Session (usually held on the second Monday in January) where GDA members will personally distribute dental kits to legislators and their staff at the state Capitol in Atlanta. If you would like to join us, we will meet at the Georgia State Capitol at 8 am in front of the third-floor shoe shine stand.

**Official opening date has not been released at time of publication.*





Dr. David Bradberry with Dr. Veena Bhat, incoming president of Georgia Indian Dental Association, at the annual Diwali Party lighting a "Diya" to inaugurate festivities.

Georgia Indian Dental Association Gala

GDA President, Dr. Evis Babo, attended the annual Georgia Indian Dental Association gala and toasted the festivities by lighting a lamp—a tradition followed by Indians for centuries marking the beginning of any auspicious occasion. The event was also attended by GDA immediate past president, Dr. David Bradberry, along with 150 members of the Georgia Indian Dental Association at La Meridian in Atlanta.



GDA Members Give Back at 13th Annual Community of Smiles Event

The Center for Cosmetic and Sedation Dentistry in Lawrenceville hosted their 13th Annual Community of Smiles event on September 7. The event boasted over 100 volunteers—20 of which were dentists. They were able to serve 250 patients in need and provided over \$75,000 worth of donated dental services.



NDDS Officer's Visit

The Northern District held their first officer's visit at The Hotel at Avalon on October 10. GDA President Dr. Evis Babo, and GDA Executive Director, Frank Capaldo spoke to the members before a two hour CE course on Employment Compliance. The course was presented by Bent Ericksen and Associates.



Dr. Richard Weinman, Dr. Carol Wolff, Dr. Sidney Tourial

New Dentist Event A Success

New dentists from the Eastern District gathered on September 26 at Savannah River Brewing Company for an evening of camaraderie and CE. Attendees dined on Diablo's Southwest Grill while Carol Paige presented practical tips for diffusing conflict and effective confrontation.



GDA Foundation for Oral Health Donates Dental Kits for Representative Pam Dickerson's Annual Women's Wellness & Community Health Fair

The Annual Women's Wellness & Community Health fair was held on September 28, 2019. The event provided free dental screenings, breast exams, HPV tests, and overall health screenings.



Leadership GDA

Congratulations to the Leadership GDA class of 2019. Each member received a certificate of achievement upon completion of the program.

Interested in Joining the Leadership GDA Class of 2020?

Applications are due February 1, 2020. Leadership GDA helps members grow into more knowledgeable and confident leaders within the dental community. Participants also gain a better understanding of the GDA and how to become involved in leadership in organized dentistry. If members of your district are interested in leadership positions in GDA or your district, please encourage them to apply for the program.

For more information, contact Katherine@gadental.org.



SAVE THE DATE

2020 LAW DAYS

January 22 Northern and Eastern Districts

February 5 Southwest, Western and Northern-Hall County Districts

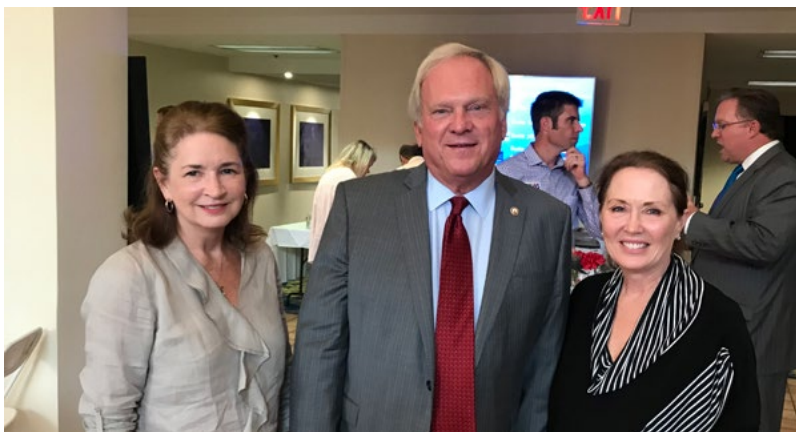
February 19 Central District

March 4 Northwestern District

March 12 Southeastern District

March 18 Dental students and other specialty groups

LAW Days are from 8 am–noon and include breakfast, a briefing on the legislative issues for the week and meetings with legislators on the ropes. For more information, visit gadental.org/lawday.



Lee Hawkins Fundraiser

Dr. Brenda Fritz and Dr. Robin Reich showed their support for Representative Lee Hawkins during his fundraiser held at Luna's Restaurant in Gainesville, GA on September 12.

GET INVOLVED



Donated Dental Services (DDS) Program

You can change a life by volunteering with the Georgia Donated Dental Services (DDS). Volunteer dentists treat patients in their offices, utilizing their own equipment/staff. Several manufacturers donate materials and labs also participate in the program. Volunteers provide comprehensive treatment for 1–2 patients per year. **Please consider volunteering today: <https://dentallifeline.org/our-volunteers/volunteer-now>.**



DCG Lunch & Learns

The GDA is seeking dentists to speak during lunch and learn events at the Dental College of Georgia in 2020. **If you are interested in speaking at a lunch and learn, please email Katherine Torbush at katherine@gadental.org or fill out the student engagement survey online: www.gadental.org/dental-student-engagement-survey.**



Adjunct Faculty Program

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

Children's Dental Health Month

Children's Dental Health Month is February. This month-long national health observance brings together thousands of dedicated dental professionals, healthcare providers, and educators to promote the benefits of good oral health to children, their caregivers, teachers, and many others. In Georgia, Give-Kids-a-Smile Day will take place on Friday, February 7, 2020 in conjunction with Children's Dental Health Month.

Resources to help publicize the month, such as posters and coloring sheets, are available on ada.org.



GDA Hosts Persian Dental Society

The Persian Dental Society celebrated their inception while learning about Dental Pain Management on September 19 at the GDA Office.



GDA Fall CE Conference in Savannah

In September, 175 dentists and staff—including many potential new GDA members—attended the first ever GDA Fall Conference in Savannah. It was an incredible weekend boasting two days of CE courses, three different tracks, good food, and great entertainment!












SEDDS Members: Back Row: Drs. Murray Brown, Derek Miles, Dale Miles, John Wolf, Kevin Dickinson, Byron Colley, Miles Yarbrough, Josh White, Ed Holmes, William Allen; Middle Row: Drs. Tom Broderick, Richard Thomas, Hugh Armstrong; Front Row: Drs. Becky Aspinwall, Aaron Rawlings, and Steven Berwitz



Dr. and Mrs. Paul Garcia, Dr. and Mrs. James Hudson, Dr. and Mrs. Scott Thompson, and Drs. Barry and Julia Comer enjoying dinner on the Friday evening riverboat cruise.

GDA is one of the strongest organizations under the Gold Dome because of the support of our members.

