

# ACTION

2023 Semi-Annual Report

Journal of the Georgia Dental Association

**2023**

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Semi-Annual  
**REPORT**

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Thanks for  
the Memories

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- EAR**  
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Dizziness • Vertigo
- JAW**  
Clicking, popping jaw joints  
Pain in cheek • Limited opening
- NECK**  
Lack of mobility/flexion  
Neck Pain • Tired/ache muscles  
Arm/finger numbness
- HEAD PAIN**  
Forehead • Temples  
Migraine-type • Sinus-type
- EYES**  
Pain behind eyes • 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 craniomandibulo-temporomandibular disorders.



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## 2023 GDA BOT and HOD Meeting Dates

### BOT Meetings

- **December 9, 2023**  
*Ritz Carlton Atlanta, Downtown*

### HOD Meetings

- **December 9, 2023**  
*Ritz Carlton Atlanta, Downtown*



*We are pleased to announce*



Dr. Daniel Smith  
has joined  
Southern Dental  
Carrollton, Georgia

Dr. Ohkyoung Chang  
has acquired the practice  
from the estate of  
Dr. Michael Healey  
Alpharetta, Georgia  
*(Pictured left.)*

Dr. Amita Reddy  
has joined the practice of  
Dr. Matthew O'Shea  
Decatur, Georgia

### Practices for Sale

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

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

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

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

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

**NE GA Pedo:** 2 doc practice, large facility, recently built out. Grossing \$900K. Seller will stay on and work.

**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.

**GA Coast:** 5 ops. Grossing \$1M. Digital x-ray & PAN. Close to SSI & Jacksonville.

**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.

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

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

**Paulding Co:** Collecting \$1.3M+. 5 ops with room to expand. PPO/FF. Digital & paperless. Busy shopping center.

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

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

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# Editorial

*By Dr. Erik Wells, GDA Editor*

facilitates effective budget analysis, and enhances staff management capabilities. That is by no means an exhaustive list, but by examining these areas, we can better understand how professional involvement can positively impact dental practices.

## **Leadership Skills:**

Being part of the GDA leadership exposes dentists to invaluable leadership experiences that can be transferred to their private practices. Leadership GDA provides dentists with opportunities to assume various positions of leadership, allowing them to develop skills such as decision-making, strategic planning, conflict resolution, and teamwork. These invaluable leadership skills acquired in the GDA can be applied to managing a dental practice successfully. Dentists who have honed their leadership abilities through GDA involvement are more likely to efficiently guide their practices, leading to increased productivity, better employee engagement, and enhanced patient satisfaction.

## **Public Speaking:**

Effective communication is a critical aspect of any dental practice, especially when interacting with patients and addressing staff members. By

participating in GDA leadership roles, dentists gain exposure to public speaking opportunities. There are ample opportunities to practice and enhance your speaking skills like committee meetings, House of Delegates meetings, Law Day and even testifying at the state legislature. Almost every year the GDA puts on a public speaking seminar that prepares dentists to advocate at the Capitol and speak with the press. I have found that the newfound public speaking abilities I have acquired through GDA involvement have led to improved patient communication, enhanced patient trust, and ultimately, made me a better dentist.

## **Analyzing Budgets:**

Managing the financial aspects of a private dental practice is essential for its long-term viability. Through participation in GDA leadership roles, dentists have the opportunity to develop budget analysis skills by actively engaging in financial decision-making processes. My participation on boards like GDIS and IDBG as well as the Finance Committee and the Board of Trustees have allowed me to oversee the organization's budgets, allocate resources effectively, and gain insights into financial forecasting.

Leadership is the lifeblood of any professional organization, and the Georgia Dental Association is no different. While it does take time for someone to take on leadership roles in the GDA, there is a definite benefit in taking on leadership positions and it can directly benefit your bottom line. Participating as a leader in any professional organization has numerous benefits for anyone seeking to excel in their career. Furthermore, becoming involved in the GDA and its leadership development program, Leadership GDA, can significantly enhance the success of dentists in their private practices. I will try to explain the ways in which active participation in the GDA as a leader cultivates essential leadership skills, boosts public speaking abilities,

# Leadership is...

the lifeblood of any professional organization, and  
the Georgia Dental Association is no different.

Such experiences help in developing proficiency in budgetary evaluation and strategic financial planning. Dentists who are adept at analyzing budgets are better equipped to make informed financial decisions, optimize resource allocation, and ultimately improve the financial health of their private practices.

#### **Managing a Staff:**

The dental team plays a crucial role in the overall success of any dental practice. Participation in GDA leadership provides dentists with opportunities to enhance their staff management skills. Dentists involved in GDA leadership roles learn effective communication techniques, team-building strategies, and conflict resolution methods. Some leaders also have opportunities to perform staff evaluation, participating in search

committees and property management. These skills are directly applicable to private dental practices, allowing dentist-leaders to create a positive work environment, foster teamwork, motivate employees, and address conflicts in a timely and effective manner. The result is a more harmonious and productive dental team, thereby contributing to the long-term success of the private practice.

Participating as a leader in the Georgia Dental Association and engaging in the leadership development program, Leadership GDA, equips dentists with essential skills that directly benefit their private practices. Through these experiences, dentists enhance their leadership abilities, improve public speaking skills, develop proficiency in budget analysis, and strengthen their staff

management capabilities. As a result, dentists are better equipped to navigate the complexities of managing a private dental practice successfully. This is by no means a one way street. There are many dentists that have acquired leadership skills through running their practice and other life experiences like serving in the military or previous business experience. They bring a unique perspective to their leadership roles that certainly benefit the association. The bottom line is volunteer associations, always need new leaders to keep the association running. I would encourage all of you reading this to consider getting more involved in the association. You will increase your skill stack while helping to make your dental association successful. Win-Win.

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# Embracing Change and Emerging Stronger, Together

*By Marshall H. Mann, D.D.S., ADA Fifth District Trustee*

With changes on the horizon for our profession, the American Dental Association (ADA) is meeting the changing tide and creating new possibilities for dentistry driven by the power of partnership across our local, state, and national associations. Because of our collective effort, dentistry continues to thrive.

Together nationwide we're driving public health forward, improving practice environments, and leading the discourse on oral health.

