

DCDS connection

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



Mission Statement

Serving the professional needs of our members

In This Issue

- The Write Stuff2
- Impressions3
- From the Hub4
- New Dentists5
- Members Message Board6
- Facility Rental.....9
- SWDC Programs 10
- Legal & Ethical Considerations 15
- Insights 16
- TAMCOD 17
- Classified Advertising 23

The Knowledge Age

by Dominique Fufidio, DDS

DCDS Membership, Diversity and New Dentist Committees all convened recently to discuss two main topics: recruitment of new members and retention of existing members. Although each committee had their unique and specific information to report, there seemed to be a common theme among all three agendas: identifying and understanding the perceived value of membership at the local level to enhance support at the national level. When I consider all the points made I see value in one main thing that motivates me to be a member: knowledge.

We are in the Knowledge Age. We rely on podcasts, social media, newsletters, printed literature, textbooks, journals, scientific studies, abstracts and more for information. There is no shortage of information out there, good and bad, current and aged. However, we need more than just to gather information. We need to be able to do things with this information, to take action with it to create new knowledge.

All this considered, the most actionable knowledge can come directly from other people: those in your position or those that have been in similar ones. Sure, you can read how to do it or find a forum that brainstorms answers to the common scenarios and questions you may be pondering, but your time is very valuable. By coming together as a group, no matter how large or small, and cultivating a network

of like-minded individuals, we pass along our own personal firsthand knowledge and lessons learned. There is always someone you can speak with about the questions you have at hand.

Being a professional of any kind is taxing. Long hours and decision making fatigue all adds up as stress. With time at such a premium, we know we should work smarter, not harder. Learning from our peers can be instrumental in doing just this. Being around others for nurturing new ideas and gaining a new perspective can make all the difference. There are so many issues to deal with in our practices...from license and membership renewal questions to regulatory concerns, staffing issues, retirement fears...all of which are not unique to just one person.

Membership with local, state and national dental societies help us gaining knowledge through the best resources: our peers, our colleagues, our friends. Memberships come at a cost, both in fees and time. But the gain of actionable knowledge, that usable knowledge which is received when learning through others, is invaluable.

Keep this in mind as you renew your membership, or as you discuss membership with a prospective member. Let's continue to learn, from one another and together!



DCDS Membership, Diversity and New Dentist Committee members.

The Write Stuff

Brad Crump, DDS, MS, President

Protecting the Profession of Dentistry



As dentists in Texas we are truly blessed to be part of a highly desirable and respected profession that allows us to improve the quality of life for our patients, one that has maintained its autonomy over infringement of the doctor-patient relationship from outside entities, one that keeps the dentist as the head of the dental team, and one that affords us a wonderful quality of life doing what we love.

These things have not happened by chance. The profession of dentistry as we know it has been preserved and safeguarded by our past and current dental colleagues who have taken an active role in protecting the profession of dentistry. It is very easy for us to take our profession and the quality of life it affords us for granted.

Supreme Court Justice Ruth Bader Ginsberg stated, "If you want to be a true professional, you will do something outside yourself". To maintain our profession as a profession, not a trade, each of us must become "true professionals" and plug into our careers and take an active role in its guardianship to protect it for future generations of dentists.

Our dental profession is protected by the organized efforts of its steward volunteer dentists at the American Dental Association, Texas Dental Association and the Dallas County Dental Society. The service work that these member volunteers have provided over the past 100 years is a priceless commodity. These stewards of our profession are examples of "true professionals" doing something outside of themselves.

Many dentists assume that someone else will always be available to serve or may not fully understand how serving in organized dentistry

makes a difference. Many think they do not have the time to engage in their profession or don't see any value in the role organized dentistry.

I charge each of you to think of how you can begin to contribute to do your part in protecting your profession. The starting point may be devoting one night to attend a DCDS general membership meeting, maybe a phone call to another DCDS member volunteer to start the conversation on how to participate, or attending

“The profession of dentistry as we know it has been preserved and safeguarded by our past and current dental colleagues who have taken an active role in protecting the profession of dentistry.”

the Southwest Dental Conference to network with other DCDS members. Another opportunity may be serving with other DCDS members by volunteering at a Texas Mission of Mercy event, helping those in need. DCDS also provides volunteers for local events in Dallas County to educate the public about the importance of oral care. The opportunities are large and the time commitment is small.

It is going to have to be a concerted effort for all of us to help our colleagues start somewhere, become "true professionals", because our profession which has protected us for so long, needs our protection now more than ever.



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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.

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Managing Editor Rosemary S. Martinez

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Impressions

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

Conflicts at Work



One of my all-time favorite authors, management specialist Peter Drucker, once averred, “The only things that evolve by themselves in an organization are disorder,

friction and malperformance.” These three features have a close relationship, but friction probably causes most of workplace conflicts; and such conflicts can hurt productivity in more ways than one can imagine.

I recently had an opportunity to refer a patient to a periodontist in whom I have great confidence. When my patient arrived, two of the office personnel were having a vocal disagreement about some office occurrence. Right away, my patient decided that she didn’t want to have anything to do with an office where personnel had more interest in settling scores than welcoming and making new patients feel comfortable and at ease. Obviously there are times and places where employees can discuss their differences, but effective managers have to set boundaries that every employee explicitly understands. In the reception office adjacent to the waiting area is not the place, and in front of patients’ hearing is not the time.

When an employee has a concern, doctors have a responsibility to respectfully listen. You need to get problems out in the open before you can offer solutions. Sometimes the employee simply wants a hearing and will have more willingness to listen to other points of view once they have successfully and completely expressed their own concerns. During such an encounter, employers need to carefully consider their own behaviors, such as their tone of voice and what their body language conveys to the employee. Careful listening will often reveal what the employee or employees really wants.

