

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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The Power of Social Media to Boost Your Dental Practice

Article by Sarah Tevis Poteet, DDS, PA



Most people these days have at least one social media account. Sites such as Facebook, Instagram, Twitter, Snapchat, and LinkedIn have become our

“go to” avenues to share stories, photos, stay connected to friends and family, and search for information about our community.

Social media is an easy and inexpensive way to reach a targeted group of people that may be searching for a dentist. Most people find their dentist through word of mouth marketing. Social media is an online version of word of mouth that can also increase the practice’s brand awareness.

Ways social media marketing can boost your dental practice:

1. **Increase brand awareness-** Showcase ways your practice stands out and create an image of your practice to existing and potential patients. Share photos, events, blogs, articles of interest, CE, awards, special offers, new services, and reviews. Brands become more humanized by interacting in social media channels.
2. **Connect with patients-** Build and strengthen your community presence and relationship with your patients. Create an online conversation that gives patients the ways to connect to the practice. Let the community know who you are and what you have to offer.
3. **Emphasize team culture-** Highlight team members’ accomplishments, interests, and personalities. Share personal stories of you as a dentist, so people can put a face with a name. This is important because people like doing business with other people; not with companies.

4. **Increase marketing conversion rates-** Social media has a higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in your brand, representing social proof.

5. **Cheaper and quicker marketing-** Paid boosts or promotions using social media channels can reach a larger and more specific targeted audience than direct mail. This can also take less time and money to get results.

6. **Become more visible-** Having social media activity signals to Google that you are relevant. Having a mobile friendly responsive website, coupled with social media activity of the office, increases the chance people will find your office during internet searches.

7. **Measure marketing success-** Social media paid ads and boosted posts can be measured for success. Analytics can show details of how many people and the demographics of who viewed and liked your post. This also gives the office the chance to personally reach out to people who like the posts to potentially gain a new patient.



(Continue on page 15...)

The Write Stuff

Carmen P. Smith, DDS, MBA, President



Happy New Year!!!! The New Year is a time for reflection and rejuvenation. It's that time when we affirm all the positive things that we hope to achieve over the next year. Whether

it's a personal or professional goal, we are motivated by the ability to start fresh—a new 365 days to go from good to great.

As I begin the New Year and the second half of my presidency, my goal is to continue to remind others and to be a reminder of the value of membership in the ADA tripartite. As I look back at all the legislation that takes place on the local, state and national level, the tripartite can be found working on our behalf to ensure the viability and credibility of our profession. Whether it's protecting fluoridation of our water system in Dallas, preventing state-regulated EPO plans from providing dental care benefits in Texas, or lobbying to Congress to maintain dental benefits that are currently in place, if there are changes to the current law to effect the ACA, the tripartite is leading the way.

Dallas County Dental Society has organized the Southwest Dental Conference for the last 90 years. It affords a member:

1) the opportunity to receive the state required continuing education credits without having to take extended time away from their practices (due to travel);

2) the ability to bring staff to receive their state required continuing education at an affordable price;

3) the opportunity to view and discuss new technology and equipment with vendors. When Hurricane Harvey hit Houston in the summer of 2017, the TDA led the financial relief efforts for all dentists in Texas affected by the storm. When dentists began complaining about “busyness” in their offices, the ADA took the initiative to fund and implement the multi-million dollar Find-A-Dentist program to drive patients to member offices.

This is a minimal list of valuable benefits that membership in the tripartite provides. Whether tangible or intangible, the benefits of membership far outweigh those of non-membership. It is imperative that we help our colleagues to understand that our continued success in the practice of dentistry is made stronger with continued growth and support in membership.

I sincerely thank each of you for your commitment to DCDS, the TDA, and the ADA. To those who serve on committees or in leadership (local, state, and national), thank you for going over and beyond. Volunteering is often a thankless job, however, we are extremely grateful for all that you do.

As you go about your new year, challenge yourself to engage a non-member, and encourage them to seek not only what the tripartite can do for them, but what they can do for the tripartite.



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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

What's the Difference



A good friend and professional colleague called the other day to register a justifiable complaint by asking a simple question. "Can anyone in the Dallas County

Dental Society tell me the difference between a member of the Texas Dental Association and a Medicaid Dentist?" He asked this question to offer a legitimate protest about a recent article in the DCDS Connection that had the title:

Attention TDA Member
Medicaid Dentists: Call To Action

My friend, with good reason, felt the headline differentiated between ordinary dentists and those who treat Medicaid patients. Do we not all have similar training and hold a license issued by the same Texas State Board of Dental Examiners? Unfortunately, there seems to be a good deal of that type of professional misunderstanding right now, and we need to correct it post haste.

