

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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Strength in Numbers

by Jodi Danna, DDS

“You can’t stand back and lecture about what is not happening, when you are not doing anything yourself to make it happen.” — Jodi Danna, DDS, DCDS Membership Committee Chair

I recently saw a Facebook video of a pedestrian trapped under a large SUV at a busy New York City intersection. When passers-by realized the situation, many ran to help lift the car and free the man. Even with 10-15 big men surrounding the car, their combined strength was not enough to lift it. Some people were shouting out unhelpful directives, others were filming the incident on their smartphones. But it was only when more people stepped up that they were able to harness their combined strength and lift this massive SUV just enough for the trapped man to roll out. This lucky man was shaken with minor injuries, but thankfully he was able to walk away from this bizarre accident. Such a great demonstration that there is strength in numbers!

This example makes me think of the current state of our dental community. There are always challenges facing any industry, but it seems the profession of organized dentistry is at a unique crossroads. According to the ADA, the average age of member dentists continues to rise amid a shortfall of new dentists.

To bridge this gap, local, state, and national dental organizations need to focus on mid-career retention and new dentist recruitment more than ever before. Like the SUV in the video, the ADA has the power to move forward and release those who feel trapped by some of its recent decisions, but it will take the combined efforts of those of us with both proximity and awareness of the situation to help affect change.

With these concerns front of mind, three DCDS committees—Membership, Diversity and Inclusion and New Dentists—met together last July to discuss how DCDS can help address some of these issues. Yes, we are just one local chapter, but sweeping change often starts at the ground level.

The July 2019 meeting minutes can be found in the members-only area of dcds.org. Since that meeting, each committee has met separately to work on their respective initiatives. For now, the highlights on five top developments and where help is needed:

“We are just one local chapter, but sweeping change often starts at the ground level.”

- Changes to ADA membership dues: The ADA has changed its five-year post-graduation Reduced Dues Program to a three-year plan. The ADA also has discontinued the 25% discount for active life and retired members. Both decisions will have notable financial impact on both new incoming dentists and outgoing dentists, and will undoubtedly hurt new membership. One possible solution discussed: propose that DSOs pay tripartite dues for their dentists.
- Student loan financing options: A 20-year loan at up to 3% interest is a thing of the past. Today, new dental students have a maximum payback of 10 years with interest rates sometimes as high as 8%. The ADA has partnered with two different refinancing companies (Laurel Road and Sofi) to reduce new dentist debt but neither company offers enough to make a big difference.
- Licensing restrictions on Texas ADA membership: Dental residents who aren’t yet licensed in Texas can’t be members of ADA’s Texas chapter, a definite roadblock to starting early relationships to support the recruiting process. We will ask the ADA House of Delegates (HOD) to remove this requirement at its next HOD session at the ADA annual meeting in Orlando this coming October.

...continued on page 5

The Write Stuff

by Brad Crump, DDS, MS, President

The Importance of Advocacy



This past week, I was privileged to attend, as your DCDS President, the ribbon cutting and dedication of the new Texas A&M College of Dentistry clinical and education facility here in

Dallas. The dedication of the new facility was the culmination of countless hours of work from many individuals. But all said, the facility would not have been built were it not for the support of our State Legislators who were integral in securing the required state funding for construction of the new multi-million dollar facility. In attendance at the ceremony were State Senator Royce West, State Representatives Morgan Meyer and Eddie Bernice Johnson and Dallas County Commissioner John Wiley Price. These individuals realized the important role that the dental school plays in the dental health of the underserved and elderly in Dallas County. Furthermore, these individuals rely upon organized dentistry, the Dallas County Dental Society and the Texas Dental Association, to provide them with information they need to support endeavors and policy on our behalf as dentists and dental educators.

These relationships with our elected officials are fostered and developed through advocacy by your Dallas County Dental Society and the Texas Dental Association. Advocacy can be defined as an activity by an individual or group that aims to influence decisions within political, economic, and social systems and institutions. Advocacy includes activities and publications to influence public policy, laws and budgets by using facts, their relationships, the media, and messaging to educate government officials and the public.

TDA had a number of victories in the 86th Legislative Session, which were accomplished through the advocacy efforts of you, our member dentists, including: HB2486 – dental insurance reform, HB3552 – Public water fluoridation,

SB1207 and HB4533 – Medicaid dental funding. The TDA also defeated legislative proposals for mid-level providers and teledentistry. The TDA Legislative team and the Council on Legislative and Regulatory Affairs had a great year on behalf of all Texas Dentists.

Our Dallas County Dental Society also has a Legislative Action Committee that works in conjunction with the TDA legislative team to support local grassroots efforts to educate our

TDA had a number of victories in the 86th Legislative Session, which were accomplished through the advocacy efforts of you, our member dentists...the TDA Legislative team and the Council on Legislative and Regulatory Affairs and had a great year on behalf of all Texas Dentists.

local Dallas County officials and politicians on issues that relate to the practice of dentistry and the protection of our profession. DCDS Legislative Action Committee is a group of advocates coming together to leverage resources of the Society to accomplish the strategic plan and goals of our society and dentists in Dallas County.

Dallas County Dental Society is always looking for member advocates to serve in the legislative arena, so if you have a calling to volunteer to serve on the DCDS Legislative Action Committee to make a difference, please contact Jane Evans, DCDS Executive Director, at jane@dcds.org.



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Impressions

Total Quality Service



Some years ago, Lue and I had occasion to stay at the sleek and modern Sheraton Towers Hotel in Singapore. Upon our arrival, the receptionist sitting at a large desk

in the middle of the lobby greeted us by name. When we asked how she knew our names, the receptionist replied that since they had an itinerary of our trip, they knew approximately how long it would take us to clear customs and make the trip into the city by cab.

The receptionist informed us that the bellman would accompany us to our room, and that the floor butler would register us and imprint our credit card. The butler, outfitted in striped pants and tails, was waiting in the room and she immediately asked if we had any clothes that needed pressing. In fact we did, as we had been living out of our suitcases for about a week. The butler took the clothes and returned them to us within 30 minutes, freshly pressed and on hangers.

