



District of Columbia
DENTAL SOCIETY

NEWSLETTER

September 2017, Vol. 63, No. 9



Dr. Carol Blake

A Letter from the DC Dental Society President Carol Blake, DDS

Dear Colleagues:

It's September, which means it's time to kick off our monthly meeting continuing education series! Members tell us that the monthly meeting is their most valuable member benefit.

Starting on September 12th, we will host a nationally-known speaker for a two-hour continuing education presentation at the

Westin Georgetown.

This year, DCDS will provide 8 monthly meetings for a total of 16 CE hours as a member benefit. The monthly meetings not only include the costs of the speaker, but also dinner with your colleagues. Members may bring a non-member dentist guest for free; otherwise, non-members pay \$75. (Please register guests in advance so we have an accurate count for dinner.)

On September 12, nationally-known practice management expert Laura Hatch will present "Building a Front Office Team That Rocks!" Laura is the founder and CEO of Front Office Rocks, the leader in on-demand webinar training for front office training for dental offices. She has authored over 200 articles for leading dental publications and websites, such as The Progressive Dentist, Dentaltown, and Dentistry IQ. She is a fellow of the American Association of Dental Office Managers, and was recognized as one of DPR's Top Women in Dentistry in 2016.

The DC Dental Society thanks sponsors CareCredit, RevenueWell, and UIC Dental for making it possible to bring Laura to Washington, D.C. You can find out more about our sponsors in this newsletter. Come early to meet with representatives from these companies, get information, and score some freebies! By the way, you may also bring your dental office staff for a reduced fee of \$30.

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(Continued from Page 1)

In this issue, please pay close attention to the update on the D.C. Board of Dentistry's proposed specialty dental license regulation. We have asked the DC Board of Dentistry to schedule public comment on this issue at its September 20th meeting, and are seeking members who would be willing to share how this proposed legislation would affect their practices. Please send an e-mail to info@dcdental.org if you are interested.

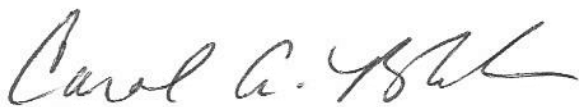
Thank you to everyone who submitted comments concerning the proposed sedation and anesthesia guidelines. It's very important to have your involvement in these issues, and we appreciate it.

Finally, in this issue, we're providing a list of all of the ADA and DCDS endorsed companies. These are companies where you can receive a discount just for being a member! New ones are added all the time. If you're in the market to purchase equipment or services, remember to check the ADA and DCDS website for the latest endorsements.

See you at the September meeting!

We are DCDS: passionate about our profession, our community, and our future!

Sincerely,



Carol Blake, DDS
President, DC Dental Society



CDT 2018: Code smarter, work less! Member price: \$95.00, retail price: \$142.50. Use promo code 17447BE by September 29th to save 15%! Visit ADAcatalog.org or call (800) 947-4746.



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DC Board of Dentistry Update

A few months ago, the DC Board of Dentistry posted proposed sedation and anesthesia guidelines for public comment. DCDS sent out an alert to members on July 12, asking for member feedback, and posted the proposed regulations [on the website](#). Thank you to those members who took the time to send in their feedback.

The DC Board of Dentistry has also recently introduced draft language for a specialty dental license, that if passed would require all dental specialists to pay an additional licensing fee to be able to present to the public that they are a specialist.

Citing concerns about the need for the Board to obtain more feedback of the two proposed regulations for dentists in the District, DCDS Board President Carol Blake submitted a request for the DC Board of Dentistry to add both items to the agenda of its next open public hearing meeting scheduled for September 20, 2017.

DCDS wants to hear from you! In particular, we are looking for dentist members who would be able to provide public testimony at the September 20th meeting of the DC Board of Dentistry. Please contact Executive Director Doug Fesler at info@dcdental.org or call the office at (202) 367-1163.

Marketing Your Practice Starter Pak

Successfully marketing your practice and services through digital media can seem daunting, but it doesn't have to be with resources from the ADA. The ADA has put together a "Starter Pak" for members with easy-to-do tips and information that will enhance your practice's on-line presence in no time.