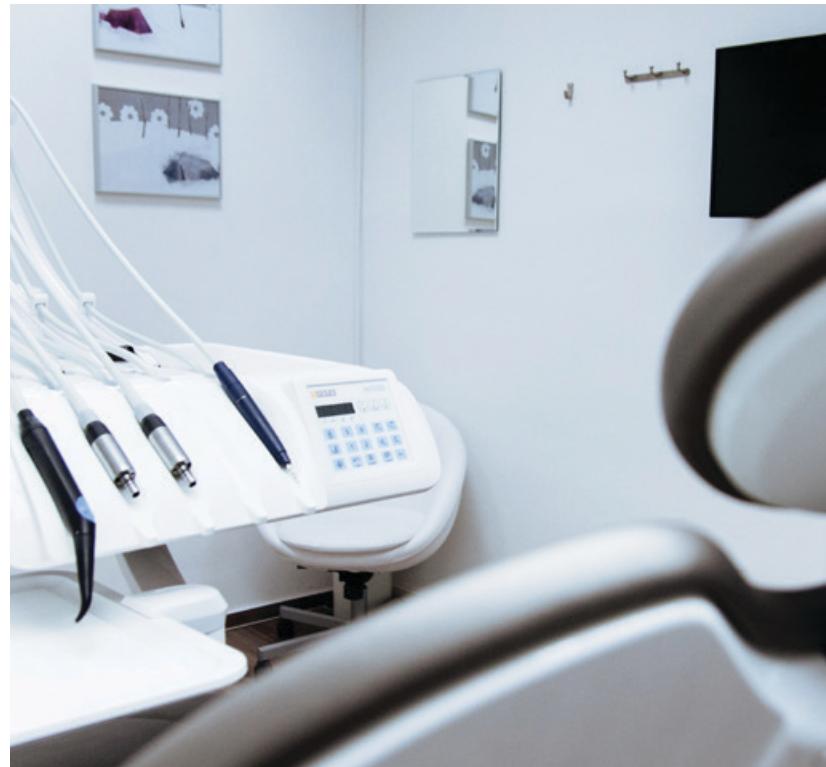
With its collaborative Tripartite infrastructure, the ADA is powering the profession at levels no single dental society could achieve on its own—from licensure portability to wellness tools, to Food and Drug Administration-recognized standards, its own science, research, and economic policy institutes, as well as advocacy efforts that ensure that dentistry's voice is heard on various issues such as insurance reform.

As our Association commits to supporting its community, it is also on the cusp of an exciting transformation that will benefit members, state and local dental societies, the dental profession, health care, and the public as we forge

our future together—a future marked by generational shifts, technological advancements, and evolving practice modalities.

Ongoing analysis by the ADA Health Policy Institute anticipates changes in the dental workforce in terms of dentist demographics and practice modality. The workforce is getting younger<sup>1</sup>, is more likely to be female<sup>2</sup>, and is more likely to be non-White<sup>3</sup>. Further, a generational divide among dentists is highly visible with large shares of younger dentists (age 30 to 40) and older dentists (age 60 to 70). This is a departure from the dentist workforce of two decades ago, when most dentists were middle-aged. This

**Together**  
**nationwide** we're  
driving public  
health forward,  
improving practice  
environments, and  
leading the discourse  
on oral health.





generational transition, in part, correlates with a shift in practice modalities. Dentists in the early years of their careers tend to affiliate with group practices and dental support organizations (DSOs), while late-career dentists tend to be in solo practice<sup>4</sup>.

As dentistry evolves, the ADA is sharpening its focus on its members and potential member dentists yet to experience the ADA. As part of these efforts, the ADA has evolved to a strategic forecasting governance model, which sets a multi-year strategic vision for the ADA, keeping long-range goals within sight while remaining flexible along the way.

Through strategic forecasting action groups, among other initiatives, the ADA is embracing all those whose contributions and perspectives are vital for driving dentistry forward, including early-career professionals; leaders in dental education; multi-site practices; our industry colleagues; state, local, and specialty dental societies; as well as international organizations.

Everyone has a seat at the table in fueling dentistry's future, and the ADA is committed to inclusivity and welcoming dentists from all backgrounds, regardless of their practice modality, age, race, ethnicity, or gender.

Digital transformation is another way that the ADA is elevating its focus on members and their evolving needs. Created with and for dentists, digital platforms, such as ADA.org and the ADA Member App, deliver personalized, science-based dental information, career resources, networking and mentorship opportunities, and more—fostering connection and collaboration at the state and local levels.

A strong alignment among key stakeholder groups allows the ADA to continue to move its work forward, maximize market opportunities, and support the greatest opportunities for collaboration and agreement across the Tripartite.

In fact, work is underway among key stakeholder groups to align on a new



membership model and dues structure in time for January 2025. Through stakeholder collaboration, a new association management system will align membership data across the Tripartite, beginning in July 2024.

The Tripartite has brought the profession forward and will continue to carry us through the future. Together, we are one unified voice advocating for the profession, advancing dentistry's art and science, and making communities healthier.

We are stronger together and rocketing into the future like never before.

You can learn more about the exciting transformations at the ADA through its brand-new campaign called Together We Thrive at ADA.org/powerof3.

**It's a new era for dentistry, the ADA, and the Fifth District—an era where, together, we thrive.**

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**3,944**  
*Member Dentists*

2023 SEMI-ANNUAL  
**REPORT**

# GDA ON THE MOVE



**FRANK J. CAPALDO**  
GDA Executive Director

Dear GDA Members,

By the time you read this, I will have retired and moved on to other adventures with my family, friends, and colleagues. In addition, my successor, Kristen Morgan, will be your new Executive Director. Please embrace her.

So, this is my farewell. It has been an outstanding journey!

In the blink of an eye, 10 years have passed. During that time, we have accomplished all manner of incredible feats together. To name a few, membership has grown by over 12.8%, with GDA leading the nation in the last five years. GDA's reliance on dues has been reduced from a high of 67% to 27%. That is phenomenal! We have placed \$2.4 million into reserves to ensure the sustainability of the GDA into the future. Those reserves represent 366 days of expenses. In other words, if not one more dime of dues or other services revenue were received, GDA and GDIS could sustain itself for 366 days. That is unheard of in the association world. Our CE has grown by 385%! In addition, our net promotor score, or the calculation measure of all members' satisfaction, runs between 50 and 60 (excellent), while the average of most associations is 28, with the very good ones at a score of 40. And our surveys always find members' overall satisfaction at 93% to 96%.



*GDA and GDIS new office in Marietta.*

Together we are...  
**GDA**  
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HELPING MEMBER DENTISTS SUCCEED



I will stop there and let the results in the following pages speak for themselves.

The success has been a team effort and strong collaboration of staff and volunteer members on the boards, committees, and task forces. Some of those outstanding volunteers I served with over the past 10 years have been Marshall Mann, John Ferguson, Richard and Becky Weiman, Tom Broderick, Ben Jernigan, Doug Torbush, Annette Rainge, David Bradberry, Ed Green, Robin Reich, Zach Powell, Jay Phillips, Jim Granade, Michael Lodin and many more. I apologize that I cannot list everyone. I also want to thank my outstanding staff over the years, with such standouts as Amy Kuhn, Stephanie Lotti, Scott Lofranco, Lisa VanZandt, Carol Galbreath, Megan Capaldo, Scott Piper, Michele Amatulli, Christy Biddy, and the rest of the team.

In closing, I would be remiss if I did not thank the most important person who was front and center with me in the success of this GDA venture. She is my best friend, the love of my life, my brilliant wife, Lisa VanZandt.

As Bob Hope sang, "Thanks for the memories."

Farewell, God bless, and have a wonderful life.