GDA has 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 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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U.S. Dental Schools to Train Students to Manage Treatment of Patients with Intellectual, Developmental Disabilities

As recommended by the National Council on Disability (NCD), all U.S. dental schools must now revamp their curricula and training programs to be inclusive of patients with intellectual and developmental disabilities (ID/DD).

The Commission on Dental Accreditation (CODA) recently passed votes requiring dental schools to now train their students in managing treatment of patients with ID/DD. Previously, patients with ID/DD were largely unable to obtain dental care treatment because dental students were simply not required to learn to manage their treatment.

“Every dental patient in America deserves the same care, whether or not they have a disability,” said NCD Chairman Neil Romano. “NCD applauds this decision that we view as necessary for people with ID/DD to obtain critical access to dental treatment, which is critical to the total health of all people.”

CODA held and passed four related votes regarding the predoctoral dental, orthodontics, dental hygiene, and dental assistant programs:

For predoctoral programs and orthodontics programs, dental students must be trained to assess and manage the treatment of patients with “special needs [sic].”

For dental hygiene programs, students must be competent in providing care to “special needs [sic]” patient populations.

For dental assistant programs, students must be familiarized with patients with “special needs [sic]” including patients whose medical, physical, psychological, or social conditions make it necessary to modify normal dental routines.

CODA generally defines people with “special needs [sic]” as people with developmental disabilities, cognitive impairment, complex medical problems, significant physical limitations, and the vulnerable elderly.

Changes for the predoctoral dental, dental hygiene, and dental assistant programs are required to take effect by July 1, 2020, with changes to the orthodontics programs required by Jan. 1.

NCD first made recommendations to CODA following its 2017 issue brief “Neglected for Too Long: Dental Care for Patients with Intellectual and Developmental Disabilities,” in which NCD’s findings included:

- Adults with developmental disabilities are at risk for multiple health problems including poor oral health.

- People with ID/DD regularly face an uphill battle in finding clinicians properly trained to treat them because most dentists lack the proper training and exposure with respect to the health and psychosocial needs of this population.

“Every dental patient in America deserves the same care, whether or not they have a disability,” said NCD Chairman Neil Romano. “NCD applauds this decision that we view as necessary for people with ID/DD to obtain critical access to dental treatment, which is critical to the total health of all people.”

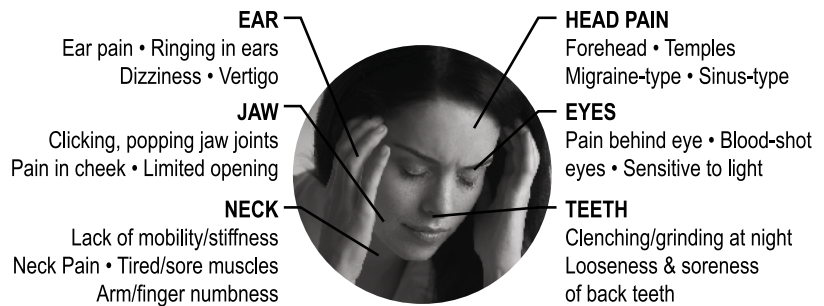
- According to one study, more than 50 percent of dental and medical school deans have stated that their graduates are not competent to treat patients with ID/DD; as a result, people with ID/DD are more likely to have poor oral hygiene, periodontal disease, and untreated dental caries than

are members of the general population.

- People with ID/DD have been more likely to not have had their teeth cleaned in the past five years, or never to have had their teeth cleaned, than those who are not disabled.
- Due to the lack of proper skills among dentists, dental care is often more difficult to find than any other type of service for people with ID/DD.
- Last year, NCD successfully worked with the American Dental Association to revise its Code of Professional Conduct to state that "dentists shall not refuse to accept patients into their practice or deny dental service to patients because of the patient's... disability." This code revision was adopted by many states as state law of professional conduct.

First established as an advisory council within the Department of Education in 1978, NCD became an independent federal agency in 1984. In 1986, NCD recommended enactment of an Americans with Disabilities Act (ADA), and drafted the first version of the bill which was introduced in the House and Senate in 1988. Since enactment of the ADA in 1990, NCD has continued to play a leading role in crafting disability policy, and advising the President, Congress, and other federal agencies on disability policies, programs, and practices. 🦋

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- Private practitioner with an emphasis on representing healthcare professionals in administrative cases as well as other legal matters.
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6 Things **NOT** to Do When Preparing to Sell Your Practice

By Tiffany Stewart, President of BridgeWay Practice Transitions

I am often asked by dentists considering retirement what they should do to prepare to put their practice up for sale. These dentists are eager to do what they can to increase their chances of a timely and profitable sale when they are ready. Unfortunately, there are a lot of misguided decisions that tend to be made during the last years of practice that will likely not payoff when the time comes to sell. Here are 6 things NOT to do when preparing to sell your practice.

1. Give the staff a raise.

Maybe you haven't given your staff a raise in longer than you'd like to admit. Maybe you feel bad about this and think you can make it up to them by giving them a raise before you sell. You might have to bear the cost of this decision in the short term, but it will be the buyer that bears it in the long run, not you. Although this may feel like the right thing to do by your staff, one of the biggest expense of a dental practice is the staff salaries and increasing their pay above 28% of revenue could cost you more than just their raises. Buyers really focus on cashflow when deciding whether to purchase a specific practice or not. If the supply expense is too high, a buyer can rationalize it by saying they can shop smarter. If the lab expense is too high, they can look to switch labs. If the staff expense is too high, they cannot walk in the door and cut salaries or fire people. This is much too risky when going through a transition. Plus, it would undo the good deed you feel you did by giving everyone raises in the first place. When it comes to your staff and setting your practice up for a successful sale, see what you can do to make sure this expense is in line, 28% of revenue, so that you don't lose a potential buyer over it.

2. Let your lease expire.

Many dentists target their retirement date around the same time as their lease will expire. Although they

don't plan on closing their doors and walking away, they think that timing their exit this way is the smart thing to do. However, most buyers will need the right to stay in the facility for at least 10 years after they purchase the practice if they want to get bank financing to buy it. If you let your lease expire, you run the risk of not being able to get a lease long enough to satisfy the lenders, therefore limiting your buyer pool to cash buyers or practice owners nearby who are interested in a merger into their space. Do yourself a favor, look over your lease. If it is expiring soon and you don't have a renewal in place, consider hiring a real estate professional to help you obtain a fair lease that can be assigned to a buyer when you are ready to transition. Negotiate like you plan on staying there for the entire length of the lease; don't agree to terms that you wouldn't normally accept just because you know you won't be there the entire time. Just like with staff, the rent is a large expense and if you have a bad lease in place it can affect a dentist's decision to purchase your practice. »

THE PRACTICE

Continued from page 23

3. Purchase new equipment.

For most practice owners, you do not need to purchase new equipment before you sell your practice. You do, however, need to make sure your existing equipment is in good working order. Since the value of your practice is based more on cashflow than tangible assets, you will probably not recoup your investment if you pour tens of thousands or more dollars into new equipment right before you sell. The only exception to this is upgrading to digital x-ray. If you are still developing film, you should strongly consider making the switch to digital before trying to sell your practice. Most buyers have never worked with film and will consider upgrading to digital a necessary expense if they purchase your practice. This will make them inclined to negotiate the price of the practice to cover this cost. If the buyer wants to make any further improvements to the equipment, it will hopefully be improvements that will also increase the revenue of the practice which in turn should increase the value of the practice and their equity in it.