If the employee wants the doctor to intervene in a personality conflict between employees masquerading as a task-related complaint, then the doctor needs to forgo any attempt to solve this problem. Rather than mumble something about talking to the absent employee about the complaint, the doctor needs to reaffirm what

the complaint was; for example, “Now you are saying that Susan isn’t holding up her part of the job, and that you are having to do your work and also hers. Is that right?” The employee will ordinarily agree with the reiteration. The doctor needs to tell the complaining employee to stay right there while summoning Susan to hear this accusation first hand.

It only took me 40 of my 60 years in dentistry to learn this simple solution to a perennial dental personnel problem. When employees want doctors to settle personnel disputes, they are playing a variant of the game that Eric Berne called, “Let’s You and Him Fight” in his book, *Games People Play*. Employee disputes ordinarily have nothing to do with the doctors. They haven’t caused them, promoted them or even enabled them, and employees should not expect the doctors to solve them. Yet employees often feel that doctors should shoulder the responsibility for clearing up the disorders and thus absolve themselves from the messy task of confronting their antagonist head-to-head.

I will soon hire a new assistant, and as I welcome and introduce her to the others, I will say something like this in private, “I am happy you decided to work with us. You will find the people here friendly and anxious to help you learn our protocols and succeed in spectacular fashion. Should you discover a personality

conflict with one or more of the people here, please don’t come to me with a complaint because I will insist that you resolve the dispute immediately with the other person. I will not intervene in personnel quarrels.”

Of course, doctors run the risk of losing both employees in such a confrontation, but since

“Employee disputes ordinarily have nothing to do with the doctors. They haven’t caused them, promoted them or even enabled them, and employees should not expect the doctors to solve them.”

implementing this procedure, not one employee has asked me to adjudicate a dispute. When employees understand that my help will not occur, and they will have to challenge their adversary directly and take responsibility for solving their own problems, they are much less likely to ask me to intervene on their behalf.

I don’t offer this experience as “the way” to solve the problem, but it is “a way” that has worked for me and puts the responsibility where it belongs. Maybe it will prove valuable for you.



From The Hub

by Jane D. Evans, Executive Director

Breaking News



DCDS Dental Assisting School:

I attended the ADA Management Conference last month and received the award for Outstanding Component Program Award from The

American Society of Component Executives, recognizing the concept and implementation of the DCDS Dental Assisting School. What an honor it was to accept the award from my peers. I have had many other states and local societies ask me about the process of building the school since they have the same issue in their area about a shortage of trained dental assistants. You can read more about the award on our website.

It is exciting to report that the DCDS Dental Assisting School will complete the first class in four weeks. Signups have begun for the next class. Many prospective students come from referrals and we encourage you to talk about the school among your patients and friends—you never know who may be interested. Please have them call or come by for a tour of the school if they show interest. If they are on the fence about becoming an assistant, they will certainly be receptive towards it if they spend a few minutes with Ms. Ashley Smith, Program Director. This has been a long time coming



Andrea Hayes, President of Association of Component Society Executives, presented the award to Jane.

and certainly not without many delays with city permits, architect, etc., but it is all rewarding when I pop into the school and see a class in session.

New General Membership Format and Time:

Mark your calendar to attend the September 17, 2019 General Membership Meeting. We are excited to show off the new DCDS Learning Center as we live stream cutting-edge surgery using the latest in video technology from the

Learning Center into the DCDS Auditorium. The reception will begin earlier than in prior meetings, at 5:30 p.m. with program at 6:30 p.m. that earns you two hours of CE credit. You are encouraged to wear your favorite team jersey (optional) as tailgating will be the theme of the evening! The Hamburger Man will be grilling hamburgers, chicken and hot dogs with all the trimmings. You will need to register via <https://www.dcds.org/events/> so we will have an accurate guarantee for the food.

Please note that the new format for General Membership Meetings will include two hours of CE credit. While DCDS members and dental staff are not charged for this event, the new format requires dental staff and guest dentists be charged a nominal fee to cover food.



International College of Dentists 2019 Breakfast

The International College of Dentists invites all members for breakfast during the 2019 Southwest Dental Conference.

Friday, October 11 | 7:00-9:00 a.m. \$40.00 per person | Omni Dallas Hotel

To register contact: Mark Gannaway, DDS | mgannaway@tamhsc.edu

and/or send payments to:
Mark Gannaway, DDS, ICD-Texas Section Treasurer
709 Winterwood Ct., Garland, TX 75044



New Dentists

News and perspective from dentists under 10 years of practice



Brent DeSutter, DDS, MS

Competition or Camaraderie?

Back in dental school, you were literally one of a hundred (or more) along for the ride. You learned every new technique together, and always had other like-minded and similarly trained friends to talk through successes and difficulties alike. However, when we enter practice, we can begin a career of isolation. We are instantly the expert in the room for all things dental, and we buy into the lie that if we want to keep the respect of our patient/hygienist/assistant/front office - we must play along. We continue to act the part any time we get around our peers as well. We could never let the competition know that we may not be the greatest at everything!

This is ridiculous. Admittedly, I struggle with these thoughts too, but isolation is the opposite of a solution. The camaraderie amongst dentists can be a powerful tool. Being able to discuss cases or situations with our peers allows

for some incredible learning opportunities. Having varying perspectives can shed light on new ways to treat our patients and improve outcomes. Befriending the dentist down the street can even improve how you manage new patients. I don't have CAD/CAM in my practice, but I do have a peer nearby that does. When we have new patients call and specifically ask for that as a treatment option, I have the privilege to send that new patient to a great dentist - one that I trust and that can meet their exact needs.

But how do we get out of a pattern of isolation? While joining social media groups can be helpful, we all know that the internet can also bring out the most critical and pessimistic side of our personalities. However, meeting real people, in real life, is rewarding and allows for robust community. Having relationships with others that are in or have gone through similar situations gives us a chance to let down our guard and

get the support of our peers. Getting involved in a study club, dental society, and attending the events you get invited to will get you around other dentists. In these situations, make it a priority to speak with other people in the same area of practice. If you are a general dentist, don't just try to meet specialists (yes, they will think you are brilliant and funny) but make connections with other general dentists. These are going to be your go-to's with questions about hiring, weird insurance, treatment plans, and even back-up when you are out of town.

