

# DCDS connection

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



## Mission Statement

Serving the professional  
needs of our members

## Your Teeth Are Amazing

### DCDS County Amplifies Campaign to Support Members

**T**he *Your Teeth Are Amazing* ads have launched in Dallas County and across the nation. These ads are the key to a three-year campaign to get more patients in member dentist chairs and help them be busier.

The ads direct potential patients to the ADA's new Find-a-Dentist tool, a members-only tool where patients can search for a dentist near them. For members, the tool delivers metrics on how many clicks their profiles receive on their MyADA page.

ADA research identified more than 19 million US adults who are employed full time and/or have a dental benefit, but are not seeing a dentist regularly because their busy lives get in the way. The ads were created to remind these audiences that seeing the dentist is important in a non-judgmental, upbeat way. The campaign is highly targeted to reach this specific audience and most members should not see the ads.

The ads serve up information on why teeth are amazing followed by the tagline "Your Teeth Are Amazing. Your ADA Dentist Can Keep Them That Way." Fun facts include that tooth enamel is the hardest surface in the

human body, that every tooth is unique and that your teeth can bite with 200 pounds of force.

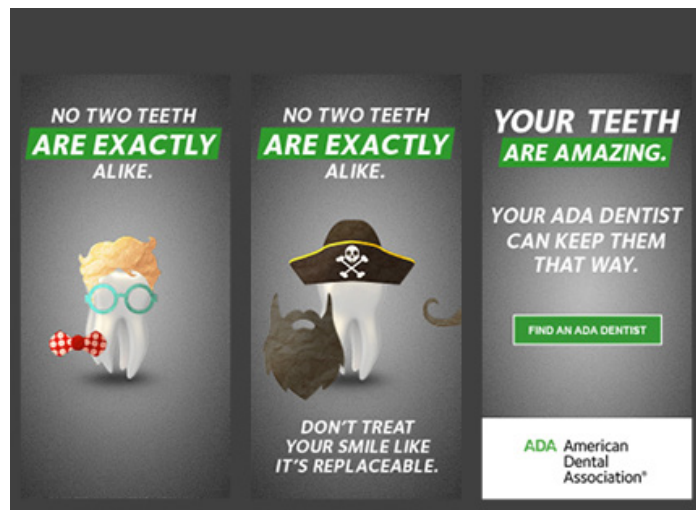
DCDS opted to participate in a matching funds program to amplify the ads in this area. This means that the audience will see the ads more frequently. Already the Find-a-Dentist site has had more than 541,000 visits, an increase of more than 1,400% over the old tool during the same time period in 2016. In the month since the ads launched, traffic more than doubled.

Don't miss out! Go to [ADA.org/MyADA](http://ADA.org/MyADA) to update your profile. And be sure to upload a photo. A photo helps you rank higher in search, and LinkedIn research shows that profiles with photos get 11 times more clicks than those without.

We want to hear from you. Within weeks of launching, the ADA has heard from dentists who have welcomed new patients through the Find-a-Dentist tool. We have also heard from patients who have found their new dentist through the tool. Please let us know if you have found new patients through this campaign.

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Where and when  
can I update my photo  
or information on ADA  
Find-a-Dentist?

### 2017 Southwest Dental Conference

Exhibit Hall  
Booth# 1101  
September 14-15th  
9:00 a.m.-6:00 p.m.

# The Write Stuff

Carmen P. Smith, DDS, President



“Ba de ya -  
Say do you remember  
Ba de ya -  
Dancing in September  
Ba de ya -  
Never was a cloudy day”

Earth, Wind, And Fire

It's September again????.... That means Fall begins, shorter days, Labor Day, back-to-school, Texas A&M Aggies Football (ok, college football), Aaron Rodgers and the Pack are back (ok, pro football). For Dallas County Dental Society, it's time for our first General Membership Meeting after summer break and the Southwest Dental Conference. This has to be the absolute best time of the year!!!

As we close out Summer and move into Fall, I reflect back on the year thus far. DCDS has had a very productive and successful year. We have implemented additional CE Express courses outside of our traditional Southwest Dental Conference. The DCDS Dental Assisting School is on track to be up and running 1st quarter of 2018. We were able to send 15 delegates and alternates to the Texas House and elect our very own, Dr. William “Bill” Gerlach as President-Elect of the Texas Dental Association. At the Texas House, DCDS saw the addition of Drs. Jacqueline Plemons (delegate 2018-2020) and Carmen Smith (alternate 2018-2019) to the 15th District delegation to the ADA House of Delegates.

