

CDDS OFFICERS 2009

President Lindsay Holliday
 President Elect Roy Lehman
 Vice President Kara Griffin Moore
 Secretary-Treasurer Don Benton
 Editor John Bowman
 (Assistant Editor - Amy Lee)
 Trustee GDA Mike Loden
 (To complete the 2009 term of Jay Harrington who is now GDA-VP)
 Delegate to ADA Ty Ivey (term)

Committee Appointments

Awards Deena Holliman Smith
 Const./Bylaws John Kuo
 Council on Dental Health Shirley Fisher
 Finance Kendrick Mathews
 Forensic Dentistry Ashley Walker
 GADPAC Paul Fraysure
 Government Affairs Bill Argo
 Information Technology Roy Lehman
 Membership Services Roy Lehman
 Peer Review Thomas Woodcock
 Public Relations Lindsay Holliday
 Recruitment and Retention Ched Smaha
 Workforce Shirley Fisher

GDA Delegation

Kendrick Mathews (Chairman)
 Steve McClain Nancy O'Brien
 Alfred Peters Paul Fraysure

Alternate Delegates

Roy Lehrman Craig McCroba
 Shirley Fisher Deena Holliman Smith
 Mike Loden

Nominating Committee

Mike Loden Kendrick Mathews
 Ty Ivey Bob Vedder
 Ashley Walker

Calendar of Events

February 3	Executive Council Meeting
February 5	District Meeting at WRAFB
February 6	CE Meeting at WRAFB!!!
March 25	LAW Day (is the week after Hinman this year)
May 19	Executive Council Meeting
May 21	District Meeting
July	GDA Annual Meeting ***150th Grove Park Inn in Asheville, NC



CENTRAL DISTRICT DENTAL SOCIETY NEWSLETTER

Here's your dose of "Mental Floss"

Dr. John Bowman - Editor

Dr. Amy Lee-Assistant Editor

Vol. XXVIII No. 1 January 2009

Roses are red, violets are blue.,
 boy have we got great meetings for you!!!



♥ CDDS MEETING ♥

THURSDAY, FEBRUARY 5, 2009

6:00 • SOCIAL 7:00 • DINNER 8:00 • SPEAKER

WRAFB OFFICERS' CLUB

WARNER ROBINS

♥ SPEAKER ♥

DR. DARON C. PRAETZEL

Major, USAF, DC, Chief, Oral and
 Maxillofacial Surgery
 Wright Patterson AFB, Ohio

PLUS!!!!... Next Day, Same Speaker, More CE!

what a sweet deal!

PLEASE RSVP for the meeting **AND** next day CE Class
 by **Friday, January 23rd,**

so that we may have an accurate head count.
This is earlier than normal deadline...please take note.

Dinner meeting - \$15 Thank you!
 ...or Pay at the Door \$5 extra, or IOUs for \$10 extra!!

Send to: Dr. Don Benton

4128 Arkwright Rd. Suite B Macon 31210 t.doc@cox.net Office 475-1980

*The Central District Dental Society expresses its deepest gratitude to our
 Air Force colleagues for their hospitality and for graciously including
 the CDDS in their educational programs.*

Next Day, MORE CE!

Friday, February 6, 2009

Museum of Aviation

6-8 HOURS OF CE

Class is FREE, but a basket for monetary donations to help offset the conference costs will be available. Thank-you!

WRAFB Contact:

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THOUGHTS FROM THE PRESIDENT

Lindsay D. Holliday, DMD



Dear Colleagues,

February is National Children's Dental Health Month; it is also Black History Month. Some 45 years ago when my dad, Pete was C.D.D.S. President, there were not African American members. This changed with his leadership and with the benevolent efforts of a number of other progressive dentists. Dr. D. T. Walton became the first C.D.D.S. member of color. Now during this February, in the G.D.A.'s 150th year we also celebrate our first African-American Commander in Chief of the United States of America.

Among the many challenges facing Dentistry at this time, I will mention one underlying, and unspoken "White Elephant" issue here: Warfare vs. Healthcare dollars. The U.S.A. spends more on our military than the next 16 countries combined. If we might gain a vision of change that goes to the heart of this country's deep problems, including the cost of healthcare-ending our dependence on war, may be far more important than ending our dependency on foreign oil - which is a major reason for our current Middle East entanglements. These entanglements fueled and helped trigger 9-11 and they continue to feed themselves with our help.

remember, this is not the first time the insurance industry has tried to help out the dental profession by seeking to solve a busyness problem.