[Click on this link](#) to access the Starter Pak. No login is required. The Starter Pak includes downloadable PDFs that you can share with your staff on the following topics:

- How to Update Your Find-A-Dentist Profile
- 5 Steps for Managing Your Reputation On-Line
- Do's and Don'ts: Your Practice's Facebook Page
- Does Your Website Need a Refresh?

Sedating Children at the Dental Office

There have been news stories recently about children receiving sedation in the dental office, most recently in the New York Times ([see article here](#)). The Oral Health Topics on ADA.org provides information on [anesthesia and sedation](#) for dental professionals. In the case of children 12 and younger, the ADA's sedation and general anesthesia guidelines direct dental professionals to the [guidelines](#) from the American Academy of Pediatric Dentistry, which were created specifically for children. Patient resources on sedation and anesthesia for parents and caregivers are available on MouthHealthy.org.

Mark Your Calendar: 2017-2018 Monthly Meetings

On September 12, DCDS kicks off its monthly meeting series for the year. Monthly meetings are usually every second Tuesday of the month (unless there's a holiday). There will be eight monthly meetings during 2017-2018, plus the June Awards dinner. All meetings are at the Westin Georgetown, 2350 M St NW, Washington, DC, 20037. Meetings are complimentary as a member benefit, and include dinner **after** the CE presentation. [Check the website](#) for more details, and to register. Mark your calendar now:

- September 12, 2017 – [Building a Front Office Team that Rocks](#)
- October 10, 2017 – [Sleep Disordered Breathing in the Dental Office](#)
- November 14, 2017
- December 5, 2017 (first Tuesday due to Hanukkah)
- January 9, 2018
- February 13, 2018
- March 13, 2018 or April 10, 2018
- May 8, 2018
- June 12, 2018 – Annual Awards Dinner

Have a topic suggestion? E-mail info@dcdental.org.

Meeting Agenda

All meetings this year will be dinner meetings, and will follow the same agenda.

5pm: Registration Desk Opens
Coffee, tea, water available

5:45pm: Business Meeting

6:00pm—8:00pm:
CE Presentation

8:00pm: Networking Dinner

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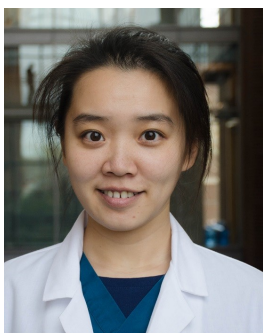
How to Check CE On-Line

Do you have Continuing Education (CE) credits that you'd like to submit or check on? Did you know that you can track them online? By logging into the [CE portal link](#), you can upload documentation and certificates from CE courses, as well as view approved credits and print your transcript. Try it today!

Welcome New Members



Dr. Matthew Gialanella—Dr. Gialanella graduated from the University of Medicine and Dentistry in New Jersey in 2009, and then completed graduate school at the University of North Carolina School of Dentistry in 2010. He is the owner of District Dental Center in NW DC.



Dr. Shutong Hartsell - Dr. Hartsell graduated from the University of Pennsylvania School of Dental Medicine in 2017. She is joining Dental Dreams in NW DC this September.



Dr. Armando Retana— Dr. Retana graduated from Columbia University in 2010, and then finished a graduate program at the University of Florida in Jacksonville in 2016 in Oral and Maxillofacial Surgery. He completed a fellowship in Face and Body Cosmetic Surgery in Tulsa, OK. He has joined the practice of Dr. Robert Emery in NW DC.



Dr. Scott Trapp—Dr. Trapp graduated dental school from the University of Iowa in 1991. He transferred into the D.C. Dental Society from the Missouri Dental Association. He is a dentist with the Veterans Administration.

ADA Business Resources

As an ADA and DCDS member, you receive many benefits, including discounts and special deals from endorsed companies through ADA Business Resources.

Go to www.adabusinessresources.com and check out all of the great deals today. It's a good idea to regularly check the website from time to time, because new services and companies are offered throughout the year.

ADA Credit Cards	US Bank
Amalgam Recovery	HealthFirst
Staff Apparel	Land's End
Appliances	Whirlpool
Computers	Lenovo
Credit Card Processing	Chase
Emergency Medical Kits	HealthFirst
Interpretation & Translation	Cyacom
Luxury Vehicles	Mercedes Benz
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(continued on next page 7)



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Capital Center for Oral and Maxillofacial Surgery

Robert W. Emery, DDS
2311 M Street, NW Suite 200, Washington DC 20037

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ADA Business Resources (cont'd)

Sharps Management HealthFirst

Shipping UPS

Tours & Cruises AHI Travel

Website & Marketing PBHS

The D.C. Dental Society also has affiliated programs with companies that offer members discounts on common services. [Go to this link](#) on the DCDS website for information on programs with TD Bank, CareCredit, RK Tongue, and SoFl.

