

ACTION

Special Edition 2023

Journal of the Georgia Dental Association



**Member Benefit
Guide**



THE VALUE OF MEMBERSHIP

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MAKING A LASTING IMPACT

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DO YOUR PATIENTS SUFFER FROM ANY OF THESE SYMPTOMS



- EAR**
Ear pain • Ringing in ears
Dizziness • Vertigo
- JAW**
Clicking, popping jaw joints
Pain in cheek • Limited opening
- NECK**
Lack of mobility/stiffness
Neck Pain • Tired/sore muscles
Arm/finger numbness
- HEAD PAIN**
Forehead • Temples
Migraine-type • Sinus-type
- EYES**
Pain behind eye • Blood-shot eyes • Sensitive to light
- TEETH**
Clenching/grinding at night
Looseness & soreness of back teeth

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



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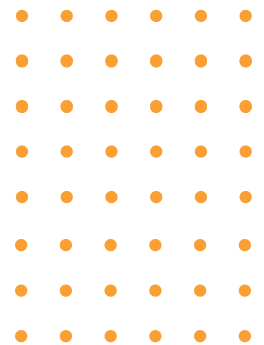
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We are pleased to announce



Dr. Jina Kang
has joined the practice of
Dr. Jason Yen
Flowery Branch, Georgia

Dr. Mordena Sullen
has acquired and merged
the practice of
Dr. John Hall
atlanta, Georgia
(Pictured left.)

SGA Dental Partners
has acquired the practice of
Dr. John Ananthasane
Cumming, Georgia

Practices for Sale

NW GA Ortho/Pedo: 5600 sq/ft. Only open 4 days per month. Collecting \$450K. Beautiful, modern facility.

South of Atlanta: 100% FFS. Real estate for sale. Grossing \$320K. Strong hygiene program.

South of Atlanta: 100% FFS. Real estate for sale. Grossing \$320K. Strong hygiene program.

East Cobb: Grossing \$650K. Digital, paperless. PPO/FFS. Low overhead.

South of Atlanta: 100% FFS. Real estate for sale. Grossing \$320K. Strong hygiene program.

Atlanta: Free standing building. 6 ops. Grossing \$700K. Some Medicaid. Digital x-ray and digital PAN.

N. Atlanta: Prostho. Collecting over \$2M. 6 ops. Recently rennovated. Seller will stay on as needed.

NE of Atlanta Endo: All FFS. Long time staff. Grossing \$300K. Seller retiring.

West of Atlanta: Grossing \$750K. PPO/FFS. 4 ops. RE for sale.

NE GA Pedo: Collecting \$375K. All FFS. Real estate for sale or lease. Seller will help with transition.

S. GA: 6 ops, room to expand. Mainly FFS. \$600K in revenue. Very profitable

DeKalb Co Perio: 5 treatment rooms. Grossing \$830K. FFS/PPO. Great area.

Baldwin Co: Grossing \$250K. 6 ops. RE for sale. Refers many procedures out. No marketing.

Buckhead: Collecting \$450K. FFS/PPO patients. Refers out many procedures.

Marietta Pedo: 4 open bay chairs, 2 private ops. Room to add more. Part-time practice.

West of Atlanta: 4 ops. 2000 sq/ft. Grossing \$800K. All FFS. RE for sale.

N. Atlanta Pedo: Highly desirable location near elementary school. Recently rennovated. \$450K revenue.

N. Atlanta: 4 ops, highly profitable practice. FFS/PPO patients. Collecting \$700K/year. Digital, paperless.

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We have set ambitious goals to make an even greater impact in the coming year. Through a new community-based program we aim to expand our capacity and extend our reach providing essential dental services to disadvantage Georgians.

This year we introduced fundraising events that brought the community together in support of our mission:

- **Casino Night** took place in southwest Georgia in January
- **Hats & Horses Derby Gala** was held in northwest Georgia in May
- **Pull for Smiles Clay Shoot** took place in central Georgia in November

We hope you, your friends and your family will join us next year at these great events!

As a GDA member, we invite you to consider contributing a tax-deductible year-end gift to support the growth of our oral health initiatives. Your donation, no matter the size, will positively impact countless lives.

To contribute, please visit our website at gadental.org/foundation or scan the QR code. Your contribution will be promptly acknowledged, and a tax receipt will be issued for your records.

Thank you for being a valued member of our foundation. Together, we can give many more Georgians the gift of a healthy smile.

A handwritten signature in black ink, appearing to read 'K. Stockwell'.

Karyn Stockwell, DMD
Chair, GDA Foundation

MAKING A LASTING IMPACT

Karyn Stockwell, DMD

Chair, GDA Foundation

As the year winds down, I want to thank GDA members for their support. It has been an exciting year at the GDA Foundation for Oral Health.

Your giving and volunteerism have made it possible to provide dental services and education to thousands of Georgians this year. Looking back, here are just a few things your support helped accomplish:

- Dental screenings and preventive treatment for special needs patients
- Oral cancer screenings and education in the community
- The purchase of oral health kits for school education programs
- Donated dental services for Georgians in need

These are just a few of the many ways your gifts helped people this year.



