

DCDS connection

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



Mission Statement

Serving the professional
needs of our members

DCDS Dental Assisting School

by Hilton Israelson, DDS, Task Force Chairman, Dental Assisting School

Dallas County Dental Society has gone through a Strategic Planning process for approximately 30 years. The DCDS Leadership and staff have been diligent in following the plan and continually updating it every 3-5 years. Being disciplined about following the plan is what has made DCDS successful over the years. A perfect example of this is the DCDS Headquarters Building, which we purchased and is fully paid.

As a result of this process, one of the objectives of the 2016-2020 Strategic Plan was to form a task force to research the possibility of starting a dental assisting school to serve as a member benefit, state-of-the-art learning center and a revenue source for DCDS. Dr. Todd Bauman, President of the DCDS (2016/2017), appointed a Task Force to study the feasibility of starting a dental assistant school and if feasible to establish the school.

Members of the Task Force are Drs. Hilton Israelson (Chair), Lee Oneacre, Jacqueline Plemons, Allison Fowler and Shad Hattaway. Staff liaisons are Mss. Jane Evans (Executive Director) and Ashley Hawkins. Each Task Force member was responsible for a specific duty, which has been performed with distinction.

To date, we have received approval from the DCDS Board, Financial Advisory Committee and DCDS Membership.

We have established a curriculum, finalized branding for the school with a logo, completed the architectural plans for the facility, which will be attached to the west side of our building, and obtained funding.

The facility will have four state-of-the-art operatories. One of the operatories will be used as a world-class learning center, which will

allow us the capability to broadcast live patient webinars into the DCDS Auditorium, at the Southwest Dental Conference and to other centers' worldwide.

The school will graduate fully trained dental assistants and DCDS members will have the first opportunity to hire a graduate. We will be asking our members to assist the school by allowing students to obtain clinical experience in their offices.

Construction began April 30th and is scheduled to be completed in approximately six months, with our first class being enrolled toward the end of this year.

We look forward to the ribbon cutting and hope that you will plan on attending. We will keep you apprised of the progress made throughout the upcoming months!



In This Issue

The Write Stuff.....	2
Impressions.....	3
From the Hub.....	4
Facility Rental.....	6
Members Message Board.....	6-8
Legal & Ethical Considerations.....	9
Classified Advertising.....	19

The Write Stuff

Carmen P. Smith, DDS, MBA, President



On March 8th, the DCDS Diversity and Inclusion Taskforce held its first Town Hall meeting. Leaders from the Hispanic Dental Association, Asian Dental Association, Indian Dental Association, MC Cooper Dental Association (National Dental Association), American Association of Women Dentist, LGBTQ and Dental Service Organizations met to discuss how we can begin to bridge the gap amongst our organizations. Representatives from the Texas Dental Association and the American Dental Association were also in attendance. The Town Hall was moderated by local Judge Thomas G. Jones.

The discussion centered around:

- 1) understanding the disconnect between the respective organizations, and
- 2) how we can move forward together and be a collective voice in dentistry.

The conversation was very enlightening and encouraging to all that attended. All parties agreed that the Town Hall was a very important first step, and that we should continue the dialogue, not just on a local level, but on a state and national level.

Time flies when you are having fun! I can't believe my tenure as President of DCDS is coming to a close. I can honestly say that it has been one of the most exciting and busiest times of my career in dentistry. During this past year, I have had the opportunity to see



Guests enjoying the Town Hall Meeting.

Judge Jones moderating the Town Hall Meeting.



some major milestones come to fruition for our society, including celebrating our 90th year of the Southwest Dental Conference, breaking ground on our new DCDS Dental Assisting School and Learning Center and having our first Town Hall meeting on Diversity and Inclusion. We had another successful year of speakers for our general membership meetings and continuing education courses. Most importantly, DCDS has remained fiscally sound through implementing programs from our strategic plan and diligent management of the budget.

I want to thank the Board of Directors, all committees and task forces for your time, service and thoughtful deliberations and decision-making. Thank you, Jane Evans and staff, for your tireless efforts and contributions toward empowering the members of the Dallas County Dental Society. To the entire DCDS membership, thank you for affording me the opportunity to serve as your President. Your kind words and support have enabled me to serve with clarity and confidence.

“With the new day comes new strength and new thoughts.”

-Eleanor Roosevelt

Dr. Danna, it is a new day and DCDS is ready for your strength and thoughts. Thank you for your friendship, commitment and leadership. Under your direction, Dallas County Dental Society will continue to do amazing things.

Adieu-



DCDS Connection is published bimonthly for the members of DCDS, 13633 Omega Road, Dallas, Texas 75244. First class U.S. postage is paid at Dallas, Texas. Subscriptions are free to DCDS members, and non-members may purchase copies for \$10 per issue. Digital archives are available at dcds.org.

The opinions expressed herein are those of the respective authors and do not necessarily represent the viewpoint of DCDS, its Staff or its Board of Directors, unless specifically stated as such. All content is copyrighted, and reproduction or reprinting of any of the contents without written permission of DCDS is prohibited. DCDS does not warrant or endorse any products or services advertised in this publication.

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

ISSN 2576-4284 Copyright ©2018



Impressions

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

Brands Are For More Than Cattle



A friend whom I considered a superlative dentist once had a highly successful practice, and his patients benefited from his above

average therapies, but as time progressed and competition increased, his practice deteriorated until he had only a small and economically marginal presence within the dental community. He felt his slightly higher fees had contributed to this decrease in patient numbers, but had he felt willing to listen, any colleague could have told him the truth - that he needlessly alienated patients and their families with his arrogant, gruff and unfriendly personality.

Many professionals take a lot of pride in their organization, technology, business expertise, productivity and efficiency, but these are simply manifestations of the soul of a practice, which remains patient satisfaction.

An important survey of why people lose satisfaction and abandon businesses has applications for dental practices as well.

