

# DCDS connection

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



## Mission Statement

Serving the professional needs of our members

## Start a Conversation!

### Using Social Media to Our Advantage

Social media is different things to different people. It offers ways to keep in touch with relatives and friends, access real-time news and communicate influentially. It can also distract at work, disrupt sleep and steal time. Nevertheless, social media is definitely here to stay, and we cannot afford to ignore it.

For DCDS, social media is an opportunity. It is a chance to promote our brand, to show our value and to start conversations with our constituents. We do this through posts on Facebook, Twitter, Instagram, YouTube, and LinkedIn.

With 1200 followers for DCDS, Facebook is the platform that provides the largest opportunity for building positive perception. If you have selected Following-See First from our DCDS Facebook page, you will see every new DCDS post at the top of your own newsfeed when you open Facebook. For everyone else, Facebook uses algorithms to determine which posts should show in your newsfeed.

These algorithms include which content you interact with (children? gardening? dental?) and the media you prefer (video? photos? text?) to prioritize content from your end. From

our end, algorithms look for posts that spark conversations and meaningful interactions between people to rate our DCDS content a higher priority. So if our content is shared or commented on, Facebook considers the post

**“Your [social media] interaction... creates brand awareness and perception of our value proposition. And that in turn, drives membership.”**

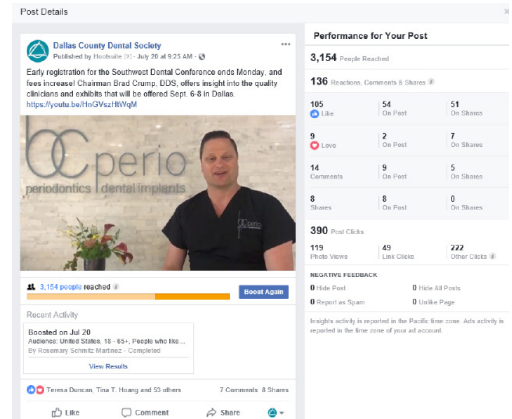
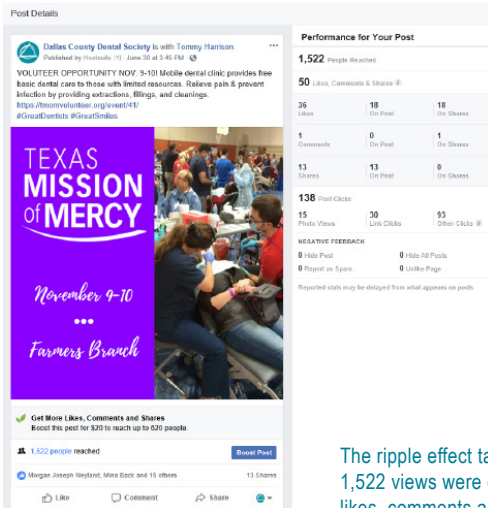
as having meaningful interaction when slotting content on a user’s news feed. No matter which social media platform is used, the goal is to get as much interaction from a single post as possible.

For every action there is an equal and opposite reaction, plus a social media overreaction. A single post can be viewed exponentially if it sparks conversations and meaningful interactions, such as comments and shares.

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The ripple effect takes place when you interact with DCDS posts on social media: 1,522 views were gained in one month on the Mission of Mercy post, in thanks to 50 likes, comments and shares. \$20 worth of advertising contributed towards 3154 views in only ten days for the conference post; but 2,190 views were considered organic (non-paid) and were gained through comments, shares and likes.

# The Write Stuff

Jodi D. Danna, DDS, President



*Weather is a great metaphor for life—sometimes it's good, sometimes it's bad, and there's nothing much you can do about it but carry an umbrella or choose to dance in the rain!*  
—Terri Guillemets

As you all are receiving this newsletter, hopefully the weather is beginning to make a change. We had a hot summer and it started early this year. I truly hope that each and every one of you had the opportunity to spend time with family, go on vacation or complete whatever was on your "honey do" lists.

I always get excited about the fall coming; both of my girls head back to school and while that is super sad, I get excited because my house stays clean and there is not an endless amount of college girls at any given point eating us out of house and home. For Dallas County Dental Society it is the beginning of our General Membership meetings and the opportunity to see everyone and catch up with them about their summer. It is a chance to welcome new members and, most importantly, attend Southwest Dental Conference.

Dr. Brad Crump and DCDS Scientific Committee have put together an amazing program for Southwest Dental Conference. The Conference is September 6-8 at the Kay Bailey Hutchinson Convention Center in downtown Dallas. I cannot tell you how proud of this Conference all of us are at DCDS! Having been apart of the Scientific Committee and a previous chair to this Conference, I am delighted by the amount of people I have had the opportunity to meet throughout the country who feel that our Conference is one of the very best in the nation. We never have a hard time signing speakers because SWDC has a reputation of pride and hospitality. This Conference is our biggest and greatest member benefit and one that I hope continues for a very long time.

The DCDS Dental Assisting School construction is underway and on track to be completed "hopefully" by the end of the fourth quarter and ready for accepting applicants the first of the year. Our first class will host 12 applicants and we will have the capacity of having up to 24 moving forward. I do not know about all of you, but I look forward to having this member benefit help me in finding future dental assistants for our offices.