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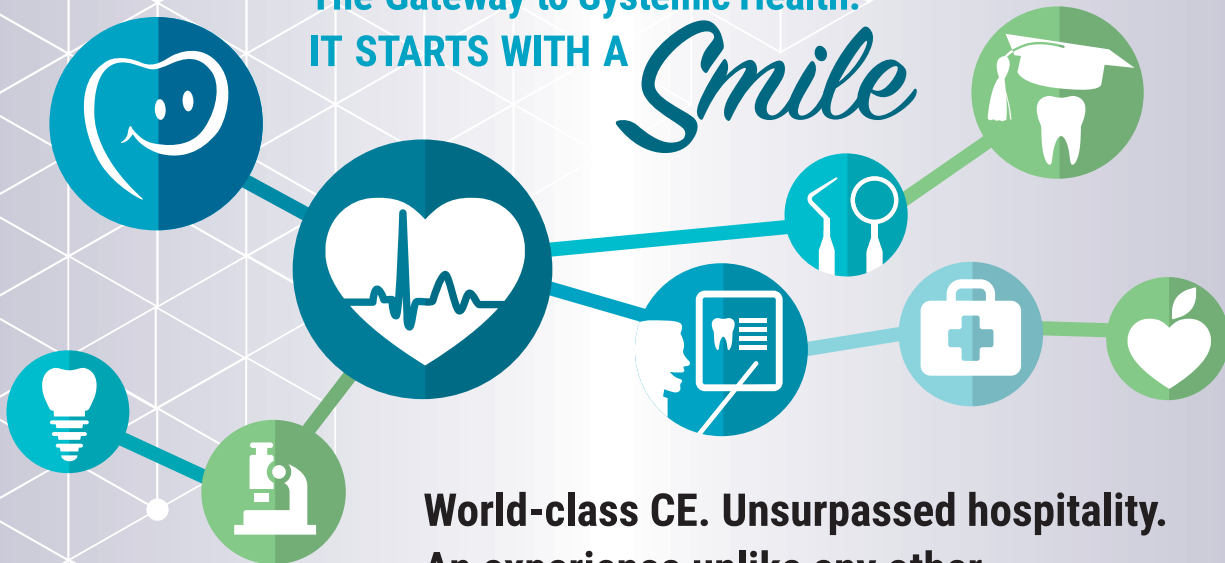


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GDA Georgia Dental
ASSOCIATION SM



Georgia Dental Association: Helping Every Member Succeed

GDA is committed to helping our members succeed by connecting dentists with each other, with patients and with resources for life and career.



With 3600+ members across the state, now is the time to connect and leverage the benefits of membership in the GDA, ADA, and your local dental society.



Here is what the GDA can do for ***you.***

The GDA works with legislators to make sure dentists are involved in the legislative process. Together, we help ensure your career—and your patients—are safe.

The GDA helps you stay up to date on the legislative, regulatory, and insurance issues that affect you and your dental practice 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 Day at the Capitol where GDA members meet with 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 dentistry-related regulations
- Providing free GDA/ADA Contract Analysis Services to make more informed decisions for your practice's future before you sign a contract
- 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



Promoting your profession.

The GDA's public relations team works diligently to educate the public, media, lawmakers, and health related organizations on the importance of oral health and its link to overall health, and to promote a positive image of dentistry in Georgia.

From broadcast, print, and digital media placements to promotion of community outreach events, GDA and the GDA Foundation for Oral Health promote the profession by:

- Providing public relations campaigns that enhance the public image of dentistry statewide, including our current campaign, *Healthy Mouth, Healthy Me!*
- Issuing news releases and statements to provide accurate information directly to media outlets
- Driving new patients to your practice 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



Advancing your career.

You belong



HERE.

As a GDA member you have access to professional, personal, legal and business insights as well as being plugged in to your greatest resource: **each other.**

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, 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 next generation of GDA leaders
- Hosting the annual GDA Convention & Expo where dentists, staff, and industry leaders come together to network and earn CE
- Providing information and reminders for license renewal

Access to Member Services and Discounts

Save money by shopping member-owned companies for insurance, supplies and services.

Georgia Dental Insurance Services (GDIS) is a full-service insurance agency that provides insurance products and services including personal, medical and business for you, your family, and dental team.

Your GDIS staff can identify coverage gaps in malpractice, business owner's, workers' compensation, auto, home, disability, Medicare, health insurance, commercial/personal umbrella, and other policies

Save on over 65,000 dental supply products from more than 550 dental brands with GDA Plus+Supplies

GDA endorsed programs save you time and money with great rates for practice financing, retirement planning, debt management, and more.

Get more From your membership

Share your
talents and
skills as a
GDA volunteer!

Join the GDA



Get Involved!

The GDA is led by volunteer members, and when you get involved, you help the GDA achieve its mission to “Help Members Succeed.” Volunteering also leads to personal success! You’ll gain experience in leadership and benefit from networking opportunities with your colleagues. And you’ll get an inside view of trends and issues in organized dentistry that will help you professionally.

Too many commitments? Not enough time? No worries! GDA has many opportunities to get involved without a long-term commitment. And you get help and support at every step along the way. Whatever fits your interests, skill set, and availability—the GDA needs you!

For more information on a particular opportunity or to volunteer, contact the GDA at 404.636.7553.

Quick...

- Talk to a non-member colleague about joining the GDA
- Attend a meeting in your district (gadental.org/events)
- Speak to dental students at DCG through GDA’s lunch and learn program
- Attend the GDA Convention in July (GDAConvention.com)
- Respond to GDA member surveys—keep an eye out for the next opportunity to share your thoughts!
- Attend LAW Day/Dental Health Day at the Capitol
- Register for a GDA continuing education course (gadental.org/ce)



Short-term...