The next morning at breakfast the hotel restaurant was quite busy, but the service was impeccable. Juice and coffee were being quickly replenished, the waiters were constantly moving and serving patrons, busboys were quietly and efficiently cleaning tables and the manager was actively helping all of them. When the manager came over to our table to inquire about the morning's service, I told him that my wife and I had just talked about the superlative service in the hotel. I asked him what the secret was, and he replied without hesitation, "TQS." That was my cue to respond, "Total Quality Service; W. Edwards Deming." This visibly startled the man, and he asked if I knew of Dr. Deming's work. I casually answered that Dr. Deming was a friend with whom I had studied. (Well, I had met and conversed with him once, had him autograph an editorial I had written about him and taken two of his courses before he died; but why waste such a moment.)

Dr. Deming was the statistician and management expert that General Douglas McArthur invited to Japan after WWII to

revitalize their economy. In less than 30 years, the Japanese had rebuilt their industries and economy to become the second largest economy in the world. They so appreciated and venerated Dr. Deming that the Japanese Union of Scientists and Engineers established the eponymous Deming Prize awarded each year to the most outstanding quality-oriented company in the world.

The manager then explained how the hotel had developed a system of performance standards that defined excellence for every procedure. For instance, every glass of water was refilled to within 1/2" of the rim whenever the customer had drunk down to 1 1/2" from the top. Coffee and tea were refilled in like manner. New hires were trained in their respective restaurant techniques for two weeks before being allowed to serve customers. Contrast that with the service received in a small East Texas cafe by a fishing friend who asked the waitress for about a one-third cup refill of his coffee. When she filled it to the brim, my friend complained that he only wanted a third of a cup. The waitress sternly replied, "Listen buddy, if I could do fractions, I wouldn't be working here."

Instead of simply telling employees to cater to customers or provide good service, the Sheraton Towers, through its standards of excellence, leaves no doubt as to what is expected and gives patrons an unforgettable experience. If I am ever able to return to Singapore, I want to stay there again.

Dentists have the opportunity to establish performance standards in many areas, but most practitioners I know simply give their employees some general guidelines and let them wing it. This may work fine with a particularly conscientious staff, but we can't always count on hiring superlative people; and even those rare folks appreciate having benchmarks against which they can measure their performances.

I don't know anyone who has worked out standards of excellence for an entire dental practice. Although such a task would require a substantial expenditure of thought, energy, innovation and time, the reception area might be

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



By combining rational processes with meaningful experiences, dentists can develop performance standards that will make everything they do more pleasant for the patient.

a good place to start and performance standards might include:

- maximum number of rings before the telephone is answered;
- maximum length of time callers are kept on hold before being offered a call-back;
- maximum time between the first call and an appointment in the office;
- maximum time between the examination and the initiation of therapy;
- maximum time before someone entering the reception room is greeted;
- maximum time a patient is kept waiting before being placed in a treatment chair;
- maximum time before a staff member begins to work with a patient in the treatment room;
- maximum time between a broken or canceled appointment and reappointment.

Other service businesses, such as restaurants, airlines and insurance companies, have one big advantage over dentists; the delivery of their services does not depend so much on the client's participation and cooperation. That alone makes it difficult to set standards for treatment delivery in dentistry. Nevertheless, I believe that by combining rational processes with meaningful experiences, dentists can develop performance standards that will make everything they do more pleasant for the patient and less baffling for employees.

From The Hub

by Jane D. Evans, Executive Director



Giving Back! Charity Summit

DCDS Foundation held a Charity Summit in January, inviting other groups in the metroplex that provide dental work for those

that would not otherwise be able to receive it. The purpose was to share information, open up lines of communication and provide pathways for partnerships. Since every group has limited funds, we could potentially have more of an impact in our community by working together.

Summit Chair Dr. Robert McNeill moderated the evening, with each organization giving a presentation on their specific strengths, weaknesses, opportunities and threats. The groups also shared goals for the future.

As I listened to each group provide their SWOT analysis, my heart was overflowing with gratitude to each of them. I have no doubt that with the continued collaboration we have already started since that evening together, we can have a bigger impact providing dental care in the community.

Many thanks to the Agape Clinic, Attitudes and Attire Hopeful Smiles, Family Place, Mission East Dallas, North Dallas Shared Ministries, Texas A&M College of Dentistry, TDA Smiles Foundation and Union Gospel Mission for representing your organization and sharing your mission. It was apparent that we all have resources to share and new friendships will be developed, with the collaboration providing exciting opportunities for our community.



Above: Charity Summit; Below left: Dr. Robert McNeill and Elizabeth Astacio with Attitudes and Attire; Below right: Charles Wiltraut and Dr. Fahad Ashraf with Mission East Dallas, Pastor Bruce Butler with Union Gospel Mission and Dr. Hedley Rakusin.



Give Kids a Smile - Dallas 2020

Hats off to Drs. Rei Iwase (chair), Sloan Hildebrand, Michael Rainwater and Mary Swift for planning the GKAS held on February 7, 2020. The event was hosted at 21 schools with over 135 volunteers, providing dental screening and oral health demonstrations to approximately 1,100 underserved children. Check out their story on page 10. Also, I must thank the DCDS Team for preparing the supplies for the dentist, goodie bags for the kids and scheduling all the volunteers for each location. Another successful example of working together to help others in the community!

SWDC Registration Open

Registration is now open for the August Southwest Dental Conference – Vision 20/20 Dentistry! DCDS member registration fee (\$630 value) is covered through your membership dues, but you'll want to take advantage of early bird pricing for your staff and get your choice of classes before they fill at www.swdentalconf.org.

Your Personal Profile on ADA.org

Update your professional profile to stay connected with your colleagues and promote your practice through the Find-a-Dentist feature, where potential patients can now easily find you.

DCDS Team

I am please to introduce Mrs. Esther Gonzales Smith in the capacity of Member Relations Coordinator. She comes to us with 20 years of experience in associations membership and I am certain she will be an asset to our team.