Under the presidency of Dr. Carmen Smith, DCDS implemented a Task Force on Diversity and Inclusion. This task force held the first ever town hall meeting; inviting leaders from other dental organizations and DSO doctors to participate in a forum to discuss membership, strengths, weaknesses and concerns from all present about their experiences. This was well attended and the information gleaned from this evening was invaluable.

Continuing the momentum from this evening, I will be hosting a Diversity/Leadership Program on October 12, 2018. This program will be the continuation of the progress accomplished prior, in addition to adding a leadership component. Invitees will include not only the leadership of the other organizations, it will be open for all DCDS members. Please look for information about this program and plan to attend. The information we obtain will not only help Dallas County, but our partnering organizations in better understanding of our roles as leaders.

In closing, please come to the Dallas County Dental Society General Membership Meetings and see all of the wonderful changes that are happening. Visit with old friends, colleagues or the new office team members. See how much heart and soul goes into our programs or the continual building of our member benefits. I truly look forward to meeting all of you.

*Fall has always been my favorite season. The time when everything bursts with its last beauty, as if nature had been saving up all year for the grand finale.* —Lauren DeStefano



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Executive Director ..... Jane D. Evans

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# Impressions

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

## The Personal Touch



A young friend called me the other day and asked if I could recommend a general dentist. He had been attending a clinic where he could never depend on seeing the same

dentist each time he went, and he didn't like that arrangement. I gave him the name of the dentist I depend on, and he was grateful for the suggestion. People want, indeed demand, to trade and buy where they feel comfortable and valued. They want to exchange their money for services, certainly; but they react to the likability, the interpersonal chemistry and the personality of the individual they deal with.

I recently read of a woman who patronized a particular post office because of the friendliness of the employees and went one day to buy stamps when a long line of customers were in front of her. When someone suggested that she could avoid the wait by buying the stamps from a machine in the foyer, she said, "I know, but the machine won't ask me about my arthritis."

Dentists by nature tend toward introverted personalities, but the most successful ones I have known have conquered that tendency and developed an engaging and outgoing manner that reassures patients and makes them feel appreciated.

The personal touch is no laughing matter and works in every aspect of a business from attracting and retaining employees to

engendering loyalty in your patients. Harvey Mackay owns a large and successful envelope company and has authored several books on business management. One of my favorites is "Swim with the Sharks Without Being Eaten Alive." One of his short observations in that slim tome posits that once you attach your personality to a proposition, people begin reacting to the personality and stop reacting to the proposition. Too many companies and businesses don't seem to understand this and endorse the idea of electronic self-service, but quite a bit of evidence exists that counters this notion. The CRM Buyer website reported on a survey with 24,000 consumers in 12 countries about customer interactions and found:

- 80 percent prefer customer service from a human instead of an automated system;
- 83 percent say that interacting with a customer service rep is important on the phone or in a store;
- 68 percent believe they're more likely to get a better deal when negotiating in person instead of online; and
- 18 percent said they would renew products or services because of good personal customer service, even if they were more expensive.

Are dentists paying attention?

It's difficult to put subtlety and shading into electronic communication. You can program

responses, direct customers to FAQ pages, promise that their messages will be returned within 24 hours or whatever. But nothing can substitute for a person answering your phone and solving people's problems in a friendly expeditious way.

**You can program responses, direct customers to FAQ pages, promise that their messages will be returned within 24 hours or whatever. But nothing can substitute for a person answering your phone and solving people's problems in a friendly expeditious way.**

One of my mentors was Dr. Jim Reynolds in Lubbock, TX., and the way he provided for his patients provided a Master Class for anyone willing to take lessons. Everything in Jim's office bespoke his interest in and devotion to his patients—the comfortable and beautifully appointed reception area, the modern treatment rooms, the quiet conference area, the tasteful art on the walls, the well-trained and respectful employees all came together to convince patients that this dentist really cared about them. His letters to colleagues and patients were succinct and instructive masterpieces. Looking back, this was even more remarkable because it was in an era when orthodontists had six-month waiting lists. He could have ignored patients and families and still profited handsomely.

Those days are long gone, and we now live in a buyer's market and consumers have more alternatives in dental care than ever before. Metropolitan areas where so many professionals want to live and work suffer from this challenge acutely. Facebook, Instagram, Twitter, billboards, TV advertisement and mass mailings may help attract patients, but they will never provide patients with the warmth, intelligence and empathy that a caring doctor can provide, and that is what my young friend was seeking.



# From The Hub

by Jane D. Evans, Executive Director



In mid-July, a DCDS member was contacted by a male phone caller impersonating a DEA agent in an attempt to gain other personal information from her through his knowledge of her NPI number. She

hung up and called DCDS, erroneously thinking that it might be possible for hackers to have gained her NPI number through the Society's databases.

While DCDS does everything in our power to protect member information (your info is NEVER shared outside the organization,) the reality is that not every organization does the same.

NPI numbers, along with the associated business name, address and phone, are easily accessible through internet database searches. Personal addresses, emails, phone numbers, birth date, lawsuits, police records, school/work history, auto/ property ownership and even relatives can be easily traced to you through name searches on the internet.

Government entities, such as the DEA, IRS, FBI and police, will never discuss business concerns over the phone and will never ask for personal information over the phone. Instead they will set an appointment to meet with you in person.