- Join the Leadership GDA Program (gadental.org/education/leadership-gda)
- Participate in Children’s Dental Health Month/Give Kids a Smile (February of each year)
- Volunteer to be a mentor for one year to a recent dental school graduate
- Assist in organizing a GDAPAC fundraiser in your district
- Speak at a GDA continuing education course
- Serve as an adjunct faculty member at DCG or any approved charitable clinic in GA (one day per month for one-year period)

More Involved...

- Serve as a delegate from your district on the GDA House of Delegates (meetings in July/November)
- Volunteer with the Georgia Donated Dental Service Program (<https://dentallifeline.org/our-volunteers/volunteer-now/>)
- Become a legislative contact dentist
- Run for an At-large Trustee position on the GDA Board (nominations due in June of each year)
- Serve as a member of the GDA Foundation for Oral Health Board of Directors
- Volunteer as a district officer or committee member

More Volunteer Opportunities

Time =  Travel for Meetings =  Expertise = 

Finance, Benefits, & Audit Committee



Length of
commitment

3 YEARS

Oversight/responsibility for financial interests of GDA, its committees and subsidiary corporations. Review budgets, financial reports, audits, investments, and financial/benefit policies.

Constitution & Bylaws Council



Length of
commitment

1 YEAR

Review or create proposed amendments to the GDA Constitution, Bylaws, and Policy Manual and make recommendations to the GDA House of Delegates.

Membership Committee



Length of
commitment

1 YEAR

Responsible for recruitment and retention of members, consideration of membership categories, new dentist programs, and general program development.

Awards Council



Length of
commitment

1 YEAR

Identify candidates who are eligible for GDA's annual awards. Vet awards' nominees and recommend candidates to the House of Delegates.

Public Relations & Communications Committee



Length of
commitment

1 YEAR

Promote a positive image of dentistry to the public, the media, and to the members of the GDA. Ensure that there is good communication and understanding between the GDA and its members and consistent communication and understanding with other organizations pertaining to oral health and the practice of dentistry.

Education & Training Advisory Council



Length of
commitment

1 YEAR

Work with GDA staff to plan quality educational programs for GDA members. Assist with selecting relevant and timely topics and speakers to ensure strong educational events and initiatives.

Diversity, Equity, & Inclusion Task Force



Length of
commitment

1 YEAR

The GDA's Diversity, Equity, and Inclusion (DEI) Task Force promotes the goals of diversity, equity, and inclusion among members, leadership, and staff. It serves to engage members to assess needs related to DEI and propose strategies for assessing progress; identify challenges and strengths in achieving DEI goals; and make recommendations to the Board of Trustees and House of Delegates regarding ways to achieve DEI goals.

Leadership GDA Task Force



Length of
commitment

1 YEAR

Identify and recruit candidates for GDA's annual Leadership GDA Program. Review program content and make suggestions for continual enhancement.

Nominating Committee



Length of
commitment

3 YEARS

Recruit candidates for open leadership positions including GDA Officers, ADA Delegates/Alternates, GDA Trustees At-large, and candidates for the Georgia Board of Dentistry. Develop and publish selection criteria and procedures to ensure that the pool of candidates meet those criteria and reflect as much as possible, the diversity of the membership.

Medicaid Task Force



Length of
commitment

1 YEAR

Provide input and clinical perspective on issues that dentists face regarding dental Medicaid in Georgia. Task Force members need to be Medicaid providers to serve.

Council on Peer Review & Ethics



Length of
commitment

1 YEAR

Investigate and mediate potential patient disputes concerning quality of care, appropriateness of treatment, and ethics. Implement and enforce code of professional standards for the Georgia Dental Association.

Workforce Task Force



Length of
commitment

1 YEAR

Determine if the present dental workforce is adequate to meet the needs of the patients of Georgia, determine if Georgia's education system is able to produce prospective dental workforce candidates in both an acceptable quantity and quality, and identify what changes, if any, for which the GDA may advocate to improve the dental workforce in Georgia.

Council on Annual Convention



Length of
commitment

1 YEAR

Assist in planning the GDA's Annual Convention and serve as a host at the event in July.

Third-Party Payor Task Force



Length of
commitment

1 YEAR

The purpose of the GDA's Third-Party Payor Taskforce is to present and review common third-party payor (insurance) issues experienced by GDA member dentists. The Taskforce recommends potential solutions to GDA leadership for consideration. Such recommendations may involve legislative/regulatory reforms, strategic business partnerships, or a combination of both. The Taskforce also helps promote the GDAs involvement in the ADAs Third-Party Payor Concierge Program.

Government Affairs/Political Action Committee



Length of
commitment

1 YEAR

Monitor legislative developments in Georgia and keep GDA members/leaders informed. Communicate GDA's position on various legislative issues to state legislators. Oversee the GDAPAC and campaign contributions to political candidates who support the interests of the GDA and its member dentists.

Choice and Protection for when life gives you lemons...



What matters most
when the unimaginable happens?

The Lemon:

Imagine waking up in the hospital, unsure of your condition, dealing with pain and struggling to breathe. The mention of seeing a specialist adds another layer of uncertainty and anxiety.

In times of illness, putting your energy into caring for loved ones takes precedence over navigating insurance intricacies.

The Lemonade:

Now imagine having a health plan like GDIS, designed to safeguard your treatment choices. With us, your family finds support without the stress of limited networks and overwhelming bills. In times of crisis, shouldn't your priority be your health, knowing your loved ones have a reliable guide?

