



District of Columbia
DENTAL SOCIETY

NEWSLETTER

March 2024, Vol. 70, No. 3



Dr. Cheryle Baptiste

Letter from DC Dental Society President Cheryle Baptiste, DDS, FICD, FIAMDI

Dear DC Dental Society Members,

As we look forward to the arrival of spring this month, I hope that we can together renew our energy and commitment to our profession.

March is Oral Health Month. This theme aims to raise awareness of the importance of good oral health, how it impacts general health and to teach people how to improve their dental care. In fact March 2024 has several dental-related days:

- March 1: Employee Appreciation Day
- March 4–8: Dental Assistants Recognition Week
- March 6: Dentist Day
- March 8: International Women’s Day
- March 9: False Teeth Day
- March 13: National No Smoking Day
- March 20: World Oral Health Day and International Day of Happiness

DCDS is practicing what it preaches. Our Public Policy Committee and DC Medicaid Subcommittee has been hard at work. Last month we testified before the DC City Council Health Committee and submitted written testimony also. Our advocacy continues to focus on:

- Staffing
- Scope of practice expansion
- Higher Medicaid fees
- Insurance reform and
- Advocating for the appointment of actively practicing dentists to the DC Board of Dentistry

If you are interested in working working on the Public Policy Committee or Medicaid Subcommittee please contact the DCDS office so that we can add

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Letter from the President

your name to the committee roster.

The ADA and The Children's Oral Health Institute announced that registration for the winter 2024 cycle of the Lessons in a Lunch Box oral health education program is open at mycohi.org. The national program was developed 16 years ago in Baltimore to help educate children and their families about the importance of good oral health and meaningful dietary behaviors to help prevent tooth decay and other maladies. The lunch boxes also have materials that encourage children to begin thinking about careers in dentistry.

Dr. Winifred Booker DDS, immediate past president of the Maryland State Dental Society, CEO of The Children's Oral Health Institute and developer of the Lessons In A Lunchbox program, said that she created the program to help empower children to take responsibility for their own dental hygiene and snacking behaviors. [Read more about the Lessons In A Lunchbox program.](#)

Congratulations to Dr. Nicole Cheek, 100th president of the National Dental Association. Dr. Cheek is a graduate of the Howard University College of Dentistry and Robert T. Freeman Dental Society member who was the keynote speaker at the opening session reception of the Harvard University School of Dental Medicine Diversity Week. The theme is *Looking Within, Onward, and Upward*. [Read more about Harvard's Diversity Week.](#)

Please remember to participate with our organization by paying your 2024 dues. Our strength is in numbers so let your voice be heard!

Lastly, don't miss the DCDS Monthly meeting on March 12 featuring Lewis and Aaron Gelmon, who will present "The Good Leasing Guidelines for Dental Offices." This session will provide practical information for all dentists, whether you currently lease space for your dental practice and are happy with your current location, are thinking about signing a new lease or wondering whether to move to a new location. You can even bring a copy of your lease to the session to ask questions about the clauses and language within your lease. See page 3 for more information and to register.

For those who celebrate Easter and to those who do not, I pray that this season fills you with the spirit of hope, love, joyful living and peace.

Best regards,

Cheryle Baptiste, DDS, FICD, FIAMDI
President 2024-2025

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Tuesday, March 12th Meeting (In-Person): “The Good Leasing Guidelines for Dental Offices”

Bring a copy of your lease to review during the lecture

Presented by Lewis Gelmon and Aaron Gelmon, Acuity North America

Business Meeting Begins at 5:45 PM

Education Program Begins at Approximately 6:00 PM

Lecture Format

CE Credits Offered: 2.0 CE Credits

Cost: Free to DCDS Members | Non-Members—\$75 Presentation Recording or \$110 In-Person

Disclosures: None

Meeting Description:

The Good Leasing Guidelines for Dental Offices

Dental offices are a costly physical plant. When a dentist builds out their practice, they usually do not think that their landlord could have the ability to prevent them from selling their practice, relocate them (at their cost), or terminate their lease at their discretion. In Lewis Gelmon’s seminar, dentists from your organization will learn how the value of their dental office is directly tied to having a good lease. Lewis Gelmon’s, The Good Leasing Guidelines for Dental Offices is a fast paced, interactive educational seminar which will provide dentists with the right knowledge and tools they need when dealing with their office lease and landlord to gain peace of mind.

