

DCDS connection

Official Publication of DCDS
A tradition of integrity and care since 1908



Mission Statement

Serving the professional
needs of our members

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Don't miss out on patients looking for you!

by Sarah Tevis Poteet, DDS



New ADA Advertising Campaign - Starting in Summer 2017

You told the ADA that you wanted more patients, so they are investing \$18 million in a 3-year digital consumer advertising campaign to direct consumers to make an appointment with an ADA dentist. The focus of this campaign is a new ADA Find-a-Dentist® tool, which provides consumers with a user-friendly experience and additional search fields to easily find an ADA dentist. Before the marketing begins to consumers, make sure you get the full benefits of this campaign!

Update Your Find-a-Dentist Profile

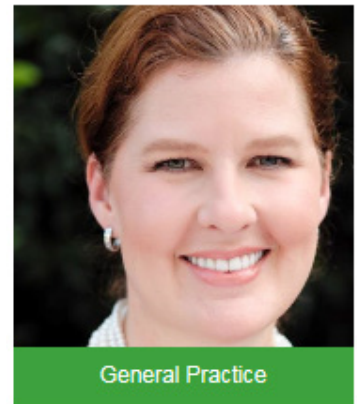
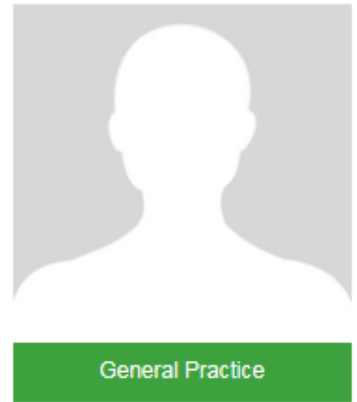
By taking five minutes to update your member profile, patients can more easily search by geography, specialty, and plan benefits. Completed profiles with photos will be prioritized in the search results, increasing the chance that patients will click on your profile. You will have the ability to track how many views your profile receives.

Complete your ADA Find-a-Dentist profile by May 1, 2017 to be entered for a chance to win a Mercedes Benz C class sedan or GLC SUV 12 month lease or \$10,000 cash award!

Once the Find-a-Dentist feature is full of profiles and photos, the ADA will be flooding the internet with paid search ads aimed towards pointing patients to find an ADA dentist. You don't want to be left out!

Go to ADA.org/MyADA today.

If you were a patient, which dentist do you think you would choose?



Dr Sarah Tevis Poteet

info@DallasSmileDentist.com

(214) 363-4414

8226 Douglas Ave Ste 859
Dallas, TX 75225-5930

1.1 miles

The Write Stuff

by Todd M. Baumann, DDS, MS, President



The temperatures are warming and the flowers are nearing full bloom. With summer just around the corner, many of us are planning summer vacation trips and looking forward to time

relaxing with family. In the months of May and June, we have the opportunity to celebrate and honor our parents on Mother's Day and Father's Day. Of all the "Hallmark holidays" these are two that seem significant for me. My parents are special people who loved and cared for my two brothers and me and were always available. They were my first mentors, and they continue to be people to whom I look for support and advice.

Throughout my life, I have been blessed with people who supported and mentored me. These people not only had a positive influence on me, but they went the extra mile. They spent significant time with me and really took an interest in who I was. Whether a coach or professor or someone in the dental community, each of us has someone who has played a huge part in the success that we share.

I certainly would not be who I am personally nor where I am professionally without the friendship and guidance of some of the finest clinicians, and truly wonderful people, in our area. They have mentored me inside and outside the office. I have realized through their mentorship that aspiring to be a great dentist means much more than skillset and talent; it also entails how we conduct ourselves outside the office.

Dallas County Dental Society has numerous men and women that could have a major influence on other dentists. Whether it's with a 'soon-to-be' dentist, a recent dentist, or even a dentist that has been practicing for a decade, there are things to share and relationships to build. To foster and encourage such connections, DCDS (through the New Dentist Committee), has begun the Mentor-Mentee program designed to pair a younger dentist with a more seasoned dentist.

If you are willing and able, please consider "paying it forward" and being a part of this exciting program. I am certain you won't regret it. You may just discover that you get as much out of it as you put in!



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Contributions: articles, letters to the Editor, announcements, advertisements, or other materials submitted for inclusion in DCDS Connection should be submitted electronically via email to the managing editor. Submissions must be received by the second Friday of the month prior to the month of publication. Acceptance of any submission is at the discretion of the Editor, and subject to editing for brevity or content. Anonymous letters or contributions will not be considered for publication. All submitted items must be accompanied by contact information, including the author's name, mailing address, telephone and/or email address. Illustrations should be submitted as .jpeg, .pdf, .eps or .tiff files. Photographs should be high resolution (300 dpi or better) and include a copyright release or statement of permission. Display and classified advertising will be accepted from reputable firms or individuals on a space-available basis in accordance with DCDS Guidelines. For current advertising rates or more information call 972-386-5741 X 225, or email andrea@dcds.org.

Editor.....Larry W. White, DDS, MSD
Managing Editor.....Andrea M. Maiella
Executive Director.....Jane D. Evans

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Member Publication
AADEJ
 American Association of Dental Editors & Journalists

Impressions

Editorial by Larry W. White, DDS, MSD, Editor

Learning to Lead



Behavioral scientists tell us that the most common method of learning comes from modeling¹, i.e., imitating others, and I have little reason to question

that discovery since I have experienced it so many times in my own life. When confronted with tasks, I habitually revert to behaviors that I have witnessed others successfully employ. This, of course, carries the caveat of carefully selecting the models we want to emulate, and therein lies the peril to effective leadership.