Frank



**MEMBERSHIP**



**GOVERNMENT  
RELATIONS**



**HEALTH POLICY**



**PR/MARKETING/  
COMMUNICATIONS**



**EDUCATION &  
TRAINING**



**GOVERNANCE**



**MEMBER  
PRODUCTS  
& SERVICES**



**FINANCIAL  
MANAGEMENT/  
ORGANIZATIONAL  
STABILITY**



# Thanks for the Memories







"As Bob Hope sang,  
'Thanks for the memories.'  
Farewell, God bless, and  
have a wonderful life."  
—Frank

"The success has been  
a team effort and strong  
collaboration of staff and  
volunteer members on the  
boards, committees, and  
task forces."  
—Frank





# Five-Year Strategic Plan (2021–2025)

Derived from the mission and vision statements, GDA's strategic plan identifies strategic priorities which direct the focus of the work of the association for the next five years. Under each objective are also key strategies for moving our priorities forward. These areas will turn GDA's mission and vision into specific measurable targets that are important to the current and future health of the association. GDA achieved or exceeded the goals and objectives in its 2016–2020 five-year strategic plan. Below is the new five-year plan, which continues and builds on our success of the past.



## MEMBERSHIP

- Work to increase member engagement and participation
- Increase total GDA members by 2% by 2025
- Keep annual “non-renews” to under 200 members



## GOVERNMENT RELATIONS/ POLITICAL ACTION (PAC)

- Develop and implement annual legislative strategy and agenda
- Develop annual plan for strategic campaign involvement
- Continue utilizing contact dentists for immediate grassroots response at district level
- Develop and maintain relationships with other health industry coalitions on shared issues
- Expand/improve PAC fundraising (events and funding level)



## HEALTH POLICY

- Be the premier, leading resource for data, information, and expertise on oral health for the state of Georgia
- Develop and implement GDA Action for Oral Health objectives and strategies (see plan at [gadental.org/dentalhealth](http://gadental.org/dentalhealth))
- Ensure inclusion of oral health in statewide public/community health planning and provision initiatives
- Monitor changes to Medicaid policy manuals and billing and communicate to members
- Keep GDA leadership and membership informed on health policy-related activities



## PR/MARKETING/ COMMUNICATIONS

- Utilize multiple communications channels to reach GDA members, keeping them up-to-date on GDA initiatives and working to increase member engagement and participation
- Continue to be the PR/media relations arm for the GDA and oral health community in Georgia
- Develop new ways to demonstrate the value of GDA membership
- Increase product/service usage and penetration by communicating the unique value of GDA products and services to our membership through existing and emerging marketing technologies



**Mission Statement** GDA's mission is to help GDA member dentists succeed.

**Vision Statement** Our vision is for Georgia to become a state with optimal oral health.



### **EDUCATION & TRAINING**

- Continue to expand GDA's educational offerings for members and their staff utilizing the Education and Training Advisory Council to determine new focus areas for 2021–2025
- Continue to identify and implement new education and training opportunities for the dental team/ office staff
- Continue to improve and grow convention CE at the GDA Convention & Expo utilizing the Education and Training Advisory Council for planning
- Develop technology-based delivery systems for CE



### **GOVERNANCE**

- The Board of Trustees will continue to review and refine the GDA governance structure making changes that improve the performance of the organization and ensure sustainability for the future
- Continue to recruit new GDA leaders to ensure sustainability of the leadership pipeline for the future—goal is to increase the number of individuals participating in GDA leadership by 10% by 2025
- Continue to ensure programs, services, staff resources, committees, GDA Foundation, and GDA subsidiaries are aligned with the strategic plan
- Continue seeking to increase knowledge of members' wants, needs, and issues
- Work with districts to implement resources GDA has developed to support district leadership and succession planning
- Work with districts to assess and recommend changes to their organizational documents ensuring alignment with GDA's revised governance structure
- Continue to offer leadership training programs to better equip GDA and district leader



### **MEMBER PRODUCTS & SERVICES**

- Provide superior member value through high quality products and services that meet member needs and achieve a high level of member satisfaction
- Develop business relationships and partnerships to offer additional products and services to members that are competitively priced and also achieve a reasonable return for GDA
- Consider new business opportunities
- Continually assess and refine products and services, eliminating those with low impact



### **FINANCIAL MANAGEMENT/ ORGANIZATIONAL STABILITY**

- Ensure the amount of dues as a percentage of total revenue will not exceed 30% by developing non-dues revenue sources
- Set aside reserves not less than 50% of annual operating expenses
- Continue to establish internal reviews, security measures, and policies/ procedures
- Continue to implement annual incremental dues increases to ensure financial stability



## Membership

GDA continues to lead the nation in membership growth. Over the last five years, GDA membership has grown 12.8%.

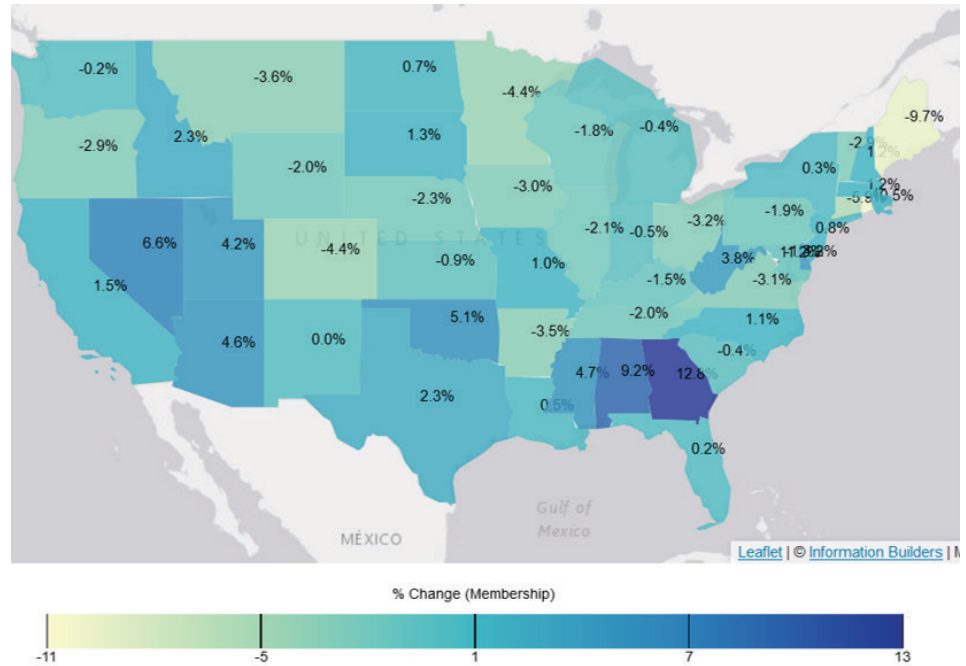
### Membership Renewals Strong

As of August 11, 2023, GDA had 250 more members over the same period last year; our market share has increased 6% to 70%, and we have 297 fewer non-renewals.

### Member Satisfaction Survey Receives High Scores

GDA's biennial member satisfaction survey was conducted in April 2023. Results show extremely high member satisfaction, with GDA earning a net promoter score of 50. Few organizations in either the nonprofit or for-profit arena achieve such a high net promoter score.

## GDA Leads Nation in Membership Growth



### Membership Event

GDA hosted The Dental College of Georgia Transition Day in April. Fourth-year dental students signed their membership applications for joining ADA, GDA, and their local districts. The day included a lunch-and-learn, Career Fair, and welcoming of the soon-to-be dentists at the Augusta Green Jackets ballgame.



