

DCDS connection

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



Mission Statement

Serving the professional
needs of our members

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2019 Southwest Dental Conference

by Todd Baumann, DDS, MD, 2019 SWDC Chairman

Inspired • Empowered • Equipped

For the 2019 Southwest Dental Conference, we aimed to be **INSPIRED • EMPOWERED • EQUIPPED**. Thanks to you — the attendees, clinicians and volunteers — we have succeeded in that goal.

The conference was successful in providing impactful continuing education by world-class speakers. Many thanks to the 17 new and 24 returning clinicians who gave of their time and talent. And thank you to the Scientific Committee for scouting and vetting many, many speakers around the country. I heard a lot of positive feedback from attendees about the clinicians and program.

I would also like to gratefully acknowledge our volunteers or 'Silver Stars' who dedicated their time to the meeting. These volunteers hosted clinicians, greeted attendees and ensured that hands-on courses and exhibitors were fully equipped. Several speakers were floored when they experienced our volunteers helping them clean up their workshops after the meeting. That is just one example of the extraordinary hospitality for which the Southwest Dental Conference is known.

Thank you to our over 220 vendors at the conference for providing opportunities for attendees to learn about new products and show specials.



I am also grateful for the Dallas County Dental Society staff who work tirelessly, often times behind the scenes, making sure the meeting runs as smooth as possible. It is a fun privilege to work with these more than capable women.

Finally, thank you to all our members who attended the Southwest Dental Conference this year. Your support of this event through your attendance and the attendance of your staff speaks volumes in acknowledging the importance of organized dentistry.

Please mark your calendar for the two-day 2020 Southwest Dental Conference, Vision 20/20 Dentistry, which is set for Friday, August 21 and Saturday, August 22, 2020. We look forward to seeing you and your team there!



The Write Stuff

by Brad Crump, DDS, MS, President

DCDS is UNITY IN DIVERSITY



When one thinks of the words unity and diversity, two competing terms — with unity meaning the state of being united or joined as a whole and diversity meaning the state of being

diverse; variety — some confusion may ensue on how there can be a commonness among heterogeneous things. Even with each of us being dramatically different we all have the common thread of dentistry that joins us all together as one. Unity in Diversity embraces the integration of our diverseness as individuals supported by our oneness of being dentists.

The Dallas County Dental Society has led the way in Texas with Unity in Diversity, being one of the first component dental societies to draft and accept a diversity and inclusion policy which states:

- DCDS operates on the fundamental assumption that our work is enriched and made better by having a diversity of voices, viewpoints and skill sets around our organizational table — encompassing Board, management, staff, contractors, vendors and investments.
- DCDS is committed to the enhancement of the public's oral health education and dental well-being, providing ongoing continuing education and promotion of professionalism and quality in dentistry. Therefore, diversity is core to the DCDS mission. We aspire to develop, promote, and sustain an organization culture and reputation in the communities that we serve as a high performing organization that values, nurtures and leverages diversity and inclusiveness in all that we do.

- DCDS is committed to ensuring the diversity of its board, staff, volunteers, and programming. We accomplish this through leadership, values, policies and practices. We define diversity in terms of race, gender, religion, culture, national origin, sexual orientation, gender identity, physical abilities, age, parental status, employment and socio-economics. We respect different experiences and cultures across this diversity and will work to create a culture in which diverse people feel supported, recognized and rewarded in making their best contributions to the mission of our organization.

The Dallas County Dental Society has led the way in Texas with Unity in Diversity, being one of the first component dental societies to draft and accept a diversity and inclusion policy.

A common proverb states “United We Stand, Divided We Fall”. With all of us united as one, it fosters an increase in creativity and ideas to navigate the ever-changing demands of our profession of dentistry, and it is Dallas County Dental Society as one united group that is here to help you succeed.

As your president, I will continue to work on your behalf to improve our society's strength through diversity and inclusivity because I agree with the saying that “a lot of different flowers make up a bouquet”.



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

Editor Larry W. White, DDS, MSD

Managing Editor Rosemary S. Martinez

Executive Director Jane D. Evans

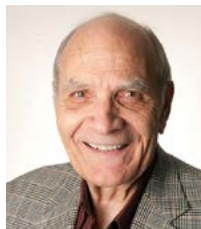
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Member Publication
AADEJ
 American Association of Dental Editors & Journalists

Impressions

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

The Benefit of Encouragement



One of the most fortunate things that ever happened to me occurred when I entered junior high school and had my first male teacher. Ray Haynes was a returning veteran who had served aboard a destroyer in WW II. Ray taught social studies and physical education and had been an outstanding athlete in college and could still compete with the best in amateur basketball leagues. But I will never forget the time when he told me that I had improved athletically 100% from the year before. I had never gotten an encouragement like that. And looking back, I am certain I had not improved as much as he led me to believe, but it resulted in me training and practicing harder than ever before. His praises became pure gold to me and I am grateful to this day for that adolescent experience.

Maya Angelou, the American poet, singer, memoirist and civil rights activist, said, "People will forget what you said, people will forget what

you did, but people will never forget how you made them feel." Amen to that.