New Dentists

News and perspective from dentists under 10 years of practice

by Andrew Read-Fuller, DDS

New Dentists, Your Profession Needs You!



Even now, it feels like yesterday. At the start of the first year of dental school, orientation was full of welcomes and warnings of the challenges ahead in our dental education. But the memory that stands out in my mind was a calling: join the ADA, become an active member of ASDA, and get involved. At the time, it seemed to be an impossible request. We were going to be busy students, trying to keep up with class, lab, patient care and all the other rigors of a demanding period in our professional careers. Who would have time to go to meetings and discuss issues when there was already so much to do? Besides, organized dentistry seemed better for the older, more seasoned dentist with more time, experience and political savvy.

Luckily for me, I listened to my fellow students and faculty who encouraged me to get involved early. I became active in leadership in ASDA and later the Resident Organization of AAOMS, and they proved to be some of the most rewarding experiences during my training.

Fast forward 13 years, and I'm glad I listened to my friends rather than give in to my own

misconceptions. After finishing residency, I decided to come to my first DCDS meeting having just accepted a position at Texas A&M College of Dentistry as a full-time faculty member wanting to meet other members of the local dental community.

Right away I was welcomed, but it also became clear that recruiting new dentists as leaders is a priority for DCDS. Within two years, I have had the opportunity to join two DCDS committees and the Board of Directors; and at nearly every board meeting, the topic of the new dentist is front and center. This past year, Drew Vanderbrook (Baylor College of Dentistry '12) was elected as the youngest ever president of DCDS. In fact, not only are three current board members less than 10 years out from dental school, but we also have dental student and resident liaisons who regularly attend meetings and provide updates on issues important to them and their fellow trainees.

With all the demands on a new dentist, I'm often asked "why invest the time outside of the office to get involved?" Aside from the opportunity to provide input into the important issues in our profession and access cutting edge CE courses, it is a chance to meet dentists of all

ages with whom you can share advice, build your referral network and even discover new job opportunities. Ultimately, I believe the chance to build relationships with professional colleagues is the most valuable aspect of organized dentistry.

“The stereotype of organized dentistry being led by dentists at the end of their careers should be finally put to rest. The era of the New Dentist leadership is now in full swing.”

The stereotype of organized dentistry being led by dentists at the end of their careers should be finally put to rest. The era of the New Dentist leadership is now in full swing. The challenge is to find enough young dentists willing to take the reins when their profession needs (and wants) them more than ever before.

...continued from page 1

- Fellowship program could boost membership: The AGD's fellowship program supports new dentists and carries weight in relation to board certification. A similar program would benefit the ADA and could be promoted through social media celebrity involvement.
- Diversity and inclusion efforts need broad coordination: Various dental associations and study clubs organized by race and gender follow different practice models. A planning program could be organized, bringing these groups as well as dental students together for one big event. That event could possibly be held as a Diversity and Inclusion Summit at Southwest Dental Conference.

It's important for me to note here that I believe the ADA does support dentists, fighting on our behalf to make significant strides on issues important to us. But unless you're an active member, the ADA's efforts to better the support infrastructure of our profession may not be easily seen or felt. Put more simply, if you're not close enough to get involved, how will you know what's going on?

So I ask you: Who are you in the opening video scenario? Are you one of the first responders? Do you hold back, offering armchair advice, or just sit back and observe? Or are you like others in the video whom I didn't mention — the ones who couldn't be bothered or were oblivious and kept walking by with no interest to help?

If you've considered getting more involved in the ADA at some level, it's my humble opinion that you'll get the most bang for your buck by joining the Membership, Diversity and Inclusion, or New Dentist Committees. All three groups are focused on impacting our community by helping to grow it. This gets us to the heart of what responsible membership is all about — not just increasing numbers but also members' involvement to champion or change the big decisions being made.

If you want to chat further, please contact me directly at jodi@dannasmile.com. I'd love to help you get plugged in!

DCDS Member's Message Board

Upcoming Events

- April 15, 2020 - Spring DCDS Dental Assisting School Classes Begin
- April 21, 2020 - General Membership Meeting
- April 24, 2020 - Shred-a-thon
- April 26, 2020 - Retired Dentists Spring Event
- May 21, 2020 - Installation of Officers
- August 21-22, 2020 - Southwest Dental Conference



Welcome New Members!

General Practice

Margaret McMillen
 Dhavalkumar Rana
 Anthony Warren

Pediatric

Alexandra Otto

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.



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' Association, DCDS Foundation provides this oral health education in our community. To volunteer, contact: Lori Dees at lori@dcds.org or 972-386-5741 x228.

Spring General Membership Meeting



Prevention of Medical Emergencies in Your Office

Robert G. McNeill, DDS, MD

AGD Code: 142
 CE Hours: 2 technical and/or scientific
 CE Verification provided

Sponsored by *Burkhart Dental Supply*



Two hours CE credit now provided as a member benefit. Please note new fee structure:

DCDS Members	FREE
TAMUCOD Students	FREE
DCDS Member staff	\$30
Non-member dentists	\$95
Non-member staff	\$95

General Membership Meetings provide an excellent opportunity to introduce potential members to the many benefits of organized dentistry, so please take time to welcome them.

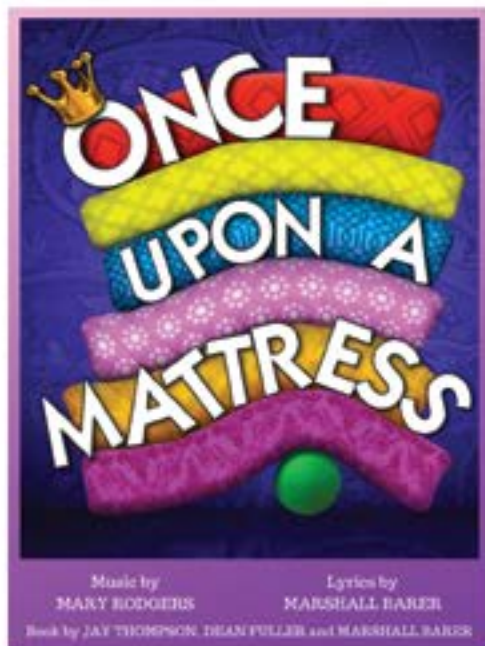
Medical emergencies can happen in the dental office, so what can be done to prevent them? We will discuss specific types of health conditions, such as cardiac disease, that contribute to emergencies. Sample cases will be discussed, along with suggestions on how to avoid negative outcomes.