So, if you have built yourself a beautiful but lonely island, take an easy first step and come out to our next dental society meeting. You can have a career with supportive peers and rewarding friendships, all while doing the thing you love.

DCDS Foundation



AmazonSmile

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>.

Attitudes and Attire Support

DCDS is a long-time supporter of Attitudes and Attire's HOPEFUL Smiles™ program to assist women who are in critical need of restorative dental care. As part of their program, Attitudes and Attire provides work-appropriate clothing and accessories to all women who attend their workshops. Right now, however, their inventory of accessories is very low, and they need our help! Please consider going through your closet and pulling work-appropriate handbags or toiletries that you could donate.

DCDS will be accepting donations at the November General Membership Meeting. Attitudes and Attire also welcomes donations at their World Trade Center office (2050 N. Stemmons Fwy, Suite 181, Dallas, TX 75207), or you can drop donations for them off at any Bibbentuckers location.

For more information, please contact Evelyn at 214.746.4215 or go to www.attitudesandattire.org.



Attitudes and Attire staff going through a generous donation of handbags and professional attire from Dr. Sarah Poteet and her dental staff.

WWW.DCDSFOUNDATION.ORG

DCDS Member's Message Board

Upcoming Events

September 17, 2019 – General Membership Meeting

October 10-11, 2019 – Southwest Dental Conference

November 19, 2019 – General Membership Meeting



Welcome New Members!

General Practice

Raad M. Aldaragi
 Shayan Azimi
 Sandeep Bariki
 Emily E. Benton
 Natasha Crespo
 Victoria M. DeLeon
 Ben O. Donnelly
 Ashlea Drakeford
 Brandon Florence
 Danielle Franklin
 Suzana Gjino
 Michael Grant
 Kasra Hedayat
 Jordan Juarez
 Caitlyn D. Le
 Christina A. Leon
 Hyun Sang Lim
 Caleb M. Lundeen
 Bill Luu
 Huyen Nguyen
 Neel Patel
 Leisa Robotham
 Nicole Sivie
 Michael Wistrom

Associate

Leeza Stein

Oral/Maxillofacial

Lior Aljadeff
 Andrew A Arango
 David Cho
 Samuel Votto

Periodontics

Laura Nelson

Prosthodontics

Amireh Awad
 James Browning
 Jonathan Hawley

Pediatric

Preston Colven
 Jessica Marshall

Graduate Students

Heather Burbick
 Daniela Canales
 David L Chastain
 Anthony Chen
 Mary Cleveland
 Caylee Duncan
 Kyu Hur
 Abbey E Janssen
 Sarah G Jensen
 Shan Jiang
 Cameron L Keylor
 Neha Khanolkar
 Yvette Martinez
 Alvin Michael
 Delaram Mostafavi
 Dae Han Oh
 Olumide T Olowokere
 George D Pylant
 Jadiette Tsan
 James Yan



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

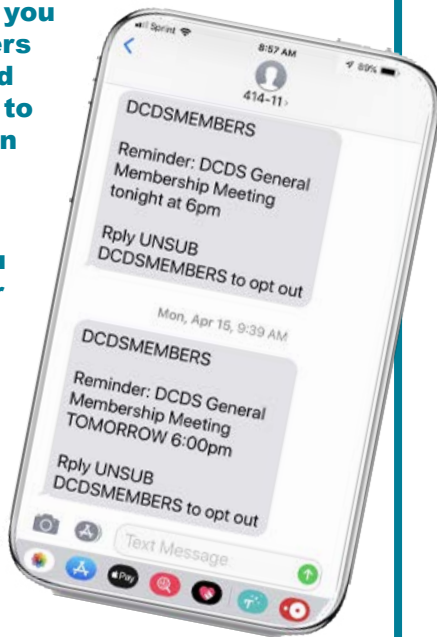
*Note that event is valued at \$100/person

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



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.

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 to DCDS's annual Southwest Dental Conference
- 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

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.

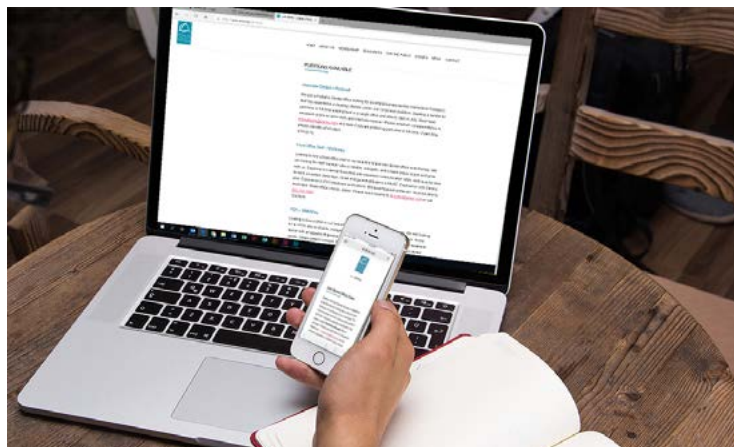
DENTISTS CONCERNED FOR DENTISTS

24-hour Confidential Hotline
214-206-7496

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.



Fall General Membership Meetings

SEPTEMBER 17

Live Surgery • The Hamburger Man • Fav College Shirt



ONLINE REGISTRATION NOW REQUIRED!

FREE FOR DCDS MEMBERS AND STUDENTS. STAFF AND NON-MEMBER DENTISTS \$20.