Encouragement makes people feel supported, appreciated and needed. It typically results in them becoming more confident, determined and more likely to achieve an even higher level of competence. I once had a friend who worked for an excellent dentist, but she confided in me that her boss never complimented any of the staff regardless of their achievements and how demoralizing it was.

Dale Carnegie once said, "Tell a child, husband or an employee that he is stupid or dumb at a certain thing, that he is no gift for it, and that he is doing it all wrong and you have destroyed almost every incentive to try to improve. But use the opposite technique; be liberal with encouragement; make the thing seem easy to do; let the other person know that you have faith in his ability to do it; that he has an undeveloped flair for it — and he will practice until the dawn comes through the window in order to excel."

Encouragement offers a special tool for guiding employees and any dentist who cares about helping people reach their highest potential will remember what everyone in general and what employees specifically want:

- I want to feel important. No one wants to feel like a number, interchangeable and forgettable; spend some time to find out what makes each employee unique and pay attention to their individuality.

Realize that compliments are a little like potato chips — one seldom satisfies — you need to keep them coming.

- I need encouragement. Even the best employees need positive feedback to continue flourishing and growing.
- I want to believe in you. Employees need to know they can trust your knowledge, experience and your word. Show your commitment to helping them succeed and keeping your promises.
- I want to succeed. With few exceptions most of the people I have worked with have wanted to become competent and dependable, and doctors owe it to employees to give them the training, tools and support they need to reach those goals.

It helps to remember an aphorism from the humorist, Robert Henry. "People do not live by bread alone. They need buttering up every once in a while." And finally, realize that compliments are a little like potato chips — one seldom satisfies — you need to keep them coming.

FREE COMPLIMENTS (USE ON SELF OR OTHERS!)

YOU ROCKED PATIENT CARE TODAY!

I LOVE THE WAY YOU HELP OTHERS!

YOU MAKE WORK FUN!

THANK YOU FOR HELPING THE TEAM!

YOU MADE MY DAY!

YOU INSPIRE ME!

YOUR SMILE IS INFECTIOUS!

YOU'RE A GIFT TO THOSE AROUND YOU!

YOU MAKE EVERYONE FEEL WELCOME!

YOU'RE MORE FUN THAN BUBBLE WRAP!

COULDN'T HAVE DONE IT TODAY WITHOUT YOU!

From The Hub

by Jane D. Evans, Executive Director

Breaking News



As I reflect back on this past year I am pleased to report that DCDS continues to remain relevant with strong leaders and strives to enhance new member benefits.

TDA Board of Directors – Currently DCDS has four members serving on the TDA Board of Directors:

- Dr. Jacque Plemons – President-Elect
- Dr. Mary Swift – Vice President, NE
- Dr. Carmen Smith - Director, NE
- Dr. Bill Gerlach – Immediate Past-President

DCDS Dental Assisting School – The DCDS DAS school was completed in the spring and is currently in the second session with six students.

DCDS Learning Center – The September 17, 2019 General Membership Meeting showcased the new state-of-the-art audio visual equipment which streamed a live surgery CE course into the DCDS auditorium.



Southwest Dental Conference – The SWDC celebrated its 92nd year under the leadership of Dr. Todd Baumann and the SWDC Scientific Committee.

Member Update – ADA has gone digital with Digital ADA Membership Card Resources for State and Local Societies! You will be able to access your ADA card anytime, from anywhere, online. Members can park it in their smart phone's virtual wallet or print it—the choice will be yours. More communication on this later with details on accessing your ADA card.

DCDS continues to send license renewal reminder cards. Also, DCDS will maintain a Permit Renewal database for you and send a reminder when your renewal is due. Go to <https://www.dcds.org/login/> for a copy of the form to complete.

We continually receive calls regarding how to acquire medical insurance. TDA FSI offers medical insurance for members and their team as a member benefit. See information below.

Many thanks to the leaders who work tirelessly to make sure DCDS remains the premier society of the ADA.



We'll Take Care of Your Health Insurance.

What's the **real difference** between purchasing insurance through **TDA Financial Services Insurance Program** and somewhere else?

You'll always have attentive customer service from a team dedicated to TDA members and staff with TDA Financial Services Insurance Program. We work to make insurance easier for you and your staff.

Go to our portal to review, compare and buy → your health insurance.

Open Enrollment Begins Nov. 1

Portal at TDAmemberinsure.com

Sign up for coverage **effective Jan. 1** through the portal. **2020 rates** will be available on **Nov. 1**.



Enroll or learn more at:
tdamemberinsure.com

For more information, call:
800-677-8644

New Dentists

News and perspective from dentists under 10 years of practice

by Gabrielle Dizon, DDS

Burnout Prevention: Creating a Lifestyle to Manage Stress



It is unrealistic to say that there is a recipe for a stress-free life; however, it is possible to create a lifestyle conducive to managing stress. Each person's stress management style should be unique and personal.

As dentists, we spend our time at work caring for others and often times place our patient's wellbeing before our own. However, in order to provide the best treatment, we must first care for ourselves. In today's society, it may seem like the words "self-care" are popping up everywhere. Self-care is essentially the term to describe any activity that promotes mental, physical and emotional wellbeing. The following are ways that we can care for ourselves in order to achieve overall wellness and while managing the stress of a demanding career.