Dentistry is in the midst of a profound and disturbing change that will only accelerate. Currently, less than one-half of physicians own their practices, and although the percentage of dentists that continue as sole or part owners of their practices now hovers around 80%, the trend continues unmistakably downward.

A multitude of reasons and theories exist about this movement toward nonownership, e.g., rising student debt, emergence of corporate dentistry, shifting work-life balance preferences, less certainty of graduates about management abilities, more competition for patients in an increasingly complex dental care environment, plus an apathetic patient demand for dental services.

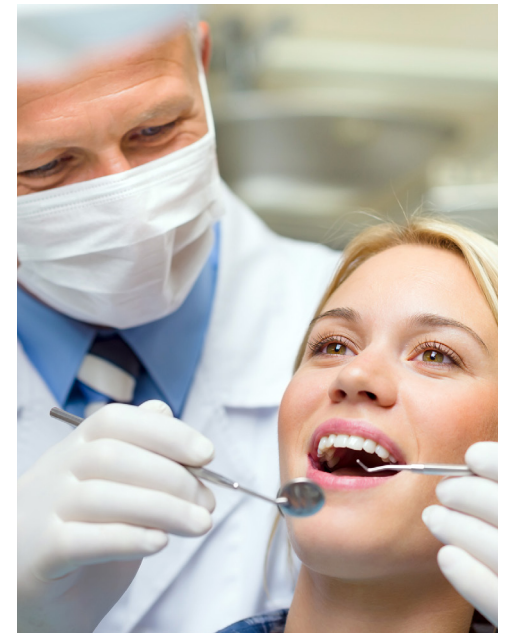
Just because dentists prefer or feel compelled to join a group that treats primarily Medicaid patients doesn't make them any less qualified or less honorable than others, but I see how they can easily get that idea from colleague comments or headlines like the one above.

Editors have several tasks apart from correcting grammatical errors, writing editorials and doing book reviews, and one of those tasks is to see that our articles reflect fairness and promote unity rather than division. For the above sin of commission, I plead mea culpa and feel somewhat like Louis Armstrong who, when in clear violation of a recording contract with CBS, said, "I didn't do it, I didn't do it, and if you forgive me, I won't do it again." I can't say with any certainty that I won't do it again, but in the future, I will certainly apply more due diligence in my editorial responsibility.

Organized dentistry now has ample opposition from outside the profession that has well-funded adversaries bent on radically altering, and I think permanently impairing, the dental environment, e.g., government bureaucrats, politicians, and wealthy private foundations.

Now is not the time (if it ever was) to encourage partition of the profession. If anything, we need to circle the wagons and form a unified and effective message that includes all dentists and develop a strategy that answers the dental needs of everyone in this great nation.

We have an extraordinary legacy that too few of the laity acknowledge, and maybe a lot of that is our own fault, but if I might share a phrase of Benjamin Franklin who reportedly told his treasonous and rebellious colleagues in 1776, "We must, indeed, all hang together or, most assuredly, we shall all hang separately."



From The Hub

by Jane D. Evans, Executive Director

Dues Dollars at Work



By now you should have received your dues statements and are deliberating on paying or when you can pay. Being a member of organized dentistry has never been as important

as it is today. There are many changes in dentistry and YOUR legislative team at TDA is constantly working for each of you and the profession of dentistry.

I know many of you have heard or read concerns from the dental community about potential changes to certain dental insurance plans, specifically PPO and EPO plans. TDA is aware of these concerns and is fully engaged on this dental insurance issue and all legislative and regulatory issues affecting oral health. In fact, in 2011, TDA's legislative team successfully amended the Texas insurance law creating EPO plans to specifically exclude dental care benefits. As a result, state-regulated EPO plans are not authorized to provide dental care benefits in Texas. This

exclusion benefits Texas dental patients and Texas dentists and is an example of your dues dollars at work.

FIND-A-DENTIST

DCDS is working with the ADA on a campaign to get more patients in member dentist chairs. How this works is that ads direct potential members-only tool where patients can search for a dentist near them. Another example of your dues dollars at work.