- Reception with heavy hors d'oeuvres: **5:30 p.m.**
- Business Meeting: **6:30 p.m.**
- Presentation: **6:45 p.m.**



REGISTRATION REQUIRED: WWW.DCDS.ORG/EVENTS

Retired Dentists Spring Event



Theatrical Performance of Once Upon a Mattress

Sunday, April 26, 2020
2:30 p.m.
Matinee Show

Granville Arts Center
300 North 5th Street
Garland, TX 75040

If you thought you knew the story of the "The Princess and The Pea", you may be in for a walloping surprise! Did you know that Princess Winnifred actually swam the moat to reach Prince Dauntless the Drab? Or that Lady Larken's love for Sir Harry provided a compelling reason that she reach the bridal altar post haste? Or that it wasn't the pea at all that caused the princess a sleepless night? Carried on a wave of wonderful songs, by turns hilarious and raucous, romantic and melodic, this rollicking spin on the familiar classic of royal courtship and comeuppance provides for side-splitting shenanigans. Chances are you'll never look at fairy tales quite the same way again.

Don't delay, buy your tickets today! Sunday performance is in high demand and sells out quickly.

Tickets \$20.00
Free Parking

Call box office
 972-205-2790
 Mon. – Fri. 10:00 a.m. – 4:00 p.m.
 Request to be seated
 "Odd Side/House Left as a
 Dallas County Dental Society Member"

Purchase tickets online
www.garlandarts.com
Choose your seating on
"Odd Side/House Left"

OR

EVENT REMINDERS VIA TEXT MESSAGE

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?
Have office space to share or sell?**

List it on the DCDS.org Job Bank/Practice Sales!
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.

DCDS facilities include free parking, free wifi, use of small kitchenette, and ability to bring in food and non-alcoholic beverages.

For more info, contact Ashley Hawkins at 972-386-5741 x231 or email info@dcds.org.



Your DCDS Foundation at Work!

Give Kids a Smile - Dallas 2020

Friday February 7, 2020 was a great day for kids of Dallas County. In one day, within three hours, over 1,100 Dallas Independent School District elementary students were provided opportunity for dental screenings, oral hygiene instructions, nutrition counseling and given dental kits. 160 volunteers including 57 dentists, 16 hygienists, 24 dental assistants, 52 dental and pre-dental students, plus an additional 11 volunteers from DCDS Alliance and Henry Schein were placed



strategically at 21 different after school programs thru out Dallas. Our goal of this enormous event was to enhance dental health for the youth in our community.

Lead by our GKAS Chairman Dr. Rei Iwase, Drs. Sloan Hildebrand and Mary Swift, along with our all-star DCDS staff, this initiative for DCDS Foundation was a fun and educational success! So many came together to give time, expertise and care. It was exciting to see so many volunteers already talking about what we will do next year.



Promoting the importance of dental care and regular visits to our Dallas County youth and showing the positive and welcoming face of dentistry, we seek to inspire young patients to seek dental care on a regular basis. Everyone wins with this collaborative effort.

Thank you to all of the fantastic volunteers and partners who made the GKAS Dallas 2020 a great day for dental health, including Donna Garcia, DISD Out of School Coordinator; Texas A&M College of Dentistry; and the pre-dental associations at UTD, SMU and UTA. Special thanks go to ADA Foundation, Patterson Dental, Colgate, Burkhardt Dental Supply, Midwest Dental Equipment and Supply, GlaxoSmithKline, Henry Schein and Benco Dental for their generous donations.



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>.



More photos available at www.dcdsfoundation.org/blog/give-kids-a-smile-dallas-2020/



2020 SOUTHWEST DENTAL CONFERENCE PROGRAMS

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

FRIDAY, AUGUST 21

COURSE #	SPECIAL EVENTS	CLINICIAN	TIME	EARLY BIRD	AFTER July 10
F01	CE Express: See page 25 for list of clinicians and topics.		8:00 a.m.-12:00 p.m.	\$50	\$60
F20	Pediatric Symposium: Dental Screening Tools and Intervention Strategies for Airway Management. See page 33 for details.	Nguyen	8:30-11:30 a.m.	\$30	\$40
F02	Hygiene CE Express: See page 25 for list of clinicians and topics.		12:30-4:30 p.m.	\$50	\$60
F35	Pediatric Symposium: Who You Need on Your Airway Team. See page 33 for details.	Nguyen	1:30-4:30 p.m.	\$30	\$40
WORKSHOPS					
F03	Nitrous Oxide Monitoring/Certification for Auxillaries	Moore	8:00 a.m.-12:00 p.m. and 1:00-5:00 p.m. (all day)	\$155*	\$165*
F04	Equipment Maintenance and Repair Workshop	Burkhart Dental	9:00-11:00 a.m.	\$50	\$60
F05	Equipment Maintenance and Repair Workshop	Burkhart Dental	1:00-3:00 p.m.	\$50	\$60
F06	Perfecting the Provisional Crown Process Workshop	Groody	1:00-4:00 p.m.	\$145*	\$155*
F07	Local Anesthesia: Advanced Technique Simulation Workshop	Hawkins	1:00-4:00 p.m.	\$175*	\$185*
F08	Everyday Oral Surgery Skills for General Dentists Workshop	Jeroff	1:00-4:00 p.m.	\$195	\$205
F09	Safety and Simplicity in Root Canal Instrumentation Workshop	Koch	1:00-4:00 p.m.	\$175*	\$185*
MORNING LECTURES					
F10	The Dark Side of Implants: Complications, Diagnosis and Management	Grisdale	8:00-11:00 a.m.	\$30	\$40
F11	ABC's of Restorative Procedures: Adhesion, Bands and Composite	Groody	8:00-11:00 a.m.	\$30	\$40
F12	Local Anesthesia: 30+ Years of Hits, Misses and Near Misses - Technique and Pharmacology	Hawkins	8:00-11:00 a.m.	\$30	\$40
F13	Why, Why, Can't I Remove This Tooth? Avoiding the Oh No! Moments in Oral Surgery	Jeroff	8:00-11:00 a.m.	\$30	\$40
F14	Materials and Techniques to Improve Your Class II Restorations	Lawson	8:00-11:00 a.m.	\$30	\$40
F15	Dentistry's Role in the Mass Disaster Scenario/ Child Abuse and Intimate Partner Violence Recognition	Cardoza	8:30-11:30 a.m.	\$30	\$40
F16	Opioid Use, Abuse and Addiction: AND Marijuana and Its Impact on You, Your Family and Your Dental Practice Part I	Crossley	8:30-11:30 a.m.	\$30	\$40
F17	Creating a Healthy Work Environment	Jameson	8:30-11:30 a.m.	\$20	\$30
F18	Safety and Simplicity in Root Canal Instrumentation	Koch	8:30-11:30 a.m.	\$30	\$40
F19	Challenge of Waterborne Infections: A Microbiology Perspective	Molinari	8:30-11:30 a.m.	\$30	\$40



