

OFFICERS 2016 - 2017

President	Jamie Mitchell
President Elect	Tommy Peterson
Vice President	Ash Walker
Secretary/Treasurer	Don Benton
Newsletter Editor	Amy Lee

COMMITTEE APPOINTMENTS

Awards	Deena Smith
	Tommy Peterson
Constitution and Bylaws	Ched Smaha
Council on Dental Health	Samer Othman
GKAS	Amy Loden
Workforce	Pinkney Gilchrist
Task Force on Medicaid	Jim Hall
Task Force on Medicaid	Alfred Peters
Finance	Donald Benton
Forensic Dentistry	Ash Walker
Governmental Affairs	Bill Argo
(Law Day, Legislative Reception)	Mike Loden
GADPAC	Michael Wright
	Mike Loden
	Ty Ivey (at large)
Membership Services	Ash Walker
	Jimmy Cassidy III
New Dentists	Katie Garvin
Peer Review and Ethics	Greg Burns
Public Relations	Lindsay Holliday
Co-chair	Leigh Bennett
Nominating	Nancy O'Brien- HOD Chair
	Amber Lawson- ADA Chair
	Cameron Garvin- Immediate Past President

CDDS Delegates:
Nancy O'Brien (2017-19) Chair
Lindsay Holliday (2017)
Amy Loden (2018)
Don Spillers (2019)
Pinkney Gilchrist (2020)

CDDS Alternate Delegates:
Amber Lawson (2021)
Michael Wright (2022)
Vincent Carey (2023)
Vin Bhasin (2024)
Cameron Garvin (2025)
Jamie Mitchell (2026)

Board of Trustees:
Mike Loden
Tommy Peterson (Pres Elect)

ADA Delegates:
Amber Lawson
Jay Harrington (Alt)



CENTRAL DISTRICT DENTAL SOCIETY

NEWSLETTER

Here's your dose of "Mental Floss"

Dr. Amy Lee - Editor

Dr. Lindsay Holliday - Assistant Editor
Vol. XXXVI No. 4- May 2017

Meeting

THURSDAY • MAY 11TH
IDLE HOUR COUNTRY CLUB
MACON

6:00 - 7:00 Social Hour/Check In
7:00 Dinner Meeting and Presentation

•SPEAKERS•

CORINNE BOOTH

Owner and Chief Consultant at
Digi Chem Marketing
"The Necessities of Digital Marketing
for Dental Practices"

DR. STEPHANIE WETZEL, DDS

Oral and Maxillofacial Pathologist at
Dekalb Medical Center and Atlanta Oral Pathology

Oral Pathology Review:
Red and White Lesions
Lumps and Bumps
HPV Update

Don't forget to make reservations!!!

Thursday Dinner meeting - \$30.00

Send to: Dr. Don Benton via enclosed card by May 5th
4128 Arkwright Rd. Ste. B • Macon, GA 31210-1707
t.doc@cox.net

WORDS FROM THE PRESIDENT

All good things must come to an end. It's hard to believe that this is the last newsletter article I'll write as President of the Central District. The year has gone by so fast that I'm not sure where it went. I've had a great experience and had the opportunity to work with some amazing people. I believe we have laid the ground work for several programs that I hope will continue, in order to keep as many members as possible interested and involved in organized dentistry. Small group meetings in Dublin and Griffin offered several members an opportunity to interact with GDA President Dr. Ben Jernigan as well as many Macon peers. We also had a great time at the Mercer tailgate, even though it was a little toasty that afternoon.

Sometimes smaller is better than bigger, which leads me into our latest initiative. In recent weeks, we have meet with senior dental students, residents and their spouses for dinner in Augusta, in order to introduce ourselves to them in a more personal environment. The ultimate goal is to give them a name, face and contact to facilitate their involvement in organized dentistry. Many studies show that unless young dentists commit to the ADA/GDA at the beginning of their professional career, many never join. This is no time to sit back and wait for them to come to us. We need to be the instigator in developing these relationships and nurturing new leaders. I hope that with your help, we can not only continue these programs, but explore new ways to better our national, state and local organizations.