Exercise is a great outlet for reducing stress. The current exercise guidelines for adults set by the Office of Disease Prevention and Health Promotion includes at least 150 minutes of moderate intensity aerobic activity a week. It also recommends engaging in weight bearing

activities at least two days a week. Endorphins released during physical activity elevate mood and reduce anxiety. Finding the type of exercise that you enjoy and will commit to is key to a successful self-care routine.

Providing the body with adequate nutrition is also important for overall wellbeing and stress management. A good way to ensure that key nutrients are being incorporated into daily meals is through meal planning and prepping. Planning ahead allows for more free time during the week and is great for saving money, while also promoting a healthy diet. An alternative to cooking at home is ordering pre-prepared meals through meal prep services, such as Territory Foods or Snap Kitchen. Many meal prep services have menus created by registered dietitians and nutritionists that work to ensure all essential nutrients are included in the meals.

Mental health is just as important to overall health and wellness and is too often overlooked. An occasional vacation away from work and home can be essential to provide mental and emotional rest. It is important to treat yourself to at least one self-care activity a month that

allows for full relaxation or pampering. A nice day at the spa or an occasional day spent "unplugged" can do wonders for re-charging mentally. It is also important to maintain hobbies outside of dentistry, such as a sport or craft you enjoy.

It is in our nature as humans to want a sense of belonging through a community of peers. The relationships we build with each other as colleagues are also important to managing the daily stress of dentistry. It is comforting to know that we are all experiencing similar situations and we are not alone in our endeavors and experiences. Finding a mentor or colleague to seek advice from or exchange ideas with is an excellent way to network while forming a support system. Joining a study club or local chapter of the ADA, like Dallas County Dental Society, is another great way to learn and encourage each other outside the office.

Overall, stress is an everyday part of our jobs as dental providers. There isn't a way to eliminate stress entirely, but there are good ways to help keep it to a manageable level. In order to care for others, we must first care for ourselves.



PLEASE JOIN US FOR A

WINE TASTING

Dallas County Dental Society invites you to look, swirl, smell, taste and mingle at a wine and cheese pairing.

Friday, November 1, 2019
6:30-9:00 p.m.

Venue Forty/50
4050 Beltline, Addison, TX 75001

\$60.00/person* • Spouses/guests welcome

Includes sommelier-guided tasting for five wines and charcuterie.

Please register by October 21 at www.dcds.org/events

*Note that event is valued at \$100/person

DCDS Member's Message Board

Upcoming Events

- November 1, 2019 – Wine Tasting (Guided)
- November 19, 2019 – General Membership Meeting
- November 20, 2019 – Great Transitions with D4 Students
- February 18, 2020 – General Membership Meeting
- April 21, 2020 – General Membership Meeting



Welcome New Members!

General Practice

Hasnain Abbas
Ricardo Aldas
Vivian Barron
Jessfor Baugh
Mitra Behzadi
Sakunthala Boppana
Logan Callier
Riddhi Daftary
Vincent Dirusso
Emily Eggart
Ezinwanne Ejesieme
Sara Fallahi
Austin Farmer
Dawit Goshimea
Divya Gulati
Hanif Hussain
Jiyoung Jung
Arathi Karthik
Shachi Khatri
Sebyuk Kim
Muna Koro
Julia Leday
Sun Joo Lee
Sung-Hee Lee
Wai Mei Lee
Justina Lester

Eric Lin
Hooman Lohrasbi
Mojan Madison
Chakrapani Nannapaneni
Ji Soo Park
Kimberly Parson
Mohit Patel
Sujalkumar Patel
Nancy Pham
David Roberts
Schubert Sopian
Shahrooz Seifkar
Jean Shin
Seungyoun Shin
Nithila Sivakumar
Insoo Song
Alicia Spence
Han Truong
Patrick Wong
Anthony Yoon
Jae Hyuk Yun

Associate

Varun Joseph
Kristi Moody
Grant Smith

Oral/Maxillofacial

Macie Mills
Mehrnaz Tahmasbi Arashlow
Bert Cam Wendling

Orthodontics

Mason Borth
Stephanie Davis
Michael Ragan
Kirat Sodhi
Darin Ward

Periodontics

Kristin Rogers
Kimberly Sheppard

Prosthodontics

Mohammad Imani Emadi
Gabrielle Jackson
Mohammad Ali Mostafavi

Public Health

William Sternberg

Graduate Students

Vickas Agarwal
Nadia Bahramnejad
Chiyuan Chen
Laura Choque
Shahriela Ganjoor
Ana Gonzalez
Shanthala Gowdara Srinivasa Reddy
Twain Michael Henry
Gregory Lohr
Zahra Meykadeh
Meredith Rae Mosier
Nghia Thien Nguyen
So-Hyeon Park
Mary Ricker
Luisa Rios
Luke Christopher Rogers
Medya Roshanrou
Karan Singla
Roshni Varia
Samuel Wade

Applause, Applause!

2018 Goodfellows Award

Doctors obtaining Good Fellow status have maintained 25 years of continuous membership with the Texas Dental Association.