TEXAS STATE BOARD OF DENTAL EXAMINERS (TSBDE)

Governor Gregg Abbott has recently appointed members to serve on the TSBDE. DCDS is honored to have Dr. Robert McNeill, an oral and maxillofacial surgeon and Dr. Bryan Henderson, a dentist anesthesiologist appointed to serve on the TSBDE. Many thanks to these two members for taking time from their busy schedule to serve in this capacity.

VOLUNTEERING

DCDS is fortunate to have many members serving at the local, state and national level. This does not come without sacrifice from their

practice schedule and family. Many thanks to all members who are volunteering no matter what capacity. Each of you are appreciated and without you many of the efforts at the local, state and national level would not be able to be accomplished.

I heard a statement at the 2016 ADA R&R Conference and it is so true:

VOLUNTEERS ARE NOT PAID – NOT BECAUSE THEY ARE WORTHLESS BUT BECAUSE THEY ARE PRICELESS!!!!



Join your DCDS colleagues
for a Women's Tea!

Saturday, March 24, 2018
2:00-4:00 p.m.

The Adolphus Hotel
1321 Commerce Street
Dallas, TX 75202

\$55.00 per person

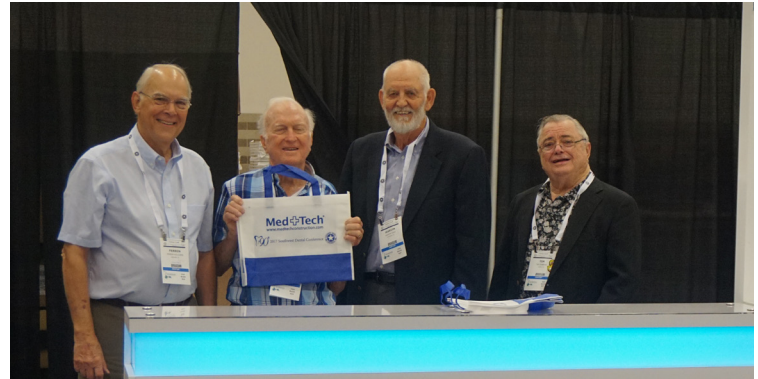
Register online at: www.dcds.org

Retired Dentists Committee

by Martin J. Kahn, DDS

We have just completed a very successful year of activities and programs. The first quarter of the New Year includes a program featuring Ms. Suzanne Verma presenting "Restoration of Body and Spirit- Advancements in Facial Prosthetic Reconstruction." We are also scheduling a committee member wine and appetizer social. Our committee consists of retired and semi-retired dentists who enjoy the social contacts, the joy of learning and helping to make a difference in our communities. Our members volunteer at health fairs and career day programs to promote good oral health and dentistry as a career. We meet four times annually and offer two professional programs to the general membership usually for CE credits. We invite all dentists interested in being a part of our committee to contact:

Dr. Martin Kahn at: martin.kahn.dds@gmail.com



"Restoration of Body and Spirit- Advancements in Facial Prosthetic Reconstruction"
Presented By: Suzanne Verma, MAMS, CCA

March 2, 2018
10:00 a.m. – 12:00 p.m.

Register online at: www.dcds.org

You're Invited to Attend the 5th Annual
**ACADEMY OF BIOMIMETIC
DENTISTRY CONFERENCE**

March 9th & 10th, 2018 · Omni Park West Hotel
IN DALLAS, TEXAS

Biomimetic Dentistry has practically eliminated cutting teeth down for crowns and destructive root canal treatment through minimally invasive techniques. Join us to learn more!

KEYNOTE SPEAKER

Dr. Vistasp M. Karbhari

FEATURED PRESENTERS

Dr. David Alleman	Dr. Matt Nejad
Dr. Sema Belli	Dr. J Tim Rainey
Dr. Ray Bertolotti	Dr. Wendell Robertson
Dr. Simone Deliperi	Dr. Fadi Sabbah
Dr. Michel Haynie	Dr. Alreza Sadr
Dr. Marc Lazare	Dr. Jean Wu



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DCDS300
AND SAVE \$300

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\$995 ends 12/31/17

Regular Pricing
\$1,995

DENTAL STUDENTS
ONLY \$395*

*\$300 Discount does not apply to students.