- Most people defect from companies because of poor service. Those who think service equals technical skill need to think anew. Service in a professional setting involves every feature of the experience; decor and comfort of the office, courtesy and empathetic help on the telephone, cleanliness and order of the reception area, work areas and bathrooms, attentiveness of the doctor and staff, helpfulness with appointments, response to patients' special needs or requests and much more. Patients can never understand all of the nuances that go into treating their chief complaints, but they have no trouble at all evaluating authentic friendliness, common courtesy and cleanliness.
- A majority of defectors seldom utter a word about why they left. They simply leave and don't return, and doctors

should not expect dissatisfied patients to voluntarily explain why they found serious deficits in the service. An anonymous patient survey takes time, thought and expense, but it will often give valuable information about what patients really think about a practice. In the past, these have helped me make significant changes in my own behavior and office procedures.

- Unfortunately, the ordinary dissatisfied customer will tell nine or 10 other people about their unhappy experience, whereas satisfied customers tell no more than five others.
- Equally distressing, it takes about \$10 of new business to replace every \$1 of repeat business. Maintaining satisfied families takes on new importance in an increasingly competitive environment and provides far more efficiency than trying to replace lost ones.
- Fortunately, dissatisfaction with a service or product doesn't necessarily guarantee the loss of business if companies quickly and satisfactorily solve the problem with service recovery. On the other hand, tardiness and/or inadequate service recovery often exacerbates the problem, e.g., the shameful and woefully inept attempt of United Airlines to remedy the violent and injurious removal of a ticketed customer in the spring of 2017.

Years ago, Xerox Co. discovered that patient satisfaction is not necessarily an either-or proposition. When they ranked satisfaction on a 1 - 5 scale with 1 as completely dissatisfied and 5 as completely satisfied, the people who chose 4, though satisfied, remained six times more likely to defect than the people who chose 5.

People mostly think that satisfaction and loyalty move together, but that is a fundamental misunderstanding - particularly when dealing with a monopoly such as the U.S. Postal Service. Customers remain loyal only to the extent that no other option exists.

A better word -attendant- describes these loyal but completely dissatisfied customers. Airlines with their frequent-flier plans create the attendant customer so easily, few even try to make flying a pleasant experience; but cranky, captive customers can cost companies plenty once they decide to defect and share their unhappiness with all of their friends and anyone else who will listen.

Loyal and continuing satisfaction never comes from one large thing, whether it is the beautiful office, the most modern technology or the extensive marketing program. It comes from the many small encounters within the office where ordinary events carry a whiff of the wonderful. But doctors who want to accomplish this need to develop a service experience or "brand" that patients can expect and receive every time they come to or contact the office.

The branded experience requires doctors and their staffs to determine what they want their patients to know and expect from them and develop procedures that will delight patients every day. Developing quality treatment remains a desirable and commendable given, but without an equal commitment to express authentic empathy, care and attention, their efforts may suffer the same deterioration that my friend experienced.



From The Hub

by Jane D. Evans, Executive Director

Updates from the Executive Office



ADA National Signing Day –

The event was held on April 11, 2018 at the dental school.

Thanks to Dr. Danette McNew for all her efforts to make sure all D4 students completed a

membership application. TDA provided lunch and ASDA gave an engraved pen to each student when they signed.

ADA Find-a-Dentist –

If you have not done so check your profile on the ADA Website. If you do not have a photo please add one. DCDS is working closely with the ADA to make sure all members update their profile with current information and photo. If you need help with updating call the Executive Office for assistance.

DCDS Dental Assisting School –

Plans have come together for construction of the Dental Assisting School/Learning Center. It will be a hectic time at the Executive Office as construction will begin April 30, 2018.

2018 Southwest Dental Conference –

Registration has begun and reminder your registration is free but you still must register. There are a few slots available if you would like to host a speaker. Dr. Crump and the Scientific Committee have put together an excellent program so make sure you review with your team.

Veterans TMOM –

Mark your calendar for November 9-10, 2018, Farmers Branch Community Center for the Veterans TMOM sponsored by TDA Smiles Foundation and DCDS Foundation.

If you would like to volunteer, go to tdasmiles.org to register.

2018 TDA Annual Session –

Dr. Bill Gerlach will be installed as TDA President at the upcoming TDA Annual Session.

DCDS Staff –

Maxine Robinson and I celebrated milestones with DCDS this spring. Maxine with 20 years and I with 25 years!

You have a special team at the Executive Office who work tirelessly for you each day. Reminder that the DCDS Team is always here for you. Please call with questions or concerns.



Emmanuel Yadoglah posing with his ADA bag he received on Signing Day!



ADA National Signing Day!



Empowered by Implants

4-day CE Course: Surgical and Prosthetic
Implant Dentistry for the General Dentist



Spring 2018 Dates:

- Fri., June 8: 1 - 6 pm
- Sat., June 9: 8 am - 5 pm
- Sat., June 16: 8 am - 5 pm (Live Surgery)
- Tues., June 19: 6 - 9 pm (Recap & Graduation)

Tuition:

- \$1995: (Full surgical course)
- \$1495: (Academic and hands-on)

This course is limited to 8 participants

Dental Implant Center Continuous Learning Center

The demand for dental implant treatment is continually growing. Through a combination of lecture, benchtop hands-on, clinical observation and live surgery, this course will give you the confidence to provide simple to intermediate dental implant treatment in the private practice setting.

Overview:

- Introduction to Dental Implants
- Review of Oral Anatomy
- Didactic Learning through Case Presentation
- Hands-on (benchtop) throughout Days 1 and 2
- Live Surgery Day 3
- Review and Graduation Day 4



Location:

McFadden Dental Implant Center
5120 W. Lovers Ln. (Lovers at Inwood Rd.)
Dallas, TX 75209

For more information or to register, call
(214)956-9100 or visit www.DICCLC.com.



Dr. McFadden lectures nationally and internationally on dental implant treatment. He received his dental degree from the University of Pittsburgh School of Medicine and his Certificate of Prosthodontics from Baylor College of Dentistry. He was awarded Board Certified by the American Board of Prosthodontics in 1995 and by the American Board of Oral Implantology in 2012. After nine years as a professor at UT Southwestern Medical Center, where he established the Dental Implant Center at Southwestern, Dr. McFadden opened his private practice and continuing education center at McFadden Dental Implant Center in 2002, in Dallas, Texas.