There remains little doubt that Vince Lombardi will continue to serve as the quintessential example of the ideal professional football coach. His unusual ability to teach, motivate, strategize, select personnel and organize for success remains undisputed. However, Vince's knowledge and expertise didn't just appear in full bloom when he took the job at Green Bay. He previously had the good fortune to have early career influences from two of the finest college coaches in America. He played under Frank Leahy at Fordham University and was one of the famous "Seven Blocks of Granite." Later he acted as an assistant coach at West Point under Earl Blaik. He could not have had better teachers than these two, and they certainly had a beneficial effect on his coaching career.

Some leaders may be born, and I would never dispute that, but most good leaders seem to evolve over a period of time, and under the influence of many events and people. Since few in the audience for this essay will ever lead or manage a Fortune 500 company or govern a country or even a state, it might better serve our needs to concentrate on the more modest but still essential characteristics of developing and leading a dental team.

To this end, nothing has more importance or challenges a dentist more than the selection of personnel. Yet we receive next to no training in this important feature while in school, and

there remains little outside of academia that offers meaningful guidance for this task.

One of the limiting features of personnel selection is that extremely few people ever grow up wanting to be dental assistants. In a dental assistant audience of several hundred, when asked how many grew up wanting to be a dental assistant, only one or two hands will raise. Contrast that with the thousands who aspire every year to become flight attendants. Airlines have a ubiquitous and willing supply of fresh talent, which dentists could never imagine in their wildest dreams.

Aside from a scarcity of potential assistants, when dentists need personnel, it always involves an emergency situation. At best they receive two weeks notice and at worst no notice. One of my new hires left for lunch on her first day and never returned. She said there was too much to learn.

The urgency of dental personnel needs often leads dentists to select without even a cursory examination of the applicant's work history, credit worthiness, interests, etc. This often has disastrous consequences, e.g., my friend who hired a convicted felon who subsequently stole several thousands of dollars from him. Another friend unknowingly hired a prostitute who answered a lot of phone calls, but didn't make many dental appointments. The least employers can do is to check as thoroughly as possible the work history of applicants.

Several years ago I completed a study and subsequently published an article on "Search for Orthodontic Assistant Profile."² I had hoped to find a particular personality that lent itself to orthodontic assisting. After many months of collecting data and spending thousands of dollars, I found no such personality. Among all the traits we tested for, only one seemed to have any relevance at all – conscientiousness. At first, this disappointed me greatly, but as I reflected on it, the study encouraged me because it indicated that any ordinary person with reasonable intelligence and integrity with a dollop of

conscientiousness could probably succeed as a dental assistant.

I submit "reasonable intelligence" because some of the worst assistants I have ever had tested the highest with IQ measurements, while some of the best assistants made an IQ assessment irrelevant because they couldn't read the questions. Obviously, you can't make a silk purse out of a sow's ear, but we don't need nor are we likely to attract Mensa members to dental teams.

Nevertheless, personnel selection only begins the responsibility of dental leaders. Ultimately, they have the awesome responsibility for the success or failure of the personnel they select. This requires mentoring, communicating and nurturing the dental team. Naturally born teachers are probably as rare as born leaders, so most dentists will need to acquire and develop the teaching skills and patience their employees require.

Dentists not only have the responsibility of giving people the training and equipment they need to succeed, but they also have the responsibility for terminating them when they display hostility, indifference or an inability to learn. Without a doubt, this is the most odious responsibility dentists have, and I don't know any rational person who enjoys this task. I can't remember making a single person happy during a dismissal conference, but leaders have all of the responsibilities that come with their enterprises, and termination of unproductive people remains an important one.

The successful dental leader also needs to innovate and adapt to new technologies, which implies a continual learning environment for the entire office. Jacob Bronowski says in his remarkable book, *The Ascent of Man*, "The strongest power in the ascent of man is his pleasure in his own skill. He loves to do what he does well and having done it well, he loves to do it better."³

[Continue Reading on Page 6.](#)

From The Hub

by Jane D. Evans, Executive Director



DCDS New Dentist Mentor Program Needs Mentors!!!!

What is a Mentor Program?

A Mentor Program

forms relationships between doctors and students or recent graduates. It provides insight for the less experienced professional and enables dental students and new dentists to obtain counsel and guidance when beginning a dental career.

Please take a minute to think back on the first few years after you graduated dental school. It was certainly an eye-opening and pivotal time in your career.

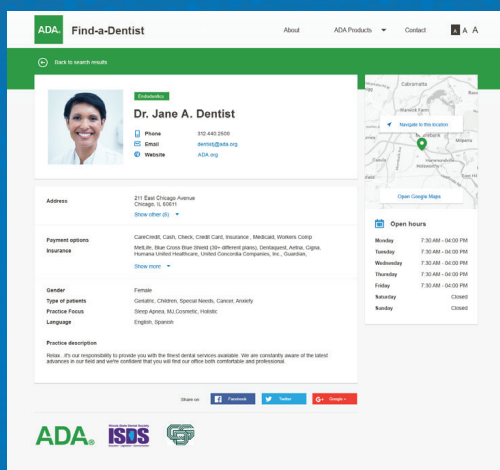
The new dentists of today are certainly faced with many of the same challenges on which you just reflected. In the time since beginning your career, many things have changed in the world of dentistry.