Surgically Assisted Accelerated Orthodontics, a Multidisciplinary Live Surgery Presentation

- Tom Wilson DDS
- Allison Fowler DDS
- Terry Adams DDS, MSD
- John Wilson DDS, MS
- Shawn Seifikar DDS

AGD Code: 374/493
 CE Hours: 2 technical and/or scientific
 CE Verification provided

On September 17, you'll experience the new DCDS Learning Center as we live stream cutting-edge surgery using the latest in video technology.

In celebration of the mental efforts and hard work that goes into our profession, wear a college jersey that champions your favorite university.

And come hungry! The Hamburger Man will treat us to freshly grilled burgers and chicken.

Co-Sponsored by [Frost Bank](#) and [Henry Schein Dental](#)

REGISTER ONLINE FOR BOTH EVENTS AT WWW.DCDS.ORG/EVENTS



Prescription Narcotic Use and Abuse: Update on the Opioid Epidemic

Jacqueline M Plemons DDS, MS
 AGD Code: 016/134
 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](#)

TWO HOURS CE CREDIT NOW PROVIDED!

FREE FOR DCDS MEMBERS AND STUDENTS. STAFF AND NON-MEMBER DENTISTS \$20.

NOVEMBER 19

Purse & Food Drive • Blue Mesa • Fav Charity Shirt



2019 SOUTHWEST DENTAL CONFERENCE PROGRAMS

To register or for more information, go to swdentalconf.org.

THURSDAY, OCTOBER 10

COURSE #	SPECIAL EVENTS	CLINICIAN	TIME	EARLY BIRD	AFTER AUG. 26
T01	Assistant CE Express: See page 27 for list of clinicians and topics.		8:30 a.m.-12:30 p.m.	\$50	\$60
T02	CE Express: See page 27 for list of clinicians and topics.		8:00 a.m.-12:00 p.m.	\$50	\$60
T03	Hygiene CE Express: See page 28 for list of clinicians and topics.		12:30-4:30 p.m.	\$50	\$60
	SWDC Star Salute: See page 8 for details.		6:00-8:00 p.m.	FREE	FREE
WORKSHOPS					
T04	The Dental Auxiliary's Recipe for Patient Acceptance Workshop	Gambardella	8:00-11:00 a.m.	\$45	\$55
T05	Nitrous Oxide Monitoring/Certification for Auxiliaries (Registration deadline September 10)	Moore	8:00 a.m.-12:00 p.m. and 1:00-5:00 p.m. (all day)	\$155	\$165
T06	Difficult Denture Patients Workshop	Folse	1:00-4:00 p.m.	\$145	\$155
T07	Power Up Hygiene! Utilize Technology to Improve Clinical Outcomes and Energize Your Career Workshop	Miller	1:00-4:00 p.m.	\$145*	\$155*
T08	Oral Surgery for General Practitioners Workshop	Nattestad	1:00-4:00 p.m.	\$195*	\$205*
T09	From Our Side of the Chair Workshop	Pace Brinker	1:30-4:30 p.m.	\$125	\$135
T10	Occlusion and Esthetics Workshop	McDonald	2:00-5:00 p.m.	\$145*	\$155*
MORNING LECTURES					
T11	It's Alive! A Clinical Anatomy Review for the Dental Team	Budenz	8:00-11:00 a.m.	\$30	\$40
T12	Difficult Denture Patients: Real World Solutions	Folse	8:00-11:00 a.m.	\$30	\$40
T13	Anatomically Driven Endodontics Part I	Karabucak	8:00-11:00 a.m.	\$30	\$40
T14	Practical Tips and Tricks for the Everyday Dentist	Margeas	8:00-11:00 a.m.	\$30	\$40
T15	Prevention and Management of Common Prosthetic Complications in the Implant Practice	Martin	8:00-11:00 a.m.	\$30	\$40
T16	Are You Hot or Not? Understanding Inflammatory Burden	Miller	8:00-11:00 a.m.	\$30	\$40
T17	Oral Surgery for General Practitioners	Nattestad	8:00-11:00 a.m.	\$30	\$40
T18	Oral Allergies and Contact Reactions - What You're Itching to Know	Plemons	8:00-11:00 a.m.	\$30	\$40
T19	The Adhesive Restoration - Update 2019 Part I	Burgess	8:30-11:30 a.m.	\$30	\$40
T20	The High Tech Paperless Office	Emmott	8:30-11:30 a.m.	\$20	\$30
T21	Leading Your Practice to Infection Control Excellence	Gregory	8:30-11:30 a.m.	\$30	\$40
T22	Temporomandibular Disorders: Clarifying the Issues	Gremillion	8:30-11:30 a.m.	\$30	\$40
T23	A Practical Approach to Incorporating Oral Pathology into Clinical Practice and Patient Care	Wright	8:30-11:30 a.m.	\$30	\$40
T24	Optimizing Nutrition for Oral Health and Beyond	Low Dog	8:30-11:30 a.m.	\$30	\$40
T25	Interrelationships Between TMJ Disorders and Sleep Disorders	Talley	8:30-11:30 a.m.	\$30	\$40



2019 SOUTHWEST DENTAL CONFERENCE PROGRAMS

To register or for more information, go to swdentalconf.org.