DCDS Member's Message Board

Welcome New Members!

General Practice

Patricia Adesanya
 Madeline Anderson
 Candace Brown
 Mohammad Chowdhury
 Rosemary Didier
 Toya Dudley
 Sujatha Govindarajan
 David Hughes
 Esther Joo
 Sakthi Kesavan
 Andy Lee
 Jessica Lee
 Kevin Nguyen
 Linda Oniah

Shitalben Patel
 Alana Reifer
 Charles Stetler
 Shahin Sultana
 Emily Jane Sunga
 Duane Taylor
 Alejandra Vela
 Eva Watkis-Bynoe

Orthodontics

Thin Pham

Prosthodontics

Andreina Cordido Enriquez

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 Memoriam

Dr. Arthur Kuhlman
 Dr. Marshall W. Lindner
 Dr. Charles Nichol
 Dr. George Richards
 Dr. Nancy Sue Seale

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



Networking before the General Membership Meeting.

DCDS Member's Message Board



Dr. Chi Trieu's children enjoying delicious popsicles from BerryNaked at the Legacy West Spring Mix & Mingle!

Upcoming Events!

- May 10, 2018 – Retired Dentist Committee Meeting
- May 17, 2018 – Installation of Officers
- June 15, 2018 – CE: What's New (and Old) in Sleep Medicine
- June 23, 2018 – Truck Yard Mix & Mingle
- July 14, 2018 – Women's Afternoon Tea
- September 6 - 8, 2018 – Southwest Dental Conference
- September 18, 2018 – General Membership Meeting
- October 16, 2018 – General Membership Meeting
- November 27, 2018 – General Membership Meeting
- February 19, 2019 – General Membership Meeting
- March 19, 2019 – General Membership Meeting
- April 16, 2019 – General Membership Meeting

The Retired Dentist Committee

The Retired Dentist Committee continues to offer a variety of events to its members and to the entire Society.

They sponsored an exceptional and dynamic speaker, Ms. Suzanne Verma, who presented a program on Anaplastology. This was followed by a Wine and Food social in March which was enjoyed by all attendees. Also, they enjoyed a luncheon and tour of the Dallas Cowboy Facility, the STAR (Frisco), in April. The Committee will once again assist at the 2018 Southwest Dental Conference in early September at the Bag Center. We request anyone willing to give us a few hours Thursday or Friday to e-mail Dr. Martin Kahn at:

martin.kahn.dds@gmail.com

Anyone wanting more information about the committee, please send your request to the above e-mail. Our next business meeting will be Thursday, May 10th at 10:00 a.m. at the DCDS Executive Office. Everyone interested is invited to attend.



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!



WWW.DCDSFOUNDATION.ORG

Be sure to check out the new DCDS Foundation Website!

You will find information on volunteering, donating online, and you will be able to keep in touch for future events.

Legal and Ethical Considerations

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

Who Owns The Dental Practice?



I often received inquiries regarding the issue of who owns the dental practice. These questions come up when an office is being sold, either in part or

totally, when a doctor retires, or when the doctor passes away.

In instances of a sale or transfer, a dentist may sell all or a part of his or her practice to another dentist or entity. Depending on the structure of the practice, the sale or transfer can include assets, corporate stock or both. The Texas Dental Practice Act and the Rules of the Texas State Board of Dental Examiners are very clear in that only a dentist can own a dental practice. What then is the definition of a "Dental Practice"?

The Texas Occupations Code, Title 3, Health Professions, Subtitle D. Dentistry, Chapter 251.001, Sec. 251.003.
PRACTICE OF DENTISTRY.

(a) For purposes of this subtitle, a person practices dentistry if the person:

(1) Represents to the public that a person is a dentist or dental surgeon or uses or permits to be used for the person or another person the title of "Doctor," "Dr.," "Doctor of Dental Surgery," "D.D.S.," "Doctor of Dental Medicine," "D.M.D.," or another description, including the use of the terms "denturist" or "denturism," that, directly or indirectly, represents that the person is able to:

(A) diagnose, treat, or remove stains or concretions from human teeth; or

(B) provide surgical and adjunctive treatment for a disease, pain, injury, deficiency, deformity, or physical condition of the human teeth, oral cavity, alveolar process, gums, jaws, or directly related and adjacent masticatory structures;

(2) Performs or offers to perform by any means the:

(A) cleaning of human teeth;

(B) removal of stains, concretions, or deposits from teeth in the human mouth; or

(C) Provides diagnosis, treatment, operation, or prescription for a disease, pain, injury, deficiency, deformity, or physical condition of the human teeth, oral cavity, alveolar process, gums or jaws.

(3) Prescribes, makes, or causes to be made or offers to prescribe, make or cause to be made an impression of any portion of the human mouth, teeth, gums, or jaws:

(A) To diagnose, prescribe, or treat, or aid in the diagnosis, prescription, or treatment, of a physical condition of the human mouth, teeth, gums or jaws:

(4) Owns, maintains, or operates an office or place of business in which the person employs or engages under any type of contract another person to practice dentistry.

The Act then goes on to list exemptions from the above including dental hygienists, hygiene and dental students, residents, dental laboratory technicians, dental assistants and others. The Rules of the Texas State Board of Dental Examiners provide that the surviving spouse of a deceased dentist may employ a dentist and operate the deceased spouse's practice for a limited period of time.

A "Dental Practice" then is an entity that holds itself out to the public as providing the above referenced services as defined in the Texas Dental Practice Act.

A "corporation" or a non-dentist may purchase and own the physical aspects of a dental office, the real estate, equipment, etc., but in order to comply with the above, a dentist must own the practice itself and provide the



services enumerated above.

The dentist owner then can lease the office and equipment and contract with the "corporation" under properly constructed documentation to provide management, accounting, marketing and other services. The "corporation" then becomes a "DSO", (Dental Service Organization).