Brett Bridgeman DDS

Dee Ann Dockins DDS

James Hibbs DDS

Timothy Huckabee DDS

Elizabeth Jaynes DDS, MS

Jeffrey Jaynes DDS, MS

Albert Jowid DDS

Rana Lee DDS

Janell Moran-Kenny DDS

Michael Rainwater DDS

Robert White DMD

Dennis Youngblood DDS

Fall General Membership Meeting



ONLINE REGISTRATION NOW REQUIRED! TWO HOURS CE CREDIT NOW PROVIDED! FREE FOR DCDS MEMBERS AND STUDENTS. STAFF AND NON-MEMBER DENTISTS \$20.



Prescription Narcotic Use and Abuse: Update on the Opioid Epidemic

Jacqueline M Plemons DDS, MS

AGD Code: 016/134

CE Hours: CE Hours: 2 technical and/or scientific

CE Verification provided



Texas Dental Association Activities

TDA President Charles Miller, DDS, MS

On November 19, we will learn updates on the opioid epidemic and be provided with an overview of activities at TDA. We will show our thanks for the many blessings we receive in life through a purse drive for Attitudes and Attire and a food drive for our local food bank.

In celebration of the time and talents we use in giving back to our community, wear a shirt that champions your favorite charity.

And come hungry! Blue Mesa will provide a wonderful spread of Tex-Mex treats.

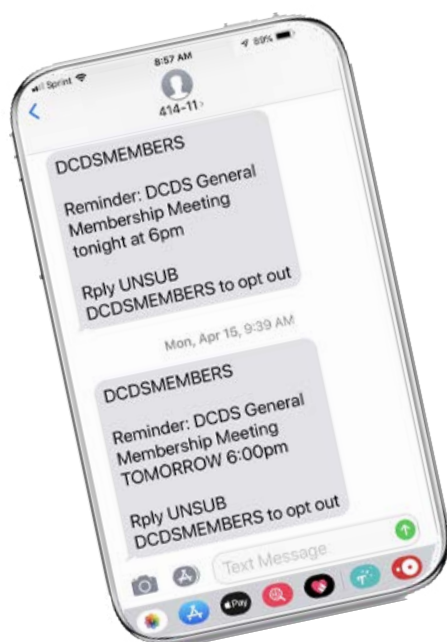
Co-sponsored by Frost Bank

REGISTER ONLINE AT WWW.DCDS.ORG/EVENTS

In Memoriam:**Woody, Ronald D.****TEXT MESSAGE REMINDERS**

Have you ever wished you could receive reminders for DCDS meetings and events? Do you forget to put events/meetings on your calendar?

DCDS implemented text messaging so you will not forget another meeting. Just sign up and you will be reminded of future meetings and events.



**Text
DCDSMEMBERS
to 41411**

DCDS Membership Benefits

Being a member of the associations that work to protect your profession is important to the success of a practice...pass along the benefits to your peers!

- Free registration for DCDS's annual Southwest Dental Conference and TDA's Texas Meeting
- Peer Review mediation service to reconcile complaints between patients and doctors
- Rent DCDS meeting facilities at special member rates
- Free or discounted continuing education via seminars & General Membership Meetings
- First opportunity to hire fully trained world-class assistants from DCDS Dental Assisting School
- Preprinted school excuse forms provided free of charge to dentists treating school-age children
- Confidential free notary public
- 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
- Networking/social opportunities with colleagues

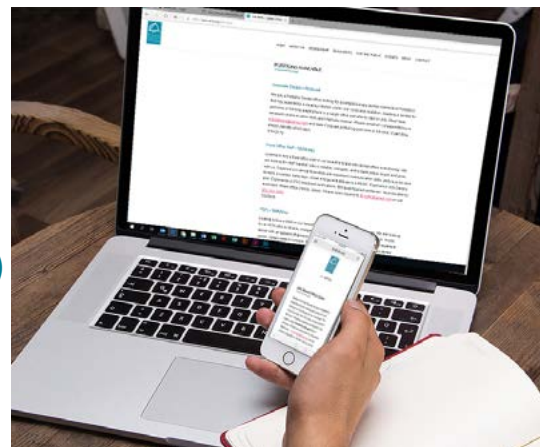
Dallas County Dental Society members receive ALL membership benefits offered by Texas Dental Association, including free entry to TDA TEXAS Meeting.

Dallas County Dental Society members receive ALL membership benefits offered by American Dental Association, including photo directory and public referrals through Find-a-Dentist.

www.dcds.org/membership

**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 a brief summary (100 words or less) of the position to rosemary@dcds.org.





REACH OUT TO HELP ANOTHER DENTIST

Watching a colleague suffer and feeling helpless is difficult and heartbreaking. Dentists Concerned for Dentists is a 24-hour confidential alcohol and drug abuse hotline you can call for assistance.

Your phone call could be the lifesaving step for someone who is hoping and waiting.

- Founded exclusively to help dentists, hygienists, assistants and family members.
- No fees or charges.
- All contact is held in absolute confidentiality.

Founded by Dr. James Hill in 1979, the Dentists Concerned for Dentists program provides a strictly confidential peer assistance program for health care professionals who struggle with drug and alcohol abuse. This award-winning program saves lives; please share this confidential hotline with your colleagues.

A confidential phone call may be the greatest gift a peer dentist, staff or family member could receive.