CHOICE:

The last thing you want to hear when you're concerned about your health is that you can't see the doctor of your choice or that you need a referral for insurance to cover the appointment. A referral means you must make and pay an additional appointment and copay just to get the appointment you really need. Rest easy because as part of the GDA Group Health Plan you get:

Broad Network: Our broad network of providers gives you the freedom and flexibility to choose the doctors and hospitals you want.

No Referrals: You don't need a referral from your primary care physician when you know you need to see the orthopedic surgeon. Just make that appointment.

PROTECTION:

GDA Health Plans allow you and your family to focus on your health; not the financial hardship that even a short hospital stay can bring. A solid insurance plan isn't only for you but for the peace of mind of your family and loved ones. Good insurance steps in where your family cannot.

Upfront Maximum Out-of-Pocket Pricing: With our multiple plan options, you know right away what your maximum out-of-pocket will be if you end up in the ICU or hospital for any reason. Our highest deductible is \$7,900 – less than the average cost for one night in the ICU.

HealthAdvocate: There's never a need to feel lost in the medical process. We provide you, your spouse, dependents, parents, and parents-in-law an expert to guide you through your benefits, support and educate you regarding any medical condition, coordinate medical care and services, and advocate on your behalf. Is the doctor telling you that you need to see a specialist for your condition and that you have to go 60 miles away? Your HealthAdvocate will work to find you the right in-network doctor close to home.

GDA is proud to provide piece of mind to our members and their loved ones.

Enrollment is Open.

**Sign up for your benefits today!
Extended til December 31st!**



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GDIS
Georgia Dental Insurance Services, Inc.

Broader
Network.
Better
Coverage.



Secure your
team, your
family and
yourself!



foundation FOR ORAL HEALTH

Programs

Our programs help disadvantaged Georgians receive essential dental care and services vital to overall health.

Donated Dental Care Programs

GDA Foundation Programs promotes:

- *Give Kids a Smile Day*: A day of donated care for children in communities across Georgia;
- *Special Olympics, Special Smiles*: Screenings and prevention at Special Olympics state games;
- *Mission of Mercy*: Two-day dental clinic for underserved and underinsured Georgians;
- *Donated Dental Services* in partnership with Dental Lifeline Network Comprehensive dental treatment to individuals with permanent disabilities, the elderly or medically fragile.
- *Share a Smile Program* (pilot program)-Community-based, in office donated dental care

Oral Health Education and Prevention Programs

- Mouth Wise (school-based program)
- Children's Dental Health Month
- Healthy Mouth, Healthy Me! Public awareness program
- Community Outreach/Health Fairs



Mission

Advancing oral health in Georgia through donated dental services, educational programs, and oral health promotion

GDA Foundation by the Numbers

- \$6.7M in donated dental care since GDAF's inception in 2010
- \$1.5M in donated care and 1,300 volunteers each Mission of Mercy
- 630+ children treated annually with donated dental care
- 500+ patients with intellectual disabilities treated annually with donated dental care
- 10,000+ oral health kits distributed in community each year



Looking for a year-end tax deduction? Make a gift to the GDA Foundation.

Offline contributions may be mailed to GDA Foundation, 1850 Parkway Place, Suite 420, Marietta, GA 30067. For inquiries, contact Carol Galbreath, GDA Foundation Managing Director, at carol@gadental.org or 404.636.7553.



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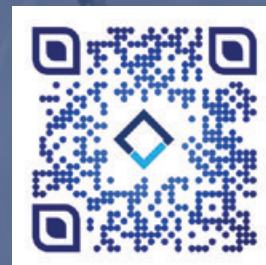
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SEEN & HEARD

Members making news and
news for GDA members.

GDA | DCG FALL CAREER SUMMIT

On Wednesday, October 18, students from the Dental College of Georgia networked with 19 providers from five Georgia Districts who were recruiting for their next rockstar associates! Students received complementary headshots by Master Photographer, Sally Kolar at the event. The second GDA-DCG Career Summit, organized by Dr. Kim Capehart with the GDA, welcomed 11 organizations to the Augusta campus.





UGA PRE-DENTAL SOCIETY

The latest UGA pre-dental society meeting was held on Monday, October 2. Meetings have been organized by Dr. Brad Hall and sponsored by GDA. Dr. Tom McDonald from Athens addressed the students. Also in attendance was Dr. Jamie Mitchell representing the GDA and two former DCG professors, Dr. Rick Callan and Dr. Jerry Cooper.



SPOKESPERSON TRAINING

GDA's exclusive public speaking course was held October 27 at Idle Hour Country Club in Macon. GDA leaders had an opportunity to enhance their public speaking skills and learn tips and techniques to speak clearly and confidently.





GDA FOUNDATION SUPPORTS DENTAL DASH

The GDA Foundation was proud to sponsor the 2023 Dental Dash at Dawn 5K Run/Walk to benefit the DDD Foundation. The event hosted 319 runners and raised \$60,000 to support the DDD Foundation's programs providing accessible and comprehensive dental care to patients with developmental disabilities!



GDA FALL ORAL HEALTH AWARENESS CAMPAIGN

GDA's *Healthy Mouth, Healthy Me!* fall PR campaign informed Georgia residents of oral cancers and the importance of oral cancer screenings during dental visits. Digital ads ran October and November, driving patients to a website landing page (www.healthymouthhealthyme.org) where they could find a GDA member dentist.