REGISTER ONLINE:
www.aobmd.org

DCDS Member's Message Board



Dr. Carmen Smith, President of DCDS, speaking at the November 28th 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

Welcome New Members!

General Practice

Dylan Do
Rizwan Lalani
Jacqueline Mendoza
Megha Patel
Parihan Tamkin

Periodontics

Vikram Gandhi

Graduate Students

Vickas Agarwal
Todd Butwin
Elizabeth Goodall
Katharine Hammaker
Dorian Price
Cesar Rivera
Kanika Sachdev

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

DCDS Member’s Message Board

Upcoming Events!

February 15, 2018 – DCDS CE Program - Prescription Narcotic Use/Abuse - Update on Epidemic and Potential Regulatory Changes Affecting Texas Dentists

February 20, 2018 – General Membership Meeting and Election of Officers

March 2, 2018 – Restoration of Body and Spirit-Advancements in Facial Prosthetic Reconstruction

March 24, 2018 – Women’s Afternoon Tea (The Adolphus Hotel)

March 27, 2018 – General Membership Meeting

April 11, 2018 – TDA National Signing Day at Texas A&M College of Dentistry

April 17, 2018 – General Membership Meeting

April 27, 2018 – Shred-a-Thon

May 17, 2018 – Installation of Officers

September 6-8, 2018 – Southwest Dental Conference

Upcoming DCDS General Membership Meetings

February 20



**Medication Related
Osteonecrosis of the
Jaws**

Likith Reddy, DDS, MD
Co-sponsored by:
JA Greene Construction, LLC.

March 27



**Airway Analysis– A Useful
Tool in Comprehensive
Diagnosis**

Aly Sergie, DDS
Co-sponsored by:
Dallas Dental Hygienist Society

April 17



**Issues to Consider
when Planning Full Arch
Implant Restorations**

Rowan Buskin, BDS, MSc
Co-sponsored by:
Garfield Refining Company

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!

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.



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



Don't Forget to Follow us on Facebook, Instagram and Twitter!

BOARD MOTIONS

October 2017

MOTION 10.03.17A : A motion was made to approve the minutes of September 5, 2017. **Motion passed.**

MOTION 10.03.17B : A motion was made to approve the financials for the month ending August 31, 2017. **Motion passed.**

November 2017

MOTION 11.07.17A : A motion was made to approve the minutes of October 3, 2017. **Motion passed.**

MOTION 11.07.17B : A motion was made to approve the financials for the month ending September 30, 2017. **Motion passed.**

MOTION 11.07.17C : A motion was made to accept the proposed 2018 Budget. **Motion passed.**

Legal and Ethical Considerations

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

The Latest On Dental Assistant Duties



I frequently receive queries and there was considerable discussion at the Dallas County Dental Society meeting on November 28, 2017, regarding delegation of duties to

dental assistants. According to the current TSBDE Rules and my experience regarding the matter we should consider the following:

PART 5: STATE BOARD OF DENTAL EXAMINERS

CHAPTER 114: EXTENSION OF DUTIES OF AUXILIARY PERSONNEL--DENTAL ASSISTANTS

RULE §114.1: Permitted Duties

(a) A dentist may delegate to a dental assistant the authority to perform only acts or procedures that are reversible. An act or procedure that is reversible is capable of being reversed or corrected.

(b) A dentist may not delegate or otherwise authorize a dental assistant to perform any task for which a certificate is required under this section, unless the dental assistant holds the required certificate.

(c) A dental assistant may perform tasks under a dentist's general or direct supervision. For the purposes of this section:

(1) "General supervision" means that the dentist employs or is in charge of the dental assistant and is responsible for supervising the services to be performed by the dental assistant. The dentist may or may not be present on the premises when the dental assistant performs the procedures.

(2) "Direct supervision" means that the dentist employs or is in charge of the dental assistant and is physically present in the office when the task is performed. Physical presence does not require that the supervising dentist be in the treatment

room when the dental assistant performs the service as long as the dentist is in the dental office.

(d) The dentist shall remain responsible for any delegated act.

(e) The clinical tasks that a dental assistant can perform under general supervision are limited to:

(1) the making of dental x-rays in compliance with the Occupations Code, §265.005; and

(2) the provision of interim treatment of a minor emergency dental condition to an existing patient of the treating dentist in accordance with the Occupations Code, §265.003(a-1). For purposes of this paragraph only, "existing patient" means a patient that the supervising dentist has examined in the twelve (12) months prior to the interim treatment.