Two types of "Corporate Practices" exist – corporations consisting of only dentist members who own the corporations and corporations who have at least one non-dentist member owner. Some dentists now are setting up a "Corporate Practice" or DSO in which the dentist's spouse, family member or other person can own a corporation that owns the physical assets of the practice – the equipment, furniture, office lease, etc., and by contract can provide management and other services while the dentist owns the dental practice itself. Since Texas is a community property State, this has been a method by which a spouse can "own" a part of the dental office even though he/she who is not a dentist, cannot own a part of the practice itself.

The above is a brief summary of the ownership of dental practices and how "corporate dentistry" has come into being. I hope it will at least provide some insight and a little knowledge regarding this aspect of the Dental Practice Act and the Rules of the Texas State Board of Dental Examiners.

Alliance DCDS

By Mrs. Nancy Cartwright

Alliance Presents Oral Health Education at The Senior Source

The Alliance to the Dallas County Dental Society hosted a dental health program at The Senior Source, A United Way Agency.

The Alliance presented a dental health program for the foster grandparents. Foster Grandparents volunteer to work with the children in schools, hospitals, homeless shelters and rehabilitation facilities. The children range in age from newborns to teenagers.

The senior program on Oral Longevity was presented to seniors at the center. Dorothy Robinson from Community Dental Care, 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. Special instruction was given on dental health for children.

The seniors and their foster children were given gift bags. The children received age appropriate dental products and the adults gift bags included toothbrushes, toothpaste, mouthwash, floss... hygiene items and denture products. Literature in Spanish and English was provided, and the Alliance raffled door prizes for the seniors.

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 Dallas County Dental Society office staff provided assistance in a large meeting room for the Alliance to assemble over 350 gift bags.

Alliance hosts the Attitudes and Attire Hopeful Smiles

The Alliance hosted Brandy Baxter and Ebonie Montgomery in February. Brandy is director for Boots to Heels for women veterans. She works with the non-profit group to promote personal growth for women veterans. Ebonie is director of Hopeful Smiles. She provides classes on dental education and helps facilitate dental treatment.

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.



Alliance members assembling the gift bags at the Dallas County Dental Society Executive Office!

Community Dental Care speaker, Dorothy Robinson, presented a program on Oral Longevity to seniors.



The Dental Health Committee with the Attitudes & Attire group.



2018 Southwest Dental Conference Programs

(For more information on these programs, go to: swdentalconf.org)

Thursday, September 6, 2018

COURSE #	SPECIAL EVENTS	CLINICIAN	TIME	FEE
T01	Assistant CE Express		8:30 a.m.-12:30 p.m.	\$50
T02	CE Express		8:00 a.m.-12:00 p.m.	\$50
T03	Hygiene CE Express		12:30-4:30 p.m.	\$50
	SWDC Star Salute		6:00-8:00 p.m.	Free
WORKSHOPS				
T04	Assisting in Basic Surgical Procedures Workshop	Bader/ Gambardella	8:00-11:00 a.m.	\$145
T05	Nitrous Oxide Monitoring/Certification for Auxiliaries	Moore	8:00 a.m.-12:00 p.m. and 1:00-5:00 p.m. (all day)	\$155*
T06	Current Concepts in Oral Inflammation and Cancer Screening Workshop	Bader/ Gambardella	1:00-4:00 p.m.	\$145
T07	Crown Lengthening Workshop	Kohner	1:00-4:00 p.m.	\$325*
T08	Perfecting the Provisional Process: Differentiating Methods and Materials Workshop	Groody	1:30-4:30 p.m.	\$145*
MORNING LECTURES				
T09	How to Get the Most Out of Your Laser Investment	Convissar	8:00-11:00 a.m.	\$30
T10	A Data Driven Approach to Single Tooth Implant Esthetics	Cooper	8:00-11:00 a.m.	\$30
T11	How Crown Lengthening WILL Enhance Restorative Results	Kohner	8:00-11:00 a.m.	\$30
T12	Short, Sweet and Simple Solutions for Your Practice One-Hour Mini Courses	Lambert	8:00-11:00 a.m.	\$30
T13	Ten Bonus Years	Meinz	8:00-11:00 a.m.	\$30
T14	Anatomically Driven Endodontics - Part I	Trope	8:00-11:00 a.m.	\$30
T15	Ergonomics: The Art of Protective Positioning	Dewhirst	8:30-11:30 a.m.	\$30
T16	Maximizing Dental Assistant Efficiency: Revisiting Coronal Polishing, Fluoride and Sealant Application	Groody	8:30-11:30 a.m.	\$30
T17	Local Anesthesia - The Elusive Mandibular Block	Jeroff	8:30-11:30 a.m.	\$30
T18	Radiographic Manifestations of Systemic Disease	Miles	8:30-11:30 a.m.	\$30
T19	Management of the Medically Compromised Dental Patient	Roser	8:30-11:30 a.m.	\$30
T20	The Art of Treatment Planning and Case Presentation	Brady	9:00 a.m.-12:00 p.m.	\$30
T21	A Simulated Malpractice Trial - Failure to Diagnose and Refer an Oral Cancer Patient	Gardiner, etal.	9:00 a.m.-12:00 p.m.	\$20
T22	Delivering W.O.W. Service - People Will Forget Everything Except How You Made Them Feel	Mausolf	9:00 a.m.-12:00 p.m.	\$20
T23	Saving Tooth Structure and Reducing Sub-gingival Margins With Advanced Adhesion Techniques	Nejad	9:00 a.m.-12:00 p.m.	\$30
AFTERNOON LECTURES				
T24	Tips and Techniques for Delivering Superior Laser Dentistry	Convissar	1:00-4:00 p.m.	\$30
T25	How to Avoid (and fix) Complications in Implant Dentistry	Cooper	1:00-4:00 p.m.	\$30
T26	Short, Sweet and Simple Solutions for Your Practice One-Hour Mini Courses	Lambert	1:00-4:00 p.m.	\$30
T27	Prevention and Treatment of Medical Emergencies in Your Office: Are You Prepared?	McNeill	1:00-4:00 p.m.	\$30

2018 Southwest Dental Conference Programs

(For more information on these programs, go to: swdentalconf.org)