In the early 1980's following the "glory" years of the 1970's when inflation hit 19-20% for a while and dental care was placed on hold by a lot of patients, it was the insurance industry who offered us PPO's to take up the slack. I have just read two different popular dental sources. The Collier, Sarnier and Associates Newsletter dated December 15, 2008 says "With the knowledge that we are in one of the worst recessions since the Great Depression, it's easy to think that the rules of investing have changed - but they haven't." In the December Clinicians Report by Gordon Christensen, 75% and 71% of the dentists surveyed thought that the current economic situation was caused by the press/media and politics in that order. Regardless of the cause of the circumstances, there are a lot of dentists that I am encountering that are complaining about slack schedules. Gordon Christensen says be positive and it will have a positive effect on the patients. That is easier said than done when the gross production and the expenses are coming a lot closer together than one might wish.

But, to return to the white knights from the insurance industry, we must ask what they are offering. Medicine long ago fell prey to the control of the insurance companies. They are subtly trying to gain control of dentistry as well. In central Georgia, we have lost Brown and Williamson, Keebler, Bass Furniture and a couple of other medium size industries that account for approximately 4500 jobs that all had dental insurance. There is not much debate on whether this has had an effect on our bottom lines. So what is one to do when the schedules look like Swiss cheese?

I certainly can not tell you how to approach these agents from the insurance industry who would solve your problems. However, there were two points that were considered important the last time we had this many PPO opportunities in dentistry. First, assess the bottom line effect that occurs when you reduce your fees. Reducing your fees doesn't necessarily reduce your expenses. This is a bit different for everyone. However, it is of equal importance to exercise caution when you sign contracts that are associated with these types of arrangements. Legal advice concerning these contracts is one of the most valuable member benefits established by the American Dental Association and the Georgia Dental Association. The ADA and the GDA both offer **FREE** contract analysis. The contracts that you sign when you agree to accept patients in the PPO arrangement are not insignificant and meaningless pieces of paper. These are legally binding documents that have produced some interesting surprises for the participants in the past.

So, as we sail these interesting waters of economic concern, everyone needs to make sure that he or she understands the ramifications of all of the choices that are available to us. **DON'T FORGET TO USE THE BENEFITS OF YOUR MEMBERSHIP IN YOUR DENTAL ASSOCIATION TO KEEP YOU OUT OF THE QUICKSAND.**

Happy New Year!!!

Ty Ivey



when handling a problem. If the economy remains weak, they will be able to recruit dentists, but what will the midlevel providers do? Or if the midlevel providers continue to be created, what will the dentists of the future do??

In closing, please look at the complex sentence in the last paragraph. Long and convoluted as it is, it doesn't compare to the complexities of the Access to Care problem and what it will mean to your practice and the ability of patients to get and afford dental care in this country in the future unless they are very, very well off. My suggestion is that when you see Access to Care in print, stop and read the message, it could be more relevant to your family's future that you ever imagined. Finally, when you ask yourself why you belong to organized dentistry, this is a good example. You have to have a voice. Even though I have criticized some of the actions of the ADA Board of Trustees in recent years, they are the only act in town.

Ty Ivay

How's the Economy??

Now that I have been reduced to being a committee member, John Bowman has indicated that he will buy me a free lunch for every guest editorial that I write. I have already written one on Access to Care as promised in the last newsletter. However, after I sent it to John, a lightning bolt hit me and led me to write something else and postpone the Access to Care article.

This one has to do with the economy. I would guess that the percentage of you who have paid at least a little more attention to the economy in 2008 is close to 100%. One year ago, the wheels began to come off of the economy. I had two guys each with parts of my future under their control. One of them answered my question about selling JP Morgan Chase with the question, why would you want to sell one of the best banks in America? The other kept sending me information from a well known brokerage house economic advisor saying the markets were going down based on earnings. In typical fashion, I hung in there until I had fully participated in the stock anguish of 2008 and then and only then did I consolidate my investment advisors into one voice.

So I took this as a message from God that I needed to work longer. I didn't think that retirement suited me anyway because I have seen an awful lot of bored retirees. Since I have been in the worry business like many of you I have noticed something very interesting. I am getting a lot of mail from insurance companies who must have know that my schedules looked similar to Swiss cheese. It was touching that their capacity for clairvoyance had looked into my personal situation and brought them to the conclusion that they could show me how to get more patients into my practice thanks to their networks that are designed to solve all of my problems. For those of you too young to

This quotation by a President and Military Leader/General is most informative. *Every gun that is made, every warship launched, every rocket fired, signifies in the final sense a theft from those who hunger and are not fed, those who are cold and are not clothed.* " Dwight D. Eisenhower

As Healthcare Scientists, we must continue to explore the reasons (and try to right any wrongs we might find) that keep our patients from achieving optimal health. Let us all "follow the money". Speak out when we can. Just because we cannot solve everything at once is no excuse not to try to solve something over the next few months or years. We have a long way to go. The CDDS does not exist apart from the global gestalt.