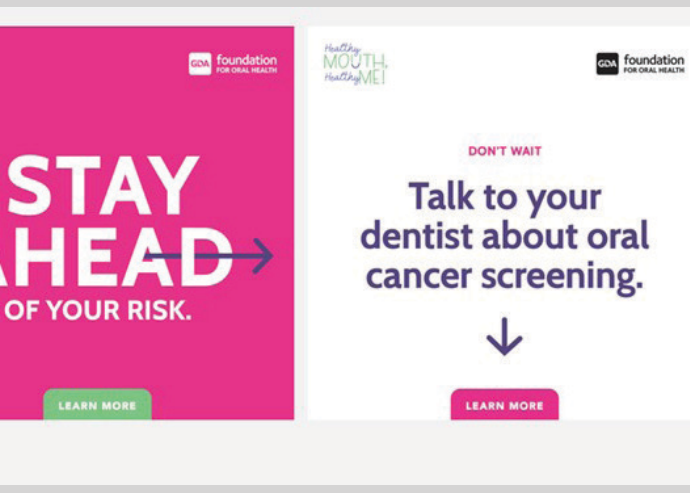
GDA promotes the importance of oral cancer screenings during dental visits



SPECIAL OLYMPICS SPECIAL SMILES

The GDA Foundation for Oral Health partnered with Special Olympics Georgia on October 7 in Valdosta to offer dental services and education as part of the Special Olympics, Special Smiles program. Foundation volunteers screened and provided preventive services to 110 Special Olympics athletes.

A special thank you to Dr. Ranya Tomlinson for her leadership at the event and to Dr. Jonathan Dubin, who has been leading the Special Smiles program in Georgia for over 20 years!



THANK YOU TO OUR 2023 PULL FOR SMILES PARTICIPANTS AND SPONSORS!

The GDA Foundation inaugural Pull for Smiles clay shoot took place in November at Meadows Clay Sports in Forsyth. GDA members, friends, and family enjoyed a day of marksmanship, camaraderie, and making a difference. Proceeds from the event supported the Georgia Dental Association Foundation for Oral Health, a 501(c)3 organization whose mission is to advance oral health in Georgia.



PULL FOR SMILES



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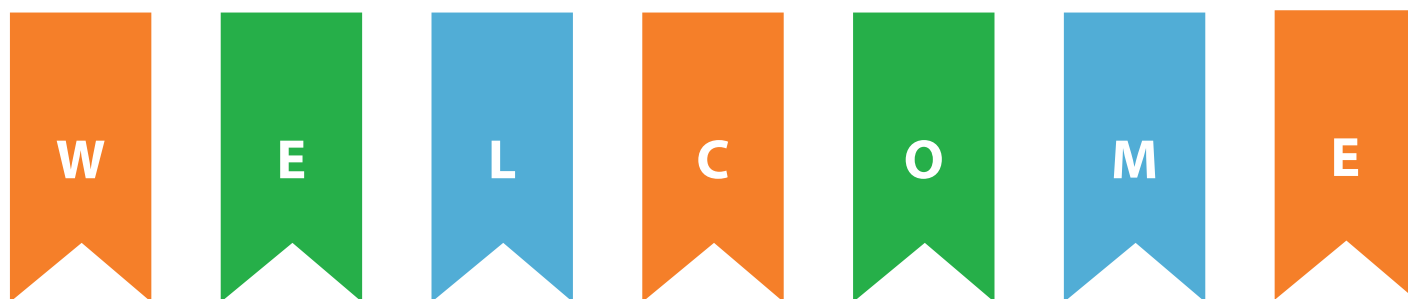
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Dr. Navdeep Dhillon - NDDS

Dr. Nkemakonam Egolum - NDDS

Dr. Haley Leatherbarrow - NDDS

Dr. Michael Long - NDDS

Dr. Preetha Mariappan - NDDS

Dr. Lalinda Wickramasinghe - NDDS

Dr. Zachary Wilson - NDDS

Dr. Kenlee Anne Wilson - NDDS

Dr. Xiaodan Zhang - NDDS

Dr. Lorenzo Minniti - NWDDS

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Dr. Atijah Collins - NWDDS

Dr. Lavanya Inampudi - NWDDS

Dr. Adriana Nascimento Carvalho - NWDDS

Dr. Natalie Simpson - NWDDS

Dr. Daniel Smith - NWDDS

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Finding a Great Practice Manager



By Carol Paige, President of PRN Dental Consulting, LLC

Hiring the right manager for your organization can mean the difference between profit and loss, life balance and exhaustion, and your overall career satisfaction. It is a daunting task to find that special individual who encompasses the wide skillset to succeed in the role of a true practice manager. Managers of yester-year, promoted solely by seniority or perhaps possessing the most assertive personality, will fail to meet the standards of contemporary practice. Cultivating a highly successful relationship with your new practice manager requires the modern dentist to possess a thorough understanding of the foundation their candidate must require to be considered as a serious prospect. This article reviews three uncompromising qualities or traits of your rockstar manager. But, first... knowing that growth begins at the end of your comfort zone, let's address what is often the elephant in the room: Un-think Dental.