Thursday, September 6, 2018 (continued)

COURSE #	AFTERNOON LECTURES	CLINICIAN	TIME	FEE
T28	Anatomically Driven Endodontics - Part II	Trope	1:00-4:00 p.m.	\$30
T29	Hot Topics in Infection Control	Dewhirst	1:30-4:30 p.m.	\$30
T30	Contemporary Oral Surgery for the General Dentist: A Simple and Predictable Approach to Minimally Invasive Oral Surgery	Jeroff	1:30-4:30 p.m.	\$30
T31	Cone Beam CT: More Than "50 Shades of Gray"	Miles	1:30-4:30 p.m.	\$30
T32	Current Concepts in Medication Related Osteonecrosis, Osteoradionecrosis and Jaw Reconstruction	Roser	1:30-4:30 p.m.	\$30
T33	Something to Chew On - The Effects of Aging on Oral Health	Bendit	2:00-5:00 p.m.	\$30
T34	Top Clinical Tips for Esthetic Success	Brady	2:00-5:00 p.m.	\$30
T35	Can Your Dental Team Help to Defend You in a Malpractice Lawsuit?	Gardiner	2:00-5:00 p.m.	\$20
T36	Communication Solutions - Attitudes, Breakdowns and Conflict Resolutions	Mausolf	2:00-5:00 p.m.	\$20
T37	Saving Tooth Structure and Reducing Sub-gingival Margins With Advanced Adhesion Techniques (repeat)	Nejad	2:00-5:00 p.m.	\$30

Friday, September 7, 2018

COURSE #	SPECIAL EVENTS	CLINICIAN	TIME	FEE
F01	Hygiene CE Express		8:00 a.m.-12:00 p.m.	\$50
F27	ORTHODONTIC SYMPOSIUM Guidance of Occlusion and Early Orthodontic Treatment	Miranda	8:30-11:30 a.m.	\$30
F34 (Dentist) F35 (Staff)	The 360 Team Experience F34 - Dentist and up to three staff; F35 - each additional staff after three		8:30 a.m.-3:30 p.m.	\$360 \$90
F02	CE Express		12:30-4:30 p.m.	\$50
F03	ORTHODONTIC SYMPOSIUM CE Express		1:30-4:30 p.m.	\$40
WORKSHOPS				
F04	The Heart and Soul of Ultrasonics Workshop	Bendit	8:00-11:00 a.m.	\$175*
F05	Fabricating Exquisite Anterior Provisionals Workshop	Brady	8:00-11:00 a.m.	\$145*
F06	What's in Your Scan? Cone Beam CT Reporting Workshop	Miles	8:00-11:00 a.m.	\$145*
F07	Equipment Maintenance and Repair Workshop	Burkhart Dental	9:00-11:00 a.m.	\$50
F08	Anatomically Driven Endodontics Workshop	Trope	9:00 a.m.-12:00 p.m.	\$175*
F09	Smarten UP and Sharpen UP - It's the Right Thing to Do Workshop	Bendit	1:00-4:00 p.m.	\$145*
F10	Bring Your Dental Team to Life Through Personality Testing Workshop	Dolberry	1:00-4:00 p.m.	\$105*
F11	Digital Impression CAD/CAM Workshop	Feuerstein	1:00-4:00 p.m.	\$145
F12	Clinical Photography for the Whole Dental Team Workshop	Lozano	1:00-4:00 p.m.	\$145*
F13	Dental Assistants Working with Implants Workshop	Butler, B	1:30-4:30 p.m.	\$145
F14	Pressure Thermoforming for Custom Sports Mouthguards and Nightguards Workshop	Padilla	1:30-4:30 p.m.	\$175
F15	Dental Sleep Medicine Workshop	Spencer	1:30-4:30 p.m.	\$175
F16	Equipment Maintenance and Repair Workshop (repeat)	Burkhart Dental	1:00-3:00 p.m.	\$50
F17	Anatomically Driven Endodontics Workshop (repeat)	Trope	2:00-5:00 p.m.	\$175*

2018 Southwest Dental Conference Programs

(For more information on these programs, go to: swdentalconf.org)

Friday, September 7, 2018 (continued)

COURSE #	MORNING LECTURES	CLINICIAN	TIME	FEE
F18	The Oral Systemic Interface	Butler, M	8:00-11:00 a.m.	\$30
F19	Treatment Planning and Implant Options for the Edentulous Patient	Butler, B	8:00-11:00 a.m.	\$30
F20	Technology in Your Dental Practice - A Review of Current Products and a Look Into the Future	Feuerstein	8:00-11:00 a.m.	\$20
F21	Energize Your Life!	Meinz	8:00-11:00 a.m.	\$30
F22	Obstructive Sleep Apnea: Looking Beyond the Teeth and Saving Lives	Spencer	8:00-11:00 a.m.	\$30
F23	Hurts So Good! Management of Acute Dental Pain and Appropriate Prescribing Practices	Viola	8:00-11:00 a.m.	\$30
F24	Dental Ceramics: State of the Art	Lawson	8:30-11:30 a.m.	\$30
F25	Enhancing Implant Diagnosis, Surgical, and Restorative Outcomes Using the Latest Technology	Little	8:30-11:30 a.m.	\$30
F26	TA-DAH! Bridging the Gap Between Potential and Performance	Mausolf	8:30-11:30 a.m.	\$20
F27	ORTHODONTIC SYMPOSIUM Guidance of Occlusion and Early Orthodontic Treatment	Miranda	8:30-11:30 a.m.	\$30
F28	Increase Quality of Care and Net Production via Sports Dentistry	Padilla	8:30-11:30 a.m.	\$30
F29	Infection Control in Practice	Paschall	8:30-11:30 a.m.	\$30
F30	Clinical Success From A to Z Adhesive to Zirconia - Part I	Ritter	8:30-11:30 a.m.	\$30
F31	New Game, New Rules, New Playbook, Winning Strategies for Increasing Production	Levin	9:00 a.m.-12:00 p.m.	\$20
F32	Dental Insurance Reimbursement - My Paycheck Depends On It	Limoli	9:00 a.m.-12:00 p.m.	\$20
F33	Medical Emergencies in the Dental Office: Prevention and Preparation - Part I	Maron	9:00 a.m.-12:00 p.m.	\$30
ALL DAY LECTURES				
F34 (Dentist)	The 360 Team Experience		8:30 a.m.-3:30 p.m. (all day)	\$360
F35 (Staff)	F34 - Dentist and up to three staff; F35 - each additional staff after three			
AFTERNOON LECTURES				
F36	When to Refer: A Systematic Approach for Periodontal Diseases	Butler, M	1:00-4:00 p.m.	\$30
F37	Un-Break My Heart! Cardiovascular Disease, Dental Considerations and Patient Care Planning	Viola	1:00-4:00 p.m.	\$30
F38	New Materials for Direct Restorations	Lawson	1:30-4:30 p.m.	\$30
F39	Implant Solutions for the Edentulous Patient	Little	1:30-4:30 p.m.	\$30
F40	Assisting Your Doctor as a Dental Detective	Moore	1:30-4:30 p.m.	\$30
F41	Hand Hygiene and Dental Unit Waterlines	Paschall	1:30-4:30 p.m.	\$30
F42	Clinical Success From A to Z Adhesive to Zirconia - Part II	Ritter	1:30-4:30 p.m.	\$30
F43	Hit the WOW Button, Training Your Team to Provide Awesome Customer Service	Levin	2:00-5:00 p.m.	\$20
F44	Simplify Reimbursement With More New Codes: Who Are You Kidding?	Limoli	2:00-5:00 p.m.	\$20
F45	Medical Emergencies in the Dental Office: Management - Part II	Maron	2:00-5:00 p.m.	\$30