Knowledge of this gives you the power to handle fraudulent calls properly. Be mindful of scams on calls that you do not initiate and do not provide personal info to the caller, especially when asked for numbers such as social security, licenses, and banking.

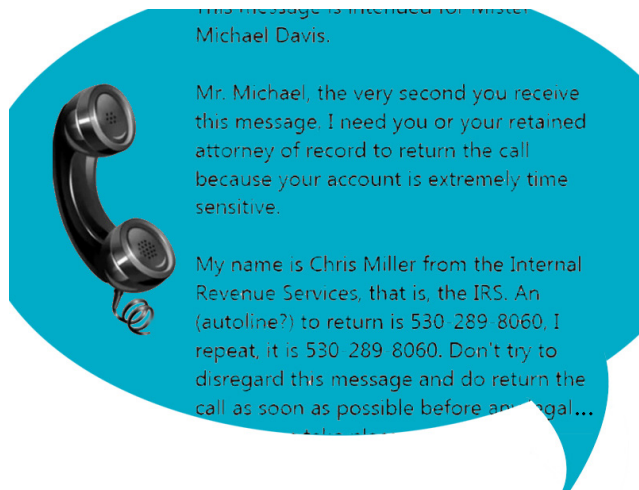
For numbers such as your NPI number, which are readily available online, you will need to be more proactive and vigilant. Usage of drugs ordered through your NPI number can, and should be, checked often at <https://texas.pmpaware.net/login>.

Consulting your personal credit reports annually is also recommended to guard against fraud. You are entitled to a free credit report from each of the three credit reporting agencies (Equifax,

This message is intended for Mr. Michael Davis.

Mr. Michael, the very second you receive this message. I need you or your retained attorney of record to return the call because your account is extremely time sensitive.

My name is Chris Miller from the Internal Revenue Services, that is, the IRS. An (autoline?) to return is 530 289 8060. I repeat, it is 530 289 8060. Don't try to disregard this message and do return the call as soon as possible before an illegal...



Experian, and TransUnion) once every 12 months. You can request all three reports at once, or space them out throughout the year. More information on this is available at <https://www.usa.gov/credit-reports>.

Should you be the recipient of a scam that appears to be targeting dentist, such as one with NPI or ADA numbers mentioned, please contact DCDS so that we can alert your colleagues. In membership, there is strength and unity!



Construction on the DCDS Dental Assisting School continues. We look forward to providing our members with first opportunities to hire fully trained world-class dental assistants from a future graduating class! Please email [jane@dcds](mailto:jane@dcds) if you would like to provide shadowing/clinical experience to our students.





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# DCDS Member's Message Board

## Upcoming Events

September 6 - 8, 2018 – Southwest Dental Conference  
September 18, 2018 – General Membership Meeting  
October 16, 2018 – General Membership Meeting  
November 9-10 – Texas Mission of Mercy  
November 27, 2018 – General Membership Meeting  
February 19, 2019 – General Membership Meeting  
March 19, 2019 – General Membership Meeting  
April 16, 2019 – General Membership Meeting



## Welcome New Members

### *General Practice*

Dr. Neha Bansal  
Dr. Carlos Camino  
Dr. Leticia Castaneda  
Dr. Rushabh Doshi  
Dr. Rose Duong  
Dr. Susan Falola  
Dr. Kyle Gross  
Dr. Govind Hariharan  
Dr. Jeffrey Sol He  
Dr. Lorena Herrera  
Dr. Annie Jackson  
Dr. Esther Jeong  
Dr. Adil Khan  
Dr. Erik Klintmalm  
Dr. Caleb Mangum

Dr. Sirisha Munimadugu  
Dr. Obinna Onwuzuligho  
Dr. David Pardo-Sanchez  
Dr. Dipesh Patel  
Dr. Dusayant Patel  
Dr. Nirav Patel  
Dr. Aaron Patton  
Dr. Lyle Petrusas  
Dr. Angela Shen  
Dr. Richard Sung  
Dr. Jesus Torres  
Dr. Tuan Tran  
Dr. Jonathan Vogel  
Dr. Sanam Wright  
Dr. Elly Zarchi

### *Graduate Students*

Dr. Rachel Fogarty  
Dr. Alina Garcia-Mendez  
Dr. Wade Knight  
Dr. Lara Raney  
Dr. Zachary Smith  
Dr. Anthony Tran  
Dr. Joanne Wang  
Dr. Julia Wiegand

### *Pediatric Dentist*

Dr. Terra Compton

### *Endodontist*

Dr. Jonathan Blacher



# DCDS Member's Message Board

## In Memoriam:

**Dr. Griffin Buchanan Howard**

**Dr. Gary Penn**

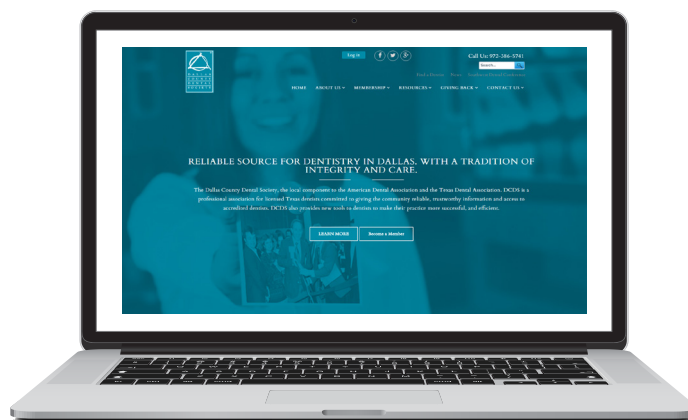
## Dentists Concerned for Dentists

*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**



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

List it on the DCDS.org Job Bank!