So what can we do when feeling overwhelmed in the face of great changes and uncertainties? First - when you encounter someone who looks different from you - replace the emotion of fear with - Do unto others as you yourself would want to be treated.. Secondly - Take good care of your patients (using good evidence-based dentistry) and they will take good care of you. Why not let "peace" start with you?

May your "Happy New Year" come from a Greater Peace, Love and Understanding.

Lindsay



**Be a sweetheart...
Send in your
reservation card
today!!**



Please send your email address to Lindsay Holliday <teeth@mindspring.com> if you are not receiving your newsletter on-line in addition to the postal hard-copy too.

EXECUTIVE COUNCIL MEETING

TUESDAY, FEBRUARY 3RD AT 7:00 PM

*****Change in location*****

Lindsay Holliday's office - 360 Spring St., Macon

All Committee Chairpersons, Delegates, and Officers are members of the Executive Committee and are required to attend. Other interested district members are welcome to attend.

HIGHLIGHTS from our last meeting (11-20-08)



Fundraisers

We sold a number of "GDA-150-Years" pins... and also some Entrees for the Jan 9th drawing for the 42" LCD TV -[Later note - winner was Mike Vernon of the Eastern District - This drawing netted over \$4,200 towards the new Dental School]

Combined total from these fundraisers was \$650 thanks to: Ronald Adams, Craig McCroba, Alfred Peters, John Kuo, Kenneth Kay, Deena Holliman Smith, Roy Lehrman, Harold Hickman, Janet Harrison, Jon Griggs, Amy Lee, Steve Turner, and Lindsay Holliday. We will be selling more of the \$25 commemorative 150 Year pins at the February meeting.

Ga Board of Dentists report by Clark Carroll

Hygiene Awards - Sheila Shah presented the CDDS and (Jimmy Cassidy awards) , Paul Fraysure - GDEF awards, - photos by Amy Loden (posted on our website) show Middlegatch.edu Hygiene Program Director - Barbara Jansen with her winning students: Ms Kelli Garrett, Ms. Rocky Moua and Ms Ashley Williams. Centralgatch.edu Hygiene Program Director - Marsha McCrimmon is pictured with her winning students: Ms. Phyllis Collins, Ms Jessica Lynn Bush, and Ms Sarah Harmon.

Nominating Committee - Nominations from Floor for at-large members of the CDDS - - Charles Smaha and Amber Lawson were elected by acclamation to join the nominating committee for 2009.

New Members - Recognition of Kenneth Kay (husband of Laney Kay of OSHA fame) had practiced near Atlanta and retired, recently purchased the practice of the late Danny Lee in Gray

Governmental Affairs - Dec 2nd - Legislative Reception meeting with spouses at the Brickyard - report by Bill Argo

BOT overview of some important items by Roy Lehrman

ADA Delegation - Ty Ivey referred to his written report in newsletter.

GADIS - report by John Ferguson

Wellness Committee - New Chairman - Rob McCormack introduced himself and spoke to the purpose of the Committee to the assembly.

Program - Thomas Sachy, MD, M.Sc. - "Depression" - delivered a captivating review of the latest research in brain imaging related to his favorite topic "the criminally insane". Brain imaging can also recognize a "depressed brain". These brain images can improve under treatment from anti-depressant drugs and other therapies. Dr Sachy practices in Gray, and he has appeared on national TV as a recognized expert in his field.

who wants to use the term, regardless of what other people think that the term means. In short, as we have already said, it may mean different things to different people. This is real and this is double talk.

Now, what does it mean to each of us? Well, now we have to make an assumption of a definition. Let us assume that it means that everyone has the ability to get to a dentist (gain ACCESS) to get care (that would be DENTAL CARE to you and me) when they need it. This would imply that Access to Care means that there are enough dentist available to deliver care when people need it. Simple enough? Well, nothing in this sentence says anything about who would pay for the care. Now some people think that Access to Care means that this care is paid for by someone. This assumption is generally held by the providers. The serious side of this starts to show when we put light on the fact that health care has gone up in cost and a lot of people have trouble paying for their dental care. (Remember, we are only talking about what affects you and that would be dental care.) Very little testing of how many ATV's the kids have in this population, but in Georgia today it is assumed that every child in a family whose income is 235% of the established poverty level is at a disadvantage and needs public assistance. In some states the threshold for this assistance is 400% above the poverty level. This would be an income of \$80-90,000 in our state. The problem is that the government feels that it is their responsibility to assist in caring for this section of the general population by mandating dental care. Another problem is that the government doesn't really want to pay for this care it only wants to mandate it. This to me means that if Access to Care means being able to afford care and an entirely different set of parameters come into play.