# 3,944

Member Dentists

# 70%

of total dentists in GA are members



# 250

New GDA Members in 2022





## 2023 Legislative Session Results

GDA had a successful legislative session in 2023. We made great headway with teledentistry, educating elected officials on what currently exists under the law, what could be done, and what GDA members across this state believe should be done with teledentistry moving forward. With the help of Chairman Dr. Lee Hawkins, the GDA teledentistry bill was moved out of the House Health Committee, but because of the

abbreviated schedule this session due to seating the new representatives and senators as well as new leadership, the bill remains in the House Rules committee and will be pursued in the coming session.

Also, the GDA Government Affairs team advocated for another dental Medicaid reimbursement increase in 2023. In the FY2024 Budget that passed both the House and the Senate, 17

codes were slated for rate increases and adult dental Medicaid services would be expanded to allow adults up to age 65 to receive the same benefits children currently receive. Unfortunately, both measures were “disregarded” by Governor Kemp. While both could be revived by exceptional state revenue returns, the more likely scenario is that we will be working towards this in the coming legislative session.



*GDA hosted six LAW Days and welcomed dentists from all over Georgia. Pictured GDA members with Governor Brian Kemp and first lady of Georgia, Marty Kemp, at a GDA LAW Day in February.*





## Health Policy Initiatives

### Health Policy Initiatives

GDA's Health Policy Department acts as the trusted and premier source for data, information, and expertise on oral health for the state of Georgia, both for members and external stakeholders and partners.

### Georgia's Action for Dental Health

In 2015, the Georgia Dental Association launched the Georgia Action for Dental Health with the goal of advancing comprehensive solutions to prevent dental disease before it starts and ensure that all Georgians can obtain treatment by a dentist, regardless of their socio-economic background. Through this plan, GDA continues to work with community

stakeholders and healthcare advocates to attain these oral health objectives and strategies. View GDA's Action for Dental health plan on page 28.

### Department of Community Health Partnership

The GDA Government Affairs team continued to work with the Georgia Department of Community Health on issues relating to dental Medicaid reimbursement. GDA staff also attend monthly DCH Board meetings to monitor any updates that may affect dentistry. Georgia's Donated Dental Services program is also funded by appropriations under DCH's budget. As such, it oversees this program.



# Public Relations/Marketing/Communications



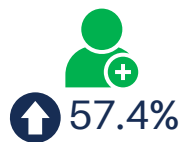
## Spring Media Campaign Highlights

- Oral Cancer Awareness.
- \$491,736 in donated media.
- 6,060 radio & TV spots.
- 613,755 Facebook impressions.
- 24,854 Google Ad impressions.
- GDA President, Dr. Chris Adkins, discusses the importance of regular dental exams and oral cancer screenings on WXIA-TV Atlanta.

Public relations, marketing and communications activities continue to keep GDA members informed, promote the profession and encourage Georgians to find a dentist and visit regularly.

## Digital Marketing Channels Continue to Grow

Instagram Followers



Facebook Likes



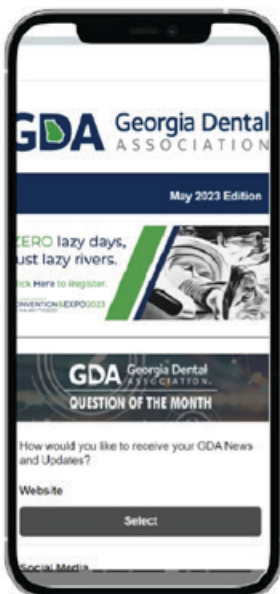
Reels



Videos



Images



**215.55%**  
Instagram Post Engagement

**184.8%**  
Facebook Post Engagement

**We've significantly increased the use of videos and animations in Q2, resulting in substantial increases in engagement.**



Published four issues of Action from January through July.



# Education and Training

## GDA—Your Home for Required CE

**GDA continues to enhance educational opportunities for members. Relevant and high-quality programs help members and their practices in a variety of accessible formats from webinars and online learning to in-person CE opportunities. [Find all upcoming CE at gadental.org/CE](https://gadental.org/CE).**

## New Opioid CE Course

In Spring 2023, the DEA promulgated a new requirement—The Medication Access and Training Expansion (MATE) Act—requiring that all DEA licensees must have at least eight hours of continuing education in opioids. The GDA was the first state dental association to create and offer a series of live webinars in May and June to fulfill this CE requirement for its members. The MATE Act webinar series consisted of four live webinars that were recorded. The recorded series is now available at [gadental.org](https://gadental.org).

## LEAP CE Webinar

The Georgia Board of Dentistry is now requiring all Georgia licensed dentists to earn one hour of continuing education in Legal, Ethics, and Professionalism—a program we are calling LEAP. To satisfy this requirement the GDA held three LEAP CE webinars totaling nearly 800 participants.

## Required CE Courses Held Around the State

The GDA held two courses in 2023—April 15 in Savannah and May 5 in Macon to help GDA members obtain the CE requirements. The courses included four hours of CE in pharmacology, emergency medicine, sedation, and anesthesia to satisfy CE requirements for practices with a sedation permit in the morning. The afternoon featured one hour of LEAP CE and one hour of opioid.

## Upcoming CE Courses in 2023

### Bridging the Gap CE Summit

September 22–24, 2023,  
*Crowne Plaza Ravinia Atlanta*  
**Something for Everyone**

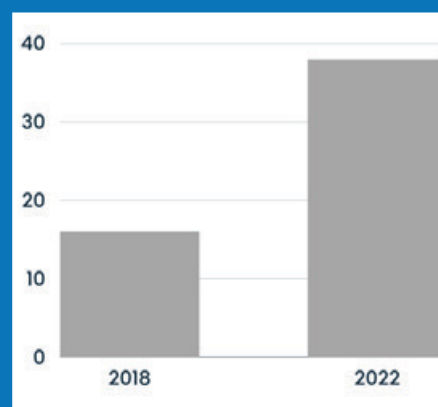
- All your live CE in one event (20 hours)
- Required CE - LEAP, Opioids, OSHA, HIPAA, CE for sedation permits, CPR
- 8 hours of Opioid CE to satisfy new DEA requirements
- CE for you and your staff—Dentist, hygienist, assistant, and Practice Management tracks available
- Special pricing when you bring your team

### GDA 2023 Fall Webinar Series

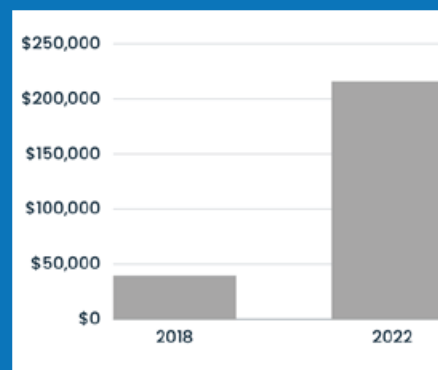
Everything You Need Just in Time for License Renewal  
**Weekly Webinars October–December**

- Required CE—LEAP, Opioids
- CE for sedation permits
- Sedation, anesthesia, emergency medicine, pharmacology
- End of year planning
- OSHA and HIPAA for you and your staff
- Risk Management for MedPro rebates

## Total # of CE Events



## CE Gross Revenue



**GDA is an ADA CERP Recognized Provider.** ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.





12 Leadership GDA participants in 2023 representing four districts. Participants are diverse in age, practice type, and race.