Cutting through the legal terms and to make the Rule more "user friendly" let's translate and state it another way –

(a) A dentist may delegate to a dental assistant the authority to perform acts or procedures that are reversible, i.e., acts or procedures that can be reversed or corrected. (It's up to the dentist's clinical judgment as to what acts and procedures can be reversed or

corrected – certainly not cutting hard or soft tissue, adjusting occlusion in the mouth, seating crowns and bridges permanently, etc.) Remember the Minimum Standard of Care – What a reasonable and prudent dentist would do under the same or similar circumstances.

(b) A dentist may not delegate or authorize a dental assistant to perform any task or procedure for which a certificate is required, unless the dental assistant holds the required certificate. – Please see further discussion below.

(c) A dental assistant may perform tasks and procedures under Direct and General Supervision as defined as follows:

(1) General Supervision means that the dentist who employs or is in charge of the dental assistant may or may not be on the premises while the dental assistant performs the delegated task.

(2) Direct Supervision means that the dentist who employs or is in charge of the dental assistant must be physically in the office, but is not required to be in the treatment room, while the dental assistant performs the delegated task.

(d) The dentist is responsible for any delegated procedure or act performed by

(Continue on page 15...)



2018-2019 Nomination Slate

POSITION	TERM	NOMINEE	VOTE FOR ✓	WRITE- IN NOMINEE
Board of Directors - Director	3 Years	Antonio Berto		
	3 Years	Jill Wade		
Program Chairman	1 Year	Cora Marsaw		
Secretary/Treasurer-elect	1 Year	Drew Vanderbrook		
Editor-elect	1 Year	Larry White		
Southwest Dental Conference Vice Chair-elect	1 Year	Missy Jaynes		
Alternate Delegate to the Texas Dental Association	1 Year	Todd Baumann		
	1 Year	Celeste Latham		
	1 Year	Cora Marsaw		
	1 Year	Phillip Newton		
	1 Year	Matt Roberts		
Constitution & Bylaws	3 Years	Roger Alexander		
Financial Advisory Committee	5 Years	Todd Baumann		
Nominating Committee	2 Years	Rich Derksen		
Peer Review Committee	3 Years	Barnett Bookatz		
	3 Years	Kerin Burdette		
	3 Years	Linda Cheng		
	3 Years	Shweta Daftary		
	3 Years	Brooks Haney		
	3 Years	Reena Kuba		
	3 Years	Nitin Malhotra		
	3 Years	Nirmala Marneni		
	3 Years	Sarah Pollan		
	3 Years	Calvin Ramage		
	3 Years	Andrew Read-Fuller		
	3 Years	Joe Simmons III		
President-elect	1 Year	To be nominated from the floor	N/A	

Pro Bono Dental Care

How Much Pro Bono Dental Care Do You Provide?

Dallas County Dental Society is interested in learning about the amount of pro bono care our members provide. The pro bono care you provide makes a positive impact on your patients' lives. It also makes a positive impact on DCDS' legislative efforts with the Texas Dental Association on your behalf.

Please complete this form and return by fax: 972.233.8636; email: lori@dcds.org; mail: 13633 Omega Road, Dallas, TX 75244, or visit dcds.org whenever you provide these services.

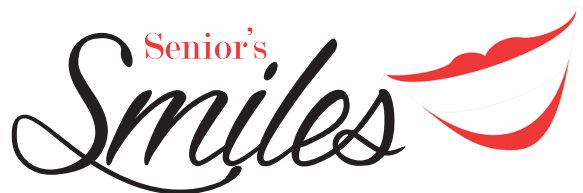
Case:	Who referred patient to office?	Time spent delivering care?	Value of Treatment?
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
Name: _____		Total: _____	

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 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

Great Transitions 2017

Great Transitions 2017 Program was held on Wednesday, November 29, 2017 at Texas A&M College of Dentistry for D4 and graduate students. The panel discussion covered choices available to students as they graduate and select their career path.

The event was sponsored by The Academy of Osseointegration.



The panel of dentists who shared their career experiences and choices:

Sarah Poteet - General Dentist, worked as an Associate before buying a practice.

Shad Hattaway - GPR, General Dentist; Worked as an Associate in 2 offices; Just built his own practice; Involved in a Public Health Clinic.