4. Let your staff in on your plans.

When I am asked when the right time to tell the staff that they are selling is, I always disappoint with my answer. There is no perfect way to do this. My advice is always to wait until you've cashed the buyers check to tell the staff. Many people feel uncomfortable with this because they feel like they are lying to people who have dedicated years of their life to the practice and them. But, knowing it could take a few years to sell your practice, it is much more unfair to the staff to make them live in uncertainty for a couple of years while

you work to find a buyer. Imagine the stress that would put them through! Even when you have located a buyer and things are moving along nicely, until money changes hands, the buyer can back out. We recommend that you wait until the transition has been consummated, then you call a staff meeting letting them know that you have sold the practice and then immediately introduce them to their new boss. That way they won't go home and have nightmares about this new monster that is taking over. Some might be angry that you didn't tell them sooner, but if you are of retirement age, they probably won't be surprised.

5. Reduce your hours.

Unless you don't need the full value of your practice in order to retire, you need to maintain your revenue until you sell. The biggest red flag for a purchaser is declining revenue, even if it can be explained by reduced hours and days. By slowing down while you are still the owner, you are changing the momentum of your practice and reducing its value. If you still love practicing dentistry, but want to work less, you have options outside of running your practice into the ground. You can hire an associate to pick up the slack, you can sell with the right to stay on afterwards, or sell and work somewhere else. If you choose to reduce your hours before selling, do so with your eyes wide open, and don't be surprised when you have to take dramatically less for your practice, if it can be sold at all.

6. Ramp up production.

I am sure I am going to catch some flack for this one, but for most older dentists,

this is not the right thing to do because it is a gamble that probably won't pay off. If you have been coasting for the past ten years and all of a sudden try to ramp up your practice because you want to retire in three years, beware. First of all, if increasing your revenue was as simple as a change in mindset, everyone would be doing it. Increasing your revenue is hard work. Even if you put thousands of dollars into marketing, consultants, and new equipment there is no guarantee that you will increase the revenue enough to move the needle on the value of your practice. And if your expenses increase during those years or ramping up, your net will decrease. This means you will be making less money and your cash flow will drop which could put downward pressure on the value of your practice. You can find yourself three years down the road, exhausted, with less money in the bank and a lower valued practice unless you really know what you are doing. I am not saying that it won't work, I am just saying that most dentists who see retirement in the horizon are in the wrong frame of mind to make this ramp up successfully pay off. Be realistic about the time and energy you have to devote to this at the twilight of your career. You might realize that quality of life during these years is just as important as a few extra dollars. 🦋

BridgeWay Practice Transitions places associates and helps dentists buy and sell practices using a win/win approach. Tiffany Stewart is the founder of BridgeWay and has been in the dental brokerage business for most of her life. BridgeWay has helped hundreds of dentists through transitions and prides itself on providing the highest level of customer service in the industry. For a better experience, call BridgeWay at 800-516-4640 | www.bridgewaytransitions.com.



The biggest red flag for a purchaser is declining revenue, even if it can be explained by reduced hours and days. By slowing down while you are still the owner, you are changing the momentum of your practice and reducing its value.

LIFE IS FULL OF OPPORTUNITIES

Don't Stop at Retirement

- Are you aware of strategies that can increase your retirement income?
- Are you aware of strategies that can reduce your risk during retirement?
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- Are you confident concerning your Healthcare and Long Term Care options?
- Do you have questions about your retirement income?



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Symptoms & Causes of BACK PAIN

As a dentist, dental hygienist, or dental assistant, you do many procedures that require a close visual field and fine, controlled movements of your hands for long periods of time. These procedures also require sustained postures, and twisting and bending of your neck and upper back. These postures and movements can place stress on your upper back and neck, contributing to the development of or aggravation of upper back pain. This can impacts your well-being and the efficiency and productivity of your office. As always, consult a physician for any persistent problem, but here is an overview of these common complaints.

»

FINDING SUCCESS

Continued from page 27

SYMPTOMS

You may experience upper back pain as localized tightness, throbbing, aching or sharp pain in the thoracic area of your back or in your neck. It can also be experienced as radiating pain in your arms, numbness, tingling, or weakness in your arms, headache, or pain in your jaw or occipital area. Because the ribs are attached to the thoracic spine, you may also feel pain when taking a deep breath.

CAUSES

The common causes of upper back pain stem from inflammation and micro-tears in the muscles, tendons, and ligaments of the upper back or from arthritis, herniated disks, vertebral stenosis, or misalignments in the thoracic or cervical spine. Repetitive motions and stressful postures, over time, may lead to the development of or aggravation of soft tissue damage or degenerative changes in the spinal column.

SEEK MEDICAL CONSULTATION

Seek medical consultation for upper back pain, especially in the following instances:

- After recent significant trauma, such as a fall, a motor vehicle accident, or other such accidents.
- When sleep is disrupted or pain is worse at night.
- With a history of prolonged steroid use.
- With a history of osteoporosis.
- With a recent history of infection or a temperature over 100 degrees F.
- Numbness or tingling in arms.
- Severe, sudden headache.
- Dizziness.