You have read what I said in previous reports about the Alaska Dental Health Therapist. It has always been clear to me (this is a euphemism for, in my opinion) that the U.S. Public Health service who cannot attract a sufficient number of dentist because it doesn't pay a high enough salary in this period of economic plenty in our country had set out to solve the Access to Care problem that they faced since they are the front line of dealing with underserved and underprivileged populations. They are doing this by creating a junior dentist; also know in our world as a midlevel provider. We learned just in the last two weeks that the tribes in Alaska with the aide of the USPHS are continuing to run an unaccredited school in Alaska to provide dentists who have not gone to dental school. This is their version of dealing with Access to Care. Now, the question is what is going to keep people from doing the same thing in the lower forty eight states. And the answer once again in my opinion is what indeed? The USPHS service in ten years has rewritten the book on dental accreditation and now with economic clouds brewing that would help them compete with salaries; they have demonstrated how "effective" government can be

EDITOR'S COMMENTS.....Dr. John Bowman

CBS Radio newsman Charles Osgood told the story of two ladies who lived in a convalescent center. Each had suffered an incapacitating stroke. Margaret's stroke left her left side restricted, while Ruth's stroke damaged her right side. Both of these ladies were accomplished pianists but had given up hope of ever playing again.

The director of the center sat them down at a piano and encouraged them to play solo pieces together. They did, and a beautiful friendship developed-plus they were now together playing beautiful music again. What a picture of the dental community needing to work together! What one member cannot do alone, perhaps two or more could do together-in harmony.

Dr Ivey's articles were both so good I decided to include both for your reading pleasure and edification.... This doesn't mean Ty gets two free lunches!

Guest Editorial - Ty Ivey - Immediate Past ADA Delegate

ACCESS TO CARE

In the last district bulletin, I wrote my last report as your ADA Delegate. Now, because I eat lunch with the Editor on most Wednesdays and he has promised to buy me a free lunch for each "guest editorial" that I write, I am writing you on the subject that I told you we would discuss in the next CDDS Newsletter - **ACCESS TO CARE!**

Let us first ask what is Access to Care? Who decides what Access to Care is? Then let us ask the question - What it will mean to each of us?

It appears once you put the term under scrutiny, that there is no definition of Access to Care. (I could at this point offer the anagram of Access to Care as AC, but I want us to focus of the written term.) How on earth could the term Access to Care have been used as much as it has without someone knowing what it is? It seems that Access to Care means whatever you want it to mean. And yes, that means that it can mean one thing to you and something quite different for someone else, especially if that someone works for some government entity. For good reason, your ADA delegation in San Antonio was instrumental in stopping the ADA from defining mid level provider and that is a part of the efforts that we have been discussing in the last newsletters on Access to Care. This is because if you define it, you have to live by it and this may not be something that we want defined. And that includes Access to Care and Mid Level Provider.

Now let us answer the question, who gets to define Access to Care. Apparently, it has already been unofficially defined in the minds of anyone

Governmental Affairs Committee **LAW DAY** Wednesday ★ March 25



The Legislative Reception was very well attended as we had 16 legislators and approximately 45 dentists present. This was our first meeting at The Brickyard and initial responses have been very positive. Thanks to all the contact dentists who made phone calls and brought their legislator with them. **Law Day is Wednesday March 25.** The Central District has been well represented in the past and we need this to continue. Please email or call Bill Argo to sign up (wvadmd@aol.com) You can be back to work in your office by 1:30 pm so you do not need to cancel a full day. Attending and participating in the legislative arena of Dentistry may be the most important thing you can do for your career at this time. Carpools will be arranged.

Thank you, Bill Argo

GADPAC WORKS FOR YOU!



EXECUTIVE COMMITTEE MEETING

Office of Ty Ivey, 7pm November 18, 2008

Attending: J. Bowman, P. Fraysure, C. McCroba, N. O'Brien, K. Moore, M. Loden, D. Holliman-Smith, K. Mathews, A. Lee, B. Vedder, J. Harrington, B. Argo, R. Lehrman, L. Holliday, D. Benton.