Mistake #1: Believing that the qualified individual's resume must show dental experience. Locking into that antiquated belief system grossly narrows the pool

of qualified candidates. Offices risk hiring out of desperation or spending months searching, only to come up empty handed. For a minute, think bigger picture. Georgia's in-depth dental training programs are as common now as rotary phones. "Dental training" starts with a multi-weekend orientation course or in someone else's office, an office which is likely dissimilar in brand, values, and culture from your office. Over at the Terry College of Business at University of Georgia, or the Mike Cotrell College of Business at the University of North Georgia, or within the J. Mack Robinson College at Georgia State, specialized training in dental practice management does not exist. Yet, these colleges are often the birthplace of budding rockstar managers who find their way to an array of small and large opportunities with businesses that are willing to retool them into their industry's processes. Five plus years later, these talented manager candidates may be searching for their perfect long-term career and, if the door is opened, discover your practice. It should also be understood that, although it is nice, a college degree is not required for your manager to be masterful in their work in the dental industry when they honed their craft through work. The foundation skills of your best dental practice managers are a combination of aptitude, natural and trained ability, and having the right personal willpower. Knowing dental lingo and being proficient in your dental software program does not change the strength of the engine between one's ears, work ethic, or innate ability. However, the candidate with the right brain, natural gifts, workplace experience, and foundation skills will be proficient in your dental processes in six to eight weeks and drive your practice to unprecedented success.

When dental experience is appreciated but no longer essential for employment consideration, the doors open wide to an array of candidates, and you can more clearly determine who is the right-fit for your practice. As you conduct your behavioral interview to understand

their past actions, which will likely predict their future course, staying true to your required traits will bolster your odds of a successful hire. The following checklist offers some key qualities that your manager must require. Some are often overlooked and are among the top priorities in a successful hiring process. Additionally, offered are some behavioral interview questions that the author uses when hiring for dental practices:

Integrity. Integrity cannot be compromised; it is foundational to establish trust with employees. Managers who demonstrate inconsistent integrity were likely influenced from a low self-image, fear of conflict, lack of moral education, or sound parental guidance. How solid is your candidate's integrity? Insight can be gained by asking, "Tell me about a time you really dreaded having a conversation with someone and how you managed to maintain or return to peace," or, "We all know no one is perfect. Tell me about a time you made a mistake and had to circle back to an individual or group to explain what happened, and right a wrong."

Emotional regulation. Calmness is a quality that makes your manager approachable. Remaining calm when problems ignite not only serves as excellent role-modeling for your team, but also shows the staff that the manager's emotions are not controlled by outside events. Having emotional regulation also involves being focused, flexible, and resilient as unexpected events challenge goals and deadlines. One question to ask manager candidates is, "Tell me about a past managing circumstance that rocked your boat or took you by surprise. What was each step of the process that occurred to resolve it." Or, depending on where your sixth sense is heading during the interview, you may phrase the question, "If we were to call one of your former employers or employees and inquire about a time you were managing when something took you by surprise and seriously rocked your boat, what memory would they share?"

Interpersonal effectiveness. When managing human relationships, emotional intelligence can be divided into four areas of interpersonal skills. One area is how to support someone who is personally upset and return their focus to a former, productive mindset. For example, think of the assistant who is upset about money because she needs four new tires and just learned that her property tax payment was not escrowed in her monthly mortgage. She might be physically at work, but she is mentally checked out. Your manager has the skills to recognize stress and help positively return the employee's mindset to work. Their skills are not only appreciated by the upset individual, but also by other team members who are at risk of being pulled down by the mood of their upset co-worker. Second, how to approach an employee or upline supervisor (yes... you, doctor) when they have a problem with the other's action. As an outcome, the individual who was confronted should emerge feeling respected by the manager and appreciative that they cared enough about the relationship to

bring the matter to their attention. Area three is understanding that conflict and confrontation are normal aspects of all relationships. A manager possessing healthy conflict management leverages their calm personality, open-mindedness, creative problem-solving, and strong interpersonal skills to discover a "win-win" solution. Questions can include, "Conflict between individuals is going to happen, even in the healthiest workplace. How it is managed is key. Tell me about a time within the last two months when you managed confrontation that had a happy ending for both you and the employee." Another question you may enjoy asking is, "Sometimes we forget that bosses are not perfect. Tell me about a time in your past when you had to approach your employer or supervisor about something they did that made you uncomfortable or unhappy." The fourth and last area of interpersonal effectiveness involves maintaining employee engagement by fostering a healthy workplace environment. Respecting employees' time by running highly organized meetings, integrating fun team building events,

serving as a role model for team playing, and dishing out authentic, individualized, and personalized gestures or acts of appreciation... These powerful tools and systems are statistically proven to bolster morale more than unexpected financial compensation.

Having a well-run office greatly depends on "the who" shouldering the manager's tasks. A title has little to no impact on employee performance. Whether you prefer the term "Operations Manager," "Administrative Manager," "Practice Manager," or "Office Manager," your candidate's collective skills, innate gifts, and mindset ultimately determines their level of performance. If you are replacing a manager or hiring your first manager, a comprehensive and thorough candidate selection and interview process will reveal the talent you are seeking to propel your practice to the next level.

Carol Paige, President of PRN Dental Consulting, LLC, is a dental practice consultant and frequent speaker at dental events. Her company's expertise includes human resource management, leadership, team building, staffing, and business development. Inquiries are welcome: carol@prnconsult. Mobile: 678.232.2821.