Learning Objectives Session 1:

How to correctly identify the key dates which every dentist needs to be aware of in their office lease.

- How a dental lease should be negotiated to maximize a practices value for a sale.
- How to identify common hidden traps in dental offices leases which will save thousands.
- How and when dentists should negotiate lease renewals.

Negotiating Complex Business Transactions

As professionals, negotiating complex business transactions is part of life. Using his experience in negotiating with some of the world’s toughest commercial real estate landlords, Lewis Gelmon’s seminar will equip you with the necessary skills needed to navigate complex business transactions with ease.

Learning Objectives Session 2:

Understand the Acuity Negotiation Model.

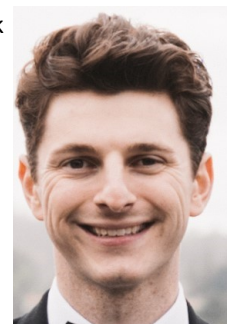
- How to eliminate barriers to an agreement and take control of the negotiation.
- Identify the different types of leverage you have and how to use them effectively.
- Learn how to prepare a negotiation one sheet before entering any important negotiation.

Visit the [DCDS Registration Fees & Cancellation Policy page](#) for more details on registration and [read about the presenters here](#).

The District of Columbia Dental Society is an ADA CERP Recognized Provider.



Lewis Gelmon



Aaron Gelmon

[Register Here](#)

Upcoming 2024 Continuing Education Presentations

As a reminder all members of the DC Dental Society, including those in a residency program, can attend our monthly meetings at no cost. I hope you will join us in-person at the DCDS office to reconnect with your friends and colleagues in the dental community over dinner, while earning up to 2 hours of continuing education.

Monthly business meeting begins at 5:45 p.m. Educational session begins at approximately 6:00 p.m. [Visit the DCDS website](#) for course information, speaker bios, fees and cancellation policy.

About DCDS Speakers

Your DC Dental Society has developed a continuing education program that features leading experts in dental care whether they practice across the country or down the street. The inclusion of local presenters on the program for DCDS monthly meetings is intended to foster collegiality and support our local community. DCDS does not endorse one specialist over another, but celebrates D.C. talent.

Meeting Date	Meeting Topic	Speaker
March 12, 2024	Leasing Guidelines for Dental Offices	Mr. Lewis Gelmon
April 9, 2024	Airways	Dr. Tracy Nguyen
May 14, 2024	Implant Anterior Aesthetics	Dr. Jonathan Esquivel
September 10, 2024	Breathing Disorders/ Myofunctional Therapy	Ms. Gillian Gladstone Teran
October 17, 2024	Updates on Current Dental Materials	Dr. Nate Lawson
November 14, 2024	Risk Management and Malpractice Avoidance	Dr. Marc Leffler
December 10, 2024	Cybersecurity	Mr. Gary Salman

Continuing Education Disclaimer: The District of Columbia 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. It is the responsibility of each participant to verify the CE requirements of his or her licensing or regulatory agency and to contact them with any questions regarding licensing. The DC Dental Society designates the above presentations for 2 CE credits each.

Concerns or complaints about a CE provider may be directed to the provider or to the **Commission for Continuing Education Provider Recognition** at [ADA.org/CERP](#).

ADA CERP® | Continuing Education Recognition Program

Trends in Credit Card Processing

Payments in the Practice- What trends are affecting your bottom line?