Members list for free  
(\$75/month for non-members)

Email your position or a brief summary of qualifications to:  
[info@dcds.org](mailto:info@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**



half year  
50%  
half dues

**Tell your colleagues about the Half Year Dues Campaign!**

Any dentist joining the DCDS who was a non-member in 2017 is eligible for 50 percent off the full ADA dues amount for the remainder of 2018, gaining all the membership benefits offered by the TDA and the ADA as well!

## 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)

**...AND MUCH MORE!**

## Need Meeting Space?

As a member of the 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 is perfect for registration and a pre-function gathering.

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

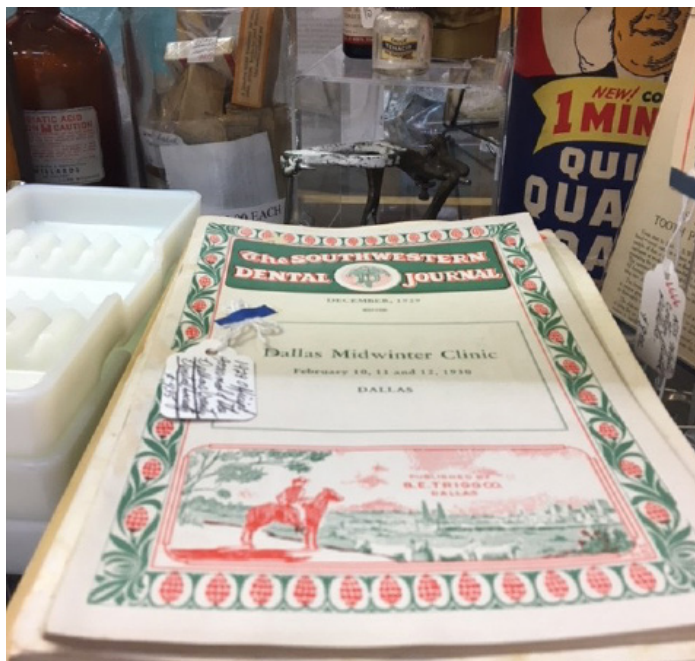
The Dr. D. Lamar Byrd Auditorium is 1,650 square feet of meeting space that can seat up to 200.

Audio/visual equipment is also available.

For more info, please call  
972-386-5741  
or email: [info@dcds.org](mailto:info@dcds.org)



Doctors Brent DeSutter, John Tunnell and Dominique Fufidio reviewing a case after New Dentist Committee Meeting.



Dallas County Dental Society hosts one of the largest and longest running dental conventions in the country. First formed as the Dallas Mid-Winter Dental Clinic in 1927, the name was changed to Southwest Dental Conference in 1999. Dr. Michael Goulding sent in this piece of history, circa 1930, found in an antique store in Fort Worth.

Don't miss your chance to get in on history being made with high quality educational opportunities and emerging technology!  
[www.swdentalconf.org](http://www.swdentalconf.org)



### SWDC BOOTH 315



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)

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### TEXAS MISSION OF MERCY

Farmers Branch Community Center

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](http://tdasmiles.org) to register.





# Ladies' Tea at the Adolphus



DCDS hosted a ladies' tea at the Adolphus Hotel. The event encouraged colleagues to motivate and inspire each other while enjoying the delicious afternoon tea for which the hotel is famous.



# Legal and Ethical Considerations

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

## Capitation v. Fee-for-Service?



Most of us are aware that dental capitation reimbursement plans have been in existence for some time now but only on a very limited basis.

The evidence is that this may be changing, beginning in State sponsored Medicaid and other plans. About a year ago, a document was drafted by the Texas Health & Human Services Commission in conjunction with a managed care organization (MCO). This document laid out a plan whereby over the next few years Texas Dental Medicaid plans will be converted from fee-for-service based reimbursement to capitation plans.

Currently MCOs are paid by the State virtually according to the number of patients that subscribe to their program with a bonus for good performance. Reimbursements are then paid out to providers according to submitted claims on a fee-for-service basis; so essentially the MCO is paid by capitation but distributes the funds on a fee-for-service basis. According to some, this has led to instability in the program and uncertainty for providers.

The idea is to bring balance to the program by converting providers' reimbursement to a capitation system whereby providers will be assigned a number of patients and paid an agreed amount per patient on a monthly basis. In return for the capitated amount, the



provider will be obligated to provide examination and preventive services two to three times per year and provide all other restorative and dental services required by the patient. Required specialty services can be provided by referral to specialists. The specialist would be compensated on a fee-for-service basis, and the specialists' fees would be deducted from the providers' monthly receipts. The provider will be required to submit claims as in a fee-for-service system and services provided will be monitored

for required prevention services and other data. Providers will have an opportunity to share in the bonus system provided by the State to the MCO for efficiency and good performance.