As I conclude this letter, I wish to thank you for the opportunity you have afforded me with the invitation to serve as an officer over the past 3 years. My hope for the future is to continue cultivating new relationships and seeking inspirational ways to promote our ideals. If I have learned anything during this time, it's that we all have to stay involved and be vigilant in our efforts to uphold and promote the principles of this outstanding profession in which we enjoy.

Sincerely,

Jamie Mitchell

jamitchelldmd@bellsouth.net; 706-202-9307



have guarded so jealously through the years. How is this playing out? Look at the results of a case in New York involving a well known dental chain organization. You can Google up a wealth of information on this topic. Some of these articles do not look good for dentistry.

In my opinion, the problem with running dentistry like a business is that you may loose the ability to claim that you are a health care professional. If you are a business man, and only focus on **profit & loss**, you might forget to notice how your actions reflect on your colleagues who share your professional identity. If we lose our identity, then we may lose our ranking as leading professionals. I encourage everyone to be very careful.

Ty



TREASURER'S REPORT

April, 2017

Balance Checking Acct.....	28,538.49
Withdrawals	
February CE Breakfast	1,361.58
Macon Letter Svc Newsletter Feb.	623.68
February Meeting/Meal IHCC	2,273.91
WLC J. Harrington Reimburse	799.22
WLC K. Moore Reimburse	799.22
WLC M. Wright Reimburse	799.22
Augusta Dinner with students	134.80
Deposits	
February mtg. Receipts	1,310.00
GDA remainder 2016	225.00
OSHA Meeting Receipts	4,840.00
GDA 2017 Dues remittance	11,400.00
Balance Checking	39,531.86
Balance Morgan Stanley	3,831.46
Total CDDS Assets	43,363.32

Respectfully Submitted, Don Benton

EXECUTIVE COUNCIL MEETING



Tuesday - May 7th - 7:00 pm
at the office of Dr. Cameron Garvin
2953 Vineville Avenue, Macon 31204

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

Any CDDS member is welcome to attend.

The Ty Report... by Ty Ivey



THE PROBLEM WITH RUNNING A BUSINESS

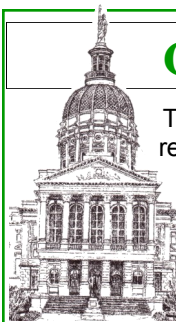
More and more today, we are inundated with the aspects of running a dental business. When I went to school shortly after the Ark beached on the top of Mount Ararat, I remember the lame orientation to the business of running a dental practice. One of the most practical bits of information came from Dr. Marvin Sugarman who asked us what we would do if we only had two patients scheduled for the day. His tip was that we should put them on the schedule so they would see each other proving that we had more than one patient. I thought that was inspiring.

Then in the mid 70's Jim and Naomi Rhodi produced another form of business. We bought their posters and other amenities to put around the office to stir the patients to embrace all sorts of treatment plans. Along the same time there was a guy named Omar Reed who invented the 90 second crown prep. I went to Augusta to hear him around 1977 and loved the question of the day. Someone actually had the gumption to ask the question, "why don't you just take two to three minutes longer and do a good job?". I loved it, but I don't think the humor registered. Then again, I don't think the question was humorous.

For the recent graduates it may be surprising to realize that the abundance of continuing education did not always exist. As the opportunities for continuing education increased the amplification for business topics broadened. We were taught how to teach our staffs how to sell a certain number of crowns each day. Then Cerec invented a machine that would produce a crown in one appointment. The cost of this machine was north of \$100,000. Therefore we now had a machine that required us to sell crowns or go broke. Of course with the staff help, this was easier. Now, no one in all of this dealt with the need for crowns... just that they were sold. The basic way to approach the business of a dental office was for us to sell more dentistry so we could make more money.

When I was in school we were taught that if we treated our patients right, they in turn would treat us right. (That meant that we would make a decent living.) But now, we are being led to believe that we can sell dentistry with impunity. But what happens when the patients begin to question whether all of this dentistry is necessary? In fact, I encounter more and more dentists who are asking the same question. We may discover that, if we are not careful, that we may lose the trust factor that we

Governmental Affairs Committee



The 2017 legislative session was definitely one to remember. Our legislative team was able to get \$200,000 restored to the Rural Dental Student Loan Repayment program which will be incentive for dentists practicing in more rural locations around the state. We also were able to get an additional \$100,000 added to this program so we now have \$300,000 for 2018.