By Phil Nieto, President of Best Card

Dentistry can be an isolated profession and it's often difficult to know how your practice compares to your peers. While no two practices are identical, how would you know if the trends in your office are being seen by other dental practices? There are some questions that can be embarrassing to ask another practitioner about: practice volume, profitability, etc. The landscape of the payments your practice accepts has probably changed drastically in the last few years but those changes often can slip under the radar even when it is significantly affecting your bottom line.

Best Card, the endorsed payment processor of the DCDS and ADA Member Advantage has been working with thousands of dental offices nationwide for over 15 years, and we want to pull back the curtain on the uncomfortable questions you may not want to ask your fellow practitioners:

- How much does the average dental office collect in credit card payments?
- Have dentists raised their prices to keep up with inflation?
- What are other dentists paying to accept credit card payments?
- How much SHOULD you be paying?

Using our data from thousands of dental offices over the past 15 years, here's a little peek into what the average dental practice has experienced!

How much does the average dental office collect in credit cards?

Dental offices have seen a large increase in the total amount of credit card payments collected over the past 10+ years and Covid accelerated that trend considerably, as patients moved towards payment methods that were more convenient and involved less physical contact. Furthermore, many insurance providers started issuing virtual credit cards as payment for their remittances, which also increased the amount of card payments dental practices are accepting.

In 2023, the average dental office ran \$44,925 in credit card payments per month.

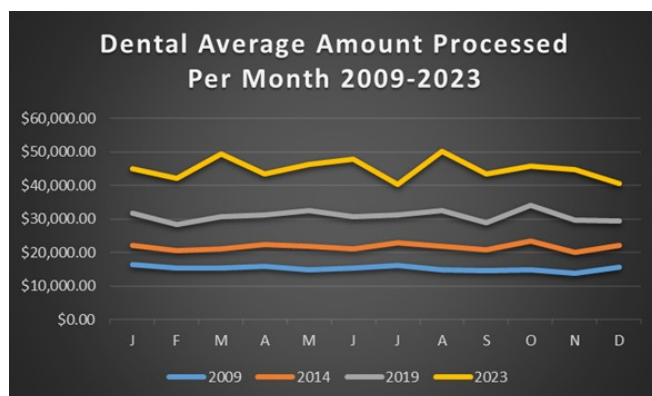
That's a 45.5% increase over the 2019 average of \$30,876.

It's a 195% increase over the 2009 average of \$15,221. The average practice is now running almost 3 times as much in credit cards as in 2009!

While accepting credit cards ensures that offices can quickly and easily collect payments, with more patients and insurance providers choosing to pay with cards, it is a much more substantial factor in the practice's total profitability than in the past.

Have practices raised their costs to keep up with inflation?

Every dentist knows that Covid and the resulting supply chain and inflation issues increased the costs of many items used regularly in the practice. As a result, many dentists have had to raise their prices over the last several years in response to those increased business costs. We can see this trend clearly by look-



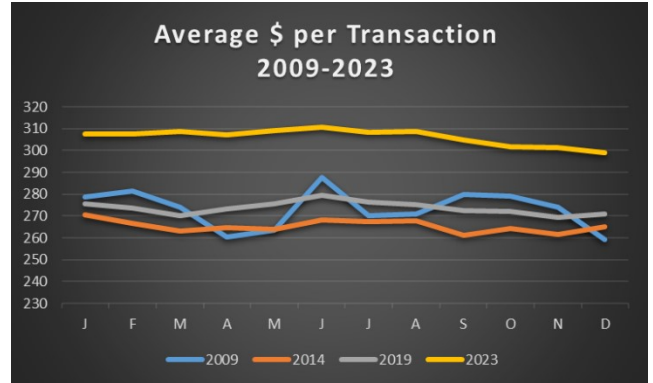
Trends in Credit Card Processing by Phil Nieto, Best Card

ing at the size of the average payment across all practices.

The average credit card payment accepted by dental offices in 2023 was \$306 compared to \$273 in 2019 – an increase of 11.87% in just four years.