The mission of the program is to match mentor and mentees to form relationships between doctors and students or recent graduates (five years or less). It will provide an insight for the less experienced professional and enable students and new dentists to obtain counsel and guidance when beginning their dental career and hopefully stay a member of organized dentistry.

We seek your help, and would like to invite you to volunteer in this exciting program. If you are interested contact Ms. Ashley Hawkins at 972-386-5741 ext. 221 or email info@dcds.org for a mentor packet.



Fill a Form, Fill a Chair



You told the ADA you wanted to see more patients, so this spring, we are launching an enhanced Find-a-Dentist tool to help new patients find you.

By taking 5 minutes to update your member profile, patients can more easily search by geography, specialty and payment and benefit plans. The new tool also prioritizes completed profiles in the search results, and you will have the ability to track how many views your profile receives.

Complete your ADA® Find-a-Dentist™ profile by **May 1, 2017** to be entered for a chance to win a Mercedes Benz C class sedan or GLC SUV 12-month lease or \$10,000 cash award!*

 **ADA.org/MyADA**

Login to complete your profile for the chance to win!

**All active licensed members practicing in the U.S. are eligible to win. Visit ADA.org/fadrules for official rules.*

ADA American Dental Association®

Applause, Applause!

Texas A&M University College of Dentistry announces \$1 million endowed chair

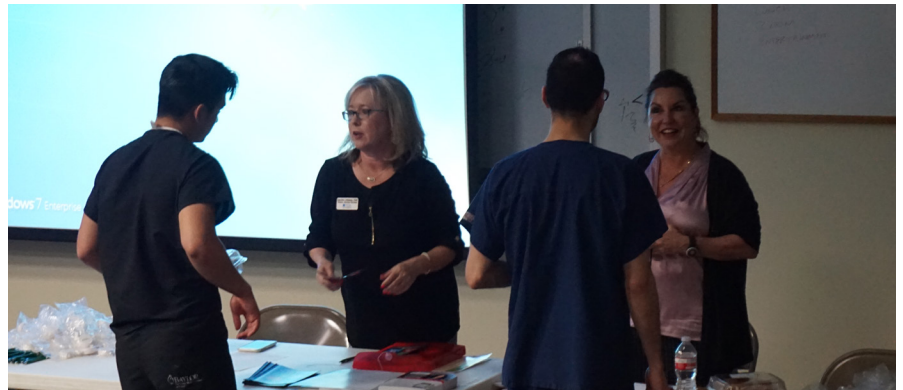
Texas A&M College of Dentistry recently named Dr. Thomas Diekwisch as the first holder of the new \$1 million Bernhard Gottlieb Endowed Chair in Craniofacial Research.



“This honor carries with it much prestige and respect,” said Dr. Lawrence Wolinsky, dean, in announcing the appointment of Diekwisch, who directs the Center for Craniofacial Research and Diagnosis and heads the department of periodontics. “The Bernhard Gottlieb Endowed Chair in Craniofacial Research represents an important milestone for the college as we look toward building a stronger research enterprise and securing our position as a leader in dental education.”

Gottlieb, a preeminent scientist considered by many as the father of biological dental research, was a physician and dentist who taught basic sciences at the Dallas dental college from 1941 until his death in 1950.

Texas A&M University College of Dentistry Signing Day!



Continued from Page 3.

Dental personnel no less than the dentist should find satisfaction in continually doing things better, and dentists who fail to innovate and add skills won't need to worry about building, leading and nurturing a productive dental team. They won't have one because good people won't stick around a dentist or an office that remains outmoded and reactionary.

Finally, dental leaders have a responsibility for the teaching and nurturing of their patients, i.e., few patients come to dental offices with dental I.Qs. that can't be improved. Patients as well as personnel learn best in favorable, comfortable and nonthreatening environments, and the responsibility for developing and maintaining those environments resides solely with the leader-entrepreneur-dentists.

The best way I know of creating missionaries for dental practices lies in the friendly, continuing one-to-one instruction and explanations dentists offer their patients. One of the chief complaints patients have of doctors is that they don't take the time to thoroughly explain what they have found or what they intend to do or why they intend to do it. In all reality, this should be a no-brainer, but sadly many professionals fail miserably at this point. If dentists don't have the personality to go one-on-one with patients, by all means they should hire assistants who can relate well with patients and act as dentist public relations surrogates.

When dentists can't learn and excel with these basic features of leadership on their own, they will have acquaintances who do have the talents, and will be willing to share their experiences. One of the most satisfying qualities dentists seem to have collectively is

the willingness to share their triumphs and disappointments with colleagues, which enriches us all.

Dentists provide the dynamic, indispensable, guidance for the successful professional practice. Without their leadership, the resources of production will remain resources and never translate into production. We owe much more than that to our families, employees and patients.

1. Watson DL, G. TR. *Self-Directed Behavior*. Monterey, CA: Brooks-Cole Publishing Co.; 1985.
2. White LW, Westbrook, Marianne. *Search for Orthodontic Personality Profile*. *Am J. Orthod Dentofacial Orthop* 1988;94:350-353.
3. Bronowski J. *The Ascent of Man*.



CORE Continuum 2017

AUSTIN, TX

J. WILLIAM ROBBINS, DDS, MA

This 2 weekend (4 days) course will provide a framework for the treatment of the complex interdisciplinary dental patient. The first step in the process is the diagnosis, followed by the treatment plan. The next step is the coordination and sequencing of the treatment plan with the specialists. The final step is the provision of the restorative dentistry. It is the purpose of this course to provide a step-by-step system to allow the restorative dentist to complete each step in the process.