Secondly, we were able to finally get an increase in Medicaid provider fees. It has been since 2002 since fees were increased. The 2018 budget will reflect a 10% increase in specific preventive and restorative codes.

We also closely monitored and helped in getting some changes to a bill that will require anyone with a DEA number to enroll in the Georgia PDMP---Prescription Drug Monitoring Program. This bill initially required anyone who writes a prescription for an opioid drug to check the status of the patient through the website and document that step. Now there will be exclusions as long as you are writing for 3 days or less and 26 pills or less. Penalties for failure to comply will come through the GA Board of Dentistry rather than the original wording of criminal penalties.

Lastly, after a two year battle, it became evident that a compromise was necessary regarding dental hygiene practice. House Bill 154 passed and will become law in January. This bill allows the general supervision of dental hygienists - a dentist does not have to be in the office while treatment is performed. There are several provisions of the bill and I will mention the highlights. Hygienist must be licensed in Georgia and have 2 years experience. The dentist must perform an exam every 12 months in private offices, but not necessarily so in the safety net settings (nursing homes, long term care facilities, rural health clinics, etc but treatment can not be performed on patients in pain or with widespread obvious dental disease. Up to 4 hygienists can practice under the general supervision of 1 dentist and the dentist's office must be within 50 miles of the location where the hygiene services are being provided. Dental assistants will be allowed to perform rubber cup prophies on primary dentition. None of the provisions of this bill shall be construed to establish independent hygiene practice.

More information will be forthcoming on all of these issues from the Georgia Dental Association in the near future. Thanks for the always good attendance at Law Day and remember that if you want some say in what happens with your profession, please get involved with your legislator and the programs we support within the GDA.

Bill Argo

CDDS EXECUTIVE COMMITTEE REPORT

Attending: J. Mitchell, N. O'Brien, T. Peterson, M. Wright, D. Smith, K. Moore, A. Lawson, T. Ivey, D. Kalish, Charles Smaha, A. Walker, L. Holliday, D. Benton,

Meeting opened at 7pm with an invocation by President Mitchell.

•**Opening discussion** regarding cancelling the Warner Robins meeting. Budget cuts and difficulty getting a speaker for venue is primary cause of difficulty providing an all day course. Charles Smaha and David Kalish joined this meeting to specifically volunteer to lead the task of putting a course on in the Fall. Discussion surrounding the options include having an all day Friday meeting after our Thursday regular November 9 meeting. Tommy Peterson suggested getting Affinity Bank to help underwrite some of the expenses as well as possible other vendor support. There was unanimous support for moving forward and the duo of Smaha and Kalish will update the EC at the May meeting.

Committee Reports:

- Nominating Committee:** Nancy O'Brien presented Samer Othman as candidate for Vice-President and Jamie Mitchell as Alternate Delegate to the HOD.
- Constitution and Bylaws Committee:** Deena Smith is replacing Ched Smaha as CDDS Chair. GDA State Chair, Amber Lawson commented on the GDA Constitution and Bylaws... many discrepancies and details need to be worked out over the next few years.
- Governmental Affairs:** Amber Lawson presented the Government Affairs report for Bill Argo. HB 154 and SB 12 will be discussed and discussed as they are compromises between Dentists and hygienists. A lively discussion ensued by Kara Moore reporting that she had several productive conversations with Senator Sharon Cooper that were key to the final wording of the bill. It is noteworthy that Kara has been at the right place at the right time during the last two legislative sessions and has worked tirelessly to present the Dentists perspective in these difficult discussions. The obstacles have been plenty but Kara has persisted and been able to forge some relationships under the Gold Dome that we thought were hopeless to pursue. She deserves our thanks and support. Additionally, Rep. Lee Hawkins is trying to get Medicaid reimbursements increased by 10% and the Rural Initiative be doubled from \$200,000 for 8 candidates to \$400,000 for 16 candidates.