From 2009 to 2019, the average payment only increased 0.12% over a 10 year period.

2023 saw a slight decrease in the average payment compared to 2022: from \$307 to \$306, indicating that increases due to inflation may be slowing.



The Consumer Price Index shows that inflation in the U.S. from 2019 to 2023 was 19.2%, so even though the increase in average dental transaction size from 2019 onward marked a substantial difference compared to 2009-2019, the 11.87% increase hasn't kept up with the economy-wide price hike.

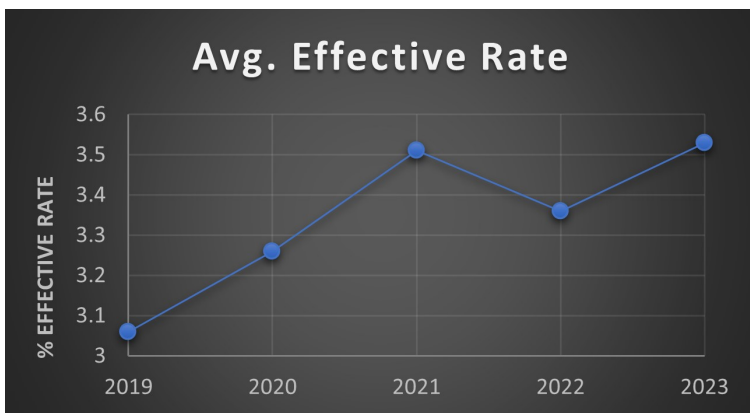
What does the average practice pay to run cards?

At the same time that the average dental office's payment volume has increased, the costs incurred to run those payments has also increased, and often these fees can be hard to understand. What's easy to discern, however, is the impact on the bottom line of the practice – to figure this out, you should calculate your effective rate with some simple math:

$$\text{Total Fees Paid for the month} \div \text{Total Run in Card Sales during the month} = \text{Your Effective Rate}$$

In 2023, the average dental office in the U.S. paid 3.53% compared to 3.06% in 2019. These rates are already too high, but to put it in perspective, back in 2014, the average dental office paid 2.84%.

So, the average practice is paying more as a percentage per payment while also accepting 45% more card payments than they did back before the pandemic. That makes a big difference.



Put in real numbers:

- The average office in 2019 ran \$30,876 at a rate of 3.06% for a total of \$944 per month in fees.
- The average office in 2023 ran \$45k in card payments, and is now paying 3.45%, for a total of \$1,585 per month in fees.
- For the average practice, that's an increase of \$7,692 per year in costs over just 4 years.

While the average office paid more than 3.53% in 2023, Best Card's average dental office on the exclusive rates offered to DCDS Members paid 2.22% in 2023 for an average savings of \$6,496 per year.

Trends in Credit Card Processing by Phil Nieto, Best Card

Summary:

Dental practice owners are busy and sometimes it is easy to overlook small increases in the costs of services you are using, but often those small increases are frequent enough to have a big impact. Any part of your business that increases substantially over time should be analyzed periodically to make sure that it's meeting the needs of your bottom line.

If you see that you're paying more to accept credit cards while also taking more payments, it might be time to look for a better option.

To find out what Best Card might be able to save your practice, send us a recent monthly statement and we can do a complimentary cost analysis to show you exactly what your practice could be saving.

Phone: (877) 739-3952

Email: compare@bestcardteam.com

Fax: (866) 717-7247



Phil Nieto is the President of Best Card, the endorsed credit card processor of DCDS and ADA Member Advantage. He enjoys working with thousands of dental offices to help minimize the headaches of accepting card payments by focusing on providing what the merchant services industry often lacks: innovation and integrity. On the rare opportunities for a quiet moment, he loves spending time with his wife and kids.