Rishika Kapoor - New Periodontist; Works in multiple office locations owned by her father (also a TAMCOD Periodontist).

Mike Ellis - Oral Surgeon; Military Service; Faculty; Previous Private Practice.

Amanda Muns - Faculty Member

John Bozanich - Current Perio Resident; Worked for 5 years as a General Dentist prior to residency.

Wayne Woods - Orthodontist; Corporate Dentistry & Private Practice experience.



Drs Sarah Poteet, Wayne Woods and Mike Ellis posing with a current Texas A&M College of Dentistry student.



Dr. McNew taking attendance at the start of the Great Transitions event.



Insights

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

Photography in Dentistry



The authors of this complete text on dental photography tell us “that it allows us to improve communication with patients, because visual language is

immediate, comprehensive, and powerful.

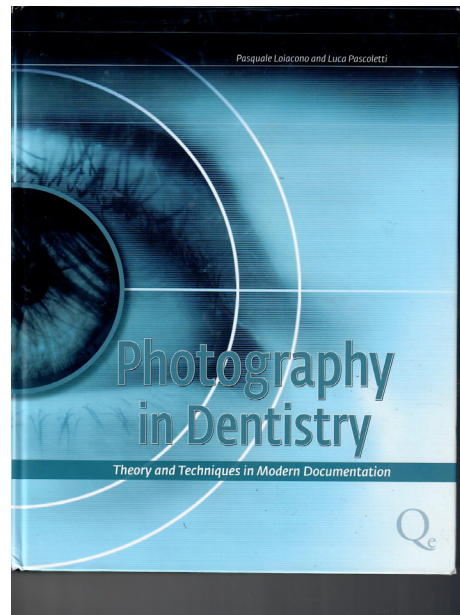
Better communication between practitioner and patient undoubtedly creates an improvement in the overall quality of oral therapy and in the patient’s involvement in the treatment itself.” One could hardly improve on a better rationale for the merits of photography in the dental office.

They further remind us that “Photography is a privileged means of communication and a powerful didactic instrument for the entire scientific community because it allows practitioners to judge their own work in a realistic manner, measure themselves against other professionals, and make constant progress.”

They offer two parts to this book - theory and techniques. Under theory they have chapters devoted to general principles, optical systems, the concept of exposure, digital photography principles, clinical practice photography, camera settings, orthography of images, flash units and the photography of radiographs.

Part two revolves around techniques and provides chapters on equipment and accessories, extraoral photographs, intraoral techniques with and without mirrors and a final chapter on photographic documentation.

They have also dispensed one of the largest and most complete sections of recommended readings, this reviewer has ever seen. Drs. Loiacono and Pascoletti have created a text that has unusual clarity, thoroughness accompanied with exquisite illustrations and photographs. This beautiful book contains the soul and passion of its authors, and it clearly shows.



Photography in Dentistry

Theory and Techniques in Modern Documentation

Drs. Pasquale Loiacono & Luca Pascoletti

333pp, \$159.96, multiple colored illustrations and photographs

Quintessence Publishers, Chicago, IL

Next Book Review:

Keep an eye out for Dr. White’s next book review in our March/April 2018 Edition of DCDS Connection!

(Continued from page 1...)

How much time does social media take?

An initial time investment to set everything up, plus ongoing time of up to 10 hours a month can be expected to make a commitment to a successful social media strategy. Visual content tends to get the best results. Creating short videos and taking photos with a smart phone can be an easy way to create interesting content that doesn't take a lot of time. There are sites that will connect your social media channels, so you can post to one of them and it spreads to the other sites automatically. You can also schedule when content is posted. This makes managing all the social media sites easier.

Offices can outsource social media efforts to companies, but often time feels more genuine to have the office handle social media posts. Patients want to see the people who post stories when they walk in the door. Sharing social media responsibility with team members can help create more interesting

and personal content without creating a lot of extra work for just one person.

Don't be left behind by not having a social media presence for your practice. A little time and money can pay off in many ways for your practice. You will reach a new audience of potential patients, engage existing loyal patients, increase brand awareness, and have a voice in your community.



(Continued from page 9...)

a dental assistant whether under Direct or General Supervision.