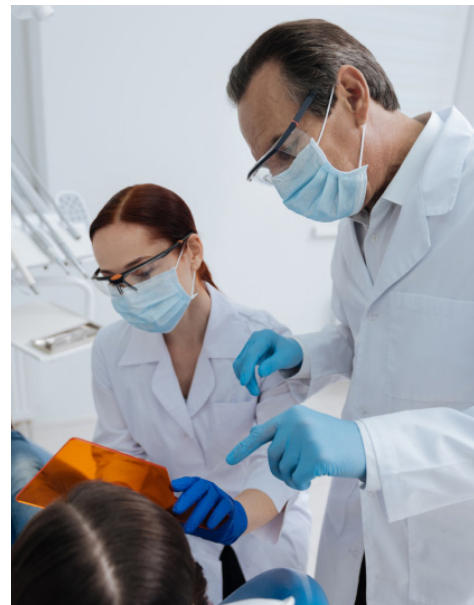
By some calendars, September is considered a month of harvest (the process or period of gathering in ripe crops; the consequence of an effort or activity). A time to reap what you sow. DCDS is no exception. The Scientific Committee and the program chair have spent countless hours on providing the best speakers for the General Membership Meetings and the Southwest Dental Conference. The Board of Directors has met and reviewed financials and policies that will ensure DCDS is financially healthy and compliant. Our Membership Committee has developed a calendar of events that allow us

to be engaged and sociable. DCDS it is now time for us to enjoy the fruits of our labor. The Southwest Dental Conference is free to our members, as well as, General Membership Meetings. Bring your staff or grab a colleague and enjoy learning something new. Meet a new young dentist, or aspiring dentist and share your journey or offer tips for success. Participate in social events and get to know your colleagues from a different perspective. You may find your next golf buddy, travel partner, foodie, or book club member.

September offers us a time of rebirth, rejuvenation, and reward. September provides an opportunity for new experiences, friends, knowledge and relationships. I hope that each of you will make DCDS a part of your September.

“The first flash of color always excites me as much as the first frail, courageous bloom of spring. This is, in a sense, my season--sometimes warm and, when the wind blows an alert, sometimes cold. But there is a clarity about September. On clear days, the sun seems brighter, the sky more blue, the white clouds take on marvelous shapes; the moon is a wonderful apparition, rising gold, cooling to silver; and the stars are so big...”

— Faith Baldwin, Evening Star



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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](mailto:andrea@dcds.org).

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Member Publication  
**AADEJ**  
American Association of Dental Editors & Journalists

# Impressions

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

## Don't Think, You Weaken The Team



**M**any years ago I attended a conference sponsored by a prestigious assembly of orthodontists. The leader of the group, in his welcoming

remarks, invited visitors to join in this common enterprise, but he hastened to add that all new members had to treat their patients with a particular and non-deviating protocol. Otherwise, they would not welcome you as a member.

This quickly reminded me of a college football coach I played under whose response to an culpable player who tried to justify his error by saying, "Well, Coach I thought." The miscreant could never finish his sentence before the coach screamed, "Don't think. You weaken the team!" With that unsuccessful coach it was always his way or no way. But I had never before come across a dental ideology, and it astonished me to find a group of scientifically trained professionals committed to diagnosis, treating planning and therapy in only one way - apparently heedless to other possibilities or improvements.

Jean-Francois Revel, the French author and philosopher published a book several years ago named *The Flight from Truth* in which he analyzes the human predisposition to use our minds to protect parochial interests and interpretations. He suggests that we have replaced our culture of information with a "culture of affirmation."

Revel doesn't think scientists are more honest or virtuous than anyone else. But for them to behave illogically or ideologically, they have to abandon the time-honored scientific method. When scientists discard objectivity and embrace an ideology it sometimes has disastrous results, e.g., the Soviet Union's foolish embrace of Lysenko's genetic theory of inheritance of acquired characteristics that resulted in years of agricultural calamities and famine.

A principal feature of totalitarian systems, whether political or scientific relies on its immunization against unauthorized data. Revel concludes, "What characterizes the ideologist who propounds a scientific thesis is that he lays claim to being upheld by scientific demonstrations and experiments while refusing any confrontation with objective knowledge except on terms that suit him and on his specially chosen ground."

Revel believes the power of ideology is rooted in an inherent human lack of curiosity about facts. It isn't that ideas don't interest us; rather, the ideas that hold the most interest are those that are customary and familiar. Science has always had to struggle against this primordial indifference to new knowledge. Semmelweis experienced this when he proved and promoted the idea of antisepsis to the consternation of colleagues who finally had him committed to an insane asylum where he suffered injuries and died, ironically, of sepsis.