Welcome

New Member

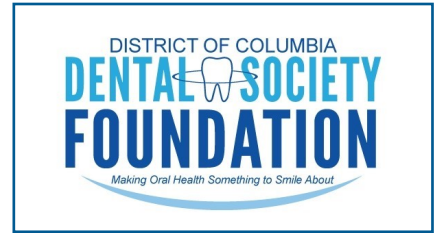
Dr. Jeremi Arroyo

DC DENTAL SOCIETY FOUNDATION

An Honor to Serve

"It has been my honor to provide services for patients in need through Catholic Charities. The patients are extremely grateful for their care. Our team takes so much pride in providing these services to these wonderful people with everyone being greatly rewarded by the experiences."

Dr. Jarred Abel



Sign up for DC Dental Cares, the DC Dental Society Foundation's pro bono program.

This program is win-win-win: for our community, for the individuals who receive dental procedures that would not otherwise be possible due to costs, and for the DCDS volunteer who gains that warm feeling that comes from doing good.

Patients are fully vetted for need by our partner, the Catholic Charities Healthcare Network (CCHCN), and the treating dentist sets the level of care provided. You can treat one person a year or several a month, all while in the comfort of your own office.

DC Dental Cares Sign Up Form

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Consulting on Credit Card Fees



ADA Endorsed Programs

ADA endorsed companies bring you special member savings on products and services designed specifically to work for your practice: from professional liability insurance to business credit cards to office supplies and computers. There are also endorsements geared towards your home life, such as health insurance, appliances, and even automobiles.

Many members are able to recoup a great deal of their dues dollars through the savings they receive by simply participating in these programs. Take advantage of the benefits of membership.

For more information about these programs, visit the [DCDS website](#).

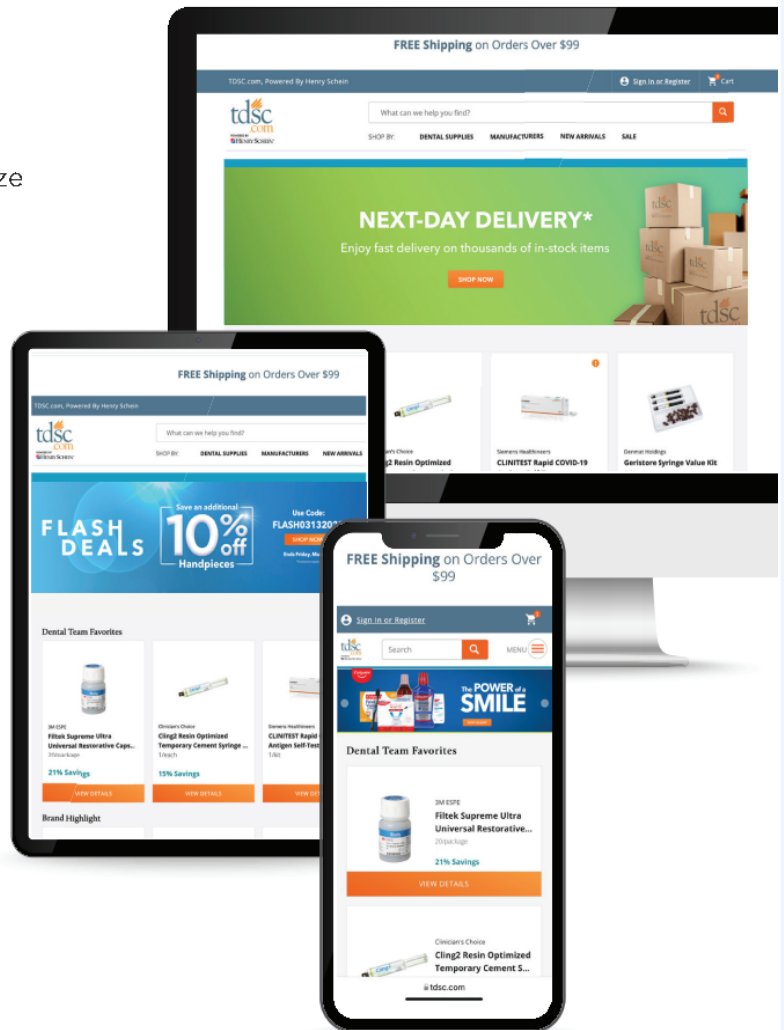
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When you purchase dental supplies and small equipment for your practice from TDSC.com you can reduce your supply costs and generate non-dues revenue for DCDS, 3% from every purchase DCDS members make on the site.