2018 Southwest Dental Conference Programs

(For more information on these programs, go to: swdentalconf.org)

Saturday, September 8, 2018

COURSE #	WORKSHOPS	CLINICIAN	TIME	FEE
S01	Clinical Photography for the Whole Dental Team Workshop (repeat)	Lozano	8:30-11:30 a.m.	\$145*
S02	The Nuts and Bolts of Implant-Assisted Overdentures Workshop	Schnell	1:00-4:00 p.m.	\$425*
MORNING LECTURES				
S03	Early Oral Cancers and Pre-Cancers	Cohen	8:00-11:00 a.m.	\$30
S04	Perio-Prosthetic Procedures to Enhance Dental Implant Esthetics	Lorenzana	8:00-11:00 a.m.	\$30
S05	Maxillofacial Injuries in Sports - Prevention, Diagnosis and Treatment	Maron	8:00-11:00 a.m.	\$30
S06	Getting Past "Uh-oh", "No" and Helicopters	Psaltis	8:00-11:00 a.m.	\$30
S07	Airway and Sleep Prosthodontics - An Introduction to the Future of Restorative Dentistry	Rouse	8:00-11:00 a.m.	\$30
S08	Go Ahead... Bite Into That Apple! Diagnosing for Success, Avoiding Complications with Implant-Assisted Overdentures	Schnell	8:00-11:00 a.m.	\$30
S09	I Haven't Got Time for The Pain! Local Anesthetics and Analgesics and Their Clinical Dental Considerations	Viola	8:00-11:00 a.m.	\$30
S10	Starting a Practice: Building Blocks to Success	Fisher/McRay	8:30-11:30 a.m.	\$20
S11	Build Your Ideal Practice and Dream Team - The Blueprint to a Highly Productive Practice and Happy Staff	Levin	8:30-11:30 a.m.	\$20
S12	All TMJ Patients are Nuts, Right? How to Evaluate, Diagnosis and Treat the Most Common TMJ Problems	Spencer	8:30-11:30 a.m.	\$30
S13	An Introduction to Forensic Dentistry	Wood	8:30-11:30 a.m.	\$30
S14	Volunteerism	Davis	9:00 a.m.-12:00 p.m.	\$20
AFTERNOON LECTURES				
S15	Potpourri of Oral Pathology	Cohen	1:00-4:00 p.m.	\$30
S16	Management of Aesthetic Implant Complications	Lorenzana	1:00-4:00 p.m.	\$30
S17	Owning Your Practice: The Key to Your Financial Future	Loretto/Shea	1:00-4:00 p.m.	\$20
S18	Medical Update for Dentistry - From Bisphosphonates to Blood Thinners	Maron	1:00-4:00 p.m.	\$30
S19	Sugar Bugs and Sleepy Juice	Psaltis	1:00-4:00 p.m.	\$30
S20	Integrating Sleep Prosthodontics into a Restorative Practice	Rouse	1:00-4:00 p.m.	\$30
S21	Forensic Case Files - Not Exactly What You See on CSI	Wood	1:00-4:00 p.m.	\$30

STRUCTURES & **I**NTERIORS GENERAL CONTRACTORS

Pre-Construction Services

- Budgeting - Pro Forma
- Site Selection
- Team Building
- City Permitting

Construction

- New Construction
 - Ground up
 - Addition
- Tenant Improvement

STRUCTURES AND INTERIORS has
the **EXPERIENCE, EXPERTISE**
and **REPUTATION**

to build the dental office of your dreams!

Mike Lease, President
1594 Hart Street • Southlake, TX 76092

PHONE **817.329.4241**

FAX **817.424.5240**

www.structures-interiors.com

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.	_____	_____	_____

Print Name: _____ Total: _____



TEXAS MISSION OF MERCY November 9-10, 2018

DCDS Foundation co-sponsoring
Veteran's Mission of Mercy in
conjunction with
TDA Smiles Foundation.

If you would like to volunteer, go to
tdasmiles.org to register.



Insights

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

12 Rules for Life - An Antidote to Chaos



I confess to a messy, destructive but highly useful and recommended reading habit. I underline sentences and dog-ear pages that have relevant

and unusual thoughts that I might use in the future. That untidy habit soon became redundant with this new book, because I found myself lining multiple paragraphs on single pages and the dog-ears were doubling the thickness of the book. If Jordan Peterson's YouTube presentations compel as much as his book, and I assume they do since they have attracted hundreds of millions of viewers – that's right, millions not thousands.