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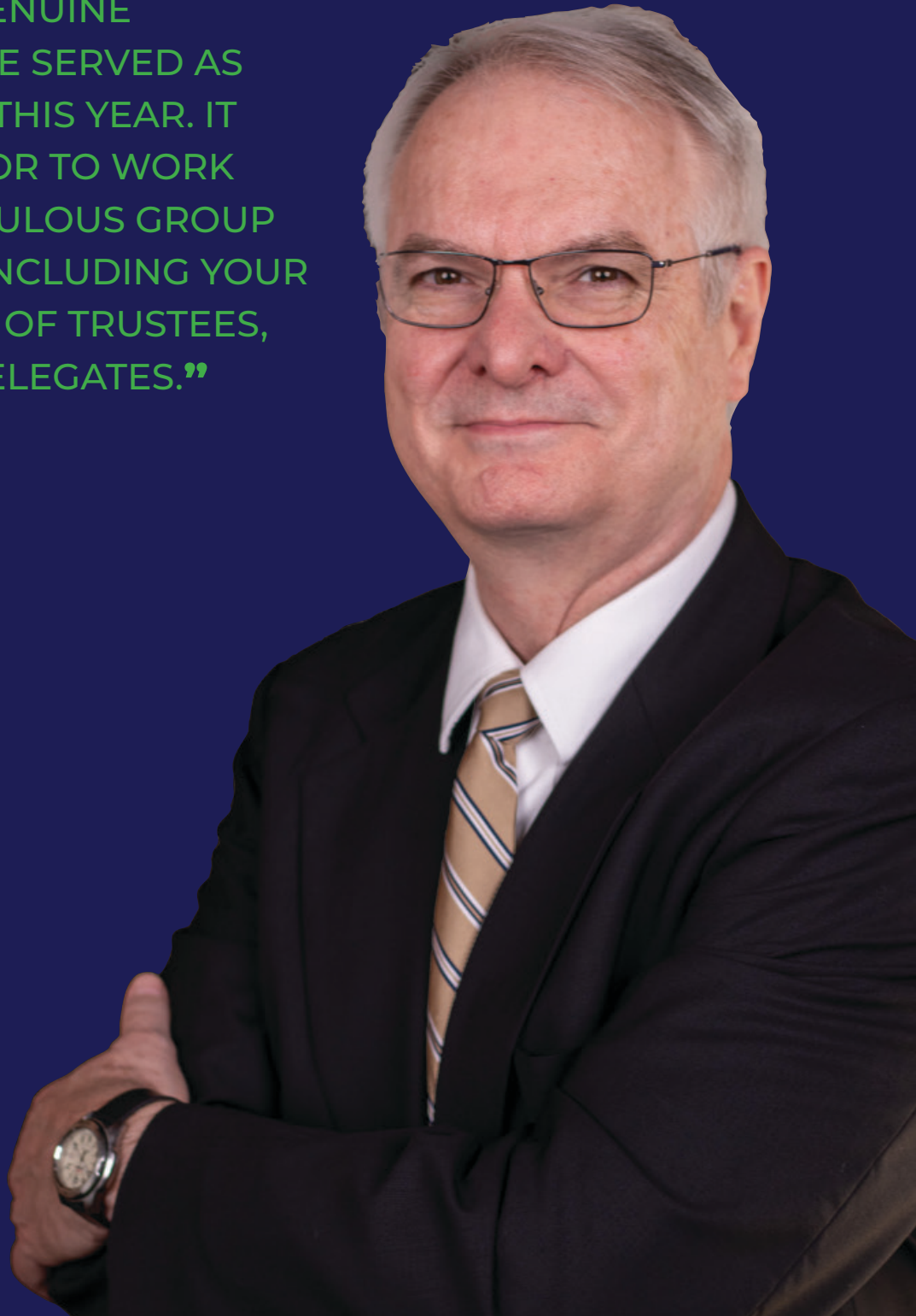
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The Imposter Syndrome

Have you ever experienced the unsettling feeling that you are not truly deserving of the position and status you have achieved in your life? If so, you are not alone. An estimated 70% of people experience what is known as Imposter Syndrome. It is commonly experienced by those who question their elevated attainment of success in their careers and professions. These high achievers sometimes attribute their accomplishments to luck or circumstance rather than skill and hard work. They may even dread the thought of being exposed as an imposter.

The syndrome's symptoms can manifest themselves as generalized anxiety, little self-confidence, depression, stress, and the inability to meet self imposed high standards of achievement with a resulting sense of frustration. In dentistry, these self imposed standards are often caused and exacerbated by the experience we underwent during our dental school training. In school, we are taught that anything short of perfection is unacceptable. Certainly, attorneys do not win 100% of their cases and a batting average of 300 is considered exceptional for professional baseball players. Needless to say, not all surgical procedures result in successful outcomes. We dentists are held to a higher standard which can be the source of tremendous anxiety and frustration. True, dentistry is a very demanding profession. But, superior results, although expected, are not always easy to achieve. We have all encountered uncooperative patients, hostile, oral environments, and the general stress of running a dental practice which can affect the excellent outcomes we seek. Although we are expected to deliver 100% successful results all of the time, these self imposed standards are very unrealistic in the real world.

Depending upon the research parameters used, this syndrome affects



a high percentage of individuals, mainly highly intelligent professionals, and is particularly prevalent among highly intelligent and high achieving women. For instance, these individuals are told in childhood that they are superior in every way. But, in reality, these women find there are certain goals which they actually cannot accomplish. They develop self doubt when they cannot maintain the high level of achievement which has become expected of them and begin to think of themselves as imposters, not deserving of the accolades.