ADA Webinar: Marketing Your Dental Practice with Video

Wednesday, September 27th from 3:00-400 PM —
ADA webinar for members

Join us as we walk you through the process of creating a great video, from generating the idea, filming the video yourself or collaborating with a film team, and where you can post the video after it's produced. [Register Today!](#)



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Build a Front Office Team that Rocks!

September Monthly Meeting

The next DC Dental Society monthly meeting will be held Tuesday, September 12th at the Westin Georgetown and will feature a presentation by Laura Hatch entitled “Build a Front Office Team that Rocks!”



Session Abstract

Learn the communication skills and procedures that create the ultimate customer service experience. Learn how to handle common scheduling issues - reduce cancellations/no-shows, set production goals, maximize treatment coverage and increase case acceptance. Experience a happier, higher producing team. Improve and master the essential systems. To take your practice to the next level, well-defined systems and proper training must be in place. When team members understand the ‘why’ behind ‘what’ they are asked to do, the practice runs more efficiently and smoothly.

Learning Objectives

- Techniques for setting and achieving production goals
- Breakdown the schedule and learn to manage issues as they arise
- Communication skills and protocols for cancellations and no-shows
- Communication skills for gaining case acceptance

Presentation Topic	Location
Build a Front Office Team that Rocks!	Westin Georgetown 2350 M St NW
Schedule	Washington, DC 20037
5:00 p.m. — Registration	
5:45 p.m. — Business Meeting	Parking at the Westin
6:00 p.m. — Presentation	
8:00 p.m. — Dinner	Before 5:00 p.m.: \$15 After 5:00 p.m.: \$10

Members planning to attend the September meeting should RSVP [online](#), by phone at (202) 367-1163, or via email at info@dcdental.org by 5:00 p.m. on Monday, September 11th. Monthly meetings are free to members as a membership benefit. Members may also bring one non-member dentist guest for free. Dental staff are \$30. For more information, including the presenter bio, and to register, click [here](#).



The DC Dental Society is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. The DC Dental Society designates this activity for 2 continuing education credits. Sponsored in part by:



September Monthly Meeting Sponsors

Make sure you arrive at the September monthly meeting in time to meet our sponsors! Registration opens at 5pm.



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Make your practice more available to patients over the phone. We schedule directly for practices when they cannot answer the phone. Don't miss out on new patient opportunities! Visit www.uicdental.com for more information.

Howard University White Coat Ceremony



On August 17, 2017 Howard University College of Dentistry held their White Coat Ceremony. The keynote speaker was ICD Fellow, Maj. Gen. (Dr.) Roosevelt Allen (Assistant Surgeon General, USAF Dental Services).

Pictured Left to Right: Dr. Dexter A. Woods, Dean, Howard University College of Dentistry; Maj. Gen. (Dr.) Roosevelt Allen (Asst. Surgeon General USAF Dental Services); Dr. Jeanne Sinkford - Former Dean, Howard University College of Dentistry; Dr. Robert Knight - Former Dean, Howard University College of Dentistry; Dr. Alan Singer - ICD Washington, DC Leadership Representative; Dr. Charles Sanders - Former Dean, Howard University College of Dentistry.

Sleep Disordered Breathing in the Dental Office

October Monthly Meeting

The October DC Dental Society monthly meeting will be held Tuesday, October 10th at the Westin Georgetown and will feature a presentation by Dr. Paul McLornan entitled, "Sleep Disordered Breathing in the Dental Office." This presentation was originally scheduled for March 2017, but was cancelled due to inclement weather.



Session Abstract

Sleep Disordered Breathing (SDB) has been identified by the NIH as one of the most prevalent and most under-diagnosed medical conditions. Left untreated, the condition has significant associations with morbidity and mortality. Dr. McLornan will discuss why he believes that "as dentists we can ignore SDB in our patients but it will not ignore our patient's overall health, their dentition or our dentistry."