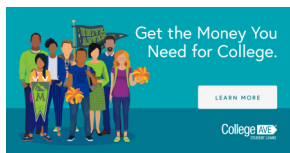


Do you or someone you know need a private student loan to help pay for college or graduate school?

The DC Dental Society, in partnership with College Ave, can help you, your family, staff members or others find the best student loan with a three-minute application, instant credit decision and no fees to apply. In addition, DC Dental Society members, friends and family receive a 0.25% interest rate discount on all in-school loans.¹

When grants, scholarships, savings, and federal student loans don't cover the full cost of college or graduate school, one option to cover the gap is with private student loans. Read the article from College Ave about how private student loans work and how to use them to help pay for college or graduate school.

[LEARN MORE](#)



[How Private Student Loans Work](#)

¹DC Dental Society Members receive a 0.25% interest rate reduction on In-school loans that are opened through the DC Bar member benefits portal. The DC Dental Society member discount will be applied to your loan account after the initial disbursement occurs.

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Goals of ADA include preventing professional discrimination regarding mental health

ADA Morning Huddle, March 4, 2024

The ADA is taking action this year to prevent discrimination in licensing and credentialing against dentists who have received counseling, therapy or treatment for mental, behavioral or physical health issues. It is creating a pilot project to assist states in developing and advocating for legislation or regulations in licensing and credentialing that is not punitive toward dentists who have received or need treatment for mental health issues.

[Full Story: Preventing Professional Discrimination](#)

ADA invests in two companies

ADA Morning Huddle, March 5, 2024

The ADA has invested funds in two companies producing technologies that support dentists. The ADA Innovation Advisory Committee, which was established in 2023 and consists of two ADA trustees and five entrepreneurs, including one dentist, advises the Board of Trustees on investments and other topics related to new products and services. Investment in these companies is not an ADA endorsement of their product offerings.

[Full Story: ADA Invests in Companies Producing Technologies That Support Dentists](#)

Cyberattack affecting dental practices

ADA Finance & Operations Huddle, March 2, 2024

A February cyberattack affecting Change Healthcare is impacting dental, medical and pharmaceutical organizations. The cyber event is keeping some dentists from sending electronic claims and attachments to insurance companies.

[Full Story: Cyberattack Impacting Dental Practices](#)

Nationwide dental hygienist shortage impacting patients

ADA Morning Huddle, March 1, 2024

Patients in Virginia, and nationwide, are feeling the effects of a nationwide dental hygienist shortage, sometimes waiting up to 14 months for a routine appointment. “There was a huge influx of dental hygienists in the ‘70s and ‘80s,” said Marion Manski, director of Virginia Commonwealth University’s dental hygiene program. “They were still in the workforce. COVID hit. Gone.”

[Full Story: Patients Feeling Effects of Dental Hygienist Shortage](#)

New scholarship promotes infection control education

ADA Morning Huddle, March 1, 2024

The new OSAP-DANB-DALE Foundation Andrew Whitehead Education and Certification Scholarship was developed as a way to encourage education and certification regarding infection control. Open to all dental professionals with at least 1,040 hours of work experience, the scholarship allows recipients to receive access to educational materials and have certification exam fees covered. The deadline is June 1.

[Full Story: Scholarship to Promote Infection Control Education and Certification](#)

Risk assessment tool available to ADA members to support mental health

ADA Weekend Huddle, March 2, 2024

The Well-Being Index, invented by the Mayo Clinic, is available at no cost to member dentists. The anonymous, validated resource and measurement tool was developed to address clinician distress and well-being and is already used by hundreds of health care organizations.