OTHER RESOURCES

American College of Sports Medicine
www.acsm.org

American Academy of Orthopedic Surgeons
www.aaos.org

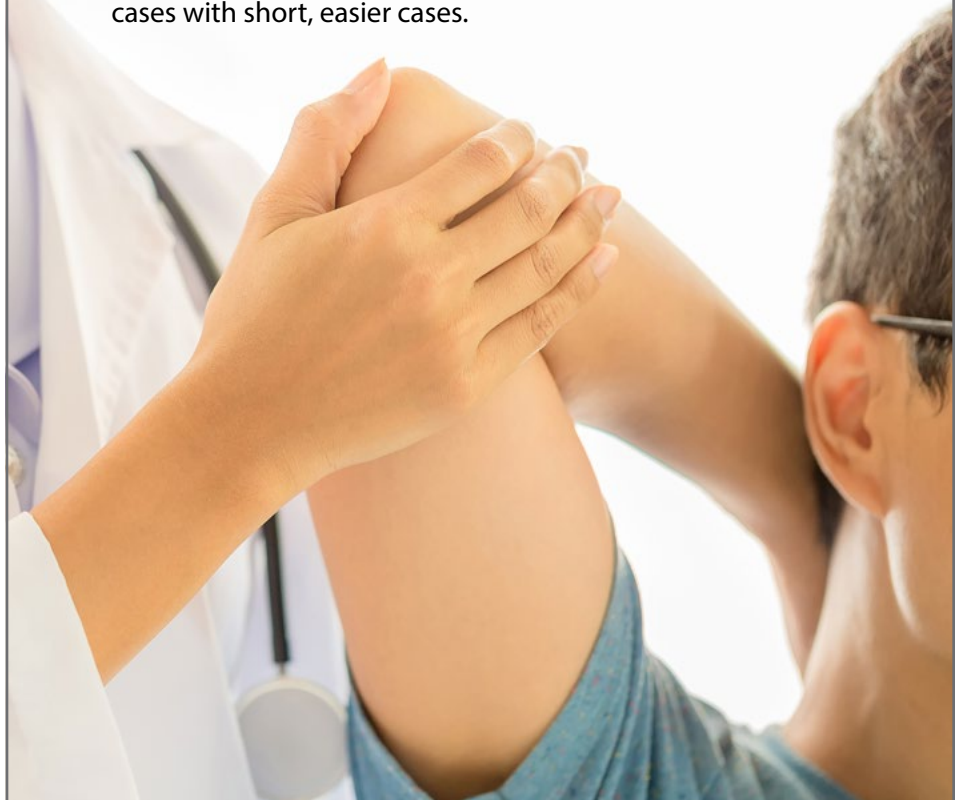
American Physical Therapy Association
www.apta.org

Symptoms and causes of back pain. Dental Practice Success. Posted online at <https://success.ada.org/en/wellness/symptoms-and-causes-of-upper-back-pain>. Copyright © 2018 American Dental Association. All rights reserved. Reprinted with permission.

Tips for Controlling Upper Back Pain

The following may decrease cumulative trauma and may reduce the amount of your pain:

- ✓ Maintain proper posture.
- ✓ Use magnification, such as loupes, and adequate lighting to bring your field of vision closer and decrease the extent to which your neck is held forward and flexed down.
- ✓ Position the patient's head at a level that gives you access to the oral cavity while being able to hold your shoulders in a relaxed, neutral position (rather than a hunched up position) and you are able to hold your elbows at about a ninety degree or less flexion.
- ✓ When possible, use chair arms to support your upper arm or forearm when doing fine, precision work with your hands.
- ✓ Wear properly fitting gloves.
- ✓ Keep equipment in good working order. Improperly maintained equipment can cause you to use unnecessary pressure and extra time when performing certain procedures.
- ✓ Position equipment within easy reach and visibility to reduce repeated twisting of your neck or torso.
- ✓ Take a break in between or during long or difficult cases.
- ✓ When possible, set up your schedule to rotate long, difficult cases with short, easier cases.



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

WE ARE GDA STRONG!

WHAT GDA DOES FOR YOU

Protects and Supports How You Practice

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

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



DR. MICHAEL P. CLARKSON

"The GDA keeps a close eye on laws and regulations that could help or harm our profession. It is without a doubt its most important function. The protection they provide us from outside forces is paramount and cannot be overstated."

Promotes Your Profession

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

- Providing public relations campaigns that enhance the public image of dentistry statewide, including our 2020 campaign, Healthy Mouth, Healthy Me!
- Issuing statements to correct misinformation in the news.
- Guiding prospective patients to GDA member dentists through the ADA Find-a-Dentist search tool.
- Hosting community outreach programs, including Children's Dental Health Month, Special Olympics, Special Smiles, Give-Kids-A-Smile, and Donated Dental Services.



DR. JANICE LEE

"One of my most memorable GDA experiences was volunteering at a Give-Kids-A-Smile event shortly after I moved to Atlanta. I remember thinking how rewarding it was to be part of something that was so much larger than any of us could have created on our own."

DR. PONNIE POISAL

"Mutual support from peers, professional connections, and helping to keep me up-to-date with the ever-changing and expanding field of dentistry are a few of the benefits of being part of a professional group."



Advances Your Career

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

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

DR. CHERIE MURRAY

"The first meeting I attended as a dentist was a Central District meeting held in Macon about a year ago. I was interested in inter-profession topics. The speaker was a local rheumatologist who spoke about immunosuppressive drugs and the implications of dental treatment on these patients. This topic was of great interest to me. That meeting started my journey as an active member of the GDA."



DR. HASIN MOMIN



"The GDA is a platform for everything you need to build a satisfactory dental career from education to new science and research to advocacy, as well as enhancing public health in general. As dentists, we live a busy professional life. So organizations such as the GDA are imperative for one to be continuously aware of the changes and updates in the industry."

If you are not a member, we invite you to be part of this remarkable organization. It's an experience unlike any other. To join or renew your membership, visit gadental.org/join.

Access to Member Services and Discounts

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

- GDIS is a full-service insurance agency that provides insurance products and services (personal, medical and business) for you, your family, and dental team
- Your GDIS staff also conducts insurance policy reviews to identify any gaps in coverage you may have on any of your policies including malpractice, business owner's, workers' compensation, auto, home, disability, Medicare, health insurance, commercial/personal umbrella, and many more
- GDA Plus⁺ Supplies is a marketplace where members can purchase over 65,000 dental supply products from more than 300 dental brands
- Many members have saved 20% or more on their supply orders with GDA Plus⁺ Supplies, reducing their total overhead cost
- New GDA Plus⁺ Supplies members can enjoy 10% off their first order up to \$5000
- The GDA endorsed partners program provides savings and great rates for practice financing, retirement planning, debt management, and more

DR. JANICE LEE



"GDA membership provides us with so many benefits. One in particular is the chance to enjoy benefits of bulk purchasing to reduce our overhead expenses of running an office."



Ways GDA Made a Difference

FOR OUR MEMBERS IN 2019

Continued to assist members with payment and credentialing issues with third-party payers and created a task force to address third-party reimbursement.

Passed a bill so that insurance plans cannot require healthcare providers to only accept virtual credit card reimbursement payments.

Doubled the number of CE courses offered to members and their dental team, and launched a Fall Conference focused on clinical courses.

Secured an increase on a total of 14 common preventative restorative codes covered by Medicaid.

Created a one-hour CE webinar course on opioid prescribing that meets the new dental board requirement all licensed dentists must have to renew their license.

Insured GDA members through 3,168 business and personal lines policies and over 2,064 lives on the GDA health plan.

Held a record-breaking GDA Annual Convention bringing Georgia dentists, dental students, and dental team members together to network, learn, and share ideas.

Created the first approved coronal polishing course that meets new Georgia Board of Dentistry policy for dental assistants.

Positively promoted dentistry through distribution of news releases reaching 8.3 million people, and actively corrected misinformation in the news.

Provided over \$700,000 in donated dental services through the GDA Foundation.

Passed a law requiring health and dental insurance plans to identify which plans are regulated by state law to help enforce Georgia's insurance laws, especially the Prompt Pay and Assignment of Benefits Laws.