Paul McLean offered an anatomical basis for such behavior more than 40 years ago when he described the three human brains. The oldest, which he called the reptilian brain, which comprises the brain stem and certain ganglia; its primary role is directing instinctive functions such as establishing territory, finding shelter, hunting, homing, mating, breeding, forming social hierarchies, and selecting leaders.

The evolving mammal next brought forth a lobe of primitive cortex in a ring surrounding the original brain. This cortex made possible a keener capacity for adapting old ways to new environments and for feeling and expressing wider ranges of emotion. Together, the two early brains are known as the limbic system. The third brain, the neocortex, appeared first in monkeys and apes and it was in this new brain that the human explosion of thinking and reasoning took place.

Robert Ardrey, in *The Social Contract*, reminds us that when push comes to shove, 50,000 years of neocortex are no match for several million years of limbic system.

But insofar as we succumb to this primitive nature, we sacrifice our individuality and our chief advantage in the world - abstract thought. We would do well to recall Ardrey's conclusion: "It was the individual who created our civilizations...the mob speaks no human language. We repress the individual at our peril."

I certainly don't intend to encourage the endorsement of just any unorthodox idea because we have more bad new ideas than good ones. Every concept has the responsibility of proving itself or, at least, offering a reasonable hypothesis for its adoption.

Honest disagreements often emerge from different interpretations of the same data, but fortunately, scientific disputes tend to resolve more quickly than political or social ones. Once objective measurements take place, the truth comes out, and either one or the other idea prevails or a synthesis results from the fragments of truth contained in both.

Unfortunately, many of the dental controversies seem more like political or social clashes. However, when we consider what Revel, Ardrey and McLean say about ideology, fanaticism and group behavior, our disputes about amalgam toxicity, condylar displacement and the extraction or non-extraction of premolars don't seem so puzzling.

Since the stridency of our disagreements stems from the prehistoric, irrational portion of our brains, perhaps a lowering of voices would help. Rather than seeking conscripts to a cause, we ought to encourage dentists to quietly and resolutely seek the truth.

If dentistry has any hope - and, indeed, if humanity has any hope - it lies in our willingness to process information as truthfully, sincerely, and individually as possible, rather than extracting bits and pieces that fit some predetermined group judgments. After all, that is the scientific process.







INTERNATIONAL COLLEGE OF DENTISTS

The International College of Dentists invites all members for breakfast during the 2017 Southwest Dental Conference.

Saturday, September 16th | 7:00-9:00 a.m.  
\$35.00 per person | Omni Dallas Hotel - Cedars

**Unchanging Points of Life**

Presenter: Edwin McDonald III, DDS



**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 3<sup>rd</sup> – 4<sup>th</sup>**

**December 1<sup>st</sup> – 2<sup>nd</sup>**



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

GLOBAL  
DIAGNOSIS

PORCELAIN  
VFNFFRS

DENTOALVEOLAR  
EXTRUSION

TREATMENT  
PLANNING

THE 6 TOOLS

# DCDS Member's Message Board

## Welcome New Members!

### General Practice

Hanin Abuafeefeh  
Christina Adame Villarreal  
Derek Albus  
Jamie Alexander  
Austin Anderson  
Kevin Chuang  
Nhung Dang  
Margaret Hedlund  
Chung Heo  
Steve Huynh  
Jenny Jeong  
Ji Seok Kim  
Sehwoon Kim  
Donghyun Kimnsfer  
Florence Koloko  
Jacob Kuruvilla  
Thien La  
Urvashi Lal  
Bridget Le  
Kimball Mack  
Belinda Marsaw  
Ashla Martin  
Hala Mustafa  
Christopher Nguyen  
Allen Petros  
Paul Pumilia  
Mahfuzur Rahman  
Blake Richard  
Neelam Shah  
Long Truong  
Adam Vega

### Associate

Navaneetha Natchimuthu

### Oral/Maxillofacial

Madhu Nair

### Prosthodontics

Ehesar Caffroni  
Catherine Cagino

### Pediatric

Samuel Oh

### Public Health

Margaret Shaw

### Graduate Students

Christina Barry  
Chandler Borth  
James Browning  
Juan Diaz

Kanu Grewal  
Theresa Halle  
Jared Harvey  
Jonathan Hawley  
Jay Hemphill  
Vincent Hsu  
Trevor Kanack  
Nguyen Lam  
Akshaya Pallod  
Ines Quintanilla  
Alma Salazar Rios  
Mehrad Sadeghpour  
Matthew Saxon  
Quinton Slaughter  
Alejandro Villamil  
Samuel Votto

### In Memoriam

Larry Ray Holley, DDS

## 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**

## 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 call:

**Maxine Robinson**

972-386-5741 or email: [maxine@dcds.org](mailto:maxine@dcds.org)



# DCDS Member's Message Board

## Upcoming Events!

- September 14-16, 2017 – SWDC
- September 26, 2017 – General Membership Meeting
- October 17, 2017 – General Membership Meeting
- November 3, 2017 – Winter CE Express
- November 28, 2017 – General Membership Meeting
- February 15, 2018 – DCDS CE Program
- February 20, 2018 – General Membership Meeting
- March 27, 2018 – General Membership Meeting
- April 17, 2018 – General Membership Meeting



### New DCDS Team Member

DCDS is pleased to report that the Executive Office has added a new "DCDS Team Member".