Learning Objectives

Dentists who participate in the program will:

- Learn what Sleep Disordered Breathing (SDB) is and how prevalent the condition is
- Learn how it is currently diagnosed and treated by our medical colleagues and how dentists can identify and treat SDB
- Be introduced to FDA approved oral appliances used to treat the condition
- Be informed about the current research into the dental treatment of SDB.

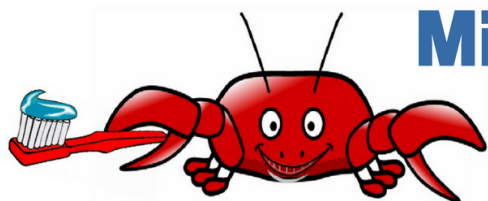
<i>Presentation Topic</i>	<i>Location</i>
Sleep Disordered Breathing in the Dental Office	Westin Georgetown 2350 M St NW
<i>Schedule</i>	Washington, DC 20037
5:00 p.m. — Registration	
5:45 p.m. — Business Meeting	Parking at the Westin
6:00 p.m. — Presentation	
8:00 p.m. — Dinner	Before 5:00 p.m.: \$15 After 5:00 p.m.: \$10

Members planning to attend the October meeting should RSVP [online](#), by phone at (202) 367-1163, or via email at info@dcdental.org by 5:00 p.m. on Monday, October 9th. Monthly meetings are free to members as a membership benefit. Members may also bring one non-member dentist guest for free. Dental staff are \$30. For more information, including the presenter bio, and to register, click [here](#).



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Volunteer Opportunities



Mid-Maryland Mission of Mercy

Dental Clinic & Health Equity Festival

9.7.2017 to 9.10.2017
University of Maryland XFINITY Center

Catholic Charities of Washington and the University of Maryland, School of Public Health, Center for Health Equity have teamed up to hold the 3rd Bi-Annual Mid-Maryland Mission of Mercy and Health Equity Festival (MOM/HEF) September 7-10 at the University of Maryland Xfinity Center in College Park, MD. The MOM/HEF is a two-day free dental clinic run with volunteer dentists, dental hygienists, and physicians, with portable equipment for cleanings, x-rays, oral surgery and fillings. The organization is looking to raise \$23,000 to reach its budget goal of \$154,000. The funds will be used to offset expenses for the project including dental and medical supplies, transportation costs, equipment rental, IT infrastructure, and insurance and registration materials for the event. Those interested in donating time or funds may do so at www.catholiccharitiesdc.org/mom.

ADA Business Resources Endorses HealthFirst Kits

ADA Business Resources in June announced [HealthFirst](#) as its exclusive endorsed provider of dental emergency medical kits for ADA members. With this endorsement, ADA members may take advantage of special discounts on HealthFirst emergency medical kits.

HealthFirst has provided emergency medical kits for more than four decades to dentists across the United States. The company currently tracks and automatically replenishes expired emergency medications for more than 40,000 dental offices.

Dentists can speak with a HealthFirst compliance counselor who will help them assess the needs of their practice and the type of kit that will help keep them prepared for a medical emergency and compliant with their state and local regulations. HealthFirst also provides sharps management and amalgam recovery products, and [has a blog](#) on its website with information and insight on a range of issues.

The ADA Business Resources' endorsement provides exclusive discounts to ADA members on HealthFirst emergency medical kits of at least 10 percent. To take advantage of these discounts and special endorsement launch offers, ADA members may contact a HealthFirst compliance counselor at 1-888-963-6787 or www.healthfirst.com/ada.



Classifieds

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DENTAL POSITIONS

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DENTAL POSITIONS

Hygiene Opportunity — An opportunity to understand systemic health in relation to the airway. Duties: Patient tracking, documenting, monitoring, and patient follow-up. Outreach marketing, social media. Once/week position with potential to grow. Contact Lisa at Berkshire Family Dental, (202) 244—3902 or lisa.tinnesz@berkshirefamilydental.com.

Advertise with DCDS

Classified ads in the DCDS Newsletter are easy. Simply submit your ad through [the online form](#). We will then send you an invoice. Payment must be received prior to the publication date.

Deadlines:

The Newsletter is usually distributed on the first Wednesday of every month. Ads are due to the Society two weeks prior to the publication date.