The goal of this continuum is to provide a common language for the Restorative Dentist, Orthodontist, Periodontist, and the Oral and Maxillofacial Surgeon so you may successfully treat the complex interdisciplinary patient.

Course Dates

November 3rd – 4th
December 1st – 2nd



For more details and enrollment call:
210-341-4409

GLOBAL
DIAGNOSIS

PORCELAIN
VENEERS

DENTOALVEOLAR
EXTRUSION

TREATMENT
PLANNING

THE 6 TOOLS

DCDS Member's Message Board

General Practice

Autumn Griffin
Romulo Guideng Jr.
Ted Hume
Amber James
Jina Kaiser
Rushi Master
Anh Nguyen
Ankoo Raina
Stephanie Turner
Jorge Villanueva

Correction from March/April 2017:

Thalia Shirley

Oral & Maxillofacial Surgery

Thomas Schlieve

Upcoming Events!

May 18, 2017 – Installation of Officers
June 16, 2017 – Aging and Transitioning in Life
June 23, 2017 – Summer CE Express
September 14-16, 2017 – SWDC
September 26, 2017 – GMM
November 3, 2017 – Winter CE Express
November 28, 2017 – GMM

Dentists Concerned for Dentists

Founded by Dr. James Hill in 1989, the Dentists Concerned for Dentists program provides a free, strictly confidential peer assistance program for health care professionals, their staff, and family members who struggle with drug and alcohol abuse.

This award-winning program saves lives; please share with your colleagues and friends.

**Call the 24-hour
confidential hotline:**

214-206-7496

In honor of
Carmen Smith, DDS
as incoming president
and the
2017-2018 Board of Directors
Officers and Committee Members
Dallas County Dental Society
requests your presence
at the
Installation Dinner & Ceremony
May 18, 2017
Crowne Plaza Dallas
14315 Midway Rd. | Addison, Tx 75001
Reception 6:30 p.m. | Dinner 7:00 p.m.

\$25 Per Person
Business Attire



DCDS Member's Message Board

DCDS Membership Benefits

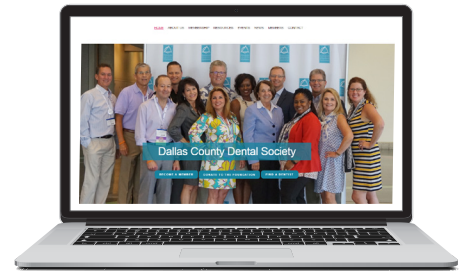
- Free registration for members to the Southwest Dental Conference
- Peer Review mediation service to reconcile complaints between patients and doctors
- Rent the DCDS meeting facility at special member rates
- Continuing education via seminars and general membership meetings
- Pre-printed school excuse forms provided free of charge to dentists treating school-age children
- Free referral program for the public
- Online pictorial membership roster, an excellent referral source
- Confidential free notary public service
- DCDS Connection, the bimonthly newsletter of Dallas County Dental Society (member advertising at reduced rates)
- Member mailing labels available for purchase
- Grassroots legislator contact program with state and national legislative representation
- License and permit renewal reminders
- DCDS members receive all membership benefits offered by the Texas and American Dental Associations (contact TDA and ADA for a list of benefits)

Plus many more!

**Looking for a job?
Have a position to fill in
your office?**

List it on the DCDS.org Job Bank!

Members list for free
(\$75/month for non-members)
Email your position or a brief
summary of qualifications to:
andrea@dcds.org.



BOARD MOTIONS

February 2017

MOTION 02.07.17A A motion was made to approve the minutes of December 6, 2016. Motion passed.

MOTION 02.07.17B A motion was made to approve the financials for the months ending November 30, 2016 and December 31, 2016. Motion passed.

MOTION 02.07.17C A motion was made to commit resources necessary to proceed with plans for the DCDS Learning Center which will include a Dental Assisting School. Motion passed.

MOTION 02.07.17D A motion was made to adopt the resolution "Policy Supporting Dentists Practicing in DSOs" and for it to be brought before the 2017 TDA House of Delegates on behalf of DCDS. Motion passed.

March 2017

MOTION 03.07.17A A motion was made to approve the minutes of February 7, 2017. Motion passed.

MOTION 03.07.17B A motion was made to approve the financials for the month ending January 31, 2017. Motion passed.

Legal and Ethical Considerations

Editorial by Robert M. Anderton, DDS, JD, LLM

Unjust Criticism - A Real Case



One morning I received a call from a doctor who said, "Bob I'm being threatened with a malpractice suit. What do I do?" He went on to tell me that he had an elderly

female patient who had an old upper anterior fixed bridge that was worn out and kept coming out. She repeatedly came in to have it re-cemented and each time he told her it would not stay and needed to be replaced. Each time he re-cemented it, she put off replacing it, but promised to have it done soon. The last time he re-cemented the bridge she said she was going out of town for a short trip and would have it replaced when she returned, but as usual did not make an appointment.

On her trip, the bridge came out and she went to a local dentist who examined her and the bridge and told her that her situation was critical; the bridge needed to be replaced immediately and whoever had re-cemented it was guilty of gross negligence. He further advised her to sue the dentist for malpractice when she returned home. She had the bridge replaced and was following the dentist's advice.