Ms. Joyce Jasin joined DCDS in the capacity of Member Relations Coordinator. Joyce's responsibilities will include membership recruitment, retention and peer review.



Dallas County Dental Society (DCDS) members participated in the BACK2SCHOOL FEST on Saturday, August 5th at Samuel Grand Recreation Center in Dallas.

Dr. Martin Kahn and dental hygienists, Mss. Carla Strickland and Ashley McClintek, provided education and passed out books and dental kits provided by DCDS Foundation.



Pictured above is Carla Strickland's daughter, Lily, at the BACK2SCHOOL FEST! .

# 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!**



## 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**

## BOARD MOTIONS

### June 2017

**MOTION 06.06.17A** : A motion was made to change from Perryman Financial to RoseRock Wealth, LLC. *Motion passed.*

**MOTION 06.06.17B** : A motion was made to approve the minutes of April 4, 2017. *Motion passed.*

**MOTION 06.06.17C** : A motion was made to approve the financials for the months ending March 31, 2017 and April 30, 2017. *Motion passed.*

**MOTION 06.06.17D** : A motion was made to adopt the Policy on Inclusion, Equity and Diversity. *Motion passed.*

**MOTION 06.06.17E** : A motion was made to approve the following for the formation of Dallas County Dental Assisting School, LLC.

- Name of the school – Dallas County Dental Society Dental Assisting School

• **Officers –**

- Hilton Israelson, DDS – President
- Jacqueline Plemons, DDS – Secretary/Treasurer
- Lee Oneacre, DDS – Director
- Allison Fowler, DDS – Director
- Jane Evans – Registered Agent

- John Garvey, Jr. – CPA

*Motion passed.*



# Legal and Ethical Considerations

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

## Dental Board Complaints, Malpractice & A Trial



**D**ue to Sunset Revisions and the activities of the recent Texas Legislative session, awareness of the Texas State Board of Dental Examiners among the

Dental Practice community has escalated significantly. Last month we pointed out some of the major changes the dental profession can expect in the near future.

According to the Mission Statement of the Dental Board, the Board has two functions –

- 1) To ensure that those who are licensed to practice dentistry in Texas are qualified to do so.
- 2) Those who violate the Provisions of the Dental Practice Act and the Rules of the Texas State Board of Dental Examiners are punished appropriately.

Mission No. 1) is addressed in the new changes in that the Board can no longer require that an applicant for licensure be of “good moral character”, but the Board can require the applicant to submit to a “mental examination”.

Mission No. 2) will be addressed through the many, many new Rules regarding sedation, continuing education, duties and registration of dental assistants and the administration of Board complaints.

Proposals regarding new Rules for sedation, continuing education and dental assistants will begin soon, and all interested parties will be invited to participate and comment. With the elimination of anonymous complaints, Board complaints will surely diminish. There will be increased pressure on the Board, however, to adjudicate complaints in a much shorter period of time. Currently complaints are taking as long as two years or more to complete. The new Statute requires the Board to complete the process in 180 days (6 months), from the time the Board receives the

complaint. Considering the current backlog and the new statutory requirement it appears that the Board will have real difficulty in meeting the time frame.

Considering the above, I expect that significant amounts of my time will continue to be spent dealing with malpractice and Board complaints against dentists, hygienists, and assistants. I am often asked, “What are the most common Board and malpractice complaints?” In my experience, the complaints I encounter most frequently are prescriptions and substance abuse, failure to diagnose, over treatment, failure to inform the patient regarding root tips, separated files, etc., failure to obtain vital signs, failure to obtain and review health history, failure to make records, documentation errors, negligence and failure to meet the standard of care in treating the patient.

A finding of guilty to allegations of any of the above can lead to serious Board sanctions and malpractice consequences. A finding of prescription abuse will almost always result in a loss or restriction of prescription writing privileges, and a finding of substance abuse will usually result in a license suspension and a requirement of participation in a peer assistance program. The failure to inform the patient about root tips left at the extraction site and separated files usually are discovered when a subsequent dentist finds them on a radiographic exam and informs the patient who becomes unhappy and complains to the Board. A failure to obtain vital signs, a review of the health history, to make records, and documentation errors are usually a result of carelessness and do not usually result in major sanctions but can be very consequential in malpractice issues.