(e) The procedures and acts that a dental assistant may perform under general supervision are limited to:

(1) Making dental radiographs in compliance with the Dental Practice Act and the TSBDE Rules, and

(2) Providing interim treatment of minor emergency dental conditions (to be defined by the treating dentist according to the standard of care) for an existing patient of the treating dentist provided the treating dentist delegates the procedure verbally or in writing, the patient is scheduled for a follow up appointment within a reasonable period of time following the procedure, and the existing patient of record must have been examined by the dentist within the previous 12 months.

Until September 1, 2017 certificates were required of assistants for making radiographs, coronal polishing and

application of pit and fissure sealants. Nitrous oxide monitoring was also required, but will come under the new anesthesia rules which will begin next year (2018); so it is still in effect pending the new rule. Certificates for making radiographs, coronal polishing and application of sealants are no longer required as of the time of this writing (12/15/17). The delegation of these duties is at the discretion of the responsible treating dentist who must determine that the assistant to whom he or she has delegated the task or procedure is properly trained and qualified to perform them.

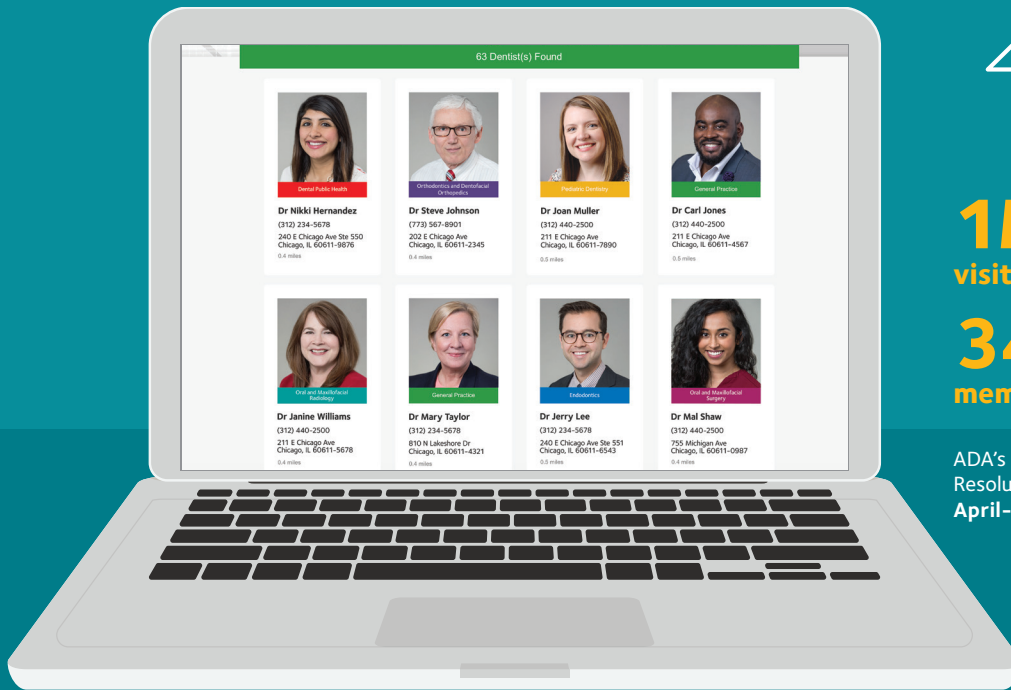
It is anticipated that the above will be the essence of the new rules which may become effective as early as January 12, 2018 regarding delegation of duties. There may also be changes in the registration and other administrative matters, but the Dental Board appears to be attempting to avoid the hassle and red tape involved in the certification process. This will place a responsibility on the dentist and the assistant to become trained and qualified to perform those services.

The contents of this article are general opinions based on my experience, knowledge and consultations with Dental Board staff, and are not in any way to be interpreted as legal advice from me or the Dallas County Dental Society.



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Texas A&M College of Dentistry

Article by Jennifer Fuentes

Texas A&M College of Dentistry dedicates site for new clinical facility

On October 23, 2017 officials from Texas A&M College of Dentistry, the Texas A&M University System, Texas A&M University Health Science Center and the Texas Legislature dedicated the site of the dental school's new Clinic and Education Building in Dallas.

The 157,756-square-foot, nine-story building will serve as a patient-centered clinical facility for Texas A&M dentistry students, featuring nearly 300 dental chair stations with the most advanced technology, specialized clinics, clinical support areas, classrooms and study spaces. Long needed dental-school specific patient parking will be available in a garage located on the first three levels of the new structure.