## Leadership GDA 2023

### Leadership Training Courses include:

- New! DISC Personality Profile Assessment
- DEI Program
- Communications Skills Workshop
- Effective Board Governance
- Spokesperson Training
- ...and more!

**Interested in joining the 2024 Leadership GDA program? Contact Scott Piper (ScottP@gadental.org)**

## Leadership GDA 2023

### Governance Task Force Established

- A Governance Task Force was established in April 2023 with the purpose to review all aspects of GDA's governance structure and make recommendations to increase efficacy and efficiency. The committee held several meetings to discuss and evaluate the size, function, and terms of the Board of Trustees, House of Delegates, all committees, and ADA/GDA Delegation. The committee's summary and recommendations were presented to the HOD in July.

### Workforce Task Force

- The Workforce Task Force committee is charged with understanding the factors that are affecting dental staffing shortages. The committee began their work by reaching out to hygiene school directors for their unique insight into the staffing shortage issue. The directors were appreciative of our association's interest in their opinions and gave honest and candid answers to how we can work together to ease this issue.





# Member Products and Services/ Financial Management/Organizational Stability

## Financial Sustainability

Since 2016, revenue continued to grow year over year. GDA has continued to diversify its income streams thereby reducing the reliability of dues to 27% from a high of 67% with a strategic plan goal of 30%.

## 2022 GDIS/GDH income represents 33% of total revenue

- Business and personal lines revenue 109.52% of budget
- Medicare supplements revenue 104.96% of budget
- 2023 health insurance renewal 90.9% retention with 4.2% growth in primary insureds

## GDA Plus+ Supplies

- New offices registered as of May 2023: 10
- Total program members as of May 2023: 1,285
- Total purchases as of May 2023: \$605,427

## GDIS/GDHC

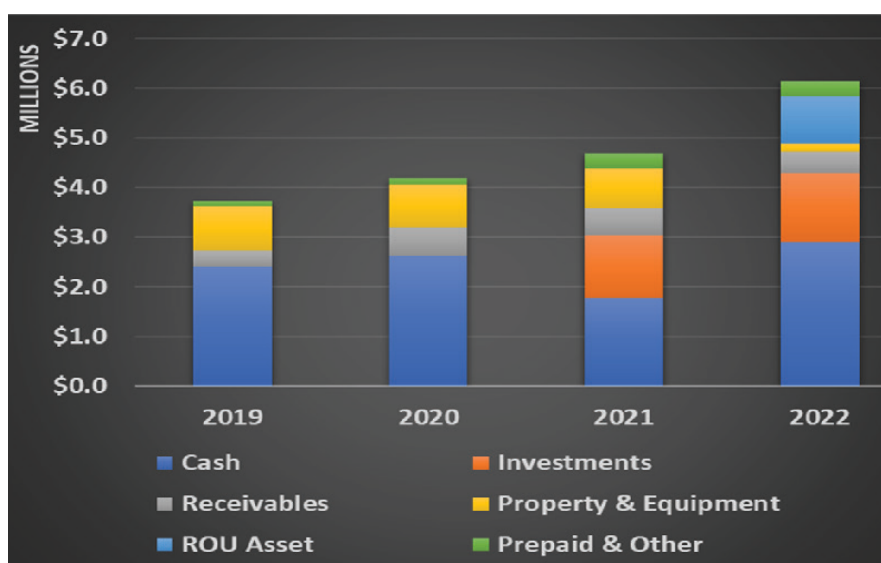
Income represents 33% of total revenue.

# 10.1%

Commission Growth

## Assets

- Since 2019 assets have grown from \$3.7MM to \$6.1MM – a 64% increase
- During 2021, the Organization diversified cash holdings into an investment portfolio
- During 2022, the Organization entered into an office lease, resulting in a ROU asset
- Cash and investment balances represent approximately 366 days worth of expenses at December 31, 2022 (compared to 222 days at December 31, 2019)



## 2022 Financial Sustainability

In 2022, the GDA negotiated a settlement of \$900K + \$125K for the next 10 years. Total settlement income to the GDA: \$2.150M. In Nov. 2022, the \$900K was received. In Feb. 2023, the first remittance of the \$125K was received.

### 2022 GDIS/GDHC GRANT AWARDS HISTORY TO GDA

2018-2021	GDIS	\$350,000
2022	GDIS	\$105,000
2022	GDHC	\$160,000

### 2022 ADA SPA GRANT HISTORY TO GDA

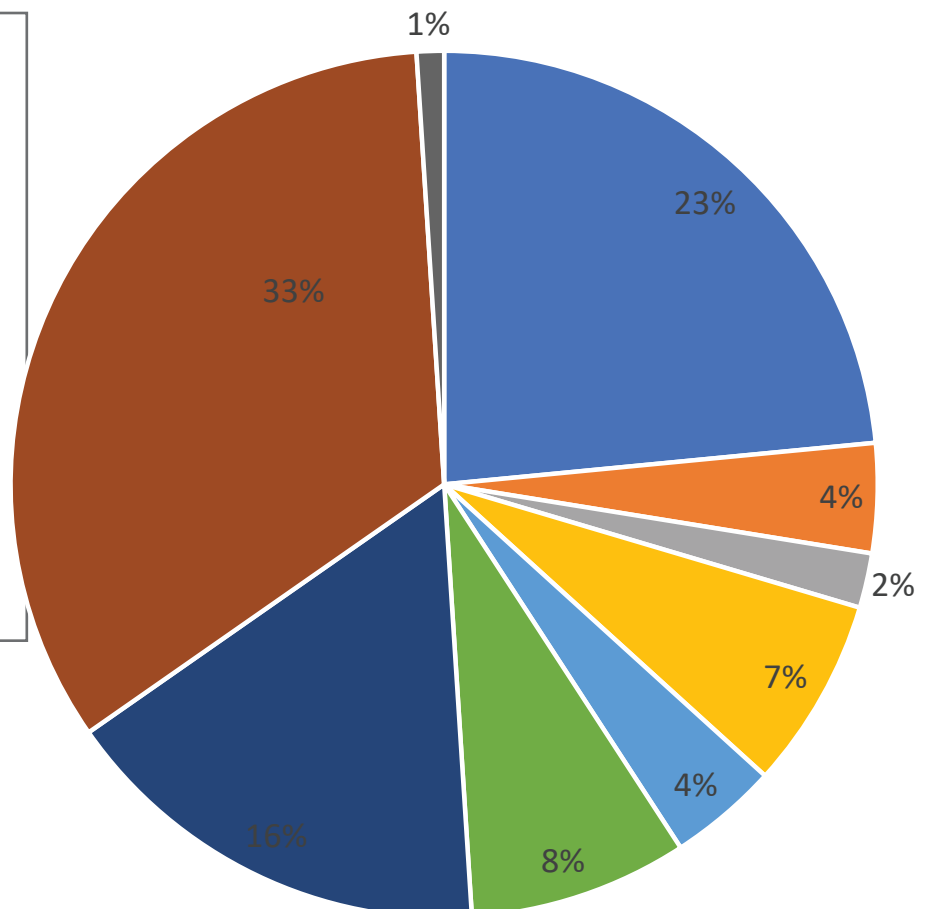
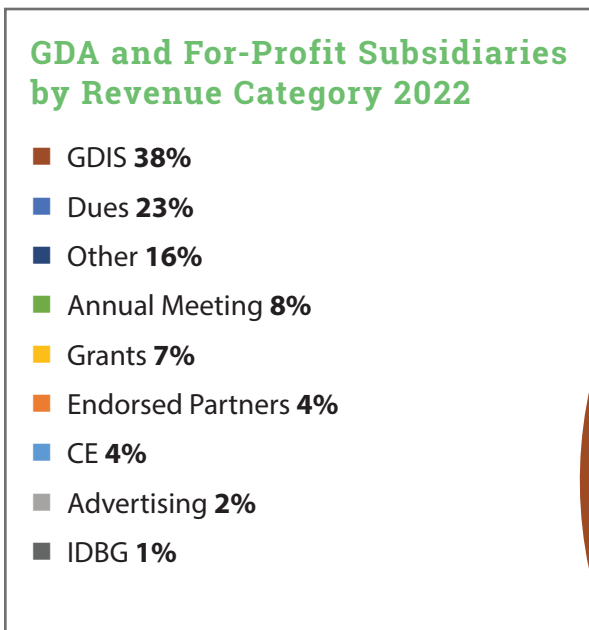
2018-2021	SPA Grants	\$308,619
2022	SPA Grants	\$122,500