- Minutes approved with the addition that P. Fraysure was in attendance.
- **Awards Committee** D. Holliman-Smith will review candidates with J. Bowman and B. Argo prior to Thurs. meeting. Names need to be in GDA office in Dec.
- **Constitution and Bylaws:** J. Kuo had a written report prepared discussing the roll-up of delegates Pres. Holliday asked that a discussion and changes be recommended at the next EC meeting.
- **Pictures** Fisher asked D. Benton to remind the EC to send any activities and pictures to her.
- **GADPAC:** P. Fraysure mentioned the upcoming conference call of the state committee. Will need contacts for Bubber Epps, as well as Buddy Harden.
- **Information Technology:** R. Lehrman noted that their Cmt. conf. call had been rescheduled.
- **Recruitment and Retention:** Kara noted that Ched Smaha was now on the committee.
- **GDA Delegation:** next meeting Jan. 11, 2009 in Atlanta at Westin North Perimeter.

- Membership:** K. Mathews noted that a member currently of the Western District, Pete Cimino, has requested that he be part of the CDDS. Consensus was that Dr. Cimino should contact Pam at the GDA in membership services to initiate change. Kendrick will let him know.
- GDIS:** J. Harrington let us know that BCBS Medical product will go up approximately 10%.
- Nominating Committee** K. Mathews noted that Membership will need to vote on Thurs. night to fill the nominating committee. Info needs to be at the GDA by Dec. 17.
- Scholarships** to Hygiene Programs will be awarded on Thurs. Night. Checks have been written and delivered to Shelia Shah. Pres. Holliday noted that the District needs to Send a check and letter honoring Jimmy Cassidy for presenting to us last year to the MCG new building fund.
- ADA Delegation.** Report by Ty Ivey See Report.
- BOT Report:** Roy Lehrman distributed action items for distribution to EC members.
- Pins** Pres. Holliday mentioned that he has 150th Anniversary GDA pins for sale at \$25 each. Proceeds support the MCG Building Fund. He also mentioned the 150th Anniversary Celebration on Sat. Jan.10,2009. 6:30 pm Cherokee Town Club. RSVP to Delaine Hall at the GDA office.
- Meetings** Pres. Holliday requested suggestions for new Location for EC Meeting. Looking ahead we need contact name at WRAFB for Feb. membership mtg. P. Fraysure and M. Loden will assist with this. For the May mtg do we want a Separate course on Friday for added CE as this is second year of a renewal cycle? We'll review options at next EC Mtg.
- Fauchard Academy** J. Harrington noted that Pierre Fauchard Academy Annual Mtg will be in Feb. The Goal is to develop a Scholarship Fund to MCG.
- Addendum:** From Thursday mtg. Pres. Holliday noted that he sold several 150th Anniversary pins and some raffle tickets for the 42 inch HDTV.
- Nominating Committee** Charles Smaha and Amber Lawson were elected to the nominating committee.
- New Member** Kenneth Kay was recognized as a new member to the District as he has bought the practice of the late Danny Lee.
- Reception** Also reminder of the Dec.2nd Legislative Reception at Brickyard Golf Club. Please plan on attending with spouse to maximize attendance.
- Wellness Committee** Also new wellness committee Chairman Rob McCormack introduced purpose of the cmt. to the members.

Respectfully submitted,
 Don Benton
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TREASURER'S REPORT

December 31, 2008



Balance brought forward	\$7,155.98
Withdrawals	
Macon Letter Svc. Nov. Newsletter.....	502.96
CGTC Scholarship.....	500.00
MGTC Scholarship	500.00
Macon Letter Svc. Legislative Reception	478.82
Nov. Membership Mtg. Meal Idle Hour CC	2,255.73
Legislative Reception Brickyard Golf Club.....	4,117.02
Deposits	
November Meeting Receipts	1,075.00
Transfer from Money Market Acct.....	3,500.00
Balance	\$3,376.45
Money Market Account Balance.....	\$5,020.47
Money Market Acct. Balance	\$8,520.47

Respectfully Submitted,
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BOT REPORT..... by Roy Lehrman

Action Items and Other Information

- 1- Expect to receive fluoridation talking points from the GDA office. Please distribute in districts as appropriate.
- 2- Share all information about Marie's campaign and plan on attending ADA convention in Hawaii to help support her campaign.
- 3- Encourage members with digital cameras to take pictures at the legislative functions or any GDA/District event to share in the memories presentation at Annual Meeting.
- 4- Encourage attendance at LAW Day. March 25,2009
- 5- Encourage attendance and District funding at Washington Leadership Conference in May on a Monday and Tuesday. Check dates.
- 6- Promote the membership contest running from 10/01/08 – 01/31/08. When a GDA member refers a non – member to join the GDA, and the non- member joins, both dentists will have their names entered in a drawing to win a 3 night stay at Grove Park Inn at GDA Annual Meeting.
- 7- The GDA reached their goal for "150-Faces" in November.