THURSDAY, OCTOBER 10 (CONTINUED)

COURSE #	MORNING LECTURES, CONTINUED	CLINICIAN	TIME	EARLY BIRD	AFTER AUG. 26
T26	ID Top Management Tools for A Successful Practice	Banta	9:00 a.m.-12:00 p.m.	\$20	\$30
T27	Soft Tissue Management Around Implants	Blasingame	9:00 a.m.-12:00 p.m.	\$30	\$40
T28	Material Selection for The Everyday Implant Dentist: What, When and How, Where We Are and Where We Are Going	Brindis	9:00 a.m.-12:00 p.m.	\$30	\$40
T29	Staging Complex Esthetic-Restorative Cases	McDonald	9:00 a.m.-12:00 p.m.	\$30	\$40
T30	Systemic Cyclones, The Biology of Disease and Wellness	Riley	9:00 a.m. -12:00 p.m.	\$30	\$40
	AFTERNOON LECTURES				
T31	Wait! I Still Feel That! Problem Solving the Delivery of Local Anesthesia	Budenz	1:00-4:00 p.m.	\$30	\$40
T32	The Wow Factor... Tips and Tricks Every Auxiliary Must Know!	Gambardella	1:00-4:00 p.m.	\$30	\$40
T33	Anatomically Driven Endodontics Part II	Karabucak	1:00-4:00 p.m.	\$30	\$40
T34	Restorative Dentistry for the General Practitioner	Margeas	1:00-4:00 p.m.	\$30	\$40
T35	Incorporating the Digital Workflow into the Planning and Placement of Dental Implants	Martin	1:00-4:00 p.m.	\$30	\$40
T36	Exercise is Medicine: Posture Perfect!	Odiatu	1:00-4:00 p.m.	\$30	\$40
T37	The Opioid Epidemic - When Prescriptions Become a Problem	Plemons	1:00-4:00 p.m.	\$30	\$40
T38	Motivate Your Team! The Recipe for a BOOMING Practice	Behrendt	1:30-4:30 p.m.	\$20	\$30
T39	Ceramic and Cements - What Goes Where and When Part II	Burgess	1:30-4:30 p.m.	\$30	\$40
T40	Google Juice for Dentists - Using the Internet Effectively	Emmott	1:30-4:30 p.m.	\$20	\$30
T41	OSHA is Here! No Need to Fear	Gregory	1:30-4:30 p.m.	\$30	\$40
T42	Considerations of Temporomandibular Disorders in Children and Adolescents	Gremillion	1:30-4:30 p.m.	\$30	\$40
T43	An Update of Oral Cancer/Precancer and the Evolving Role of HPV as an Etiologic Factor	Wright	1:30-4:30 p.m.	\$30	\$40
T44	Women's Health: A Woman's Guide to Wellness	Low Dog	1:30-4:30 p.m.	\$30	\$40
T45	Craniofacial Dental Sleep Medicine for the Clinical Dentist	Talley	1:30-4:30 p.m.	\$30	\$40
T46	High Impact Communication	Banta	2:00-5:00 p.m.	\$20	\$30
T47	Implant Maintenance Begins at Implant Placement	Blasingame	2:00-5:00 p.m.	\$30	\$40
T48	A New Generation of Hybrid Prosthesis: An Effective Viable Hygienic Solution for the Edentulous Patient	Brindis	2:00-5:00 p.m.	\$30	\$40
T49	Nutrition, Lifestyle and Perio: Real World Strategies to Reduce Inflammation	Donley	2:00-5:00 p.m.	\$30	\$40
T50	Beyond the Tag and Bag, Forensic Dentistry Beyond the Morgue Walls	Riley	2:00-5:00 p.m.	\$30	\$40



2019 SOUTHWEST DENTAL CONFERENCE PROGRAMS

To register or for more information, go to swdentalconf.org.

FRIDAY, OCTOBER 11

COURSE #	SPECIAL EVENTS	CLINICIAN	TIME	EARLY BIRD	AFTER AUG. 26
F01	Hygiene CE Express: See page 42 for list of clinicians and topics.		8:00 a.m.-12:00 p.m.	\$50	\$60
F29	Orthodontic Symposium: "The Latest and Best in Orthodontic Mechanisms" Edgewise Finally Becomes Intermaxillary. See page 51 for details.	Jasper	8:30-11:30 a.m.	\$30	\$40
F02	CE Express: See page 42 for list of clinicians and topics.		12:30-4:30 p.m.	\$50	\$60
F45	Orthodontic Symposium: Improving Treatment Efficiencies with DIY Aligners See page 51 for details.	Kierl	1:30-4:30 p.m.	\$30	\$40
WORKSHOPS					
F03	Oral Surgery for General Practitioners Workshop (repeat)	Nattestad	8:00-11:00 a.m.	\$195*	\$205*
F04	Anatomically Driven Endodontics Workshop	Karabucak/ Kratchman	8:30-11:30 a.m.	\$145*	\$155*
F05	Seeing is Believing: Workshop to Obliterate Biofilm on Implants and Teeth	Low/Davis	8:30-11:30 a.m.	\$145	\$155
F06	Equipment Maintenance and Repair Workshop	Burkhart Dental	9:00-11:00 a.m.	\$50	\$60
F07	Provisional Restorations for Today's Restorative Practice Workshop	McDonald	9:00 a.m.-12:00 p.m.	\$175*	\$185*
F08	Photography in Dentistry Workshop	Campbell	1:00-4:00 p.m.	\$145*	\$155*
F09	Composite Techniques for Predictability and Success with Anterior Free-Hand Bonding Workshop	Hartlieb	1:00-4:00 p.m.	\$145*	\$155*
F10	Get Lit! Not Burned by Lasers Workshop	Riley	1:00-4:00 p.m.	\$195*	\$205*
F11	Equipment Maintenance and Repair Workshop (repeat)	Burkhart Dental	1:00-3:00 p.m.	\$50	\$60
F12	Seeing is Believing: Workshop to Obliterate Biofilm on Implants and Teeth (repeat)	Low/Davis	1:30-4:30 p.m.	\$145	\$155
MORNING LECTURES					
F13	Minimally Invasive Soft Tissue Grafting	Allen	8:00-11:00 a.m.	\$30	\$40
F14	Photography in Dentistry...How Much a Picture is Truly Worth	Campbell	8:00-11:00 a.m.	\$30	\$40
F15	Common Things Occur Commonly	Gonzales	8:00-11:00 a.m.	\$30	\$40
F16	Reality or Resin: Free-Hand Artistry with Anterior Bonding	Hartlieb	8:00-11:00 a.m.	\$30	\$40
F17	Tech Check - An Overview of New Technology and Materials Changing Dentistry	Kachalia	8:00-11:00 a.m.	\$30	\$40
F18	Prevention and Management of Medical Emergencies in the Dental Office	McNeill	8:00-11:00 a.m.	\$30	\$40
F19	A Team Approach in Supporting Predictable Cosmetic Dentistry	Pace Brinker	8:00-11:00 a.m.	\$30	\$40
F20	Get Lit! Not Burned by Lasers	Riley	8:00-11:00 a.m.	\$30	\$40
F21	Tots to Teens and Everything In-between	Rozas	8:00-11:00 a.m.	\$30	\$40



2019 SOUTHWEST DENTAL CONFERENCE PROGRAMS

To register or for more information, go to swdentalconf.org.