Two recent cases regarding documentation errors involving coding and billing discovered during a Board investigation have had serious consequences. In each instance, the doctor recorded extractions as routine extractions (which they were), but unknown to the doctor, the biller billed them as surgical extractions. In both cases the doctors were associates

in a DSO practice. In one case the Board is holding the doctor responsible (citing the Rule which holds the treating doctor responsible for all elements of the case), and in the other case, the Board has dismissed responsibility from the treating doctor, but will apparently pursue charges against the owner, (citing the Rule that allows the Board to hold the owner of the practice responsible). The charges here as in over treating could be serious as they could involve fraudulent billing in order to obtain a larger fee.

Findings of negligence and failure to meet the standard of care in the treatment of a patient – especially in cases of harm to the patient – can be very serious. Recent cases involving a fractured mandible, a fracture of the maxillary tuberosity into the sinus, implants into the sinus, a crown aspirated during treatment, and extraction of the wrong tooth have all resulted in lawsuits. The Board considers cases in which the minimum standard of care was not met and the patient was harmed to require a harsh sanction and possibly revocation of a doctor’s license.

In my experience by far the most serious consequences in Dental Board cases and in malpractice litigation have resulted from a failure to diagnose. Two such malpractice cases in Texas – one involving failure to diagnose a squamous cell carcinoma and the other a failure to diagnose an ameloblastoma resulted collectively in settlements of nearly 1.5 million dollars. Another case (not in Texas) resulted in a jury award of 22 million dollars against an oral surgeon for failure to diagnose and consider history of angioneurotic edema as reported in the patient’s health history.

Over the last couple of years I have seen an increase in malpractice litigation against dentists. There are several reasons for this, but mostly patients are much better educated in dentistry and their oral health and in many cases have unrealistic expectations. Dentists on the other hand seem eager to obtain the hefty fees that comprehensive treatment plans can provide. If they get into trouble,

(Continued on page 10.)

(Continued from page 9.)

they too often fail to seek help or to refer to a specialist or a more qualified dentist.

Considering what the future may hold, it would appear that we should learn all we can about risk management and malpractice issues. The upcoming Southwest Dental Conference will offer an excellent opportunity. On Thursday, September 14, 2017, we will present a Mock Trial on dental malpractice. This will involve an actual case regarding failure to diagnose a squamous cell carcinoma. All aspects of a trial will be presented including, depositions, jury selection, pretrial motions, examination and cross examination by experienced trial attorneys. I urge all who can to attend – it will be well worth your time.



## SWDC STAR SALUTE

*Attendee Appreciation Party*

**790<sup>th</sup>** **Omni Dallas Hotel**  
 Trinity Ballroom  
 Thursday, September 14th  
 6:00 – 8:00 p.m.



**FREE FOOD STATIONS**  
**CASH BAR**  
**MUSIC & DANCING**

**NO ADMISSION FEE**  
 ALL REGISTERED ATTENDEES ARE INVITED  
 (Must wear badge for entry)





# DCDS Foundation

Article by Mary Swift, DDS

## Dallas County Dental Society Foundation Scholarship Awardee announced

**A** newly established Scholarship Program, conceived and developed by the Dallas County Dental Society Foundation (DCDSF) Board of Directors and Texas A&M University College of Dentistry came to fruition recently with Dr. Namrata Rathod being its first awardee. The scholarship was designed to assist students who have been accepted into the Public Health Residency program at TAMCD, and who express an interest in Public Health.

The DCDSF is very proud of the new scholarship program.

The program evolved from the DCDSF 2016-2018 Strategic Plan. With Dr. Hilton Israelson serving as facilitator, DCDSF developed a mission statement to “enhance oral health in our community”. The DCDSF Board feels advancing the career of dentists seeking a Public Health specialty would directly speak to that mission and serve the public.

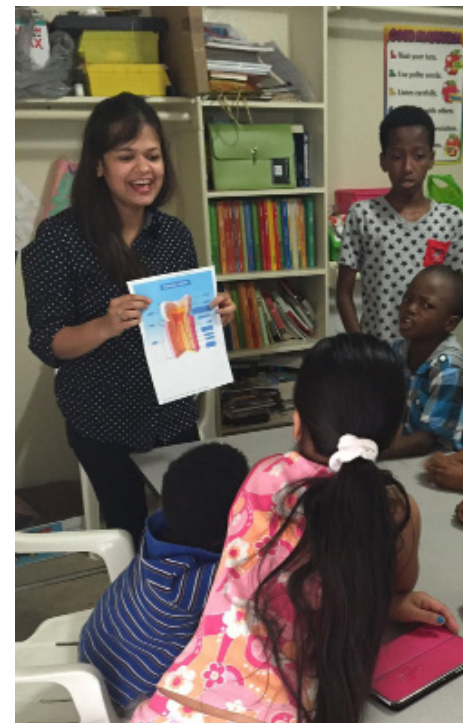
Applications were reviewed and vetted by the DCDSF Board and this year’s awardee has already demonstrated a passion for Public Health. Dr. Rathod has been

active in the treatment and education of underserved populations both in her native India and here in the United States. Dr. Rathod particularly enjoys helping the refugee population here in Dallas.