2020 SOUTHWEST DENTAL CONFERENCE PROGRAMS

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

FRIDAY, AUGUST 21 (CONTINUED)

COURSE #	MORNING LECTURES, CONTINUED	CLINICIAN	TIME	EARLY BIRD	AFTER July 10
F20	Dental Screening Tools and Intervention Strategies for Airway Management	Nguyen	8:30-11:30 a.m.	\$30	\$40
F21	What Every Dentist Needs to Know About TMD - Part I	Okeson	8:30-11:30 a.m.	\$30	\$40
F22	Global Diagnosis - A New Vision of Dental Diagnosis and Treatment Planning	Robbins	8:30-11:30 a.m.	\$30	\$40
F23	The Promise of Leadership	McDonald/ Small	9:00 a.m.-12:00 p.m.	\$20	\$30
F24	LipZip: Breathe Better to Live Better	O'Hehir	9:00 a.m.-12:00 p.m.	\$30	\$40
F25	Oral Cancer and Potentially Malignant Disorders	Sollecito	9:00 a.m.-12:00 p.m.	\$30	\$40
F26	Un-Break My Heart! Cardiovascular Disease, Dental Considerations and Patient Care Planning	Viola	9:00 a.m.-12:00 p.m.	\$30	\$40
AFTERNOON LECTURES					
F27	Peri-Implant Disease: Diagnosis, Treatment and Maintenance Therapy 101 for the Dental Team	Grisdale	1:00-4:00 p.m.	\$30	\$40
F28	Bonding Dental Ceramics	Lawson	1:00-4:00 p.m.	\$30	\$40
F29	Communications, Coding and Collections	Phillips	1:00-4:00 p.m.	\$20	\$30
F30	CSI Effect Myth: An Overview of Contemporary Forensic Dentistry	Cardoza	1:30-4:30 p.m.	\$30	\$40
F31	Dental Sleep Medicine Beyond the Basics	Carstensen	1:30-4:30 p.m.	\$30	\$40
F32	Opioid Use, Abuse and Addiction: AND Marijuana and Its Impact on You, Your Family and Your Dental Practice Part II	Crossley	1:30-4:30 p.m.	\$30	\$40
F33	Overcoming "I'll Think About It!"	Jameson	1:30-4:30 p.m.	\$20	\$30
F34	Infection Control: That Thing You Do	Molinari	1:30-4:30 p.m.	\$30	\$40
F35	Who You Need on Your Airway Team	Nguyen	1:30-4:30 p.m.	\$30	\$40
F36	What Every Dentist Needs to Know About TMD - Part II	Okeson	1:30-4:30 p.m.	\$30	\$40
F37	Global Diagnosis and Digital Smile Design - A New Synergy	Robbins	1:30-4:30 p.m.	\$30	\$40
F38	ABC's of Panoramic Imaging	Scarfe	1:30-4:30 p.m.	\$45*	\$55*
F39	Smile with Heart: The Interactive Tour of a Successful Dental Wellness Program	Wade	1:30-4:30 p.m.	\$30	\$40
F40	Creating a Culture That Transforms and Performs	McDonald/ Small	2:00-5:00 p.m.	\$20	\$30
F41	Why Do Gums Bleed? The Impact of Sugar on Systemic Health	O'Hehir	2:00-5:00 p.m.	\$30	\$40
F42	Oral Mucosal Disease: A Field Guide for the Oral Healthcare Practitioner	Sollecito	2:00-5:00 p.m.	\$30	\$40
F43	It's (Medically) Complicated! Essential Pharmacology for Treating Medically Complex Dental Patients	Viola	2:00-5:00 p.m.	\$30	\$40

WHY BE AN EARLY BIRD?

Better course selection: once full, you're out of luck.
 Discounted registration fees: \$25 increase after July 10 and
 another \$25 increase after August 19.
 Discounted course fees: \$10 per course increase after July 10.