It is anticipated that the capitation plan will result in decreased administrative costs for the provider by eliminating the need for pre-authorizations and reductions in accounting costs.

While the preceding is in some respects speculation and not etched in stone, actual negotiations are underway at this time beginning with larger, multiple clinic practices. If and when successful here the plan will surely expand to smaller and eventually single provider practices.

There is a time schedule and several committees are proposed to organize and carry out the plan. All dentists, whether Medicaid provider or not, owner or associate, general dentist or specialist should be concerned and willing to ensure that dental practitioners are assigned to these committees and to have a voice in the process.

If State Dental Medicaid plans can be converted to capitation plans, can private managed care fee-for-service plans be far behind?



## SWDC STAR SALUTE

**Omni Dallas Hotel**

**Trinity Ballroom  
Thursday, September 6, 2018  
6:00 – 8:00 p.m**

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

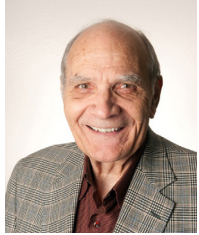
**NO ADMISSION FEE  
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(Must wear badge for entry)**

**ATTENDEE APPRECIATION PARTY**

# Insights

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

## RBFDPs: Resin-Bonded Fixed Dental Prostheses



**M**y late friend, Dr. Howard Riley Raper, dental innovator (e.g., bitewing X-rays) and writer extraordinaire (e.g., *Man Against Pain*), had a great sense of humor and once

shared with me a common dental experience of his age. He said, "Larry, it's a cantilever bridge, and you can't leave her in there long." I wish he could have lived to see what Dr. Kern is now doing with cantilever resin bonded ceramic bridges. Although the book presents clearly and succinctly the strict protocol needed for successful single-retainer cantilever RBFDPs, the technique presented is actually simple and extremely reliable.

The main focus relies on the use of zirconia ceramics as the framework material that combines the best stability and esthetics. Readers should not expect a textbook that

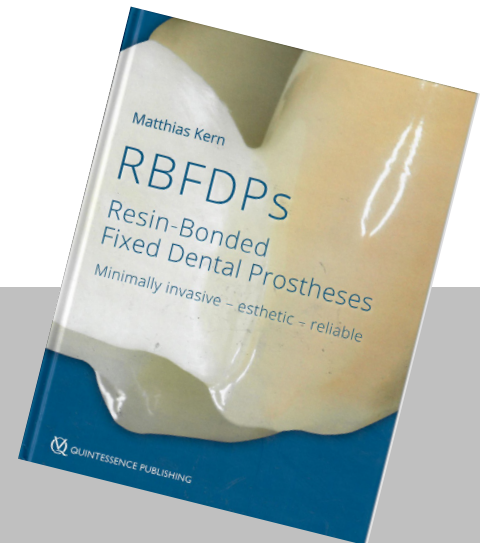
considers dental materials or alternative bonding procedures, rather it simply offers dental clinicians astonishing single-retainer cantilever ceramic bridges for anterior edentulous areas that are the most esthetic I have seen.

Dr. Kern, Professor and Chairman of the Department of Prosthetics at the Christian-Albrechts University at Kiel, Germany, has worked with this technique for more than two decades. He thoroughly discusses the rationale for the cantilever bridge and alerts readers to those instances where splinted retainers or, in rare occasions, two retainer ceramic bridges can succeed.

Most of the illustrated bridges, as you might suspect, occupy the anterior part of the mouth, but he does show some posterior cantilever bridges as well. Regardless of the location of the ceramic bridges, the enamel preparation is minimal and often requires no anesthesia, which offers no threat to the dental pulp.

To my way of thinking, these cantilever ceramic bridges offer a superior esthetic, safe and economical alternative to the placement of implants with ceramic crowns or full coverage retainers that require extensive enamel and dentin reduction.

Readers can expect the usual Quintessence quality publication; that is, thick durable pages, excellent and copious photographs and illustrations along with clear narratives. For a minimally invasive, esthetic and reliable technique of anterior restorations, you won't find a more useful source than this remarkable book. I consider it one of the most exciting books I have ever reviewed.



### Next Book Review:

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

### RBFDPs: Resin-Bonded Fixed Dental Prostheses

Dr. Matthias Kern  
264 pp, 888 illustrations, \$148  
Quintessence Publishing  
Batavia, IL 60510

## International College of Dentists 2018 Breakfast

The International College of Dentists invites all members for breakfast during the 2018 Southwest Dental Conference.

Saturday, September 8 | 7:00-9:00 a.m. \$35.00 per person | Omni Dallas Hotel

To register contact: Mark Gannaway, DDS | [mgannaway@tamhsc.edu](mailto:mgannaway@tamhsc.edu)

and/or send payments to:

Mark Gannaway, DDS, ICD-Texas Section Treasurer  
709 Winterwood Ct., Garland, TX 75044



INTERNATIONAL COLLEGE OF DENTISTS



# Texas A&M University College of Dentistry

By Jennifer Eure Fuentes

## Braces by the Sea: Graduate students take orthodontic care to the Caribbean

An interesting trend has occurred in Roatán, Honduras, over the past several decades. Between 1970 and 2000, word began to spread about this small island off the country's northern coast. More than 1 million people now visit Roatán each year, in large part because of its close reach to the Mesoamerican Reef, a diving and snorkeling mecca. That's in sharp contrast to the average 900 visitors per year in 1970, according to a 2016 NASA report. As the island's tourism industry has grown, so too has the potential for higher incomes.