FRIDAY, OCTOBER 11 (CONTINUED)

COURSE #	MORNING LECTURES (CONTINUED)	CLINICIAN	TIME	EARLY BIRD	AFTER AUG. 26
F22	Playing the Insurance, Collections and Accounts Receivables Game...Your Way!	Banta	8:30-11:30 a.m.	\$20	\$30
F23	Being All That We Can Be: Changing Perspective to Change Reality	Behrendt	8:30-11:30 a.m.	\$20	\$30
F24	Numb, Numb-er, Numb-est: The Pharmacology of Local Anesthesia	Budenz	8:30-11:30 a.m.	\$30	\$40
F25	How to Keep Your Implants Off the Failure List: The Latest in Prevention	Donley	8:30-11:30 a.m.	\$30	\$40
F26	Treatment of Partial Edentulism - When to Save Teeth, When to Extract Teeth and When to Consider the Removable Partial Denture	Felton	8:30-11:30 a.m.	\$30	\$40
F27	Geriatric Dentistry: Let's "Doctor-Up!"	Folse	8:30-11:30 a.m.	\$30	\$40
F28	From E-Cigarettes to Hookahs: Current Trends in Tobacco and Smoking	Jahn	8:30-11:30 a.m.	\$30	\$40
F29	Orthodontic Symposium: "The Latest and Best in Orthodontic Mechanisms" Edgewise Finally Becomes Intermaxillary	Jasper	8:30-11:30 a.m.	\$30	\$40
F30	Contemporary Dental Pharmacology: Evidence-Based Considerations	Jeske	8:30-11:30 a.m.	\$30	\$40
F31	The Relationship of Environment and Human Health	Low Dog	8:30-11:30 a.m.	\$30	\$40
F32	Dental Office Design, Ergonomics and Dental Treatment Room Lighting	Onorato/ Gregson	8:30-11:30 a.m.	\$20	\$30
F33	Do Your Patients Have the Guts to Enjoy Oral Health?	Odiatu	9:00 a.m.-12:00 p.m.	\$30	\$40
AFTERNOON LECTURES					
F34	Soft Tissue Surgery in Esthetic Dentistry	Allen	1:00-4:00 p.m.	\$30	\$40
F35	Epithelial Pathology From A to Z	Gonzales	1:00-4:00 p.m.	\$30	\$40
F36	Tips and Tricks to Elevate Everyday Restorative Dentistry	Kachalia	1:00-4:00 p.m.	\$30	\$40
F37	Integrative Medicine for Dentistry: Provider and Patient Optimization	McNeill	1:00-4:00 p.m.	\$30	\$40
F38	Working With You is Killing Me	Pace Brinker	1:00-4:00 p.m.	\$30	\$40
F39	Mind Your P's and Q's! Panos, Preps, Pulp, Pathology and Parent Questions!	Rozas	1:00-4:00 p.m.	\$30	\$40
F40	Top Ten Secrets to Make Your Practice Thrive	Behrendt	1:30-4:30 p.m.	\$20	\$30
F41	Turning Your Hygiene Visits Into Wellness Visits: What You Need to Know	Donley	1:30-4:30 p.m.	\$30	\$40
F42	Complete Denture Therapy OR Tooth and Dental Implant Overdentures - What's Best for Your Patient?	Felton	1:30-4:30 p.m.	\$30	\$40
F43	Dental Hygienists Role in Risk Based Periodontal Therapy	Jahn	1:30-4:30 p.m.	\$30	\$40
F44	Contemporary Dental Pharmacology: Disruptive Scientific Evidence in Local Anesthesia, Analgesia and Antibiotic Therapy/Prophylaxis	Jeske	1:30-4:30 p.m.	\$30	\$40
F45	Orthodontic Symposium: Improving Treatment Efficiencies with DIY Aligners	Kierl	1:30-4:30 p.m.	\$30	\$40
F46	Bioceramics in Endodontics and Complications in Endodontic Microsurgery	Kratchman	1:30-4:30 p.m.	\$30	\$40
F47	50 Shades of Inflammation: The Mouth, Body, Mind Connection	Odiatu	2:00-5:00 p.m.	\$30	\$40



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Legal and Ethical Considerations

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

Buyer Beware



This is the time of year when dental practices are being started, bought and sold, associate dentists are being employed or changing positions and auxiliaries are being engaged or changing employment. All the preceding events involve contracts or agreements of some type. The following is a brief summary of considerations to be taken seriously when making decisions involving practice transitions:

BUYING & SELLING PRACTICES: Whether you are considering buying or selling a practice, the Agreement you make will directly affect your personal and professional life for years to come. Once a transition price is established, agreements will be made in several areas. The following are only a few — warranties and indemnities, dental records and business policies.

Warranties & Indemnities: These are promises by the Seller that he/she will be responsible for essentially all liabilities (known or unknown) that occur or have occurred prior to the date of execution of the sale and that if such a liability should present itself, the Seller will hold the Buyer harmless and will pay for all costs regarding resolution of the liability including, but not limited to professional complaints, malpractice, debts, taxes, and contracts. It becomes essential then that the Seller make sure that all debts and taxes are paid, all contracts and the office lease are completed or transferred to the Buyer as appropriate. The Seller must also make sure that all government rules and regulations have been and are compliant.