Saved members over \$1.2 million on dental supplies they use every day through member-owned GDA Plus⁺ Supplies.

Connected member dentists and shared pertinent information through the GDA website and social media channels.

GEORGIA'S ADA DELEGATION

By Dr. Donna Thomas-Moses, Delegation Chair

Your Georgia delegation has been hard at work for the past several months reviewing resolutions and participating in meetings and conference calls to prioritize the issues for the 2019 ADA Annual Sessions and House of Delegates Meeting September 5–9, 2019 in San Francisco, CA. Much effort was also put into running a successful ADA Speaker of the House of Delegates campaign for the Fifth District's candidate, Dr. Mark Donald.

The Georgia Delegation began reviewing proposed resolutions in early summer and held four conference calls to establish our positions and prepare our strategy. In all, your delegation studied and deliberated on more than ninety resolutions submitted by the ADA Board of Trustees and various councils, commissions, and trustee districts.

The Fifth District held their first caucus meeting in Atlanta, GA August 22–24, 2019. At the meeting, the Georgia delegation along with the delegations from Alabama and Mississippi prepared for the upcoming ADA HOD by reviewing and debating the first two sets of reports and resolutions. Planning continued in San Francisco through multiple caucus meetings, council/commission hearings, town hall sessions, reference committee hearings, and discussions with ADA leadership.

Thank you to our Georgia reporting chairs who led our reference committee discussions: Drs. Marshall Mann and Peter Shatz on Budget, Business, Membership, and Administrative Matters; Dr. Henry Benson on Dental



The 5th District working on strategy during the ADA meeting in September.

Benefits, Practice and Related Matters; Dr. Stan Halpern on Dental Education, Science and Related Matters; and Dr. Ben Jernigan on Legislative, Health, Governance and Related Matters. Thank you also to Dr. Amber Lawson for her service on the ADA Standing Committee on Credentials, Rules and Order and Dr. Marshall Mann who served on the ADA Reference Committee on Budget, Business, Membership and Administrative Matters.

The first meeting of the ADA House of Delegates was held on Friday, September 6. The meeting was presided over by ADA Speaker of the House, Dr. Glen Hall. The HOD was addressed by ADA President, Dr. Jeff Cole and ADA Executive Director, Dr. Kathy O'Laughlin. ADA Treasurer, Dr. Ted Sherwin, gave a Treasurer's Report on the financial status of the organization and Dr. Richard Huot, First Vice President gave a report

from the Board of Trustees. Dr. Daniel Klemmedson from Arizona was elected to the office of ADA President-Elect and Dr. Vincent Rapini from Missouri was elected to the position of ADA Second Vice President. Six candidates for the Speaker of the House position also addressed the HOD, including Dr. Mark Donald from the 5th District.

Friday's session closed with presentations from Dr. Tommy Harrison, ADPAC Chair, and Mr. Scott Fowkes, the new ADA General Counsel. Additionally, the House approved Nominations to Councils and Commissions including Georgia representative Dr. Carol Lefebvre (prosthodontics) for a 2019–2023 term on the Council on Scientific Affairs. Dr. Peter Shatz was also appointed by the ADA Board to serve on the ADA Advisory Committee on Annual Meetings. The following Georgia representatives will continue to serve on ADA Councils and



Commissions: Dr. Amber Lawson on Council on Communications, Dr. Donna Thomas-Moses on Council on Dental Education and Licensure (CDEL), Dr. Kevin Frazier on Council on Scientific Affairs, Dr. David Bradberry on Council on Advocacy for Access, Prevention, and Dr. Chris Hasty on Commission on Dental Accreditation (CODA). GDA would like to thank all of our Georgia representatives serving on ADA Councils and Commissions for your work on behalf of our member dentists.

Reference Committee hearings were held on Saturday, September 7, and many 5th District members presented testimony in all four hearings in support of our positions. Two 5th District Members served on ADA Reference Committees: Dr. Marshall Mann on Budget, Business, Membership, and Administrative Matters and Dr. Leigh Kent (AL) on Dental Education, Science, and Related

Matters. The Fifth District caucused again Saturday and Sunday to review results of the Reference Committee hearings and revised resolutions from the reference committees. Our members also began collaborating with other districts as testimony was prepared for delivery on the floor of the House of Delegates.

The second and third meetings of the House were held on Monday, September 9. During the second House of Delegates meeting, our own Dr. Mark Donald from the Fifth District was elected as ADA Speaker of the House. What a win for the Fifth!

At the start of the third meeting of the House, outgoing ADA President, Dr. Jeff Cole installed the ADA Second Vice President, Speaker of the House and the new members of the ADA Board of Trustees. Dr. Chad Gehani from New York was sworn into office as the 156th president of the American Dental

Thank you again to our Georgia Delegation for all of your hard work on behalf of our members and our profession.

Association. Dr. Gehani addressed the House, discussing his vision for the profession and the ADA. Dr. Tommy Harrison, ADPAC Chair, gave a summary of donations to ADPAC given at the Annual Sessions and thanked districts with 100% participation, including the Fifth District.

Thank you again to our Georgia Delegation for all of your hard work on behalf of our members and our profession.

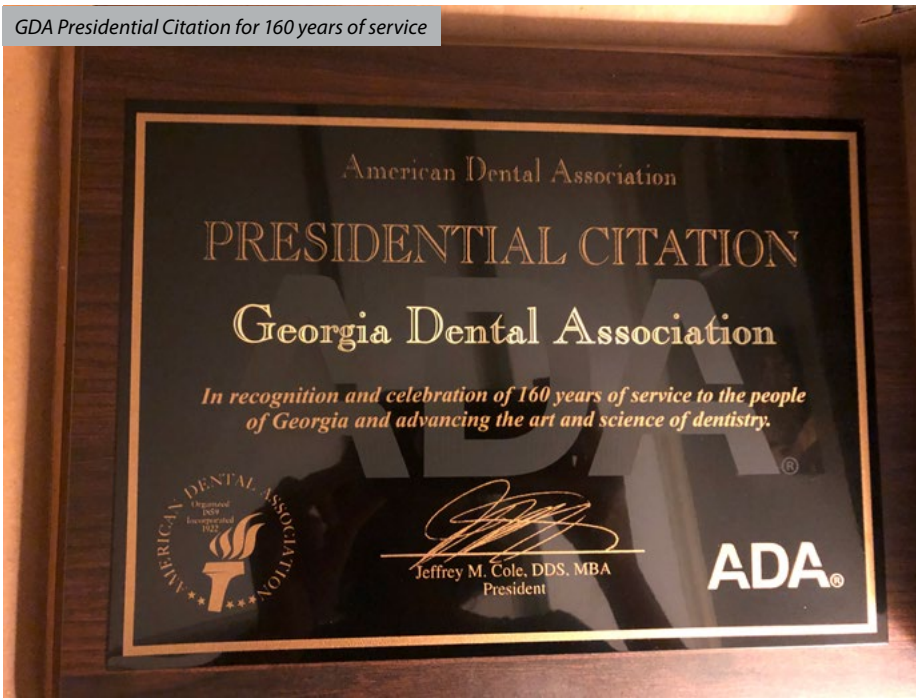
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ACTIONS BY THE 2019 ADA HOUSE