If the disturbing characteristics of the Imposter Syndrome already exist in an individual, they can be exacerbated by the current culture that exists in some academic programs of the better dental, medical and law schools. A more realistic and humane approach needs to be nurtured by administrators and faculty in a way as to not lower standards, so

teaching facility faculties' expectations are more in line with reality. Having support groups and networking can be valuable allies in reducing and alleviating the effects of the imposter syndrome. Should these symptoms ring a bell for you, it is vital to know you are not alone. This syndrome is very real and its recognition is a healthy first step in controlling its negative effects.

*Dr. Jeffrey G. Priluck, DMD, MAGD
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Jeffrey Priluck, DMD, MAGD is a graduate of the University of Pennsylvania School of Dental Medicine. He is a past president of the Georgia Academy of General Dentistry. He established and was the primary owner of Dentistry with a Difference for over forty years.*

Dr. Priluck has coached dental practices on successful and profitable practice management in both the private and corporate sectors. He has lectured and been published internationally. His passion is to help individual dentists flourish in these turbulent times.



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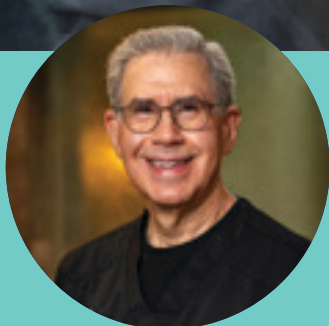


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GDA **MEMBER** PROFILE



Dr. Tyler Lipham



This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. This month we hear from Central District Dental Society, Dr. Tyler Lipham, who practices General Dentistry at Monticello Family Dentistry.

What inspired you to become a dentist?

My grandfather was an orthodontist in LaGrange, GA yet it never really crossed my mind to become a dentist. I had different ideas of what I thought I wanted to do. At one time I thought I wanted to become a graphic designer and another time I thought I wanted to be a veterinarian.

In my sophomore year of college, it really became time to figure out what I wanted to do. I took a fishing trip with my Grandfather that summer and he asked me what my thoughts were. At the time, I was rethinking the idea of becoming a veterinarian and he said, “You know, you should look into dentistry.”

I had the opportunity to shadow him and some of his friends who were general dentists, and it quickly became apparent to me that dentistry is a profession where you can really plugged into a community, make a good living serving other people. I think that’s a unique opportunity that dentistry has—to be able to give so much of yourself and really make a difference in people’s lives.

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

When I was six years old, I was sure that I wanted to work at McDonald’s because all I ate was McDonald’s chicken nuggets. And when I got to UGA, I thought I wanted to be a news broadcaster. So news



broadcasting, graphic design, McDonalds, and veterinarian.

When and how did you become a GDA Member?

When I graduated from Dental College of Georgia, I joined with the free year of membership first year students receive, but I lapsed in my membership when I moved to Idaho where I practiced for a year. When I came back to Georgia, working next to someone as involved in the GDA as Dr. Jamie Mitchell (GDA's President-elect), with him saying we'd love you to be a part of this—of course it makes sense. I've been a member ever since.

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

There is so much support from the GDA for someone to be a small business owner in today's climate. Being able to buy supplies with the GDA helps to compete with the larger offices that can buy in bulk. Providing a community for dentists helps us connect and network with each other.

And the most important thing is being our voice at the Capitol—allowing us to practice dentistry in the way that best benefits our patients, in a safe way and a caring way, and always having our back. Especially as small-town dentists, we need this support, and I think GDA provides that.

What is your most memorable GDA experience?

It was probably as a student when I got to participate in the "Law Day." That's when it clicked with me that this is how things get done. This is why certain professions get support—because we were there, on the ground, talking to lawmakers. That was an eye-opening experience.

What advice would you give to an aspiring dental student?

I would say to consider the right work scenario for you. For me, I didn't find that until I was in a small town working in a solo practice. From a pragmatic standpoint, I'm working hard but working less than I was at the beginning of my career yet earning more. And more importantly, I'm playing a part in this community doing something that people really appreciate. There's a lot of pride in knowing that you're the town's dentist and being that leader in the community.

What was your first job?

I never had a job in high school because I was always doing a lot of sports and extracurricular activities, but the summer between my freshman and sophomore year of college I was a groundskeeper for apartments owned by my grandmother. She was a tough boss. One day I was two minutes late to work, and she told me I had to stay that day until 5:02. I got the job done and was responsible, so that was a good experience.

What do you enjoy doing in your spare time?

I'm an avid outdoorsman. I enjoy spending time with my girlfriend, Chandler Wood, and our cow (Rhubard), our dogs (Tippet and Tuli), our goat (Radish), and five chickens. My undergraduate degree was in wildlife biology, and I love learning about different species of plants that are in my yard. I have a catalog of about 400 different species of plants and insects in my area and I have a passion for wildlife, for understanding how different organisms work together in an ecosystem. I love to hunt, fish, and bird watch. I just took a trip up to Canada to duck hunt for a week with some buddies.

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

Being a caregiver to my community.

What is your all-time dream vacation?

A trip to Africa would be my dream vacation. A camping trip in the in the Bush, in the Wilds of Africa. Birding, fishing, and hunting. Chandler, my girlfriend, studied warthogs in Africa and she tells me all the time that I have to go to Africa. That would be pretty awesome. 🦒

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