2022 grants represent 7% of total 2022 income

### 2022 GDIS/GDH

Income represents 33% of total revenue

- Business and personal lines revenue 109.52% of budget
- Medicare supplements revenue 104.96% of budget
- 2023 health insurance renewal 90.9% retention with 4.2% growth in primary insureds







## Outreach Programs

*22,000+ Georgians reached this year through:*

- Children's Dental Health Month
- Give Kids a Smile
- Special Olympics, Special Smiles
- Oral Cancer Screenings



The GDA Foundation hosted an inaugural Hats & Horses Derby Gala at Moonlight Stables in Dallas, GA. The event raised nearly \$15,000 in support of dental treatment to disadvantaged individuals in Georgia and enhancing community education.



The Southwest District hosted a Casino Night fundraiser benefiting the GDA Foundation in January at the Doublegate Country Club in Albany. Following the event, the district presented the GDA Foundation with a generous gift of \$4,365.





The poster features a stylized, low-poly illustration of two jockeys racing horses on the left. The background is a mix of purple, pink, and green geometric shapes. On the right, the event title is in a serif font, with 'SM' as a superscript. Below the title is the beneficiary information. The date and location are prominently displayed in a large, bold, sans-serif font. At the bottom, there are logos for the GDA Foundation and the Kentucky Derby 150th anniversary, along with an illustration of two colorful hats.

# HATS & HORSES DERBY GALA<sup>SM</sup>

Benefiting the GDA Foundation

SAVE THE DATE  
May 4, 2024 | Moonlight Stables  
Dallas, GA

 **foundation**  
FOR ORAL HEALTH

KENTUCKY DERBY.

150 



The poster shows a man in a dark jacket and cap aiming a handgun at a clay target. The image is framed by a torn paper effect. Below the image, the title 'PULL FOR SMILES' is in large, bold, orange letters. To the right of the title are two small orange clay target icons. Below the title is the website and phone number. To the right of this is the event details in a smaller font. At the bottom right is the date 'Nov 4 2023' in a large, stylized font. The GDA Foundation logo is at the bottom center.

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THE GDA FOUNDATION FOR ORAL HEALTH

MEADOWS CLAY SPORTS  
FORSYTH, GEORGIA

 **foundation**  
FOR ORAL HEALTH

Nov 4  
2023

# GEORGIA'S ACTION FOR DENTAL HEALTH


## An Initiative of the Georgia Dental Association

***The Georgia Dental Association Action for Dental Health is a concerted effort to maintain and enhance the oral health and the overall health of all Georgians.***

### Executive Summary

Optimal oral health is essential to overall health. In 2015, the Georgia Dental Association launched the Georgia Action for Dental Health with the goal of advancing comprehensive solutions to prevent dental disease before it starts and ensure that all Georgians can obtain treatment by a dentist, regardless of their socio-economic background. The GDA strongly believes that achieving this goal will require strengthening public-private partnerships and adequately funding public health programs in rural and urban settings designed to meet Georgians' unique healthcare needs by emphasizing the importance of oral healthcare as a component of one's overall health status. Georgia's Action for Dental Health is a multi-year initiative as the GDA continues to work with community stakeholders and healthcare advocates to attain these objectives.

## PLAN OBJECTIVES

- 
1. Promote quality, attainable dental care for the uninsured and underserved in Georgia so that all patients have a dental home.
  2. Promote oral health education and literacy to mitigate potential barriers to a dental home and help reduce the public's misconceptions and fears of seeing a dentist.
  3. Optimize the capacity of the current dental workforce and availability of publicly funded dental facilities to efficiently serve Georgians with preventative and therapeutic dental care.
  4. Continue to advocate and educate policymakers, stakeholders, and the general public on the risks associated with unlicensed/unregulated treatment delivery methods and protect patient safety by only promoting/supporting initiatives that are sustainable, ethical, adhere to the standard of care for dental patients in Georgia, and always involve seeking treatment from a properly trained, Georgia-licensed dentist.
  5. Ensure that patient safety remains a priority and that a Georgia-licensed dentist continues to be the head of the dental team and retains authority over all aspects of the practice of dentistry, especially regarding clinical and treatment decisions.



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- **Office improvement and expansion:** Enjoy competitive terms when you remodel or expand.
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GEORGIA DENTAL ASSOCIATION  
CONVENTION  
& EXPO 2023

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## DR. RICHARD WEINMAN AWARD OF MERIT 2023

Richard A. Weinman, DMD was awarded the Georgia Dental Association Award of Merit at the association's annual convention in Orlando this summer. The association's most prestigious award, it honors a GDA member who has exhibited service and merit above and beyond recognized standards over a period of time.

Dr. Weinman is among only 24 recipients to receive the award since its inception in 1989. He has held several distinguishable positions within the association, most notable being his tenure as President of the GDA from 2005 to 2006 and serving as Government Affairs Committee Chair as well as GADPAC chair.

In addition, he has been recognized for his years of service and dedication to the profession of dentistry as GDA Honorable Fellow, MCG Alumnus of the Year, NDDS Dentist of the Year, GDA Committee Chair of the Year, Ben Massell Volunteer of the Year, Points of Light Community Service Award and many more awards and honors.

Congratulations to Dr. Weinman as the GDA 2023 Award of Merit recipient.