During their three sessions, the House of Delegates reviewed and acted on more than ninety resolutions, and many Fifth District members gave testimony on the House floor in support of our positions. Some of the key issues debated and decisions made by the House of Delegates included the following:

- The HOD approved the Council on Membership's proposal for dues simplification. The proposal included elimination of graduate student dues, adjustments to the discounting structure for new dentists in their first four years out of dental school, and elimination of the 25% discount for ADA Active Life Members. The Georgia Delegation joined many of their colleagues in advocating to protect the Active Life Member discount, but they were unsuccessful in defeating the resolution. These changes will be effective for 2021 dues (Resolution 15). The HOD also directed the board to stabilize dues by considering incremental annual dues increases according to the U.S. Consumer Price Index (Resolution 14).
- The HOD approved the 2020 ADA dues at \$565, which is an \$11 increase (Resolution 34). The HOD also approved the budget, but Dr. Mann made sure it was noted that this is the first year the ADA budget was presented with an assumed dues increase included in order to create a balanced budget (Resolution 33).
- After much debate, the HOD very narrowly voted in favor of rescinding the ADA Policy "The Dentist's Prayer" (Resolution 74). The prayer will still be available through ADA, but it will no longer be a part of their policies.
- The Council on Dental Practice submitted a resolution amending the ADA Policy "Regulating Non-Dentist Owners of Dental Practices" (Resolution 7RC). The Fifth had some concerns with the original language of the resolution, and ultimately the HOD passed an amended version of the resolution that incorporated language suggested by the Fifth District.
- The HOD debated a proposed ADA policy statement on the use of silver diamine fluoride. Many concerns were raised, and the HOD referred the policy to the appropriate agencies for more study (Resolution 12). Our district was in favor of the referral.
- The HOD directed the ADA to develop and promote a screening tool/protocol for pediatric airway issues for use by dentists (Resolution 28RC). The Fifth was in support of developing this screening.
- The Elder Care Committee continues to work to identify an implementation plan and timeline to address elder care including Medicare. The committee has been charged to report back at the 2020 HOD meeting (Resolution 72RC). The Fifth agreed with extending the timeline and developing a comprehensive strategic elder care policy.
- The HOD passed a resolution to provide the Special Care Dentistry Association the results of a feasibility study conducted by the Council on Dental Education and Licensure (CDEL) for consideration in pursuing an accreditation process and accreditation standards for advanced education programs in geriatric dentistry by the Commission on Dental Accreditation (CODA). The Fifth District was opposed to this resolution and testified against it in reference committee, but it ultimately passed (Resolution 69).





GDA receives ADA Presidential Citation. Pictured: ADA president, Dr. Jeffrey Cole, with GDA President, Dr. Evis Babo.

- The HOD adopted ADA Bylaws amendments regarding the Joint Commission on National Dental Examinations. The amended language allows more flexibility for the joint commission to administer licensure examinations to other members of the oral health care team in addition to dentists and dental hygienists, and to develop certification exams (Resolution 17RC). This was one of the Fifth District's priority resolutions, and our members joined several other districts in attempting to amend or defeat the resolution. The HOD agreed to a partial amendment, but ultimately passed the resolution to change the bylaws language by the 2/3 vote required.
- The HOD adopted ADA Bylaws amendments changing the procedures for members, selections, nominations, and elections on the Commission on Dental Accreditation (CODA), the Joint Commission on National Dental Examinations, the Commission of Continuing Education Provider Recognition (CCERP), and the National Commission on Recognition of Dental Specialties and Certifying Boards (Resolution 19RC). The Fifth proposed an amendment to retain HOD oversight and lobbied hard for our position, but in the end the HOD passed the resolution.
- There was much debate surrounding a resolution that would rescind the policy requiring ADA Trustee votes to be recorded by name (Resolution 3). This was a priority item for the Fifth District, and we spoke in strong opposition to the resolution. We were pleased that the HOD chose to vote it down, and trustee votes will continue to be recorded.
- The Fifth District advocated to keep language in the ADA Policy "Legislative Assistance by the Association" that requires the ADA to notify state associations when they are aware of pending legislation within a state that is in opposition to association policy or detrimental to the best interests of the public. The HOD adopted the resolution with the Fifth District's proposed amendment (Resolution 43).
- The Fifth District testified in opposition to a resolution that proposed adding positions for delegates from recognized specialties to the ADA House of Delegates (Resolution 77). The HOD voted down the resolution.
- The HOD directed the ADA to implement a three-year plan to establish a culture of safety in dentistry (Resolution 78). The Fifth agreed with this resolution.
- The HOD resolved to create a task force to explore new, innovative, and creative ways to mitigate the dental student debt crisis. The task force will report back to the 2020 HOD on their recommended initiatives (Resolution 81RC). The Fifth was in agreement with this resolution.
- The HOD decided that the ADA publication, *Fluoridation Facts*, should be made available to the public in digital format at no cost in order to better educate the public in the advancement of oral health (Resolution 83). The Fifth voted in support of this resolution.
- There was concern that the current ADA policy on tobacco may be limited. Accordingly, the House passed a resolution that the ADA should add "vaping" and any other alternative delivery system for both tobacco and non-tobacco products to ADA Policy. The matter will be referred to the appropriate Council and a report will be made at the 2020 HOD meeting (Resolution 84RC). Our district was in favor of this resolution.
- It was also announced at the meeting that the American Dental Association and CVS would be mutually and amicably dissolving their relationship. The Georgia Delegation was in support of this decision.

»

Visit www.gadental.org/member-services/leadership-resources/adahodreport.org for details on all resolutions acted on by the 2019 ADA HOD.