DENTISTS CONCERNED FOR DENTISTS

24-hour Confidential Hotline
214-206-7496

Need Meeting Space?

As a member of the DCDS, you can take advantage of low member rates when 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, contact Ashley Hawkins at 972-386-5741 x231 or email info@dcds.org.



Seniors 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 or 972-386-5741 x228.



Your DCDS Foundation at Work!

(right) Dr. Rei Iwase, pictured with Nicole Brown of Bethlehem Bible Church, attended Greater Bethlehem Bible Church Health Fair in August with 50 toothbrush kits and oral health information provided by the DCDS Foundation. Despite the rain which kept some people at home, they ran out of toothbrush kits about two hours into the fair!



(above) Dr. Stephanie Briggs, a periodontist, went to North Baptist Church in Garland to speak to children about good dental health. "This was a fantastic opportunity to give back to my local community," she said. "The kids and volunteers welcomed me with open arms and made me feel right at home!"



(above left) Drs. Martin Kahn (DCDS), Saba Barakat (from Jordan) and Aparna Dubagunta (from India) represented DCDS Foundation at D.H.A. Lakeland Celebration Day, making a difference by educating seniors on their specific dental needs. John Allison, the Resident Services Coordinator at Lakeland Manor Apartments, is looking for dentists who will examine residents for a few hours once every three months. Dr. Kahn feels that a dentist with an office close by could benefit. They are remodeling a clinic and will contact us in a few months, once the clinic is completed.



(left and above) In August, Drs. Danette McNew (DCDS), Leeza Stein (North Texas Dental Society), Rei Iwase (DCDS), and Ruchira Temani (foreign-trained dentist) met at Samuel Grand Community Center for a four hour community health fair. This event had a variety of activities including an ice cream cart, just-off-the-grill hamburgers, basketball and music for dancing. This very energetic crowd of young and mature received backpacks and special bags and kits from Dallas Fire Rescue, Baylor Scott and White hospital, Endoscopy Group of Dallas and, of course, DCDS Foundation. 275 bags of toothbrushes, floss and toothpaste were distributed while sharing the importance of dental health.

TO VOLUNTEER

WWW.DCDSFOUNDATION.ORG

TO GIVE

DCDS Foundation is now an eligible charity listed on AmazonSmile. This program through Amazon donates 0.5% of the price of eligible smile.amazon.com purchases to the Foundation when selected by customers. Our unique charity link is <https://smile.amazon.com/ch/75-2790709>.

Beyond The Dental Chair

by Jodi Danna, DDS

How Digital Marketing Can Grow Your Practice and Empower Your Patients

As dentists, we work hard to build patient confidence. Through our clinical work and meaningful conversations, we help our patients make informed decisions about their oral health. Thankfully, in today's technology landscape we can continue the conversation beyond the dental chair. At The Danna Smile, we do this through a strong digital marketing strategy.

Our web presence, relevant blog topics, and engaging social media posts form the cornerstone of our relationship marketing efforts to foster patient loyalty, attract new patients, grow our brand, and increase revenue.

Does your dental practice include digital marketing? If so, you likely agree about the critical role this plays in your business. If not, then I encourage you to add it! A strong digital marketing strategy can:

- Elevate web presence and brand recognition
- Increase credibility and empower patients
- Broaden content distribution opportunities

Elevate Your Web Presence and Brand Recognition

You've surely heard the web term SEO, or search engine optimization. If you have a website for your dental practice, you need to optimize your website's SEO to increase your website's chances of being found by people using search engines to find information. More people (potential new patients) finding your website can mean increased business.

To increase your website's SEO:

- Create original, well-written content that offers value. This content must include strong industry keywords. Google 'dental keywords list' for examples.
- Regularly update your website content. Add a blog to your website. A blog allows you to provide educational and engaging information in a relatable, conversational setting. Publish 1-2 blog posts per month, and include social sharing buttons to easily share content.
- Add visual interest to your blog with photos from a free photo site like Unsplash.com, or with a subscription to a stock photo site like Shutterstock.com. To further optimize SEO, add alt tags to your photos.

Increase Credibility and Empower Patients

When you create high-quality content, prospects are nurtured and turned into leads because your content increases trust. What will you write about to increase your credibility?

- Think of topics that connect you and your patients. What questions do your patients ask in the office? What would you discuss with your patients if you had more time?
- Research broader industry topics. Google items like dental news, trends, and tips for content ideas.
- Look at what's landing on your desk or in your inbox. Pay attention to what industry websites and periodicals feature, including our DCDS newsletter. Then, blog about the items you think will interest your patients.

Broaden Content Distribution Through Social Media

With an updated website and relevant blog content, you're well-positioned to add social media like Facebook, Instagram, and Google My Business to your digital marketing efforts.

While your website content works for you 24/7, social media lets you join the online conversation now. Encourage patient interaction through comments, likes, shares and reviews. Social media is a fantastic way to share recent blog posts that link back to your website. Need social media posting ideas?

- Your patients want to see you have fun! Share short videos and photos of staff birthdays, patients flashing their new smiles, virtual office tours, and more.
- Feature patient reviews and employee spotlights.
- Follow a national day calendar like www.nationaltoday.com to spark fun content ideas.