---





## Welcome New Members!

The following members joined GDA

**Alfred Aguero**

*Southwestern District Dental Society*

**Tara Brown**

*Northern District Dental Society*

**Alan Griffith**

*Eastern District Dental Society*

**Patricia Hampton**

*Northwestern District Dental Society*

**Dr. Jasmine Hanjrah**

*Northern District Dental Society*

**Dr. John Hansford**

*Eastern District Dental Society*

**Gregory Keiser**

*Southwestern District Dental Society*

**Selassie Kumapley**

*Northwestern District Dental Society*

**Christian Mangin**

*Southeastern District Dental Society*

**Ryan Reeves**

*Southeastern District Dental Society*

**Thomas Suitt**

*Northern District Dental Society*

## Bridging the Gap CE Summit

September 22–24,  
Atlanta, GA





# Spokesperson Training Date Changed

GDA spokesperson training scheduled for Friday, November 3, 2023 in Marietta has been changed.

**The training will now take place on Friday, October 27, 2023 in Macon.**

Look for registration details next month.



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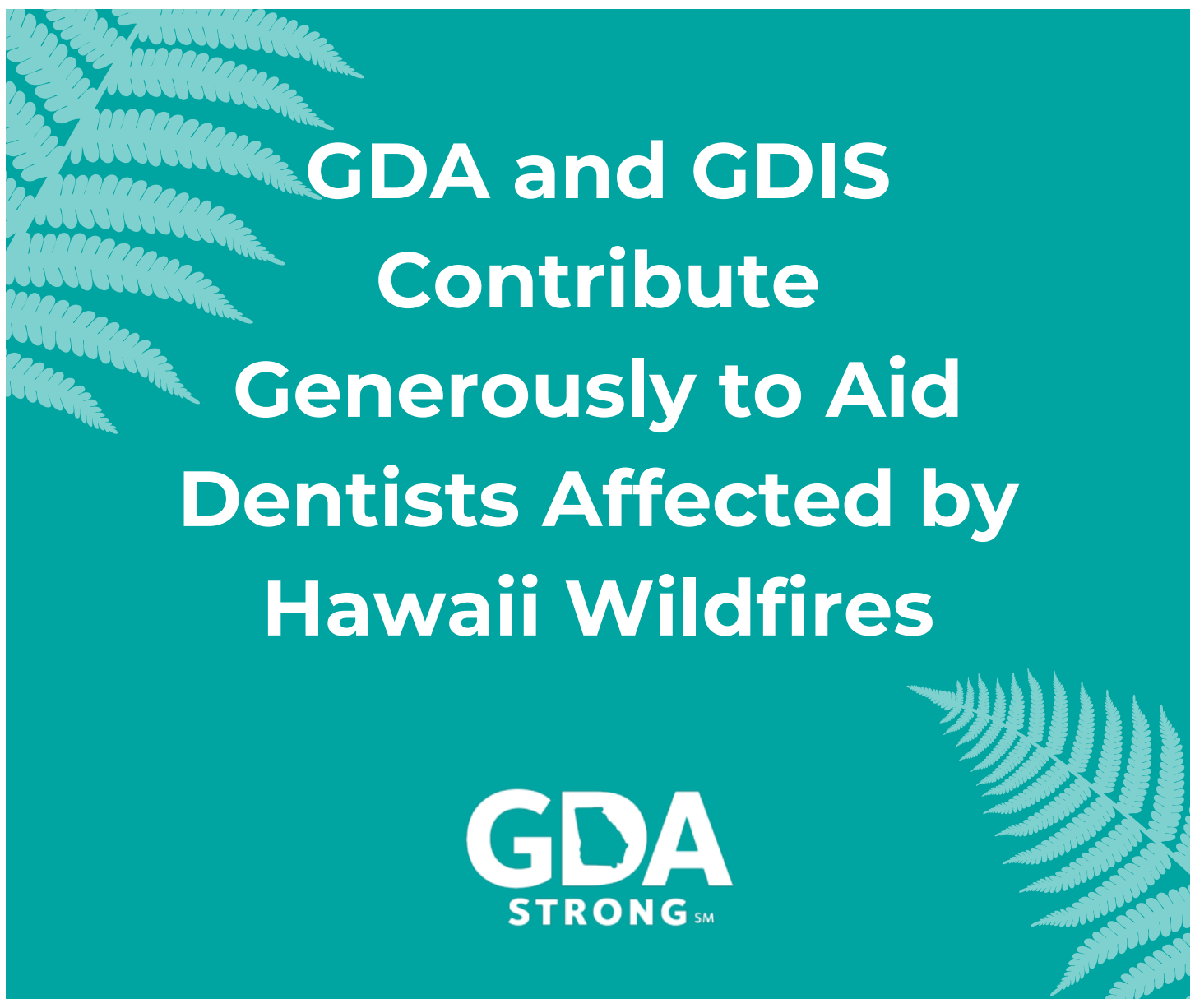


## **GDA and GDIS Contribute Generously to Aid Dentists Affected by Hawaii Wildfires**

In response to the devastating wildfires that have swept through Hawaii, the Georgia Dental Association (GDA) and Georgia Dental Insurance Services (GDIS) boards are proud to announce their substantial donation to the Hawaii Dental Association Foundation's special Disaster Relief Fund to help dentists grappling with the aftermath.

"GDA and GDIS have stepped forward to contribute \$20,000 to the Hawaii Dental Association Foundation's special disaster relief fund," said GDA President Dr. Chris Adkins. "This joint GDA/GDIS initiative reflects our support and solidarity as dentists during these trying times."

The Hawaii Dental Association Foundation disaster relief fund will aid Hawaii licensed dentists, with priority for ADA members who have been directly impacted. GDA members who would like to donate to help affected dentists are encouraged to send checks payable to Hawaii Dental Association Foundation. Note in the memo line that the donation is for the Disaster Relief Fund. Checks should be mailed to 500 Ala Moana Blvd, Suite 7-411, Honolulu, HI 96813. Donations will be used as needed to provide immediate support to dentists who were affected by the Maui wildfires, and the new fund will remain in place to provide relief for any future disasters.



**GDA and GDIS  
Contribute  
Generously to Aid  
Dentists Affected by  
Hawaii Wildfires**

**GDA**  
**STRONG<sup>SM</sup>**



# Augusta University seeking Department Chair, Restorative Sciences



## DENTAL DASH at DAWN 5K



**Does YOUR Team Have What It Takes?  
The biggest team wins \$500 cash!**

Dental Dash at Dawn 5K raises funds to support the DDD Foundation, Inc.'s programs providing dental care to patients with developmental disabilities.

**Saturday, November 4 at 8AM 3105 Clairmont Rd, Atlanta**

For information or to register, go to [www.dentaldash.org](http://www.dentaldash.org)



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# Navigating the Complex Reality of Medicine and Law: A Lawyer's Perspective on the Challenges and Resilience of Dental Professionals

By Zachariah B. Parry, Esq.

<https://thefortunelawfirm.com>



From the hallways of academia to the corridors of a private practice, there's a common thread that binds professionals in both the legal and dental fields: the desire to make a meaningful difference in the lives of others. However, the noble aspirations cultivated during the educational journey can often be starkly contrasted by the complexities and harsh realities encountered in actual practice. This article aims to shed light on these challenges, particularly those experienced by dentists, and to offer a balanced perspective on navigating these complexities.