The College of Dentistry opened its doors in 1905 and moved to its current location in 1950. While significant expansions have enhanced square footage, this new facility is the first standalone structure built for the dental school since that time.

Construction of the new \$127-million facility is scheduled for completion in fall 2019. Approximately \$72 million of the facility's estimated cost came from approval for bond authority that the Health Science Center received from the Texas Legislature during the 2015 session.

"The College of Dentistry has a long, storied tradition of providing quality dental care to Texans and with this building expansion, we are destined to carry this tradition for many decades to come," said Dean Lawrence Wolinsky.



Texas A&M College of Dentistry (formerly Baylor College of Dentistry) in Dallas is a part of 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. Learn more at dentistryinsider.tamhsc.edu or follow @TAMUdental



Texas A&M University and state officials turn dirt during the dedication ceremony, which was at the construction site of the new building, located between 3110 and 3210 Nussbaumer Street.



Dr. Lawrence Wolinsky, Texas A&M College of Dentistry dean, prepares for the "dirt turning" portion of the site dedication.



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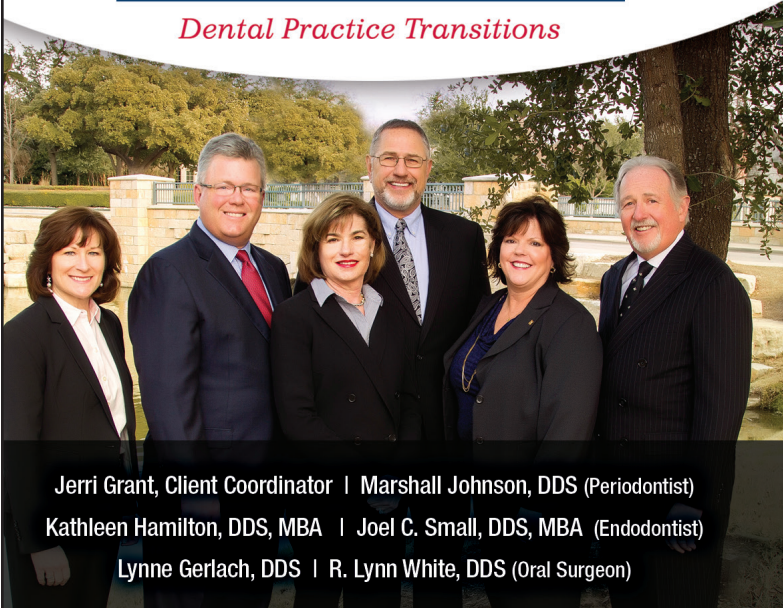
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Southwest Dental Conference
September 6-8, 2018
"Inspiring Success Through Knowledge"



"Inspiring Success Through Knowledge"

As the New Year begins, and we make our resolutions for "personal self-improvement", let us not forget about our "professional self-improvement" as well. Over the past 18 years of my career, I have come to realize that the day I stop learning is the day that I stop being successful, and that there is a directly proportional relationship between knowledge and success.

The 2018 Southwest Dental Conference, with its outstanding clinicians and educational programs, is here to assist you in becoming the most successful dental professional that you can be! The DCDS Scientific Committee and I have gathered some of the best speakers from across

the country to inspire you with the knowledge and skills you and your team need to build a successful career in dentistry.

Success involves you and your staff staying both mentally and physically healthy, and a new program this year to help you with this is our Heart Health booth in the Exhibit Hall providing Carotid Intima Media Thickness (CIMT) scans with Mr. David Meinz, who will be lecturing on the Oral/Systemic Health link. The booth will also host the American Heart Association to give you information on heart wellness. We are very excited about this collaborative effort and new information on the Oral/Systemic relationship.

Also, new lectures from world renowned practice management speaker Dr. Roger Levin, dental technology expert Dr. Paul Feuerstein and the Wells Fargo sponsored new dentist lecture series are sure to give your team a pathway to increased office productivity. I have also selected programs

for the dentist and assistants that will offer many topics on dental esthetics including materials and restorative techniques in relation to implants and natural teeth. As always, we will provide our popular Dental Hygiene and Assistant CE Express for your teams CE needs.

So, as you make those inspirational resolutions for 2018, please don't forget the Southwest Dental Conference! We are looking forward to seeing you in the Fall, September 6-8, 2018.

Dr. Brad Crump

Chairman, 2018 Southwest Dental Conference