Don't forget to use calls-to-action (CTA's) to encourage your readers to take the next step, like leaving a comment or review, booking an appointment, or contacting you to ask questions. CTA's add purpose and direction to your content.

“If done well, a strong digital marketing plan can increase traffic to your website and social media channels, and create a loyal and growing patient base.”

Final Thought: Outsource or Keep In-House?

Our bandwidth is narrow as busy dental professionals, and a digital marketing strategy may seem like too much to take on. However, you can't afford not to add this to your dental practice — especially since it involves low-cost, easily accessible tools. It doesn't take a big time investment to educate yourself on the basics.

You can tap your dental team to help you. Perhaps there is someone on your team who would love to manage your office's social media efforts. Like anything else in your business, develop a plan to best represent you and ensure you're following best practices.

You can also outsource this part of your business to marketing professionals, like I have. The ROI is worth it. If you go this route, find a team that understands your business and partners with you to create content that meets your marketing objectives.

If done well, a strong digital marketing plan can increase traffic to your website and social media channels, and create a loyal and growing patient base. If done really well, it can take you from simply being a local dental practitioner to a thought leader in the industry with a thriving practice.

Dr. Jodi Danna is now co-host with Dr. Christopher Phelps, DMD of the Dental Slang podcast on iTunes. You can follow her on Facebook at [@dr.dannasmile](https://www.facebook.com/dr.dannasmile) and on Instagram at [@thedannasmile](https://www.instagram.com/thedannasmile). Her website is www.thedannasmile.com.



Your **Transition**

is closer than you think!

Is your practice ready?

Go with a Guide that knows the territory!

Hoping one day to get top dollar for your practice?

Considering adding a dentist to your practice?

Wondering how to coordinate the real estate and practice sale?

*“Seek advice now...
while your practice
is at its peak!”*

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#1 TRANSITION AUTHORITY

WORK WITH THE BEST

Call Us Today! 214.522.2008



Dental Auxiliary Service, Inc.
Serving Dental Professionals Since 1979



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Legal and Ethical Considerations

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

Employee or Independent Contractor?



I recently had a doctor ask me to prepare an employment agreement for a new associate dentist. A short while later, he called back and asked me to change that to an independent contractor

agreement. This situation illustrates a common very important decision that the employer and the “employee” dentist must consider. Today in my experience, the associate agreements are about half independent contractor and half employee. The following briefly discusses some of the differences.

Most important are tax consequences which are best discussed with the individual employer and the associate’s tax advisor. Basically, as an independent contractor, the associate will be responsible for paying his/her own taxes – federal, state and local; while as an employee, the taxes will be withheld from wages and paid to the taxing authority by the employer. At the end of the year an independent contractor will receive a form 1099 indicating the amount received during the previous year from the employer and an employee will receive a W2 form indicating wages paid and amounts withheld during the previous year.

An employee may be entitled to benefits provided by the employer such as health insurance, paid holidays, vacations, sick and family leave, retirement program participation, and unemployment benefits. Often the employer will pay for professional liability insurance, continuing education and other training programs. The employer may schedule days and hours for the associate, these are usually established by mutual agreement. While the employer may not interfere with the employee’s treatment decisions, he/she may provide guidance and consultation.

In contrast, the independent contractor is not entitled to the practice’s employee benefits, but some may be provided by contract. The independent contractor must be allowed to set their own schedule; but the schedule, including days and times, may be determined

by mutual agreement. While the employer may not interfere with the contractor’s treatment decisions, the contractor can agree to comply with practice policies and guidelines. The independent contractor and the employer may have to demonstrate that the employer has not provided training for the contractor, but the employer may pay for the contractor’s continuing education by contract. In some cases, independent contractors may be required to provide their own instruments and some supplies while these are generally provided for an employee associate by the employer.

Both employees and independent contractors often want the engagement agreement in the name of their corporate entity, PA, PC or PLLC. This can be done, but usually the entity is included along with the individual dentist since corporations can’t practice dentistry — only individual doctors practice dentistry. Usually in employment agreements the agreement is with the individual exclusively, but in certain circumstances an independent contractor agreement can be made with the entity which in turn contracts with the dentist to provide the services.

Both employees and independent contractors are subject to the same contract provisions regarding warrants and indemnities. These will generally state that the employee or contractor will indemnify and hold harmless, the employer from any lawsuit or negligence on the part of the employee or contractor. The employer then will indemnify and hold harmless the contractor or employee from lawsuits and/or negligence due to actions of the employer.

Employees and independent contractors will be subject to the same termination clauses regarding “for cause” and clauses regarding standards of care and licensure. Either employee or independent contractor agreements may contain “signing bonuses” which usually contain penalties for terminating the agreement early.

Clauses regarding contract renewals and termination are standard for both as are non-disclosure and restrictive covenant agreements. Particular attention should be paid to all aspects of the agreement, whether employee or independent contractor. These agreements are binding and enforceable and will have long term effects; so one should never hesitate to seek advice before signing.



Insights

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

Quintessence of Dental Technology 2019



Each year, Quintessence publishes a tome that addresses a currently needed and popular subject that requires the assistance of multiple contributors, in this case 34. All of these highly skilled dentists and

laboratory technicians have collaborated on a topic that the editor, Silas Duarte, Jr. knows from personal experience our dental education has largely ignored, for example, incorporating digital technology in a serious way into the dental curriculum.