Georgia's ADA Delegation for 2019 Annual Sessions

DELEGATES	DISTRICT
Evis Babo, <i>GDA President/Delegate</i>	Northern
Robert Carpenter, <i>Western Delegate</i>	Western
Chris Hasty, <i>Southwestern Delegate/Delegation Vice Chair</i>	Southwestern
Amber Lawson, <i>Central Delegate</i>	Central
Jim Lopez, <i>At-Large Delegate</i>	Western
Donna Thomas-Moses, <i>Northwestern Delegate/Delegation Chair</i>	Northwestern
Rhoda Sword, <i>Eastern Delegate</i>	Eastern
Tom Jagor, <i>Northern Delegate</i>	Northern
Ben Jernigan, <i>Northern Delegate</i>	Northern
Zach Powell, <i>Southeastern Delegate</i>	Southeastern
ALTERNATES	
Chris Adkins, <i>Northern Alternate</i>	Northern
Ryan Vaughn, <i>Northern Alternate</i>	Northern
Henry Benson, <i>Northern Alternate</i>	Northern
David Bradberry, <i>GDA Past President/Alternate</i>	Northwestern
Peter Shatz, <i>At-Large Alternate/Delegation Secretary/Treasurer</i>	Northwestern
Stan Halpern, <i>Northwestern Alternate</i>	Northwestern
Louvenia Annette Rainge, <i>GDA President Elect/Alternate</i>	Northern
Marshall Mann, <i>At-Large Alternate</i>	Northwestern
Erik Wells, <i>Eastern Alternate</i>	Eastern
Sidney Tourial, <i>At-Large Alternate</i>	Northern
EX OFFICIO	
Jay Harrington, <i>ADA 5th District Trustee</i>	Central

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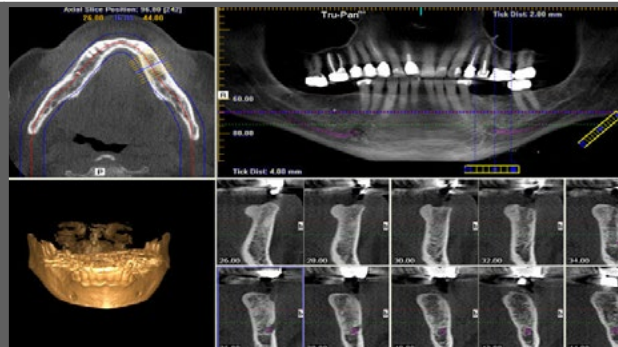
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CE for You and Your Team

Don't forget, 2019 is a license renewal year for dentists and hygienists, and there is new required continuing education. But don't worry, the Georgia Dental Association has your requirements covered. For your 2019 CE needs visit gadental.org/ce.

2019 CE Calendar

Opioid CE



**Friday,
November 15**



noon – 1 pm
(1 CE Hour)



Atlanta

Legal, Ethical and Professional CE



**Friday,
November 22**



8:30 am – 4:30 pm
(6 CE Hours)



7000 Peachtree
Dunwoody Road NE
Building 17, Suite 200
Atlanta, GA 30328

Risk Management in Dentistry: A Practical Approach—Atlanta



**Friday,
December 13**



10 am – 2 pm
(4 CE Hours)



7000 Peachtree
Dunwoody Road NE
Building 17, Suite 200
Atlanta, GA 30328

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.



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. 📄



ADA 10 Under 10 Award

Show the world what new dentists can achieve!



Nominations are open for the ADA 10 Under 10 Award. This award recognizes 10 amazing dentists who graduated from dental school less than 10 years ago—showcasing dentists who demonstrate excellence and inspire others in science, education and research, practice excellence, philanthropy, leadership, and advocacy.

Dental societies, leaders, and individuals may nominate eligible new dentists for this award on ADA.org/10under10 through December 31, 2019. The New Dentist Committee will select the winners and recipients will be announced in March 2020. Winners will receive a \$1,000 cash prize. Nominees must be members of the American Dental Association and have graduated from dental school between the years of 2010 and 2019. Current members of the ADA New Dentist Committee are not eligible to receive the award (state and local New Dentist Committee members are eligible, however). Self-nominations are not permitted. Past winners can be found on the ADA website and winner stories are posted on the New Dentist Now blog.

Congratulations!



Kyle Smith, DMD has acquired the practice of Robert Hallman, DDS in Atlanta, Georgia



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Ask Chelly

Dear Chelly,

It is open enrollment and I am having a hard time determining which plan to get. Though I know one plan offers better coverage, I am not sure if I want to pay more when I am a healthy, young adult. So, I am considering getting a catastrophic plan. What is your advice?

– Young and healthy

Dear Young and Healthy,

Though it is tempting to consider getting a cheaper plan to cut down on cost, I would caution you in doing so. I have seen many young adults who are healthy one day, and the next day take a turn for the worst. If you don't have adequate coverage, it can cost you a lot more in the long run. I want you to read the story of a young lady I knew who had a catastrophic plan.

– Chelly

If you have a question for Chelly regarding any of your insurance needs, please submit your questions to chelly@gadental.org.

All published articles are anonymous.

The Story of Kayla

Kayla Thomas always had an active lifestyle. She played basketball throughout junior high and high school. As an adult, she would run three miles every morning and tried to eat healthy options when work was not too demanding. According to doctors, she was a healthy and vibrant, young individual. One day, while running, Kayla blacked out.

Doctors discovered that Kayla had an enlarged heart that caused her to have a heart attack. Many people with enlarged hearts show no symptoms of any complications until the person gets very ill. Kayla had emergency surgery and went through intense rehabilitation. It took months before Kayla could start doing things on her own again.



Though Kayla is doing better, she had to face some tough decisions. She racked up \$720,000 in medical cost for which, with her catastrophic plan, she was responsible for a good portion of it. Though Kayla sold most of her assets to help cover some of the cost, she ended up filing for bankruptcy because she could no longer afford to pay her medical bills.

According to CNBC, 66.5 percent of all bankruptcies were related to medical bills.

Many people think they will never need their health insurance until they do. Having a broad network health plan now can save you time and money in the future. For more information on GDA group health plans, please contact our Georgia Dental Insurance Services team at 770-395-0224 or visit gdaplus.com/health. We can review your plan to see if you have the coverage you need in case of an emergency or major life event. If you need coverage for 2020, we can sign you up for one of our superior group health plans. There are several benefits to joining our group health plan including: no age banding, no health history coverage limitations, and no surprise cancellations. GDA's group health plan is a member benefit. If you are not a member, please visit gadental.org/join to join today. 🐾

GDA Group Health Plans

Health plan options to get you and your dental team insured.

- ✓ There is **no** minimum enrollment requirement to participate in our health insurance plan.
- ✓ Dental offices with fewer than 50 employees **do not** have to contribute any dollars towards employee premiums.
- ✓ Employees **can** be billed directly.
- ✓ Dentists **do not** have to enroll to offer it to their employees.
- ✓ Dentists **can** enroll without offering coverage to their employees.



Open enrollment ends Nov. 22, 2019.

2020 GDA Group Health Plan

- Minimal premium increase
- Minimal plan changes
- GDA Strong

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



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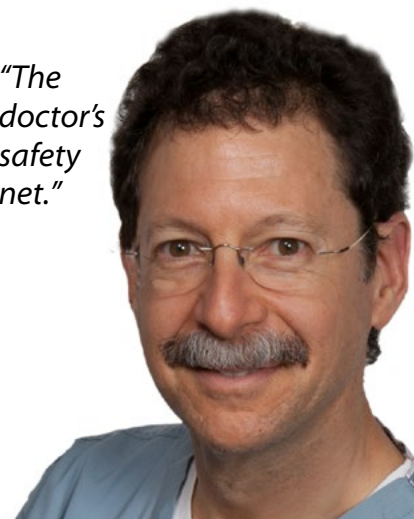
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ATLANTA



MARCH 19-21, 2020



Dr. Robert J. O'Donnell, General Chair
Dr. J. Sedgie Newsom, President

Improving Georgia's **ORAL HEALTH**

For the past several years, the Georgia Dental Association and more than 3,500 members have worked to implement many of the strategies in Georgia's Action for Dental Health, an initiative developed by the Georgia Dental Association to improve oral health and the overall health of all Georgians.