Since patients often do not hear or understand what is being said, I advised the doctor to call the dentist and ask him if, indeed, that was what was said to the patient. If the statements were true, he should remind the dentist that he may be subject to allegations of slander and disparagement and would be in violation of the Sections 4.C and 4.C.1 of ADA's Principles of Ethics and Code of Professional Conduct. I further advised him, in the spirit of full disclosure, to tell the doctor who he was – a member of the Texas State Board of Dental Examiners. The doctor made the call and the dentist admitted that that was what he said and he sincerely and ardently apologized.

No action was taken against the dentist, so all is well between the two doctors. The patient, however, continued to dwell on the statements made by the criticizing dentist, and left open her threat of suit. The suit would be based on

those statements which could be considered an expert opinion of the criticizing dentist (a necessary element of all health care liability claims). The suit would most likely go nowhere since the dentist had excellent documentation of signed "advised refusals" from the patient at each appointment when he re-cemented the bridge. Even though fruitless, a suit would still require a costly defense. So far there has been no suit in this case.

From this case we should consider several elements of good and ethical dental practice particularly our Principles of Ethics and Code of Professional Conduct. I am often asked, "What is the most common cause of complaints against dentists?" My answer is twofold – fee disputes and one dentist unjustly criticizing the work of another dentist – particularly the latter. Section 4.C of the Principles of Ethics and Code of Professional Conduct reads as follows, "Dentists shall be obliged to report to the appropriate reviewing agency as determined by the local component or constituent society instances of gross or continual faulty treatment by other dentists." The Section goes on to say, "Patients should be informed of their present oral health status without disparaging comment about prior services. Dentists issuing a public statement with respect to the profession shall have a reasonable basis to believe that the comments made are true."

Section 4.C.1. Meaning of "Justifiable." goes on to read, "...When informing a patient of

the status of his or her oral health, the dentist should exercise care that the comments made are truthful, informed and justifiable. This should, if possible, involve consultation with the previous treating dentist(s), in accordance with applicable law, to determine under what circumstances and conditions the treatment was performed.....it should be noted that, where comments are made which are not justifiable and therefore, unjustified, such comments can be the basis for the institution of a disciplinary proceeding against the dentist making such statements.

In this case, it is apparent that a phone call from the criticizing dentist could have averted a potentially very serious situation for both dentists. Too often I am confronted with this same situation – for whatever reasons, rarely does a dentist call the previous dentist as suggested by our Principles of Ethics and Code of Professional Conduct. Problems among patients and dentists in these situations aside, unjust criticism is having a detrimental and harmful effect on the integrity of our profession.

Other aspects of this case should be considered – documentation, informed refusal, and "should the first dentist have dismissed the patient for non-compliance and how do you ethically dismiss a patient?" Interesting – Let's discuss those aspects later.





WWW.DCDS.ORG

Check out our new, updated website!



Dr. Ashly Cothorn and her son.



On February 10, Dr. Ashly Cothorn visited North Lake Elementary's Career Day and spoke with 100 Third-Sixth graders. Also, on February 16, Dr. Cothorn went to White Rock Elementary's Health Fair and visited with 200 Kindergarten through Sixth graders. DCDS Foundation donated toothbrushes for both events.

DCDS members from around the area

Tell us: why are you a member?



Christine Ellis, DDS
Orthodontist
East Dallas

My membership in DCDS not only provides me a regular opportunity to learn and socialize with my friends and fellow dentists but also serves as my go-to source for information about things impacting my profession. DCDS has a proud history of service and we continue to build on that reputation - I'm grateful to be a part of it!



Matt Roberts, DDS
General Dentist
Richardson

I became a member to be involved with a professional organization that would advocate for dentistry and that would keep our profession strong. Dallas County Dental Society does that and so much more. Each monthly meeting provides the opportunity to see colleagues that are both friends and mentors. I am also able to take advantage of a number of continuing education courses and member events like Shred-A-Thon. Having the opportunity to serve on committees and to serve as an alternate delegate and delegate to the Texas Dental Association has given me a new perspective on the importance of organized dentistry. I know that we have a diverse group of members working hard to keep dentistry a great profession.



Sue Chhay, DDS
General Dentist
Grand Prairie

Being a member of DCDS since 1998, I've gained...

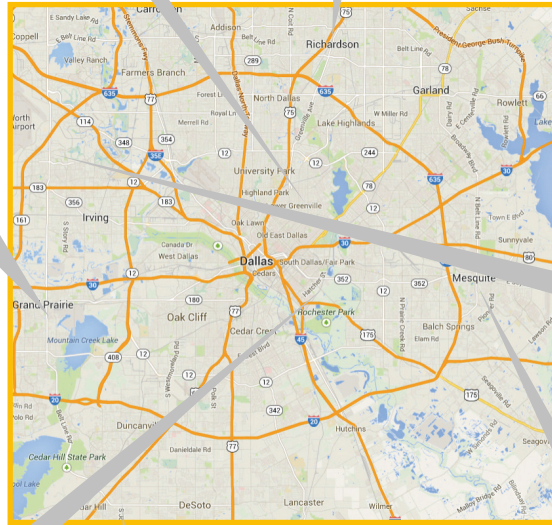
- Knowledge, wisdom and fellowship
- Professional support and friendship
- Happiness through the power of giving and serving both, the community and the dental profession
- Opens my door to serve for the TSBDE, ADA, National Board Dental Exam I&II, ADAT, and the new Integrated NBDE Test Constructor Committees.

My friends and colleagues from DCDS are vital to my professional and personal development.