Foundation President Dr. Sloan Hildebrand is proud of the Foundation’s efforts to reach the public. “Our hope is that this scholarship will help further the education and enthusiasm necessary to serve those in need within our community.” Dr. Rathod is an individual that we feel is on a path to create change within our community and other communities that she will have the unique opportunity to reach out to.”

The DCDSF Scholarship is one of several ways our dental society reaches out to

serve the public. Assistance with TMOM events, school and nursing home in-service programs and now, our scholarship all depend upon donations from our members. Donations are greatly appreciated and can be made on the Dallas County Dental Society Website at DCDS.org.



## DCDS Foundation community programs seek volunteers

“Enhance oral health in our 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](mailto:lori@dcds.org) or call 972-386-5741 x228 to sign-up.



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



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

## ATTENTION TDA MEMBER MEDICAID DENTISTS: CALL TO ACTION

Texas Health and Human Services (HHS) is moving forward with a devastating proposal that will significantly cut certain Medicaid dental reimbursement rates. The proposed cuts include dental codes that are essential to increasing access to dental services, especially preventive dental care for Medicaid-eligible patients. HHS' proposal will not only endanger the health of Medicaid children, the changes will likely lead to a dramatic loss of participating dentists in all areas of the state. The effect of these cuts on dental offices could be anywhere from 11% to upwards of 30%. The more a dental office focuses on preventing and stopping dental disease, the more that practice will be hurt.

TDA strongly opposes the proposed cuts due to the harmful impact they will have on Medicaid enrolled children and the dentists providing needed dental care. TDA has advocated against this rate proposal since it was first published by HHS, and will continue to do so until it has exhausted all legislative and agency avenues available.

Texas legislators and HHS officials **MUST KNOW** how the proposed cuts will devastate the state's Medicaid dental program! Please share this information with your colleagues.

Contact HHS Today!

Attention: Dan Huggins, Director of Acute Care Rate Analysis, [Dan.Huggins@hhsc.state.tx.us](mailto:Dan.Huggins@hhsc.state.tx.us)  
Attention: Dr Marguerite Laccabue, HHS Dental Director, [Marguerite.Laccabue@hhsc.state.tx.us](mailto:Marguerite.Laccabue@hhsc.state.tx.us)

Contact Your Legislators Today!

Use "Who Represents Me" <http://www.fyi.legis.state.tx.us/Home.aspx>. Call your legislators and submit written comment!



## 2017 Southwest Dental Conference

September 14-16, 2017  
Dallas, Texas

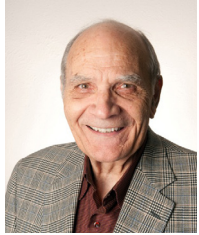
Kay Bailey Hutchison Convention Center



*Powering Growth*

# Insights

## iPad for Dentistry



**D**r. Imburgia has assembled a team of seven knowledgeable iPad users to provide readers with this superbly illustrated primer on the many uses

of the iPad as a communicative instrument for dentists.

Dr. Imburgia has developed 16 succinct chapters that deal with specific features of the iPad use in dentistry. The introduction chapter describes the essential instrumentation needed to fully implement this reasonably new appliance, e.g., digital camera, a Wi-Fi office network, a proper sized screen and the iPad itself. Other chapters offer readers one additional source of invaluable instruments via the many apps one can implement to fully realize the potential of this remarkable communication tool.

Readers should not expect to learn how the dental staff might use the iPad for clerical needs or patient record keeping, rather the emphasis throughout the book is on its ability to offer visual communication between doctor and patient, doctor and lab technician and doctor to doctor dialogue.

Quintessence has brought its usual and expected expertise to this publication, i.e., thick, slick pages, unsurpassed illustrations and clear brief narratives. But readers will note how quickly the digital age can alter our perceptions, innovations and uses of instrumentation such as the iPad through the development of software, hardware and, of course, new applications, which seem endless. The fundamentals offered in this impressive book, however, will serve as an unchanging guide for those concerned with providing patients with the most esthetic and functional dentition possible and how to communicate that to the final arbiter of our skill and understanding - the patient.