By the same token, the Buyer will give the same Warranties and Indemnities covering liabilities that occur subsequent to the date of the transition. It is incumbent on the Buyer during the “due diligence” process prior to finalizing the agreement to closely examine or hire a professional to examine the Seller’s accounts and records for any potential problems, and to verify the accuracy of the Seller’s disclosures. In addition, the Buyer will sign an affirmation that he/she has had an opportunity to examine the Seller’s financial documents and has made

decisions based on their own analysis and have not relied on any representations of the Seller.

Dental Records: The transition process will include a transfer of ownership or maintenance of the patient records. Essential to effective due process is an examination of the Seller’s patient records. Why is this so important? Consider a number of cases I have encountered recently in which the buyer did not examine the patient records. After assuming ownership of the practice and beginning to treat patients, the Buyer found upcoding, charges for services that were not provided, missing consent forms, faulty treatment plans, solicitation, and dental treatment records that did not comply with Rules of the Texas State Board of Dental Examiners and the Texas Dental Practice Act. In each case the fraudulent activity resulted in amounts sufficient enough to significantly affect the purchase price. In each case lawsuits ensued.

In another case, a Buyer purchased a practice and did not examine the financial records and business practices of the Seller who had a long history of improper marketing. The impropriety consisted of soliciting patients by rewarding or directly paying others to refer patients to the office or to pay new patients directly to become patients. As in the cases above, the amounts were huge and enough to adversely affect the purchase price. As a result, the Buyer decided (not a wise decision) that in order to make ends meet he would have to continue the illicit marketing process and gradually decrease it as his production increased. Unfortunately for this doctor before he could cease the activity completely, he was confronted by the Texas Attorney General’s office with a notice containing recoupment, fines and penalties potentially totaling in excess of \$1,000,000. In this case, while the Buyer did not examine the records and business practices and complete adequate due process, the Attorney General was very thorough. Evidence was presented that included statements from patients who received payments, statements from employees and marketers who presented the payments to the patients, bank statements, canceled checks and invoices from entities where gifts were purchased.

In each of the above cases, the Buyers did not seek professional advice prior to executing the

purchase contracts. In each case, because of the infractions, the price paid was grossly inflated, making it very difficult for the purchaser to meet the practice overhead and even make the loan payments.

On the other hand, in another case, the doctor considered purchasing a practice with financial records indicating a significant amount of production. The Buyer obtained the advice of a professional who found irregular insurance claims including upcoding, billing for services not provided and a policy of not charging or forgiving co-pay. Interviews with patients of the practice revealed that if a purchaser of the practice did not continue these practices the patients would not continue coming to the practice. With these findings considered, the analysis concluded that the purchase price was grossly inflated. The purchase was declined, and the Buyer avoided a potential disaster.

Business Policies — considering the above:

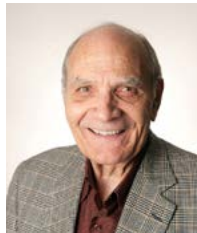
- The days of confirming agreements with a handshake, unfortunately are gone — probably never to return;
- Both Buyer and Seller should thoroughly review and understand the Warranties and Indemnities;
- Both Buyer and Seller should carefully consider and review all the records of the Buyer including the patient charts;
- The Buyer should diligently examine the business practices of the Seller and consider carefully if they could or should be continued following the transition; and
- Both Buyer and Seller should be represented by their own attorney.

Most studies reveal that one of the major incentives for an individual to choose dentistry as a career is the possibility of being personally and professionally independent. Whether a new graduate or a dentist working as an associate, to accomplish the goal of independence, most dentists have a dream of owning their own practice. There are many more issues to be considered in buying and/or selling a practice, but to avoid having the dream become a nightmare the above considerations are a good place to start.

Insights

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

3D Printing in Dentistry 2019/2020



The title of this book somewhat misleads readers in that it covers far more than 3D printing, for example: history and perspective of digital printing, intraoral and extra oral scanning, computer aided design

(CAD) and 'computer aided manufacture (CAM), cone beam computed tomography (CBCT), and selected dental applications from the above topics.

This richly illustrated publication offers dentists about the most complete and useful support they will find as they try to understand and implement the significant advantages 3D technology offers, for example, increased patient comfort, avoidance of analog impressions, avoidance of patient gag reflex, digital storage and retrieval, instant transfer to CAD/CAM devices with improved accuracy, precision, trueness and resolution.

The authors carefully explain the advantages and disadvantages of the myriad scanners, printers and softwares available and caution dentists about purchasing and trying to use off-the-shelf generic materials. Although these offer noteworthy savings, adapting them to dental uses involves special knowledge and skills few people have.

Stereolithography is the most popular form of 3D printing in dentistry because of the variety of materials available and the versatility of applications ideally suited for the various dental disciplines.

Right now the 3D printing market approaches \$1B and expects by 2025 to exceed \$3B. The pie chart that shows the projected use of 3D printing for dental applications by 2021 provides one of the most interesting, and for me the most surprising, illustrations in this book.