Dr. Jordan Peterson, Clinical Psychologist and Professor of Psychology at the University of Toronto combines the deep connections between neuroscience, psychology and the oldest stories of humanity to offer antidotes for this unprecedented time of collapsing family life, educational degeneration into indoctrination and political fragmentation.

He has relied on the thoughts of Jung, Freud, Nietzsche, Dostoevsky, Solzhenitsy, Eliade, Neumann, Piaget, Frye, Frankl, the Bible

and other ancient texts to offer readers with humor and profundity some order for the chaos of our postlapsarian condition.

One might wonder why the need for more rules. We have 10 we haven't yet learned to obey. Will 12 more make an improved difference? They certainly can if and when people decide to embrace the foremost and underlying rule of all - take responsibility for your own life. End of lesson.

Peterson relies on lessons from the lobster to establish Rule 1 - Stand up straight with your shoulders back. He uses our inclination to attend to others to establish Rule 2 - Treat yourself like someone you are responsible for helping. Offering examples from his own life and patients he posits Rule 3 - Make friends with people who want the best for you. Rule 4 gives the common sense advice - Compare yourself to who you were yesterday, not to who someone else is today. In this day of permissive parenting Rule 5 gives some essential but often ignored counsel - Do not let your children do anything that makes you dislike them.

Through descriptions of some of our recent mass murderers he sets the tone for Rule 6 - Set your house in perfect order before you criticize the world. By acknowledging

the irrefutable truth that life is suffering, Peterson gives the lie to expedience and its narrow, selfish, immature and impatient nature in Rule 7 - Pursue what is meaningful (not what is expedient). Rule 8 focuses on how the lie has led to the 20th Century horrors of totalitarianism and encourages - Tell the truth, or, at least, don't lie. The ancient Egyptians revered attentive listening so much they made it a god, and for good reason Peterson forms Rule 9 - Assume that the person you are listening to might know something you don't. By speaking precisely and forthrightly order can forestall chaos and thus Rule 10 - Be precise in your speech. Rule 11 - Do not bother children when they are skateboarding takes on the world improvers who develop the ideologies that evolve into the tyrannies of social correctness and ultimately despotism. Rule 12 emanates from the realization that existence and limitation are inextricably linked although the rule name wouldn't lead you to that conclusion - Pet a cat when you encounter one on the street.

This book has nothing to do with dentistry, but everything to do with our lives. All of us can benefit from its nourishment.

12 Rules for Life - An Antidote to Chaos

Jordan B. Peterson

Random House, Canada, 409 pp, \$34.95

JORDAN B. PETERSON

12 RULES FOR LIFE

AN ANTIDOTE TO CHAOS

"One of the most important thinkers to emerge on the world stage for many years." THE SPECTATOR

FOREWORD BY NORMAN DOIDGE

Next Book Review:

Keep an eye out for Dr. White's next book review in our July/August 2018 Edition of DCDS Connection!



Jerri Grant, Director of Transitions | Marshall Johnson, DDS (Periodontist) | Kathleen Hamilton, DDS, MBA
 Joel C. Small, DDS, MBA (Endodontist) | Lynne Gerlach, DDS | R. Lynn White, DDS (Oral Surgeon)

EXPERIENCED GUIDANCE, STRATEGIC SOLUTIONS

WWW.PHASETWO DENTAL.COM • PHONE: 214-540-8085 • FAX: 972-980-1797

We broker seamless transitions for dental practices, including sales, purchases, and partnerships.

WE CAN HELP WITH YOUR TRANSITION:

- Practice Sales
- Practice Exit Planning
- Partnership
- Mergers
- Practice Valuations
- Associateships
- Practice Protection



SPECIAL CARE DENTISTRY

(972) 241-1111
www.specialcaredentistry.net

- Special Needs
- Phobias
- Complex Medical Conditions
- Geriatrics
- Dementia
- Behavioral Problems
- Adolescents

IV Sedation and General Anesthesia provided by Board Certified **Dentist Anesthesiologists.**



Our facility has a Wheelchair Lift!

2761 Valwood Parkway
 Suite 200
 Farmers Branch, TX 75234

Texas A&M College of Dentistry

Article by Jennifer Eure Fuentes

Dementia and dental care: Considerations for caregivers and oral health professionals

We've heard or witnessed what the Alzheimer's phenomenon means for patients diagnosed with this or similar forms of dementia that are so detrimental to memory and cognition: The tasks learned earliest in life, and performed practically on autopilot, are often the last to go. Among them, something we can remember repeating time and time again as little children, standing in front of the bathroom sink brushing our teeth.

Yet retaining this memory doesn't automatically preserve dental health for these patients. For those in its earliest stages, the 5.5 million Americans with Alzheimer's — the most common form of dementia — might simply have forgotten to follow-up on routine dental appointments, says Dr. Peggy Timothé, assistant professor in public health sciences and director of the dental public health graduate program at Texas A&M College of Dentistry. As the disease progresses, remembering how to perform even rudimentary tasks becomes a rarity, oral health often takes a

turn for the worse. Health issues in general only complicate matters.

"Routine dental services often take a back seat when patients have other serious medical conditions," Timothé says. "Coordinating care with multiple providers is a challenge for many patients, as well as getting to and from the dentist." While mobile dental programs are increasing, in most instances they are the exception not the norm.

So just how are loved ones, caregivers and the dentists who treat these patients supposed to navigate dental health in the face of dementia?

At the dental appointment, for starters, attempt to seek trust and familiarity.

"Try to find a personal life event, experience or an interest to which the individual may respond," says Dr. David Goydan, dental anesthesiologist and adjunct assistant professor in the college's Advanced Education in General Dentistry program.

"If you have a male patient, for example, with severe memory loss, you could mention sports, you could talk about food, you could ask about the day he got married, or about his wife or his grandchildren. You may find some connection resulting in a smile or a response with relative cognitive clarity. Surprisingly, you may have made his day. In his neurologic condition, access to a pleasant experience may still be intact."