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



### *iPad for Dentistry*

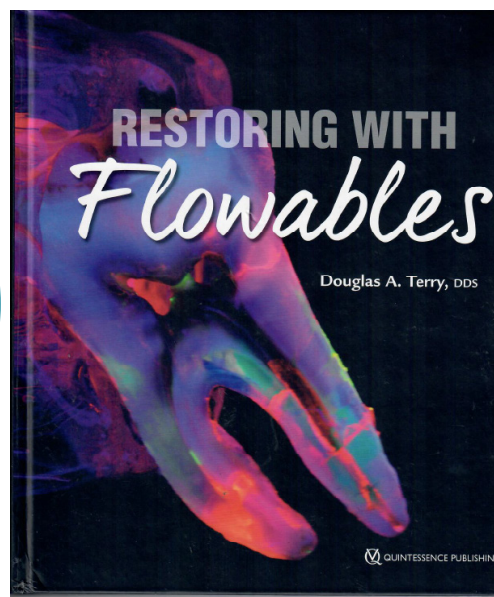
Mario Imburgia, DDS, PhD

184 pp, 2014

Quintessence Publishers, Chicago, IL

## Next Book Review:

*Restoring with Flowables*



Keep an eye out for Dr. White's next book review in our November/December 2017 Edition of DCDS Connection!



# Texas A&M University College of Dentistry

by Susan Mitchell Jackson

## Lacy's efforts lauded:

### Dental school awarded \$3.5 million federal grant to advance student, faculty diversity

There are no lazy days of summer for students participating in dental school preparatory programs through Texas A&M College of Dentistry's Center of Excellence. With 116 students in seven different programs this summer, the center's staff and faculty hardly have time to catch their breaths.

They all paused to celebrate in late June, however, when the center's director, Dr. Ernie Lacy, was notified that the college would receive its second consecutive nearly \$3.5 million five-year grant from the U.S. Department of Health and Human Services' Centers of Excellence program to advance student and faculty diversity.

"There were major cheers all around and then ... back to work," says Lacy, executive director of the Office of Student Development and program director for the grant. "This funding is so timely, necessary and greatly appreciated.

"Our programs are thriving, our students are succeeding and there's so much more we want to accomplish. I am proud of my staff and all of the faculty, other personnel and administrators – especially Dean Wolinsky – and our community partners who support and value our efforts to recruit and retain minority dental students and faculty, with the ultimate goal of increasing access to quality, affordable oral health care in our underserved communities."

The College of Dentistry is making an impact well beyond North Texas. It leads the nation's dental schools in student diversity, and data shows that most of its graduates who hailed from underserved communities are providing dental care to those populations through their practices and community service.

Just days before Lacy received the good news regarding the grant, 14 recent college

graduates presented their final papers at the dental school and wrapped up their yearlong Post-Baccalaureate Program with plans to matriculate as first-year dental students at the College of Dentistry in the Fall. The week after the grant announcement, 10 high school graduates who are starting their undergraduate education at various colleges this fall completed the Summer Pre-Dental Enrichment Program Collegiate I, which familiarizes the students with the college environment and begins their preparation for the Dental Admissions Test.

There are more enrichment program sessions slated at the dental school for high schoolers this summer, and planning for the fall pre-kindergarten through high school programming is in full swing. Operating under the auspices of the college's longtime Bridge to Dentistry, these outreach and educational programs leading to careers in dentistry represent one component of the college's Center of Excellence.

Other COE core components include providing academic support for optimal student performance for all students; facilitating faculty recruitment and development through master's and certificate-level education programs for health care professionals; increasing access to literature and research related to underserved and minority populations and health, socioeconomic and cultural issues; and providing opportunities for students to provide care in community clinics with underserved patient populations.

"None of what we do occurs by happenstance," says Dr. Lawrence Wolinsky, dean of the dental school. "We've made a concerted effort to recruit highly qualified students and graduate outstanding dental professionals. Developing and growing our pipeline program has been a priority for more than 20 years. I am proud

of Dr. Lacy and our college, and I am honored by the recognition for what we've accomplished. Receiving this second highly competitive grant essentially says 'keep up the good work.'"

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.



# Operation Lone Star

by Douglas Ritter

## Texas A&M dental team gives back!

**A** Texas A&M dental team made up of volunteers from their School of Dentistry, and operating in conjunction with Operation Lone Star, completed a successful week of free dental service in Pharr, Texas. The team provided free dental service to over 500 patients during the five-day week. Operation Lone Star provides free medical services including: immunizations, blood pressure checks, diabetes screening, hearing and vision exams, and dental services. Over 10,000 patients were seen during the week for all medical services.