One of the keys to attaining those opportunities, according to Dr. Monte Collins '84, '86, adjunct assistant professor in orthodontics: a nice smile.

"If they have a good-looking smile, it will help them get a job," says Collins. And then comes a trickle-down effect of better wages and with that, increased quality of life.

It's what drew him four years ago to serve patients at Clinic Esperanza, which runs almost entirely on donations, especially \$5 contributions from patients. The clinic has a medley of volunteers from the health care sector, with new faces every day from all over the world. Dentistry, obstetrics and gynecology, laboratory services and a pharmacy are all part of the mix; why not add orthodontics to its services? He called up Peggy Stranges, the clinic's founder and president, to see if they had considered providing orthodontic care.

"The bizarre thing is, they had an orthodontist a couple years before I got there," says Collins. That individual died unexpectedly in an accident, and by the time of Collins' arrival in Roatán there were still a few kids hanging on with braces intact. So he picked up where his predecessor left off, finishing treatment for current patients and starting braces for new ones.

He travels to the island every four months, providing a rarity in the dental mission field: consistent, sustainable orthodontic care. The clinic has a full-time pediatric dentist on staff whom Collins has trained to change wires and fix broken brackets between visits, but otherwise the level of care is identical to that provided at his longtime Tarrant County practice, Johnson & Collins Orthodontics. Most supplies, donated by

Collins and orthodontic product supplier Ormco, fit in a suitcase.

Some reinforcements accompanied Collins on his latest venture this spring: the entire second-year graduate orthodontic class at Texas A&M College of Dentistry.

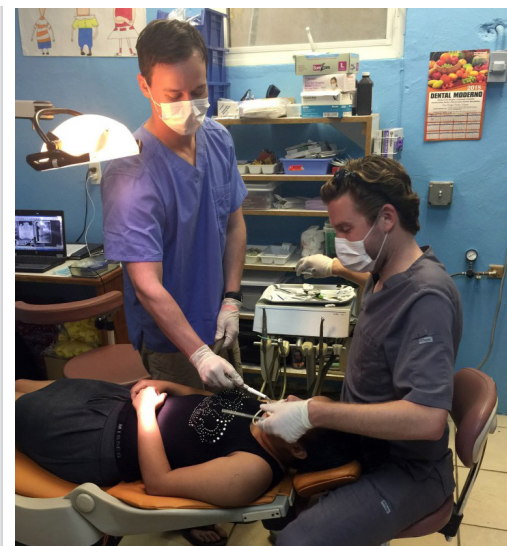
He merely mentioned his Roatán trips to the six graduate students the previous year and throughout the semesters that followed they reminded him they were also interested in going. By December 2017, it was official. The class took the trip during spring break, alternating clinic days to treat approximately 50 patients throughout the week, which also allotted them some much-needed relaxation.

"We are at that point where we feel comfortable working on our own," says second-year graduate student Dr. Jacob Bleyer, "and having the freedom to do that gives you confidence."

Collins' vantage point in the College of Dentistry's orthodontic clinic one day a week allows him to contrast the graduate students' experiences at Clinic Esperanza.

"It gives them a chance to not have someone looking over their shoulder telling them what to do," says Collins, who oversaw their work in Honduras. "They get to see patients and make snap decisions just as if they were in private practice, facing things that they'll probably never see at home as far as some of the compromises that have to be made for missing teeth."

"Navigating those compromises as well as treatment planning without panoramic X-rays or study models, was perhaps one of the biggest challenges during the trip," says Dr. Elisabeth Barnhart, a second-year orthodontic graduate student.



"A lot of the patients have very highly cavitated first molars," she says, citing local drinking water and sugary drinks as prime culprits. "It's a bit of a challenge, considering those teeth serve as anchors in orthodontic care. Some of the teeth may not be able to be saved and you're trying to plan your treatment around that," Barnhart adds.

What's more, the situation occurred in nearly every single patient she screened.

"It makes it hard for some of our treatment planning," says Dr. Jennifer Ryan, a second-year orthodontic graduate student. "You are helping fix a problem that they didn't know was happening; that's not something we normally do here."

Even so, patients clamored to be seen.

"The kids are so tough," says Ryan. "They were lining up at the door. There's such a language barrier, but they and their parents are just so willing to let you do whatever you think is best. They were super easy to work on and so thankful."



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](http://dentistryinsider.tamhsc.edu) or follow @TAMUdental.

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## New CIMT Test Available at the SWDC

The new Carotid Intima-Media Thickness (CIMT) test will be available for SWDC attendees. This is a noninvasive ultrasound of your neck arteries that can see cardiovascular disease long before other more traditional tests can. And no, this is not the neck ultrasound test you may have had before. This new technology actually looks at the health of the interior of your artery wall, not just blood flow. This goes well beyond anything offered anywhere else. And it's now been endorsed by the American Heart Association.

Technicians will be providing the CIMT test at the SWDC on September 6-7 in the Exhibit Hall.