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SATURDAY, AUGUST 22

COURSE #	SPECIAL EVENTS	CLINICIAN	TIME	EARLY BIRD	After July 10
SD1	ICD Breakfast (for ICD Members)		7:00-9:00 a.m.	\$40	\$40
S13	The MAC Class (Master Assistant Class) Part I: The Seamless Appointment. See page 44 for details.	McDonald	8:00-11:00 a.m.	\$30	\$40
SD2	Hygiene CE Express: See page 41 for list of clinicians and topics.		8:00 a.m.-12:00 p.m.	\$50	\$60
S15	Orthodontic Symposium: The Future of Interdisciplinary Dentofacial Therapy: Digital Empowered with an Airway Focus, Part I. See page 46 for details.	Roblee	8:00-11:00 a.m.	\$30	\$40
S22	Pediatric Symposium: Tongues to Tonsils: The Comprehensive Pediatric Exam. See page 47 for details	Rozas	8:30-11:30 a.m.	\$30	\$40
SD3	CE Express: See page 41 for list of clinicians and topics.		12:30-4:30 p.m.	\$50	\$60
S33	Orthodontic Symposium: The Future of Interdisciplinary Dentofacial Therapy: Digital Empowered with an Airway Focus, Part II. See page 46 for details.	Roblee	1:00-4:00 p.m.	\$30	\$40
S30	The MAC Class (Master Assistant Class) Part II: Building Clinical Competency: See page 44 for details.	McDonald	1:00-4:00 p.m.	\$30	\$40
S39	Pediatric Symposium: How to Build The Dream Team and Tackle Parent Problems. See page 47 for details.	Rozas	1:30-4:30 p.m.	\$20	\$30
	WORKSHOPS				
SD4	Safety and Simplicity in Root Canal Instrumentation Workshop (repeat)	Koch	8:00-11:00 a.m.	\$175*	\$185*
SD5	21st Century Laser-Assisted Dentistry Workshop	Cardoza	1:00-4:00 p.m.	\$195	\$205
SD6	Matching Patients to Oral Appliance Therapy Workshop	Carstensen	1:00-4:00 p.m.	\$175	\$185
SD7	Predictable Bone Grafting for Site Preparation: Implants and Restorative Dentistry Workshop	Grisdale	1:00-4:00 p.m.	\$175*	\$185*
SD8	Perfect Photographs? Learn Portrait and Intra-Oral Photography Workshop	Zehak	1:30-4:30 p.m.	\$145*	\$155*
	MORNING LECTURES				
SD9	Anterior Esthetics with Dental Implants	B. Butler	8:00-11:00 a.m.	\$30	\$40
SD10	21st Century Laser-Assisted Dentistry	Cardoza	8:00-11:00 a.m.	\$30	\$40
SD11	Key Essentials for Successful Bone Grafting Techniques for Socket Preservation and Augmentation for Implants and Restorative Dentistry: The Basics and Future Trends	Grisdale	8:00-11:00 a.m.	\$30	\$40
SD12	Medical Emergencies in the Dental Office - Medical Emergencies in LIFE!	Hawkins	8:00-11:00 a.m.	\$30	\$40
SD13	The Exceptional Assistant - Turning the Ordinary Into the Extraordinary Everyday Part I: The Seamless Appointment	McDonald	8:00-11:00 a.m.	\$30	\$40
SD14	Occupational Respiratory Infectious Diseases: Aerosols, Spatter and Precautions	Molinari	8:00-11:00 a.m.	\$30	\$40
SD15	The Future of Interdisciplinary Dentofacial Therapy (IDT): Digital Empowered with an Airway - Focus Part I	Roblee	8:00-11:00 a.m.	\$30	\$40



2020 SOUTHWEST DENTAL CONFERENCE PROGRAMS

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

SATURDAY, AUGUST 22 (CONTINUED)

COURSE #	MORNING LECTURES (CONTINUED)	CLINICIAN	TIME	EARLY BIRD	AFTER July 10
S16	Powerful Partnership - Build a Strong Dentist-Hygienist Relationship for a Thriving Practice	Wall	8:00-11:00 a.m.	\$30	\$40
S17	New Advances in Caries Management Part I - Caries Management by Risk Assessment (CAMBRA) and the ADA Caries Classification System	Young	8:00-11:00 a.m.	\$30	\$40
S18	A Systemic Approach to Periodontal Classifications and Treatment	M. Butler	8:30-11:30 a.m.	\$30	\$40
S19	A Bad Airway Affects the Whole Person, All Their Life	Carstensen	8:30-11:30 a.m.	\$30	\$40
S20	Scrabble and Alphabet Soup - Bringing Simplicity to Cone Beam Technology	Flucke	8:30-11:30 a.m.	\$30	\$40
S21	Systems Teams Technology	Phillips	8:30-11:30 a.m.	\$20	\$30
S22	Tongues to Tonsils: The Comprehensive Pediatric Exam	Rozas	8:30-11:30 a.m.	\$30	\$40
S23	Winning the War Against Inflammation	Smith	8:30-11:30 a.m.	\$30	\$40
S24	Tips and Tricks for Direct Resin Composite Restorations, Adhesion to Esthetics Part I	Vargas	8:30-11:30 a.m.	\$30	\$40
S25	Perfect Photographs? Learn Camera Basics for Documentation and Marketing	Zehak	8:30-11:30 a.m.	\$30	\$40
S26	Positioning Implants to Achieve Predictable Restorative Success	McGarry	9:00 a.m.-12:00 p.m.	\$30	\$40
S27	Up in Smoke! Will Cannabis Replace Opioids in the Management of Acute Dental Pain?	Viola	9:00 a.m.-12:00 p.m.	\$30	\$40
	AFTERNOON LECTURES				
S28	Cement vs. Screw Retained Implant Restorations	B. Butler	1:00-4:00 p.m.	\$30	\$40
S29	There's No "D" Like "3D" - Cone Beam, Digital Impressions, Milling and 3D Printing in a Digital Practice	Flucke	1:00-4:00 p.m.	\$30	\$40
S30	The Exceptional Assistant - Turning the Ordinary Into the Extraordinary Everyday Part Two: Building Clinical Competency	McDonald	1:00-4:00 p.m.	\$30	\$40
S31	Vaccine Recommendations: Science, Success and Myths	Molinari	1:00-4:00 p.m.	\$30	\$40
S32	Your Practice Through the Patients Eyes	Phillips	1:00-4:00 p.m.	\$20	\$30
S33	The Future of Interdisciplinary Dentofacial Therapy (IDT): Digital Empowered with an Airway-Focus Part II	Roblee	1:00-4:00 p.m.	\$30	\$40
S34	Know Your R.O.H. - Uncovering the Potential of Your Hygiene Team	Wall	1:00-4:00 p.m.	\$30	\$40
S35	New Advances in Caries Management Part II - Caries Removal, SDF, GIC and SMART Restorations	Young	1:00-4:00 p.m.	\$30	\$40
S36	Trends and Truth	M. Butler	1:30-4:30 p.m.	\$30	\$40
S37	Merging Technology into Your Practice	McGarry	1:30-4:30 p.m.	\$30	\$40
S38	Seven Secrets to Living Well	Smith	1:30-4:30 p.m.	\$30	\$40
S39	How to Build the Dream Team and Tackle Parent Problems	Rozas	1:30-4:30 p.m.	\$20	\$30
S40	Tips and Tricks for Direct Resin Composite Restorations, Adhesion to Esthetics Part II	Vargas	1:30-4:30 p.m.	\$30	\$40

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and in recognition of outgoing board
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Installation Dinner & Ceremony

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May 21, 2020

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\$25 Per Person | Business Attire
RSVP by May 15, 2020 at www.dcds.org/events

10th Annual DCDS Shred-a-Thon

Friday, April 24, 2019
11:00 a.m. – 1:00 p.m.