Roger Mathis, DDS
General Dentist
Coppell

Dallas County Dental Society is the first place I call with questions I have about anything pertaining to dentistry. They are a powerhouse of information and will get you the knowledge you need. The courses offered and the camaraderie with other dentists is also unparalleled.



Demetra Jones, DDS
General Dentist
South East Dallas

DCDS has afforded me the opportunity for networking with colleagues. The continuing education courses offer me the chance to enhance my dental skills. DCDS is very informative about new policies and legislation.



Cora Marsaw, DDS
Periodontist
Mesquite

One of the reasons and great benefits of having maintained my membership in the local DCDS is that it affords me the luxury of great continuing education and advanced learning without having to travel outside my city limits. Being a member encourages me to keep in touch with old classmates and make new friends as we all discuss the similarities and differences that exist in our own lives and those of the people we serve. This reminds me of not only my responsibilities to my patients, but also the gift that has been allowed me, and the confidence of many friends and patients over the past years.

As a member, I get constant reminders and reinforcement that I chose the best path of life and service for myself.



Nitin Malhotra, DDS
Orthodontist
Cedar Hill

Organized dentistry provides a platform and creates a network of dentists who can look out for each other and mentor new incoming dentists. As a result, we can work together in a more constructive way to improve our patient's lives.

Meeting Space Available

As a member of DCDS, you can take advantage of low member rates for renting the Society's Executive Office for your next meeting.



The Dr. O.V. Cartwright Reception Hall
(Perfect for registration and a pre-function gathering)



The Dr. Paul P. Taylor Executive Board Room
(Can seat 14 around a large conference table)



The Dr. D. Lamar Byrd Auditorium
(1,650 square feet of meeting space that can seat up to 200)
Audio/visual equipment is available.



For more information please contact:

Maxine Robinson

972-386-5741 or email: maxine@dcds.org

DCDS Foundation community programs seek volunteers

“To expand dental education and improve access to oral healthcare in the community.”

DCDS Foundation, in coordination with the Dallas Dental Hygienists' Society, is offering two programs to provide education and information about oral health in our community. Tooth Talk, an elementary school-based program, and Senior's Smiles, a program aimed at nursing homes, need your expertise and time. Please contact Lori Dees at lori@dcds.org or call 972-386-5741 x228 to sign-up.



Presented by Dallas County Dental Society Foundation and Dallas Dental Hygienists' Society



Presented by Dallas County Dental Society Foundation and Dallas Dental Hygienists' Society



TEXT MESSAGE REMINDERS

Have you ever wished you could receive reminders for DCDS meetings and events? We have heard so many say they did not put an event on their calendar or forgot about a meeting.

DCDS implemented text messaging so you will not forget another meeting. All you need to do is sign up for the service and you will be reminded of future meetings and events.

**To get text message reminders for
DCDS meetings & events:**

**TEXT
DCDSMEMBERS
to 41411**

DCDS will never sell, distribute, or release your number, and you can unsubscribe at any time.

Insights

Book Review by Larry W. White, DDS, MSD, Editor

Bell's Oral and Facial Pain



The seventh edition of this book gives evidence of its importance to the profession and its relevance to teachers, researchers and clinicians. For good

reason Bell's Oral and Facial Pain has become the most used text on this subject, not only in the U.S., but throughout the world.

Dr. Okeson has kept this classic text updated with the latest discoveries in pain research and divides the book into three sections:

- Normal neuroanatomy and function of the trigeminal system;
- Classification of the various orofacial pain disorders, while describing history and examination procedures;
- Management consideration for each orofacial pain disorder.

One grasps the importance of understanding pain, especially chronic pain, upon learning

that in the United States it consumes 635 billion dollars each year in treatment and lost productivity. To this end Dr. Okeson supplies plenty of documented information so readers can apprehend what pain is, how it behaves and how clinicians might manage it. He also develops a useful classification system that augments a systematic insight to its ramifications and offers practical diagnostic advice by which clinicians can identify and successfully treat pain disorders.

The nebulous nature of pain and the inadequate knowledge of physicians and dentists about the subject causes patients to unnecessarily suffer and even endure harmful therapy. Clinicians probably violate the first maxim of the healing arts, first do no harm, more often when dealing with pain than with a combination of all other chief complaints together. This misunderstanding often has tragic but avoidable consequences if clinicians simply understood more of the common but unappreciated knowledge about pain. This important book seeks to remedy that cognitive defect and does it in an altogether marvelous manner.

This book has all of the characteristics of a Quintessence Publication, eg, thick, durable pages, excellent layout, superlative illustrations and photographs, complete bibliographies, succinct narrative with readable type.

Aside from the unparalleled anatomical, physiological and functional descriptions, this book offers readers a veritable bargain through a review of the 35 patient therapies offered. Just reading those will give clinicians pause before galloping into an undiagnosed therapy with all of its unknown consequences. Every dentist should own this book, and owning it should completely understand its contents.

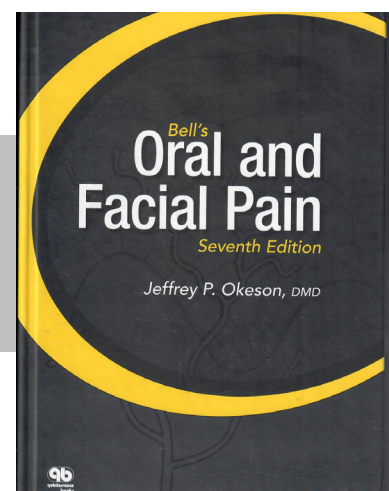
Before Dr. Welden Bell, the progenitor of this volume, died he confided why he had chosen Dr. Okeson as his successor. He said, "Jeffrey has the ability to learn." Indeed he did, and indeed he has.