No preparation is necessary, but you must make an appointment for one of the timeslots. Your investment is \$125.

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# Find-a-Dentist Campaign Continues

## How your practice can gain extra value from it

In June 2017, the American Dental Society launched a three-year campaign to help member dentists get more patients in their chairs. With this campaign, paid search and digital ads target and direct potential patients to the ADA® Find-a-Dentist™ tool to book an appointment. The Find-a-Dentist tool provides consumers with a user-friendly experience and additional search fields to easily find an ADA dentist. Prospective patients are able to search by payment options, benefits accepted, dental specialty and zip code. They can contact the practice via phone or email to make an appointment.

As of June 2018, the ADA Find-a-Dentist website has received 2.8 million visits, with over 724,000 completed searches and more than 1.4 million profile views.

DCDS opted to participate in a matching funds program to amplify the ads in this area, both last year and this year, so that the audience will see the ads more frequently. In addition to social media sites, the ADA's targeted display ads will appear among websites the target audience visit, including weather.com, espn.com, cnn.com and usatoday.com.

Since the goal of the ADA consumer advertising campaign is to bring more patients into your practice, you are highly encouraged to look your best online! Here are four suggestions to help you get ready for new patients and enhance your online presence:

- Update your Find-a-Dentist Profile:** Updating your profile is easy and only takes five minutes. Start by visiting [ADA.org/MyADA](http://ADA.org/MyADA) and login using your user ID (ADA member number) and password. You'll be able to add multiple business addresses and business hours, practice focus, types of patients you treat and which forms of payment and benefit plans you accept. Be sure to include a practice description, website and email so your future patients can learn more about you and easily connect. Profiles with photos get 11 times more clicks than those without and they show up higher in search results, so be sure to add a current close-up. (Think about a passport photo but with a smile!) More on this is available from the ADA's [How to Update Your Find-a-Dentist Profile](#) (PDF)
- Review and manage online presence:** Google, Yelp and other internet search sites



can be free advertising for you, but only if you maintain your information and add photos! Review the ADA's suggestions for managing your online reputation with [5 Steps for Managing Your Reputation Online](#) (PDF)

- Be seen on social media:** Facebook is currently the top social media platform (again, free advertising!) and DCDS Facebook page makes it easy for you to maintain your Facebook page by providing sharable posts. There are ADA tips to help you take control of your business Facebook page and use Facebook as a tool to enhance your customer service and marketing efforts: [Dos and Don'ts: Your Practice's Facebook Page](#) (PDF)
- Give your website a facelift:** Your website is your single most important marketing tool; and if it is not mobile friendly, it should be since over 65 percent of digital time is spent on a mobile device. Check out the ADA's suggestions at [Does Your Website Need a Refresh?](#) (PDF)

# Mentorship through DCDS

Dominique Fufidio, DDS

**W**hy do I want to be a member with the Dallas County Dental Society? I'll tell you in one word: Community.

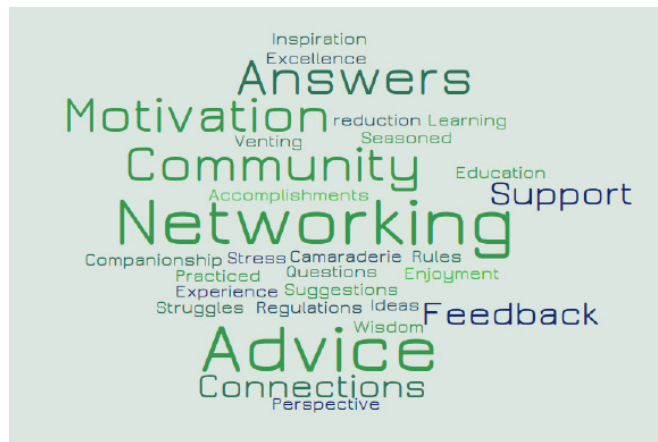
There is no denying that it's always more fun having your friends around. Dentistry can be a physically taxing and emotionally draining profession. It can also be extremely rewarding. Knowing you are not alone is instrumental in surviving the downs that may feel as if they couldn't possibly outweigh the ups. That's why we strive to foster a strong Mentor and Mentee Program at the Dallas County Dental Society.

Over the years, I've been on both sides of the relationship. In high school I told my own dentist I wanted to become a doctor. After he asked me to come work for him, I politely had to correct him. "Dr. Chase, I want to be a physician, not a dentist." Little did I know, Dr. Chase would become my mentor. His associate soon became another mentor. The orthodontist we referred to, also a mentor. Even my own pediatrician became my mentor. Anyone that would talk to me, a young, enthusiastic and impressionable scholar, became my mentor. Each of them taught me something; some things intentionally, and some not so much. My advisors, my professors, faculty, lecturers, regional leaders: they all bestowed wisdom, encouragement and shared their struggles with me. That's what comes to mind when I think about being a mentor.

Today, I call myself a mentor. I hope to help others learn through my experiences and avoid the mistakes I've made, to inspire them not to give up when times prove challenging. Aiding others and empowering them, while supporting them in attaining and achieving their goals, is the most rewarding way of impacting others' lives.