[Full Story: Well-Being Index Available to ADA Members](#)

Consumer-Friendly CDT 2024 available to license

ADA Morning Huddle, March 5, 2024

The inaugural Consumer-Friendly CDT 2024 is now available to license to commercial users of CDT, which includes third-party payers and practice management software vendors.

Consumer-Friendly CDT uses clear language to convey information and promotes price transparency so patients are comfortable reading their description of services. It also includes CDT 2024 codes and nomenclature in English and Spanish, as well as descriptors as needed when additional context will help explain the procedure. [Learn more and apply for a license.](#)

DIY dentistry raises concerns

ADA Morning Huddle, February 29, 2024

Some jobs are best left to the professionals, and that includes dental health, according to a StatePoint article picked up by Yahoo News featuring ADA President Linda Edgar, D.D.S. "The ADA's primary concerns with DIY dentistry are, and always have been, patient safety and quality care," Dr. Edgar said. "Our job as dentists is to put patient health first."

[Full Story: Concerns about DIY Dentistry](#)

Take action to support dental workforce legislation

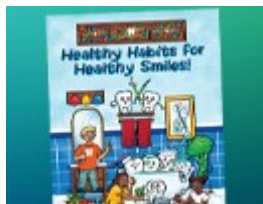
ADA Morning Huddle, March 6, 2024

The ADA sent a grassroots Action Alert to members encouraging them to urge their representatives to vote yes on the Action for Dental Health Act of 2023. Action for Dental Health has been providing funding for the Health Resources and Services Administration oral health workforce grant program since 2018 to improve access to care and bolster the dental workforce. The act would reauthorize the program for another five years, through 2028.

[Full Story: Support Action for Dental Health Act](#)

Share your stories of promoting children's oral health, NCDHM

ADA Morning Huddle, February 28, 2024



2024 has been an amazing year for National Children's Dental Health Month, and we want to hear how you celebrated. Share how you promote and support NCDHM by tagging the American Dental Association on social media using #NCDHM. We also welcome you to send pictures and success stories to ncdhm@ada.org.

Pediatric Chairside Instructor coming in April

ADA Morning Huddle, March 5, 2024

The Pediatric Chairside Instructor: A Visual Guide to Children's Oral Health is a handbook closely modeled after the popular guide for adults' dental care, Chairside Instructor: A Virtual Guide to Case Presentations. Using illustrations and infographics, the book can explain a wide range of conditions and treatments to patients and their caregivers. The guide can also be used to teach dental hygiene or dental assisting students to identify pediatric signs and symptoms.

[Full Story: Debut of Youngsters Oral Health Guide](#)

Medical emergencies in the office: Part II

ADA Morning Huddle, February 29, 2024



[This Q&A from Dr. Stanley Malamed](#) identifies commonly asked questions and outlines practical steps dentists can take to prepare the dental office and staff for managing medical emergencies. If you missed part I from Dr. Malamed [you can read it here](#).

Classifieds

GP Dental Practice For Sale in Heart of DC! Collections over \$600k Annually!

Description: Centrally located in the heart of Washington D.C Near Georgetown -CBCT and Panoramic Scanner Included -Production over \$600,000 annually with very high Net Income -3 Operatories with plumbing for 4th operator -Turnkey operations ready for your take over today!

Contact: Ralph Miller | 443-207-1649 | ralphmiller@hprgrealty.com

Operator for Rent

Description: Fully functional and equipped dental operator available in medical building one block south of the Dupont Metro at 1234 19th St. NW directly across from the Palm Restaurant. Building has a security guard in the lobby.

Contact: Howard C. Froehlich | 202-785-0905 | appt4teeth@gmail.com

DCDS Member Ads

FREE Employment Ad for DCDS Members. DCDS members who are seeking employment or who have open staff positions can place a classified ad at no charge. Click on the link below to get started.

Advertise with DCDS

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