- Risk management program available at GDA Annual Convention that will save you 5% on your premium
- Hygienist Supervision Bill (SB12 & HB154):** passed
- Rural Dental Student Loan Repayment Program (Appropriation):** \$200,000 was included in the Governor's and House FY2018 budget, working on an additional \$200,000
- Medicaid Fee Increase (Appropriation):** A 5% increase on a certain number of preventive and restorative codes was included in the House's FY2018 budget, working on an additional 5%

CDDS IMPORTANT DATES 2017

May 9	Executive Committee Meeting Cameron Garvin's office 7:00
May 11	Meeting at Idle Hour Country Club 6:00
July 20-23	Annual GDA Meeting - Amelia Island
July 19	Board of Trustees
July 20	House of Delegates
August 8	Dublin small group meeting
August 15	Griffin small group meeting
Sept. 12	Executive Council Meeting Cameron Garvin's office - 7:00
Sept. 14	Meeting TBA
Oct. 14	Mercer Tailgate
Oct. 19-23	ADA Meeting, Atlanta
Nov. 17	CDDS All Day Meeting



Got any news we can sink our teeth into?.....

We want to know!! Please email or call me, Amy Lee

Cell (478) 951-5639 Office (478) 757-5826 Fax (478) 757-5823

E-mail: DrAmyLee@bellsouth.net





Highlights from the Board of Trustees

– Tommy Peterson

Meeting on March 4, 2017 in Augusta

Dr. Ben Jernigan, Jr. called the meeting to order

Dr. Jernigan's remarks:

- Focus on Dental Health Day (opening of Legislative session) – pitiful turnout (15 people)
- ADA local arrangements – need 60 more people to sign up – get free registration for ADA meeting
- GDIS personal lines coverage insurance – get covered for anything you own
- Abby Halpern (DCG dental student) elected Speaker of the House ASDA

Council on Communications:

- \$18M ADA PR campaign to drive patients to dental offices
Please populate your "Find a Dentist" page – the better you populate your page, the more patients can find you (through ADA or GDA page) There will also be a booth at Hinman to help you populate your page

Report from Carol Lefebvre:

- The following are concerns should faculty with a Georgia Dental Faculty License not be allowed to practice within the DCG (Dental College of Georgia):
- DCG will incur a loss of 1.4M if the faculty practice clinic is cut
Only options to replace lost income are state funding (which has already been cut from 80% to 55%) and or tuition increase of 37 per student
- Recruitment and retention of faculty will be significantly compromised if unable to practice to supplement salary and maintain clinical skills

Report from Frank Capaldo:

- Membership increased by 1.6%, from 61.6 to 63.2% with an increase in dues the same year
- District Involvement – GDA wants to be involved in helping districts
- Georgia has 4th highest DSO affiliation in US. 12.7% of GA dentists affiliated with DSO (dental support organizations); national average is 7.4%. 15% increase in PAC funds but we need more as we restore political capital

GDIS

- Expecting \$220,000+ profit this year
- MedPro increasing premiums 15% over 3 years, but they will fight a claim for you

- Remember LAW Day March 8. Sign up and carpools will be arranged closer to the date. Bring someone new that has never been and get them involved! Ty Ivey remarked that the District needs to be vigilant in asking the right questions regarding governance. The importance of the House of Delegates cannot be understated and holds the best hope for a better association. We all need to be wary of small narrow focused groups making decisions for our profession.
- Awards Committee: will discuss future candidates for Award of Merit prior to the May and September meetings.
- Pres. Jamie next presented an upcoming event at the Dental College at Augusta University for junior and senior students as well as residents that are from our District or may want to locate in our District. Wednesday March 29 is the date. Location and time TBD Any and all EC members are invited to attend!
- Small group District meetings will be held again in Dublin and Griffin, dates TBD.
- Mercer Football Tailgate event will also be planned for once the schedule is released.
- Remember LAW day is March 8. do not miss!!! Please thank Rep. Matt Hatchett who has been so helpful to our cause.
- Next meeting of the EC will be May 9th 7pm office of Cam Garvin. May meeting will be May 11, location TBD. Meeting adjourned at 9:10 pm

Respectfully submitted,
Don Benton

FYI: The February Election results are: Samer Othman was elected for VP, and that Jamie Mitchell was elected as an Alternate Delegate.



CDDS ALL DAY CE MEETING NOVEMBER 17, 2017

SPEAKER - DR. HUGH FLAX

Past president of

American Academy of Cosmetic Dentistry

SUBJECT - COSMETIC DENTISTRY

www.flaxdental.com

**Middle Georgia State University
7 CE hours and Lunch included**