DCDS Executive Office (behind the building)

Free to DCDS members and staff! As a member benefit, DCDS has once again contracted with Action Shred of Texas to provide on-site shredding and e-destruction services in the DCDS back parking lot. This is a great opportunity to securely dispose of documents and electronics while making a positive impact on the environment! Enjoy complimentary lunch (grilled hamburgers, hotdogs and all the fixings) with your colleagues.

On-site Shredding Services. While you watch, your materials are shredded into tiny pieces. Watch the results through a porthole in the side of the Action Shred truck, ensuring chain of custody has been maintained to meet any regulatory requirements. X-rays should be separated from paper prior to drop off. Due to time constraints, some materials will be shredded at the Action Shred facility.

E-destruction Services. Ready to upgrade your computers, servers, phones or other electronics? Need to dispose of those outdated electronics? Action Shred will accept computers/laptops, monitors, printers, fax machines, mobile phones, PDAs, modems, smart phones, cords and cables, keyboards, copiers, and more!

RSVP via www.dcds.org/events or to Ashley Hawkins at 972-386-5741 by April 20. Please provide the number attending for lunch along with an email address with your RSVP.



Don't Let a Chair Go Empty at The Family Place Dental Clinic!

Attn: Dentists and Hygienists looking for a place to volunteer and give back. The Family Place Dental Clinic is looking for volunteers to do dental exams, x-rays, cleanings and minor dentistry for victims of domestic violence and their children that live in our emergency shelters. Volunteering can be frequent or infrequent as your schedule and time allow.



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Insights

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

Elemental: How the Periodic Table Can Now Explain (Nearly) Everything



Tim James is an educator, blogger, inventor and popular science lecturer, with degrees in chemistry specializing in computational quantum mechanics, who now teaches high school

chemistry and physics. In *Elemental*, he provides an informative, entertaining, historical and quirkily illustrated guide to the periodic table that shows how this abstract graphic relates to our day-to-day lives.

James starts with the Greeks, who counted the number of elements on one hand, and progresses to June 2016 when the final four elements of nihonium, moscovium, tennessine and oganesson completed the periodic chart.

Along the way, James displays his erudition coupled with a rare sense of humor regarding the personalities who have made the discoveries so vital to what we now know about the elements or our universe. For example, in describing John Dalton, a polymath who taught himself science, mathematics, English, Latin Greek and French and achieved the rank of headmaster in his teens, James adds, "Don't be fooled though. While a fierce academic, Dalton

still knew how to have a good time and, like any youngster, spent his free moments collecting samples of swamp gas from local bogs. Surprisingly, he never married."

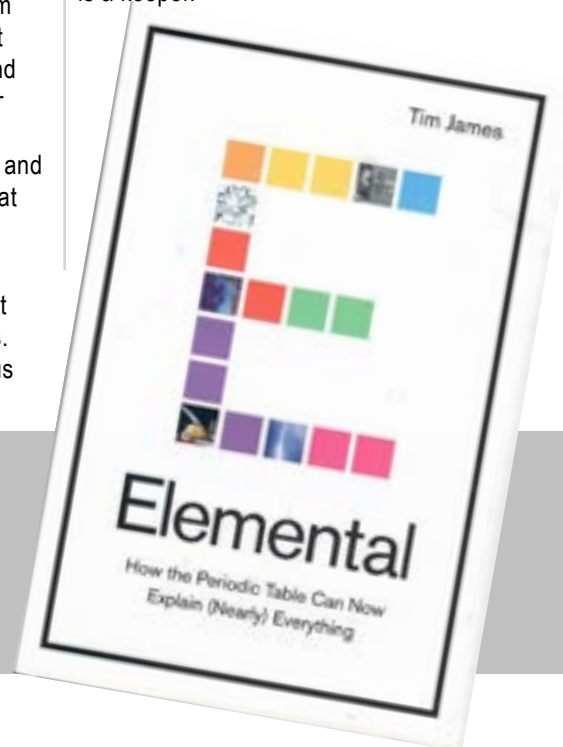
Even more poignant is his brief consideration of the Swedish chemist Carl Scheele, who James calls the unluckiest man in the history of chemistry. Scheele discovered barium, chlorine, manganese, tungsten, oxygen and the chemistry for photography, but for one reason or another never received credit for any of them.

And there's Dmitri Mendeleev, the Russian scientist that gave us the periodic chart by inventing a game of solitaire based on chemical properties that would establish a pattern about their organization. Mendeleev stayed awake for three days and nights before collapsing from exhaustion. While sleeping he had the most vivid dream of his life with cards dancing and dropping into place perfectly, revealing their pattern. He realized that the elements were arranged in a sequence of increasing mass and the spaces missing elements were those that had not yet been discovered.

During the 1500s, Germany had a scientific renaissance, and one of the most prominent figures was the Swiss physician Paracelsus. His real name was Theophrastus Bombastus

von Hohenheim and he was the first person to investigate medicine as a science rather than a superstition. His most famous dictum is named the Paracelsus principle: "the dose makes the poison." In other words, whether something is beneficial or harmful is all about the quantity. James avers that even cyanide contained in apple seeds has the potential to kill provided you eat the seeds of eighteen apples (assuming radioactive bananas don't kill you first).