I chose to be a member of organizations like Dallas County Dental Society for the community described above. Although I consider myself a mentor, in this age of life-long learning I still learn every day from my patients and from my peers; dentists just like me, and those unlike me. Consider becoming a part of our growing Mentor-Mentee Program, and enjoy the extended community!

*If you would like to become a mentor, or would like to be a mentee, please contact Ashley Hawkins at [ashley@dcds.org](mailto:ashley@dcds.org) or 972-386-5741.*



## Fall 2018 DCDS General Membership Meetings

**September 18th**

**New Advancements in  
Periodontics from Lasers to Zirconia  
Implants & Risk Management**

David Yu, DDS, MS



**October 16th**

**Management of Office Based  
Emergencies**

David Grogan, DDS



**November 27th**

**Issues and Activities of the TDA**

William Gerlach, DDS  
TDA, President

Mr. Jess Calvert  
TDA, Director of  
Public Affairs





# DCDS Foundation

## 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](mailto:lori@dcds.org);  
 mail: 13633 Omega Road, Dallas, TX 75244, or visit [dcds.org](http://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: \_\_\_\_\_

### Tooth Talk Volunteers Needed

With school kicking back into gear, we are looking for volunteers to do Tooth Talk presentations at local elementary schools. In coordination with the Dallas Dental Hygienists' Society, the DCDS Foundation provides this oral health education in our community. To volunteer, contact: Lori Dees at [lori@dcds.org](mailto:lori@dcds.org) or 972-386-5741 x228.



### Senior's Smiles Volunteers Needed



Do you enjoy working with the elderly? Senior's Smiles, a program aimed at nursing homes, need your expertise and time! In coordination with the Dallas Dental Hygienists' Society, the DCDS Foundation provides this oral health education in our community. To volunteer, contact: Lori Dees at [lori@dcds.org](mailto:lori@dcds.org) or 972-386-5741 x228.

## WWW.DCDSFOUNDATION.ORG

**Be sure to check out the DCDS Foundation Website!**

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





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Using Social Media...continued from page 1

With 1000 followers, it is not unusual for a heavily engaged video or photo to reach 5000+ impressions (which means it shown over 5000 times on people's screens.)

When you engage with DCDS posts on social media, when you comment and share them, your interactions send the posts onto the newsfeeds of your friends, whether they follow us or not. That in turn, creates brand awareness and perception of our value proposition. And that in turn, drives membership.

Online reviews is another form of social media that drives membership. The unknown can

intimidate people, so 88 percent of consumers turn to online reviews before whipping out their wallets. All DCDS members are highly encouraged to write an online review or two to explain to prospective members the reasons DCDS is of value.

So start a conversation through your posts, your shares, your reviews. With your engagement, the power of social media will work to strengthen our dental community and, in time, increase membership.

### LET US SPOTLIGHT YOU!

**We would like to promote the great things that are happening in the offices of our member dentists through social media! An innovative procedure, unusual patient-oriented service or community service story is reason to celebrate!**

**Share your story by email to [rosemary@dcds.org](mailto:rosemary@dcds.org).**



### Where to Post Your On-Line Reviews

Promote DCDS through an online review via one or more of these sites:

[Google](#) • [Yelp](#) • [Facebook](#)



# Classified Advertising

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 on-line at [dcds.org](http://dcds.org) or call 972-386-5741

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972-235-4767

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[northdallasdds@gmail.com](mailto:northdallasdds@gmail.com)

## SWDC BOOTH 523



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Visit Booth #404 at the 2018 Southwest Dental Conference to find out more about the DCDS Dental Assisting School.





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**N**ow that summer is in full swing, I hope that all of you are surviving this very hot weather. As you are busy taking your summer vacations and getting the back-to-school to do list completed, please

do not forget to register you and your staff for the 2018 Southwest Dental Conference September 6-8 at the Dallas Convention Center. Online registration can be done by visiting [www.swdentalconf.org](http://www.swdentalconf.org)

In addition to paying lower registration fees, there are many benefits to registering online rather than onsite at the Conference. Online registration will allow you to receive your badges in the mail prior to the meeting. It also gives you access to download all of your course handouts prior to the meeting so you can have those during your courses. Online registration also will

keep you from having to wait in lines to register during the meeting to save you time.

We have a couple of social and networking events planned for you at this year's meeting. These events will give you a chance to catch up with your dental school classmates, and to socialize with other dentists from around the area. The "New Dentist Happy Hour" sponsored by Med-Tech Construction, Dental Space Advisers and Wells Fargo Bank will be on Thursday at the Biergarten across the entry drive from the Omni Hotel from 4:30-6:30. Also the annual "Star Salute" will be held in the Omni Hotel on Thursday evening from 6:00-8:00. At the Star Salute, there will be a DJ, cash bar and light appetizers for you and your staff to enjoy. Entry to both events is free with your name badge from the Conference, so please put these events on your schedule so you won't forget.

Finally, we have a large number of vendors exhibiting at this year's Conference that will be

running conference special pricing on many of their products. So please hold off on ordering your September office supplies and materials until the Conference and visit the Exhibit Hall to take advantage of the savings from your preferred vendors.

I am excited about our 91st annual Southwest Dental Conference and am looking forward to seeing you there. So visit [www.swdentalconf.org](http://www.swdentalconf.org) to register now.

*Dr. Brad Crump*

2018 Southwest Dental Conference Chairman