The Texas A&M team consisted of 13 students at the College of Dentistry, and was led by Oksana Budinskaya, DDS, Clinical Associate Professor, Diagnostic Sciences, College of Dentistry, Texas A&M University. Procedures involved tooth extraction, fillings and teeth cleaning. All students and Dr. Budinskaya donated their time and effort to assist Operation Lone Star in providing free healthcare to low income families along the US/Mexican border.

The Texas A&M Dental students who donated their time were: David Trevino, Junior Osinde, Lettie Castaneda, Talon Davis, Morgan Copeland, Renita Cox, Hong Bin Kim, Sonny Lee, Anthony Salinas, Johnny Hua, Angel Lopez, James Yan, Christine Truong, Ashley Kinsall, Max Cook, Daniela Canales.

Ms. Copeland said, "I wanted to participate in the Operation Lone Star mission trip because

I felt like it would be a great opportunity to provide dental care to an underserved community. Not having the funds or access to care is a huge issue for the people of Pharr, TX as well as many other rural communities and I feel that it is our responsibility as dentists and dental students to help them." Mr. Lee also mentioned the spirit of helping others, "I am interested in this mission trip because I want to take the opportunity to give back to the community and serve those in need."

For Mr. Salinas, who grew up in McAllen, minutes away from Pharr, this Mission trip was extra special. He said, "I am interested in this mission trip because it serves a community near my hometown of McAllen, Texas. I know that this area is desperately underserved and many people opt out of dental care because they cannot afford it, so this opportunity is my way to give back to the community where I was raised. Growing up in McAllen taught me to be aware that community service to help the underserved does not necessarily need to be done abroad because they are less than fifteen minutes from my own home."

Dr. Budinskaya has donated her time and skills to many Mission trips, having also participated in similar trips to Haiti. Dr. Budinskaya organized the trip and made all arrangements for the trip, even renting and driving a van with all the students from Dallas to Pharr. Their work was rewarding but demanding; they worked twelve-hour days all week as the patients waited for hours, lining

up outside the mobile clinic. Dr. Budinskaya said, "I came to the USA from Russia to offer my family the best opportunity I could. This is just a small way I can give back to my new country. "

All the students believed their time was very well spent in that they saw their results firsthand – in smiles from grateful patients.

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dritter@usfi.com

For a newspaper article on this trip:  
<http://riograndeguardian.com/in-pictures-providing-free-healthcare-operation-lone-star-draws-thousands/>

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<http://www.operationlonestar.com/>







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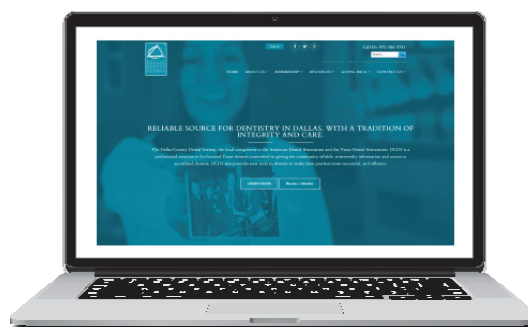
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**T**hings are looking up!!! Summer is upon us and while it has been hot the last few weeks, we all have to admit, the Summer could have (and has

been) much worse. We have been busy with vacations and preparing our children for back-to-school. For us at Dallas County, we have been very busy promoting our 90th Southwest Dental Conference. With less than a few weeks left until the Conference, we are on our final push for registration, and are excited about our numbers!

Remember... For those of us that are members of Dallas County Dental Society, registration is free! This is one of our greatest benefits to membership, a tangible one. Our courses are

offered at a very affordable price, and this year, we have brought in new and exciting speakers. You and your team can spend the entire day with the Dentsply Sirona Interdisciplinary Learning Center (ILC). They have brought in an entire team to manage every facet of the dental office from clinical to front office.

Can your dental team help defend you in a Malpractice Lawsuit? I know, not something that any of us want to even think about, but it is a reality in this day and time. Drs. Mitchell Gardiner, Robert Anderton and Ms. Jo Jagor will present, in a mock trial format, how to identify what needs to be in the clinical record and documentation and review the role of your team in improving that communication. Most of all you will learn what the Standard of Care is for many clinical situations.

Our hotel block is sold out and many of our courses are close to being sold out, but there

is still much to do. Our theme this year is "Powering Growth", so whether you use the Conference to learn something new for your office, to help motivate and empower your team, or to network and reconnect with old friends, Southwest Dental Conference is the place for you. Our committee is happy to be your host.

I look forward to seeing you there!

***Powering Growth,***

Jodi Danna, DDS  
2017 SWDC Chairman



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