This reviewer has never found as enjoyable a book on science as what James has developed in this tome. His light, elegant, allegro prose combines with brevity and measured tone: humorous but not frivolous, exciting but not sensational, erudite but not academic. This one is a keeper.



Elemental

How the Periodic Table Can Now Explain (Nearly) Everything

Tim James

\$26.00, 216 pages 2019

Abrams Press, NY, NY

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DCDS members joined in the celebration as the new clinic building was dedicated and tours of the new facilities were given.

Texas A&M University College of Dentistry

By Kathleen Green Pothier

A New Home for Texas A&M Dental School's Clinics



January 2020 opening of new clinical building takes patient care to next level

The start of 2020 ushered in a new era in dental education for Texas A&M College of Dentistry.

The opening of the college's new 160,000-square-foot, nine-story Clinic and Education Building will enable the dental school to increase underserved patients' access to care and shift from a traditional disciplined-based approach to a "whole health" educational model. To celebrate this milestone, Texas A&M University System officials, Texas state legislators, Dallas officials and leaders in organized dentistry were among the more than 600 attendees who joined the College of Dentistry dean to dedicate the new structure Thursday, January 23, 2020.

The new building—featuring nearly 300 dental-chair stations with the most advanced technology, specialized clinics, clinical support areas, classrooms and study spaces—is the first stand-alone building constructed for the dental school since 1950. Long-needed, dental-school-specific patient parking will be available on the first three levels of the new structure.

"Patients and students are at the heart of what we do," said Dr. Lawrence E. Wolinsky, dean. "The new clinical building is truly going to help the college meet the ever-expanding need for reputable patient-centered care in a compassionate environment. Our students will gain a unique learning experience that will benefit them throughout their professional careers."

The college currently hosts over 100,000 patient visits per year, however efficiencies created with the new curriculum and the new building provide opportunities for an increase in the number of patient encounters for each student and the ability to provide a greater volume of oral health care to more patients. To address the shortage of dental health care providers in the state's underserved areas, the dental school's goal is to increase enrollment while maintaining its position as one of the nation's most diverse dental schools.

Construction of the new \$127-million facility was completed at the end of 2019. Approximately \$72-million of the building's estimated cost came from approval for bond authority that the A&M Health Science Center received from the Texas Legislature during the 2015 session.

"This is an exciting time as we reach a new milestone in the history of the College of Dentistry," Wolinsky said. Texas lawmakers, Texas A&M officials, alumni, students, staff and donors join Dr. Lawrence Wolinsky to cut the ribbon during the building dedication January 23.



Texas A&M College of Dentistry (formerly Baylor College of Dentistry) in Dallas is a part of Texas A&M University and Texas A&M Health Science Center.

Founded in 1905, the College of Dentistry is a nationally recognized center for oral health sciences education, research, specialized patient care and continuing dental education. Learn more at dentistryinsider.tamhsc.edu or follow @TAMUdental.



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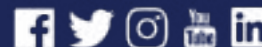
DCDS Dental Assisting School students are fortunate to have DCDS member dentists take a personal interest in their learning through class instruction, mock interviews and externships. This sharing of knowledge and expertise helps take our graduates beyond basic, preparing them for a future position as a valued dental team member who is world-class!

As a member benefit, DCDS member dentists are given the unique (and first) opportunity to hire new, fully trained dental assistants from each graduating class. For more information about the DCDS Dental Assisting School, please go to <https://www.dcds.org/dental-assisting-school> or contact the Program Director, Ashley Smith, at asmith@dcds.org.



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March marks the opening of registration for the 2020 Southwest Dental Conference. There are courses of interest for every dental specialist, to help you form your "Vision 20/20" for your practice.

Periodontists will want to check out Dr. Maryann Butler's *Trends and Truth*, which covers "hot topics" in the news such as oil pulling, lasers, essential oils, vaping, marijuana, hydrogen peroxide and flossing. Look for Dr. Jim Grisdale's workshop *Predictable Bone Grafting for Site Preparation* to emphasize the technical aspects of ridge preservation and augmentation, in addition to the practical aspects of presenting and preparing cases. He also is presenting on implants and hygiene, which are always hot topics for discussion.

For those attentive to Endodontics, Dr. Anne Koch's workshop, *Safety and Simplicity in Root Canal Instrumentation*, will introduce a new "Blend Technique" that can be used effectively in all root canal types.

Dr. Alan Jeroff's sharing of technique and knowledge from preoperative phase to post-operative complications in *Why, Why, Can't I Remove This Tooth? - Avoiding the Oh No! Moments in Oral Surgery* and his workshop *Everyday Oral Surgery Skills for General Dentists* are key courses for those interested in Oral Surgery.

Dr. Thomas Sollecito will focus on the latest in the Oral and Maxillofacial Pathology diagnosis and treatment with his presentations: *Oral Mucosal Disease: A Field Guide for the Oral Healthcare Practitioner* and *Oral Cancer and Potentially Malignant Disorders*.

Highlights for Prosthodontics include Dr. Brian Butler's *Cement vs. Screw Retained Implant Restorations*, Dr. Bill Robbins with *Global Diagnosis and Digital Smile Design - A New Synergy* and Dr. Mario Vargas with *Tips and Tricks for Direct Resin Composites Restorations*. Dr. Thomas McGarry is also available to help you with *Positioning Implants to Achieve Predictable Restorative Success*.

The annual Orthodontic Symposium continues, this year with Dr. Rick Roblee focused on the most challenging esthetic and restorative dilemmas in *The Future of Interdisciplinary Dentofacial Therapy*.

New this year is the Pediatric Symposium. Dr. Tracey Nguyen provides two courses on airway management, and Dr. Melissa Rozas enlightens us with courses on how to tackle parent problems and how to provide a comprehensive pediatric exam.

On the SWDC Website you'll now find the link to the registration brochure, which describes all courses plus a cross-references of courses with areas of focus. Be sure to check it out at www.swdentalconf.org today!



Dr. Missy Jaynes
2020 Southwest Dental Conference Chairman

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