## Shared Dreams: Medicine and Law

Much like young law school graduates eager to change the world through their legal prowess, many aspiring dentists enter the field filled with hopes of healing and doing good. Instructors and mentors fan these flames of idealism, emphasizing the noble ethos of their respective professions. However, once these hopeful individuals step into their roles—whether as attorneys standing before a judge or as dentists attending to patients—reality swiftly interjects, clouding the picture.

## The Physician's Lament

Physicians (including dentists) quickly realize that the practice of medicine is far from simple. It's not merely about diagnosing an ailment and prescribing treatment. In addition to the clinical aspects, dentists face a litany of considerations. There are meticulous charts to maintain, which must withstand not just medical but also legal scrutiny. There's the perpetual dilemma of how to express empathy without uttering words that might later serve as ammunition in a malpractice suit. The concept of 'defensive medicine,' fueled by a preoccupation

with avoiding legal entanglements, often results in overtreatment, escalating healthcare costs and ironically, creating the potential for medical errors. This complex situation often leads to what this article identifies as the Physician's Lament: "Why can't I just treat my patients?"

### **The National Practitioner Data Bank: A Double-Edged Sword**

Further complicating the landscape for medical practitioners is the National Practitioner Data Bank (NPDB). Established in 1986, the NPDB was intended to protect public health by preventing physicians with a history of malpractice from simply relocating and continuing their practice in a different state. However, the Data Bank's sweeping scope often snares even those who haven't committed malpractice, leaving an indelible mark on their professional records. Financial settlements, even those born out of economic expediency rather than culpability, can result in a physician's name being permanently listed in the NPDB.

### **Legal Paradoxes**

Unlike criminal defendants, physicians lack a comprehensive set of rights when facing accusations that could lead to their inclusion in the NPDB. Dentists may find themselves listed without prior notice or an opportunity to present exonerating evidence. This system contradicts the very foundations of the American justice system, where one is presumed innocent until proven guilty. The current policies of the NPDB can trap physicians in a complex legal web, branding innocent professionals as "bad actors."

### **Loopholes and Pathways: A Ray of Hope**

Nevertheless, not all is grim. Several known exceptions exist in the NPDB reporting requirements, providing some respite for medical professionals. For instance, the 'Corporate Shield' allows payments made on behalf of a medical institution to go unreported if the individual physician was not a party to the financial settlement. Additionally, the requirement for reporting only comes into play for "written claims or complaints," leaving room for settlements made in response to carefully

drafted non-claims or non-complaints. These legal intricacies often require a knowledgeable attorney to navigate, but they provide a pathway for medical professionals to emerge unscathed.

### **The Resilient Spirit**

Despite the intricate maze of legal and ethical considerations that surround the practice of medicine, it is important for dentists to remember why they chose this path in the first place: to help, to heal, and to make a positive impact. The journey may be fraught with challenges and disappointments, but it's also laden with opportunities for genuine connection, impactful healing, and true fulfillment. So for every medical professional out there grappling with the complexities of the system, take solace in knowing that

although the path may be winding, it is one that is well-worn by those committed to doing good in the world.

Thus, amid the legal entanglements and ethical quandaries, there exists the enduring potential for benevolence and meaningful impact. Medical professionals still have the power to better the world, provide healing, and find satisfaction in knowing that their work has indeed made a difference.

By navigating this labyrinth with care, awareness, and an unyielding commitment to the Hippocratic Oath, dentists can still fulfill their roles as true healers, even in a world that seems far more complicated than any textbook scenario ever suggested.



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- Inclusion in a bi-weekly Legislative Update call during the Legislative Session

## FRANKLIN CLUB MEMBERS- \$210

- Recognition during GDA House of Delegates, in GDA Directory, Sourcebook & PAC Publications
- Inclusion in a bi-weekly Legislative Update call during the Legislative Session
- Receive a Franklin Club Pin

## CAPITOL COLUMN SOCIETY MEMBER- \$410

- Recognition during GDA House of Delegates, in GDA Directory, Sourcebook & PAC Publications
- Inclusion in a bi-weekly Legislative Update call during the Legislative Session
- Exclusive Legislative Reception with VIP guests at Annual Meeting
- Access to Monthly Online Legislative update April-December
- Receive a Capitol Column Society Pin

## GOLD DOME SOCIETY MEMBERS- \$600

- Recognition during GDA House of Delegates, in GDA Directory, Sourcebook & PAC Publications
- Inclusion in a bi-weekly Legislative Update call during the Legislative Session
- Inclusion in weekly Government Affairs call during the Legislative Session
- Exclusive Legislative Reception and Dinner with VIP guests at Annual Meeting
- Access to Monthly Online Legislative update April-December
- Quarterly Lunch and Learn with State Agencies, Elected Officials, and more
- Exclusive Access during LAW Day at Capitol
- Receive a Gold Dome Society Pin

**[gadental.org/GDAPAC](http://gadental.org/GDAPAC)**

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



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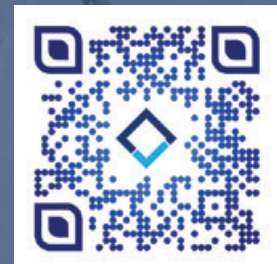
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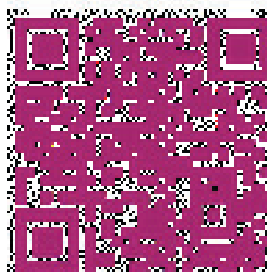
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**DDSMATCH - GEORGIA DENTAL PRACTICES FOR SALE.** 70 Miles Northeast of Atlanta: Turn-key Endo practice for sale in a high-visibility area. \$420K in annual revenue, 100% FFS, 3 ops, updated facility, strong referral network. Coastal GA: Beautiful General practice for sale a short drive from Georgia's beaches. >\$1.1MM in annual revenue, 6 ops, 4K sf facility. Real Estate purchase option. Coweta County: Turn-key General practice for sale. \$750K in annual revenue, 5 ops with room to expand, 3,877 sf, recently remodeled. Real Estate purchase option. Macon: Well-established General practice for sale. \$802K in annual revenue, 4 ops, Real Estate purchase option. Peach County: Well-established General practice for sale. Majority FFS, 3,000 sf, 4,700 active patients, 8 ops. Pike County: Well-established General practice for sale in Pike County, GA. 6 ops (2 additional plumbed), \$1.14 MM in annual revenue, 5,843 sf. Real Estate purchase option. North Atlanta Oral Surgery: Beautiful Oral Surgery practice for sale. \$740K in annual revenue with strong EBITDA, 3 ops, 1,800 sf. Note: This is either an individual ownership or investment opportunity. For more details, please contact Matt Poppert – mpoppert@ddsmatch.com or (855) 546-0044.

**FOR LEASE** - Dental office space in attractive 2-tenant brick office building. Located in high-growth Coweta County midway between Newnan and Peachtree City. Fully built out and plumbed suite with 4 operatories, 3-chair treatment bay, sterilization room, break room, private doctor's office with restroom, consultation room, business office and reception area. Available now! Pictures and floor plan upon request. Contact Taylor Josey, JYB Realty, (770) 652-7469, tjosey@jybrealty.com.

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- Evaluate what factors are affecting the value of your practice
- Write a Letter of Instruction (LOI)
- Apply for financing
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