Goydan, who has decades of experience practicing dental anesthesiology and general dentistry in the nursing care and hospital settings, recommends a behavioral cooperation assessment when deciding if sedation may be necessary for patients with dementia.

"Determine if their behavior borders on being totally noncompliant, combative or docile. That's a big consideration for dental treatment planning and treatment," Goydan says. "Depending where the patient falls on this continuum, you can design an anesthetic to achieve patient cooperation within the boundaries of age, physical status and medical safety."

The same is true for fine-tuning oral hygiene routines at home with caregivers. Patients in the early stages of dementia may simply need to be reminded to brush their teeth, whereas those in moderate stages may forget how to use a toothbrush or why they need one at all.

"Family members can post pictures on the bathroom mirror or wall that demonstrate how to brush their teeth," suggests Kathy Muzzin, clinical professor in the college's Caruth School of Dental Hygiene. "After allowing the patient to brush their teeth, caregivers can provide follow-up care by brushing areas that the patient had difficulty reaching."

In later phases of the disease, caregivers become responsible for the patient's oral hygiene. One of the best tools to use at this juncture: a multi-head toothbrush, which





Join your DCDS colleagues for a Women's Tea!

Saturday, July 14, 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

WORK WITH THE BEST.



Call today! 214.522.2008

info@dentalauxiliaryservice.com

www.dentalauxiliaryservice.com

- ✓ Dental Personnel Placement Specialists
- ✓ Member of the Texas Dental Placement Network
- ✓ Salaries paid by the agency, minimizing IRS and TWC issues
- ✓ Unsurpassed Professionalism and Integrity since 1979



Classified Advertising

FOR SALE/LEASE - REAL ESTATE/PRACTICE

PRACTICE OF THE MONTH

PLANO: Premier shopping center with rare exclusivity allowing for only one dental office in this most desirable location. ALL digital paperless practice. Dentrax G-5; Dexis sensors, Planmeca digital panceph. All dental services provided "in-house", except for impacted wisdom teeth. 40+ new FFS & PPO patients per month. 2000 sq. ft., 4 ops. in operation, a fifth one is plumbed, or it could be used as a recovery suite if sedation is added to services. Bank has pre-approved this practice sale price at 100% of gross revenues. This one won't last. Please forward your CV and any other particular details that you feel may qualify you for this once in a lifetime practice opportunity at "Ground Zero" ... Plano, Texas!

InfoOfficeNetworkUSA.com

Reference Code: EPY8

OFFICE TO SHARE

Ready to slow down? Want a place to practice without commitment? Come see my beautiful 5 op fully digitized dental office to see if we can work out an office sharing arrangement. Located one block east of Central/Campbell intersection in Richardson.

**Contact Dr. Jack Bodie at
972-235-4767**

SERVICES

DENTAL REAL ESTATE

PIZEL.com / Pizel & Associates has helped Dental Practices realize their space objectives since 1986. We help lease, buy, sell or build your ideal dental office.

**HUGH RESNICK
972.404.0008 / Hugh@Pizel.com**

JOBS

PART-TIME ASSOCIATE

5-year-old dental office looking for a Part-Time Associate. 2 days a week, Carrollton location.

**If interested, please call Pat at:
972-242-3737**

ASSOCIATE DENTIST Central Dallas Private FFS Practice

Looking to move to a new location or ready to retire/ slowdown?
I'm looking for a quality, experienced dentist to merge their patient base into my well established, patient centered facility for economy of scale.

Digital Imaging, Cerec, CBCT.

**Inquiries/CV:
northdallasdds@gmail.com**

Classified Advertising for DCDS Connection is accepted on a space-available basis and must meet the advertising guidelines of the DCDS.

Rates and information are posted online at dcds.org
or
call 972-386-5741



DCDS
 13633 Omega Road
 Dallas, TX 75244
 Phone: 972-386-5741
 Fax: 972-233-8636

Return Service Requested



Follow the SWDC on
 Facebook, Instagram and Twitter!



I hope that all of you had a great spring break and are gearing up for another hot Dallas Summer.

Speaking of hot... A hot topic of discussion I hear among my colleagues

is regulations and requirements regarding compliance in our dental offices.

This year's Southwest Dental Conference has many compliance related courses available to help your team stay on top of state and federal regulations to avoid fines and penalties.

For those of you offering sedation as a treatment option for your patient's care, we have numerous courses to give you the CE hours you need for your sedation license renewal. Robert McNeill DDS, MD will present "Prevention and Treatment of Medical Emergencies in your Office: Are you

Prepared?" This course will include Dr. McNeill's staff presenting a mock emergency drill for your training. Also, Glen Maron, DDS will offer a full day course on Prevention and Preparedness of Medical Emergencies in the dental office.

In relation to infection control and ergonomics, Ms. Nancy Dewhirst will present "Hot Topics in Infection Control" and also will enlighten us on "Ergonomics: the Art of Protective Positioning". Ms. Judy Bendit will host an instrument sharpening workshop to ensure proper and efficient instrumentation in order to decrease hand fatigue and repetitive use injuries. Ms. Lori Paschall will speak on infection control in your practice along with hand hygiene and management of dental unit waterlines to decrease harmful biofilm.

Also, we are very pleased this year to have Burkhart Dental facilitate the Equipment Maintenance and Repair Workshop, to ensure proper infection control and handpiece functionality/safety.

If you all are like me, I constantly stress about the day to day procedures of my office being recorded properly with thorough record keeping. Dr. Maron will also talk about the importance of a good medical history and will discuss "The Medical Update for Dentistry: from bisphosphonates to blood thinners." Mitchell Gardiner, DMD will discuss documentation compliance "Can Your Dental Team Help Defend you in a Lawsuit?" and will host another Mock Malpractice Trial to give you and your team a first-hand look at navigating a simulated malpractice trial.

We have a lot planned for you and your staff, so register online at www.swdentalconf.org!

Please keep these courses in mind for your CE needs! See you in the Fall.



Dr. Brad Crump
 Chairman, 2018 Southwest Dental Conference