Dr. Duarte avers that such training should extend beyond single-unit crowns to include minimally invasive adhesive restorations (inlays, onlays, veneers), digitally guided implant-supported treatment, removable prosthodontics, and, of course, crown and bridge restorations.

The chapters of this richly illustrated book reveal not only the techniques of such digitally-supported restorations but show the effects of such exquisite planning and implementation with multiple patient therapies.

Back in the Pleistocene Age when I graduated from Baylor Dental College, what we learned was similar to the skills laboratory technicians practiced. Of course, we couldn't perform with the expertise and mastery as those fine craftsmen, but we had an understanding of what they did and how they did it. That is no longer the case, and the digital transformation now taking place threatens to leave dental graduates clueless about the possibilities available and the high expectations dental patients now have. Nothing less than a serious re-evaluation of the dental curriculum will prepare dental students to participate in this new age.

Every chapter of this remarkable compilation illustrates the myriad ways digital technology can improve the patients' experiences with restorative techniques. The authors describe the various materials available and describe their advantages and disadvantages while illustrating their clinical applications.

The main thought left in this reviewer's mind from this book is just how obsolete my own understanding of these restorative technologies is, and how important, nay make that essential, that I begin to learn much more about the absolutely amazing clinical outcomes now available for our patients through digital technology.

Quintessence of Dental Technology 2019

Edited by Silas Duarte, Jr.
232 pages, 1,000 illustrations, 2019
Quintessence Publishing, Chicago, IL



Tooth Talk Volunteers Needed



With school 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 or 972-386-5741 x228.

Texas A&M University College of Dentistry

By Kathleen Green Pothier

A skeletal solution: Groppe's research homes in on freeing patients from rare bone malady

Professor Jay Groppe could talk about his hard-earned research patent, but the true glory, he'll tell you, would be leaving a legacy of healing and hope for those who suffer.

As he furthers his work in protein structure and function, Groppe strives for a second-generation version of his patent. He's been working toward real-life applications for small-molecule inhibitors of extraskeletal bone, which grows abnormally in non-skeletal tissues. One such malady is fibrodysplasia ossificans progressiva, or FOP, a genetic disorder that turns soft tissues into bone, forming a second immobilizing skeleton.

FOP often first presents itself when brought on by trauma during childhood. "Some of these poor parents, their child falls on the playground or they go in for dental work, get an intramuscular injection or something like that, and then poof," says Groppe, associate professor in biomedical sciences and 2016 Teacher of the Year.

Since beginning his FOP efforts, the faces and the misfortune of those struggling have never been far from Groppe's mind.

"I've met many of these FOP patients and it's difficult to be even a casual observer," says Groppe of the disorder, which affects 1 in 2 million children. "It's extremely rare but horrific."

FOP patients face a life of ever-decreasing joint mobility that restricts their ability to perform simple tasks. Soft tissue that turns into bone in the jaw makes dental work ill-advised, and treatment by dentists or physicians who are not aware of the patient's condition can unknowingly cause debilitating harm. Individuals with FOP often do not survive past their 40s due to thoracic insufficiency leading to suffocation, Groppe says.

For decades, the FOP community has rallied to make inroads into the cause behind their affliction so that others one day won't succumb to the same fate.

FOP sufferers Harry Eastlack and Carol Orzel chose to donate their bodies to science for others to study and learn. Their skeletons are on display in the Mutter Museum of the College of Physicians in Philadelphia. Jeannie Peeper, who also suffers from FOP, founded the International Fibrodysplasia Ossificans Progressiva Association in 1988 to connect with other FOP patients. Since then, more than 500 FOP sufferers around the world have

pooled their knowledge and efforts so future generations won't suffer as they did. Peeper organized the first FOP gathering, which was not only a long-needed get-together for moral support but also a boon to research. With them all together for the first time, Dr. Fred Kaplan with the Perelman School of Medicine at the University of Pennsylvania—and an elected member of the National Academy of Medicine—was able to draw blood samples to further his research.

In 2006, after nearly two decades, Kaplan and research colleagues at the UPenn FOP Center in Philadelphia identified the so-called skeleton key gene, or FOP gene. Immediately thereafter, he then selected Groppe to determine the effects of FOP mutations on the protein.

Over the next seven years, Groppe conducted translational studies, and in 2013 began his drug development campaign. Since 2007, two UPenn FOP Center/Calif Family Developmental grants, a National Institute of Arthritis and Musculoskeletal and Skin Diseases grant and an IFOPA grant have funded Groppe's efforts in the protein structure-function laboratory.

"The development of therapeutics that will block this bone formation, not only in this small pool of genetic patients but in the greater pool of casualties, is a tremendous bonus," says Groppe, who holds a doctorate in biochemistry.

Applications may stretch far beyond FOP, including knee or hip replacement patients with stiff and painful joints, as well as war veterans coping with gun blast or IED injuries.

Since 1993 at the Biozentrum of the University of Basel in Switzerland, Groppe's research has focused on the Bone Morphogenetic Protein signal transduction pathway that affects embryonic development of skeletal structures and teeth. His research could move from the "so-called bench to bedside" as an intervention for patients, he says, through targeted degradation of proteins as a therapeutic avenue.