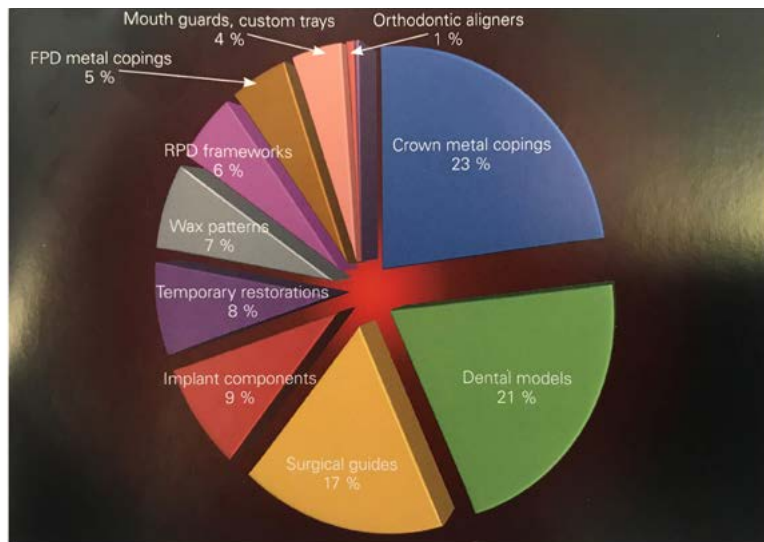


FIG 7-2 Infographic showing the projected use of 3D printing for dental applications by 2021. (Source: SmarTech, 2016)

Each chapter has copious references, and the final section of the book offers readers specific clinical case studies for various dental disciplines, such as: surgery, orthodontics, prosthodontics, smile design and restorations.

As expected, this tome has all of the expected features of Quintessence publications: unexcelled illustrations, thick, durable pages, with clear and understandable narratives with easily readable type fonts.



3D Printing in Dentistry 2019/2020

Irfan Ahmad and Fahad Al-Harbi

\$ 138, 242 pages, 390 Illustrations, 2019

Quintessence Publishing, Surrey KT3 3AB, UK

www.quintpub.co.uk

Texas A&M University College of Dentistry

By Kathleen Green Pothier

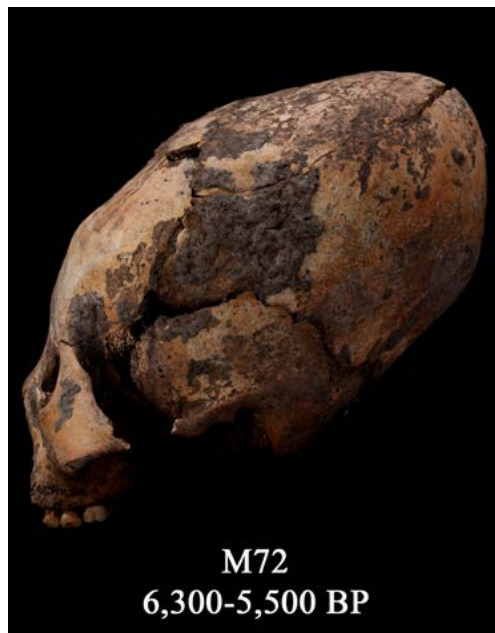
Digging His Discovery: Wang's work at Chinese archaeological site yields elongated skulls

Dr. Qian Wang's shared discovery of shaped skulls in China is evidence of early head modification.

Dr. Qian Wang, an associate professor in the Department of Biomedical Sciences, is not only the college's Teacher of the Year, but his work at an archaeological site in China has led to the discovery of more than two dozen elongated skulls dating back between 5,000 and 12,000 years. The findings point to evidence of skull shaping. Wang, a paleoanthropologist, has been working at the Houtaomuga site with Quanchao Zhang, a bioarchaeologist with Jilin University in Changchun, China.

"This is the earliest confirmed discovery of intentional head modification in the world," Wang says. "If this practice began in East Asia, it likely spread westward to the Middle East, Russia and Europe through the steppes as well as eastward across the Bering Land Bridge to the Americas. It may have originated independently in different places at different times.

"Though the exact meaning of this practice is still unknown, our evidence suggests that it is most likely related to the high socioeconomic status of these individuals or their families. The emergence of this practice could be a sign of the start of stratification of the social structure among pre-modern population or the beginning of socioeconomic disparity," he says.



Wang initiated the Global Record of Health Project – Asia Module in May 2018. He leads an international team to systematically document the health, development and disease status of human skeletal remains from historic human populations in the past 10,000 years in Asia. Through this work, they seek to examine how human health status changes over time and varies with environment, economic mode, climate change, social disturbances and lifestyle.



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Kathleen Green Pothier is communications coordinator at Texas A&M College of Dentistry. She previously worked at Positively Proofed, where she wrote and edited content for corporate clients, publications and motivational speakers. She also was a writer and editor at The Dallas Morning News, Houston Post and Beaumont Enterprise. Pothier has a journalism degree from the University of Nebraska.

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SOUTHWEST DENTAL CONFERENCE

October 10-11, 2019

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I hope this finds you well and that you enjoyed a summer full of family time and fun. Fall is fast approaching, bringing the anticipation of cooler temperatures, as well as the 2019 College Football Season! The University of Texas and the University of Oklahoma are gearing up for the Red River Showdown, and we're geared up for the Southwest Dental Conference.

Registration is still in effect. By registering now you will save money, avoid registration lines and are more likely to secure the courses you desire. On-site registration opens the Wednesday before the Conference, on October 9.

Some of the Special Events occurring during the Conference include the SWDC Star Salute on Thursday evening from 6 - 8 p.m. — a wonderful opportunity to enjoy food and beverage, network with peers, catch up with friends and get out there on the dance floor! The International College of Dentists will host their 2019 Breakfast on Friday morning.

We will be in Exhibit Hall C with more than 250 booths and vendors available to educate you on the latest products and services they have to offer. It's a wonderful opportunity to receive hands-on, one-on-one explanation from vendors. Special Conference pricing is available as well from many vendors.

Important Dates:

- Registration fees increase by \$25/person after August 26.
- Course fees increase by \$10/course after August 26.
- Omni Hotel registration deadline is September 4.
- Registration fees increase again by \$25/person on October 9.

Every year, the Texas – OU game proves to be a true 'Showdown'! For someone who loves college football, it's a game you don't want to miss. In similar fashion, the 2019 SWDC is a Conference you don't want to miss!

Come join us for an exciting and educational two days: October 10th and 11th. Get ready to be INSPIRED-EMPOWERED-EQUIPPED!

Dr. Todd Baumann
 2019 Southwest Dental Conference
 Chairman