Bell's Oral and Facial Pain; 7th Edition

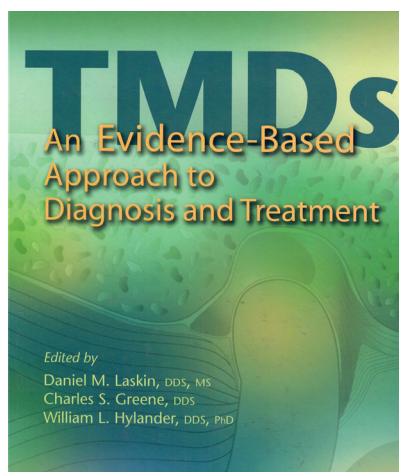
Jeffrey P. Okeson, DMD

546 pp, 260 illustrations, \$98.00, 2014

Quintessence Publishing Co., Chicago, IL



Next Book Review:
TMDs: An Evidence-Based Approach to Diagnosis and Treatment



Keep an eye out for Dr. White's next Book Review in our July/August 2017 Edition of DCDS Connection!

Texas A&M University College of Dentistry

by Jennifer Eure Fuentes

Assessing tumors of the head and neck

Texas A&M College of Dentistry oral pathologist among authors of World Health Organization's classification of oral tumors

No matter what organ system in the body may be affected, if a tumor, cyst or lesion is known to exist, the World Health Organization has a classification for it. In fact, there are entire books on the subject, updated every decade or so. These classifications have become the benchmark for pathologists, oncologists and health care providers in diagnosing and treating patients with various tumors.

One such text, the WHO Classification of Head and Neck Tumours, published this January, includes expertise from Texas A&M College of Dentistry faculty member Dr. John Wright, Regents Professor and head of diagnostic sciences.

Of the 33 pathologists worldwide who contributed to the 347-page text, Wright was one of just six oral pathologists. His efforts toward the project concentrate on odontogenic tumors in addition to cysts and tumors of the oral cavity and tongue.

These tumors are one of the few areas of pathology unique to dentistry, Wright says, because they arise from the same tissues that make our teeth.

"It is important for dentists to be familiar with the odontogenic lesions because very few physicians are," Wright says. "The new WHO classification reflects the evolving knowledge of odontogenic lesions, and I believe dentists have a responsibility to remain cognizant of the changes, just as they should for the evolving landscape of restorative dentistry."

This is the fourth edition of the classification, which was first published in 1971. With each update, pathologists and medical experts pore over evidence-based research in the form of peer-reviewed publications and factor in technological advancements that constantly transform the medical landscape.

"One of the biggest trends is our current ability to explore the molecular and genetic changes in all of these tumors," Wright says. "Most of this information was not available in the latest edition in 2005 but is added to the current edition with a discussion of its biologic relevance to diagnosis and patient care."

The manual's reach extends beyond the health professional to influence medical coding and even billing matters.

"The WHO classification is considered one of the gold standards for the existence of various tumors," Wright says. "For instance, in the U.S., a pathologist must use a diagnosis code in order to get paid for diagnosing a tumor. Many pathologists use ICD — International Classification of Diseases — codes. In 2005, the WHO reclassified the odontogenic keratocyst as a tumor, and in the latest edition of the ICD, keratocyst was recoded as a tumor."



Texas A&M University College of Dentistry (formerly Baylor College of Dentistry) in Dallas is a part of the Texas A&M University and Texas A&M Health Science Center. Founded in 1905, the College of Dentistry is a nationally recognized center for oral health sciences education, research, specialized patient care and continuing dental education.



Dr. John Wright

Career Day

Article by Nancy Cartwright, Dental Health Committee

Alliance Presents Oral Health Education at The Senior Source

On March 9, 2017, The Alliance to Dallas County Dental Society presented a dental health program at the Senior Source, a United Way agency. Community Dental Care partnered with the Alliance again this year.

Senior Companions volunteer their services to the health and well being of elderly clients in homes, senior facilities, and rehabilitation centers. The senior program on Oral Longevity was presented to 85 seniors at the center. Dorothy Jones, RDH, informed the seniors on the importance of good oral hygiene in maintaining the overall health of the body. She instructed the seniors on issues such as dry mouth and the effects of chronic diseases on oral health. Information on dental care

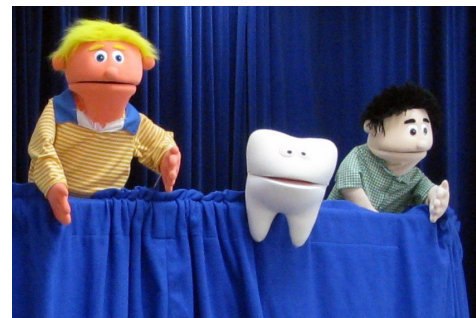
for elderly patients with dentures was also addressed.

The seniors and their elderly clients were given gift bags which included toothbrushes, toothpaste, mouthwash, floss, hygiene items, and denture products. Literature in Spanish and English was provided. The Alliance served refreshments and offered door prizes.

The Alliance received a financial award from the Alliance of the Texas Dental Association. Products were donated by Dallas Community Dental Care, and the remainder of the expense was included in the Alliance budget.