"This is making a huge splash. There's a lot of interest from the pharmaceutical industry to advance these early findings from academic labs," he says.

Groppe's translational research stemming from Kaplan's FOP gene discovery revealed that the mutant protein was more flexible than normal proteins. By sticking "molecular chewing gum into a small pocket on the protein," he thought he could decrease the flexibility to be more on par with the wild-type protein. Instead, he destabilized both.

The exact spot he targeted was a key hub, unbeknownst to Groppe, that researchers had tried and failed to target to diminish or inhibit the activity of related proteins. "This has tremendous advantages from a therapeutic standpoint, because then the cell is required to replace the protein, which is a time-consuming cellular process," he says.

In his recent editor-solicited review article, "Induced Degradation of Protein Kinases by Bifunctional Small Molecules: a Next-Generation Strategy," Groppe says this is expected to be a major new avenue for pharmaceuticals. A leading company, Arvinas, has already advanced two compounds into clinical trials. One is targeting the androgen receptor for an aggressive form of prostate cancer. Along similar lines, another targets the degradation of estrogen receptors, which has potential for metastatic breast cancer.



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Thank you to all who attended and supported the Southwest Dental Conference!

Chairman's Dinner photos can be found at https://www.dropbox.com/sh/tkkx95kn8s6fdi7/AACH9_B6Fh9zIqBPM3Ae7Iyxa?dl=0.



In Memoriam: Oak Cliff Dental Study Club

Dr. Bill Lawhorn, who turned 93 this year, reminisces of his days in the Oak Cliff Dental Study Club (OCDSC.) He joined the OCDSC in 1959, during which time there were 15-16 members. Dr. Hawk Longley and Dr. Henry Williams, father of current DCDS members Drs. Jim and Chuck Williams, quickly took him under their wings to guide him in starting his practice.

79-year-old Dr. John Baker also fondly remembers his early years in the OCDSC. "Just about every dentist south of the Trinity River was already a member when I joined in 1967," said Dr. Baker. "There were over 50 members who met at the Oak Cliff Country Club, filling up the dining room with every meeting. There was a President, Vice President and Treasurer, as well as a Program and Membership Chairman, who organized the speakers and called every member to urge them to attend. The Study Club meetings were the place to be each month!"

Hot topics kept interest high among members. For a while, herpes was a big health concern and the Study Club was among the first to have continuing education lectures on the topic. Then came along the health scare over AIDS and HIV. Information on those topics came out slowly, so each month the Study Club gave updates concerning the developing information.

Two events involving the Texas State Board of Dental Examiners caused the Study Club to

grow the largest active Study Club membership in the US. One was the 1996 rule requiring continuing education, which was already being offered through the Study Club. Then came the big growth spurt when the TSBDE required all dentists to be certified in CPR. No systems or organized courses were yet in place for obtaining the fulfillment of such a requirement. The OCDSC engaged the Red Cross and American Heart Association to provide all Study Club members with training during meeting times. The catch resulting from both TSBDE events was that a dentist had to be a paying member of the OCDSC to get both the CE credits and the CPR certification. In two years, membership grew to 141 members. Most all of them stayed members for many, many years.

Another influencing factor on membership was that you had to be a member of OCDSC to qualify your patients for bank loans to finance their dental work through the American Bank on Zang Avenue in Oak Cliff. The bank sponsored Study Club meetings and one of the bank employees who handled loans to dental patients was always in attendance at OCDSC meetings.

OCDSC members also made a point over the years to give back to the community through the M. E. Faulkner Scholarship, given to the Baylor School of Dentistry/Texas A&M University College of Dentistry's top D2 student going into Clinics.

With good meals, great friendships and timely lecture topics, the Study Club flourished for many years. Until just a couple of years ago, 25-30 members on average were present at OCDSC dinner meetings. "I was just lucky enough to be an officer during those days of our largest membership," said Dr. Baker. "We sent a newsletter out each month enticing people to come to the lectures and told them about the great meal scheduled for the dinner. It was a fun time."

As the saying goes, "All good things must come to an end." The overabundance of CE opportunities available and retirement of aging members brought a decline in meeting attendance and membership over the past few years. It was with resigned acceptance, and an excess of good memories, that the Oak Cliff Dental Study Club disbanded August 2019 after over 60 years of activity. Their legacy will live on through a final donation to Texas Mission of Mercy (TMOM) for equipment purchases that will help people through future TMOM events.

Many thanks to Drs. John T. Baker, Jon Williamson, Mark W. Williamson, John Kostohryz, Chris S. Cartwright, Bill Lawhorn and other OCDSC members for their contributions to this story.





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DCDS and TDA came to the assistance of two members who lost everything in the aftermath of a crane collapse caused by high winds June 9 at the Elan City Lights Apartments less than a mile from the Texas A&M University College of Dentistry (TAMU COD). The dental societies presented checks in support to Dr. Carlos Parra, assistant graduate periodontal director at TAMU COD (pictured in navy with DCDS President Brad Crump, DDS) and Dr. Ken Nwankwo, graduate student at TAMU COD.





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