We had several key successes, such as securing annual Medicaid fee increases, establishing funding for a dental student loan repayment program, and developing opioid education and resources to combat the opioid epidemic. We're also making progress in key areas, including developing public-private partnerships to serve low-income and underserved patients.

The Georgia Dental Association, in conjunction with the GDA Foundation for Oral Health, will continue focusing efforts to implement Georgia's Action for Dental Health to meet the unique needs of underserved populations and enhance the oral health and overall health of all Georgians.



GEORGIA'S ACTION FOR DENTAL HEALTH

An Initiative of the Georgia Dental Association

The Action for Dental Health, an initiative of the Georgia Dental Association (GDA), is a coordinated effort to enhance the oral health and overall health of all Georgians.

Executive Summary

GDA promotes and advocates for oral health because optimal oral health is essential to overall health. The Georgia Dental Association created Georgia's Action for Dental Health to improve the oral health and resulting overall health of all Georgians. The goal of Georgia's Action for Dental Health is to identify comprehensive and sustainable solutions to prevent dental disease before it begins and ensure all Georgians can obtain treatment by a Georgia-licensed dentist. The Georgia Dental Association, in conjunction with GDA's Foundation for Oral Health, strongly believes its members are achieving this goal by establishing public- private-partnerships and supporting additional funding for public health programs that meet the unique needs of underserved populations. Georgia's Action for Dental Health has been in operation for several years and will continue to evolve as the GDA works to attain these objectives.



PLAN OBJECTIVES

1

Promote quality dental care that is attainable for uninsured/low-income citizens located in rural and underserved areas of Georgia.

2

Promote oral health education and literacy to reduce barriers for patients seeking a dental home and promote one standard of care for all Georgians.

3

Optimize the use and availability of public and private dental facilities in conjunction with the GDA's Foundation for Oral Health.

Georgia Action for Dental Health Strategies

1. **Promote quality dental care that is attainable for uninsured/low-income citizens located in rural and underserved areas of Georgia.**
 - ☒ *Increase the effectiveness of the existing Medicaid dental program in both preventative and restorative care.*
 - ☐ Address the transportation issue for the low-income and elderly population.
 - ☒ *Protect state funding for the full-time coordinator position for GDA's Donated Dental Services program, which provides dental care for patients who are elderly or medically compromised.*
 - ☒ *Establish funding for a dental student loan repayment program.*
 - ☒ *Allow eligible dentists to receive funding for malpractice insurance assistance through the Medical Malpractice Insurance Premium grant overseen by the Georgia Board of Health Care Workforce.*
2. **Promote oral health education and literacy to reduce barriers for patients seeking a dental home and promote one standard of care for all Georgians.**
 - ☒ *Educate GDA member dentists on funding sources available to treat underserved populations.*
 - ☒ *Support and expand preventative oral health education in OBGYN and pediatrician offices. Identify ways to educate women and perinatal providers on the need for dental care during pregnancy.*
 - ☐ Promote oral health education in public assistance programs and in schools.
 - ☒ *Develop education and resources on opioid prescribing to combat the opioid abuse epidemic.*
3. **Optimize the use and availability of public and private dental facilities in conjunction with the GDA's Foundation for Oral Health.**
 - ☒ *Oppose efforts to decrease funding or reduce requirements for community water fluoridation programs.*
 - ☒ *Develop public-private-partnerships with free/reduced-fee dental clinics and other entities serving low-income and underserved patients.*



GDA Has Its Own *Prescribe with Care* Initiative

Did You Know?

The Georgia Dental Association and its members are working to be a part of the solution when it comes to addressing the opioid epidemic. Therefore, in 2018, GDA released its own *Prescribe with Care* initiative that focuses on education, collaboration, and administrative rulemaking to ensure opioids are being prescribed appropriately when needed. As part of the *Prescribe with Care* initiative, GDA created an important resource related to the prescribing of opioids for its members. According to **Georgia statute 16-13-56.1**:

A prescriber who issues a prescription for an opioid shall provide the patient with prescription information on the addictive risks of using opioids and information on options available for safely disposing of any unused opioids where such options exist. Such information may be provided verbally or in writing.

All GDA members have access to a handout for your patients regarding safe practices around opioid use and where to dispose of them. This handout can be found on the GDA website at gadental.org/prescribe. 🦷



GDA Prescribe with Care Initiative

Addressing the Opioid Epidemic

EDUCATION

Created 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

Worked with the Georgia Board of Dentistry to create a continuing education requirement on the prescribing of opioids.




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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. Ray Cornay, a general dentist who practices at Rausch Family Dentistry.

Meet Ray J. Cornay DMD



Hiking the Narrows in Zion National Park, Utah with Dr. Jordan Heimer.

Mountain Biking with Dr. Alex Mcree.



Rock climbing at Atlanta's Stone Summit climbing gym.

When and how did you become a GDA member?

I joined the GDA while in school at The Dental College of Georgia.

Why is being part of a professional group important?

It allows like-minded individuals to create connections and network. It can be somewhat daunting to seek out these relationships on our own. Having a well-established network in place allows us to have a sense of security and support.

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

Connect the well-established professionals with the new, younger dentists.

What advice would you give to an aspiring dental student?

Stay motivated and inspired. Learn to love what you do. Be proactive about learning and discovering new aspects of the profession on the journey.

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

A paleontologist.

What was your first job?

Lawn service.

Why did you decide to become a dentist?

I've always had a natural gravitation toward healthcare. My great grandfather was a dentist in south Louisiana. He was a staple member of his beloved community, and I admired that about him. When I was shadowing the various professionals, it seemed that the local dentists were among those who had a balanced home/work life.

What do you enjoy doing in your spare time?

I enjoy being active, especially outdoors—rock climbing, hiking, cycling, playing soccer. I also like to play guitar and spend time with family and friends.

What is your all-time dream vacation?

Currently my dream vacation would be to take part in a dental clinic in the Kathmandu Valley, Nepal through the Global Dental Relief organization. That would be a wonderful chance to meet the needs of children from the remote Himalayas while providing an incredible adventure to trek the base of Mt. Everest. 🏔️



Dental Clinic in Peru 2016 with (from left to right:) Will Evans (Married to Dr. Natalie Evans), Dr. Ray Cornay, Dr. Kyle Hollis, and Dr. Kevin Whitaker.

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

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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.

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