The DCDS Executive Office provided assistance and a large meeting room for the Alliance to assemble the 200 gift bags.

The Alliance of DCDS provides numerous programs throughout the year that encourage good oral health in Dallas County, including puppet shows in the schools and health fairs. The puppet show featured was presented at Shorehaven Elementary in Garland ISD. Students were provided with toothbrushes and toothpaste.



Aging and Transitioning in Life

Friday, June 16, 2017
10:00 a.m. – 12:00 p.m.
“FREE”

Join the DCDS Retired Dentist Committee on Friday, June 16, 2017 at the DCDS Executive Office for a discussion on *Aging and Transitioning in Life*.

Paul Chafetz, PhD, clinical psychologist will speak on Psychotherapy for Adults.

You will learn:

- About mental readiness for life after work.
- How to love difficult relatives.
- About your mental capacity to sign a new will.
- About Dementia and the aging process.

Dr. Chafetz received his Bachelor's degree in psychology at Brown University, his PhD in Clinical and Health Psychology at the University of Florida, his Clinical Psychology internship at Duke University Medical Center, and completed a two-year post-doctoral fellowship at T.R.I.M.S. (Texas Research Institute of Mental Sciences) in the Houston Medical Center.

Barbara Gollman, MS, RDN will lead you to Minding Your Diet to Boost Brain Health.

You will learn:

- What foods to eat and which ones to avoid.
- Should you take supplements?
- Other tips to help you to healthy aging.

Barbara earned her BS in Medical Technology, Wichita State University and her MS in Nutrition & Dietetics, Texas Woman's University. After a career as a Medical Microbiologist, Barbara became a chef/nutritionist with a specialty in plant-based cuisine and phytonutrients. She is the co-author of The Phytopia Cookbook.

RSVP your attendance by Friday, June 9, 2017.

Attendee(s): _____

Phone: _____ Email: _____

Please indicate if you need special accommodations to fully participate in this program. Someone will contact you to discuss your needs.

Return this form to *Dallas County Dental Society, 13633 Omega Road, Dallas, Tx. 75244.*
You may also register on line: dcds.org, by phone: **972-386-5741** or
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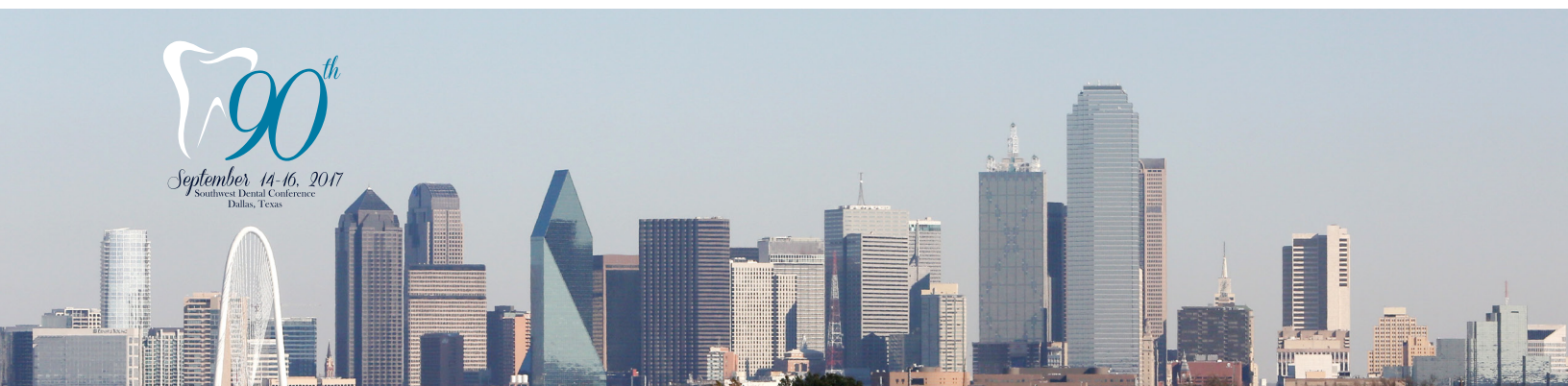


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The countdown to the 2017 Southwest Dental Conference “Powering Growth” has begun! Registration and Hotel Booking is now open. I am amazed that this incredible three year journey is coming to fruition. It is truly an unbelievable experience to have the opportunity to work with the Scientific Committee of Dallas County Dental Society. This committee is filled with leaders of our profession whose knowledge and expertise is unparalleled. These members put so much effort into not only the educational portion of this Conference, but also on behalf of our vendors.

Every year we work with a wonderful group of volunteers. Our volunteers (Silver Stars) look forward to participating as a Clinician Host or

Session Host. This position allows our volunteers the chance to meet and host our speakers. The Clinician Hosts guide the clinicians throughout the entire Conference, and experience the VIP treatment our world class speakers have come to know and appreciate.

The Session Hosts help the Clinician Hosts by taking tickets and helping with management of the rooms throughout the conference. We currently have five Session Host positions available, so please contact Jane Evans at DCDS if you would like to assist us during the event. All of the Clinician Host positions have been filled, and a huge thank you to all of you that have volunteered.

Please remember that registration is a benefit to membership... Meaning no cost to Dallas County Dental Society members. You can view the complete catalog of speakers and exhibitor's online at swdentalconf.org.

If you have any questions please feel free to contact us. I hope you have a Spring full of Sunshine.

Powering Growth,
Jodi Danna, DDS
2017 SWDC Chairman

