

So what happens when you create manpower inflation in today's world? Well, let's remember the 1980's for a minute. PPO's proliferated and the insurance industry began to take control of dentistry. Fortunately, we closed some schools (that's **MANPOWER DEFLATION**), the economy took off in the 1990's and a dentist could make a living. Now, the economy is in the tank and all across the country, we hear stories of business problems. So what do you think is going to happen in an economy that is inflationary (printing lots of money with no base) leading to deflation, in a situation where the world is creating more dentists and "junior dentists" (**MANPOWER INFLATION**) and the insurance industry and the government are determined to solve everybody's health needs. Perhaps I am over reacting, but you take the words inflation and deflation and work with them a little and see what you come up with this time next year when you prepare for April 15th. Maybe we will move April Fool's Day from the 1st to the 15th.

A final note: You may deduce that the ADA has lost its mind and is acting like the Congress of the United States. That argument can be made. But remember. You need the ADA. If you don't like it, get involved and change it. Like the US Congress, it is the only act in town unless you plan to move to New Zealand and Australia where dentistry is already socialized to a large extent. Then you will not have any need for the ADA or the US Congress.



NEW DENTIST LEADERSHIP IMPLEMENTATION

Reception

Our wonderful profession has continuously been fueled by several great leaders within the Central District for many years. In order to uphold this good history of leadership we are having the New Dentist Leadership

Implementation Reception. The GDA defines a new dentist as one who has been in practice for 10 years or less. The purpose of this reception is to enjoy each others camaraderie and energize the compassion of organized dentistry. **The reception will be Friday, May 15.** The goals are to see all attendees present at our following meeting and ultimately show interest in future leadership positions. We hope our reception is a success! Ched Smaha

Calendar of Events

May 10	Mother's Day
May 19	Executive Council Meeting
May 21	District Meeting
June 21	Father's Day
July	<u>GDA Annual Meeting ***150th</u> 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. 2 - May 2009



CENTRAL DISTRICT MEETING

THURSDAY, MAY 21, 2009

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

IDLE HOUR CLUB - MACON

SPEAKER



DR. CLYDE MARLOW

"What to do when things go wrong in the dental office"

- ✂ What to do in an emergency
- ✂ What do we do when we can't stop the bleeding of an extraction
- ✂ What do we tell the patient when they are still numb a week after we gave them a mandibular block.
- ✂ What to do when we break off a maxillary root tip and it ends up in the sinus.
- ✂ We cannot get the last piece of root out from a third molar extraction.
- ✂ The patient does not get numb, after multiple injections.
- ✂ Clyde will go over many other tips that will help us when things go wrong.

PLEASE RSVP for the meeting by **Friday, May 15** so that we may have an accurate head count.

Dinner meeting - \$20 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



WORDS FROM THE PRESIDENT

Lindsay D. Holliday, DMD



Dear Colleagues,

An esteemed CDDS member, "Smiley" spoke recently to a group of local dentists. He explained how and why he recently made some changes to his dental practice. Smiley switched away from a particular "gizmo" supplier because their unethical advertising would have forced him to spend extra time explaining to his patients why certain advertised treatments were (contrary to the advertisement) not appropriate for them.

This led me to consider the ethics of "dental advertising". A local denturist has a 5x5 inch ad in the Macon Telegraph on page 6A on 4-12-09 that says "We Advertise In The Telegraph And So Should You!" It continues "We have been in the denture business over 40 years. We promote good dental health and a healthy smile." It ends "The Telegraph has been a big help in promoting business for Just Dentures - Charles Hortman, Owner with Mrs. Hortman, Just Dentures" Because the denturism is advertised here boldly in black and white, the Telegraph readers are led to assume it is all true, proper and legal. But it is not. Denturism is illegal in Georgia, but the local District Attorney is obviously too busy with (in fact) far more serious assault and property crimes. Prosecuting a "victimless crime" like illegal-denturism-commerce between consenting adults is a low priority. Mr. Hortman and his (presumably satisfied for 40 years) clients might argue there is no crime. Citizens appear to disagree about denturism as it is a gray area on their "moral compass".

Gray areas exist closer to home too. We sometimes advertise ourselves as "painless, or gizmo-specialists, or the latest-whiteningest", etc.. I used to describe myself as a "family dentist" on my business card. This had a certain warmth and "truthiness" to it since my dad, sister and brother-in-law were all licensed dental professionals. But "family dentistry" is not a recognized specialty, and the general public, according to the survey, does not know this fact. I came to understand that the phrase "family dentistry" is misleading. So, I quit saying that.

The GDA recently spent about \$20,000 for a study to discover just how misinformed the public has become from our dental advertising and the study conclusions are solid.

like me (OK bald heads). In this new context it is the young guys who need to pay close attention. The classification of young guys (and gals) should be defined as those who remember the 1980's and those who don't. So that would mean that on average if you graduated from dental school in 1990 and are 44 years old you don't remember. If you are 45 or older, you can decide where you fit in this equation.

You and everyone else are tired of hearing me talk about the ADHT (Alaskan Dental Health Therapist - if you have been on Mars for the last five years). However, when the ADA settled the law suit with the Alaskan Native Tribes, the genie was out of the bottle and we gave up exclusive rights to the scope of practice that allows us to practice dentistry. The next thing that happened is that the ADA (with the CDHC or Community Dental Health Coordinator) and the American Dental Hygiene Association (with the ADHP also known as the Advanced Dental Hygiene Practitioner) began to compete to decide who could create a mid level provider to solve our so called Access to Care Problem. The ADA in its wisdom crafted the CDHC after much hoopla in the House of Delegates. This was suppose to help the Access to Care problem and not give away too much of the Scope of Practice. The Dental Hygiene Assn. was a little more creative and created a true junior dentist much like the ADHT.

In a letter to the ADA Board of Trustees in 2006, I pointed out that if we were going to solve the Access to Care problem, we needed to train more dentists in this country. Forget the details; I was summarily dismissed with copious amounts of laughter. The ADA said that it would be a problem if we created more dentists. I countered with the fact that it doesn't matter what you call someone if they perform dentistry, it amounts to the same increase in dental manpower. Now depending on your point of view, CREATING MORE DENTAL PRODUCING UNITS COULD BE CONSIDERED MANPOWER INFLATION.

So here's the point. Number one; in Alaska, they are training preceptor dentists (ADHT) as we speak. In Minnesota, they have decided to train something that looks like the ADHP (think junior dentist) [See the ADA NEWS, March 24] and in Maine they are working on their own version of the ADHP (think more junior dentists). In the ADA NEWS, March 10, 2009, there was an article detailing the plans for 5 new dental schools which are to be added to the two already being build and the plans for the MCG expansion which will increase the class size by 80% (Thank you Gov. Perdue - the original plans called for far fewer new students in the increased class size). That amounts to about eight new dental schools. Amazing, when you considered that after the debacle that was the 1980's when new graduates couldn't find a place to practice, we only closed seven schools. Now we are going to open eight dental schools and create mid level providers. That ladies and gentlemen "is" MANPOWER INFLATION.

continued

Loy Strawn, Ty Ivey, Jim Hall and many more picked up the mantle of professionalism and leadership for the greater good of the profession and the patients of our community

As our profession has expanded and more and more became involved, it may seem that the camaraderie and friendships have diminished, yet I think not. Dr. Loy Strawn used to say, "Two dentists get together and in a couple of minutes, they will be talking about teeth, because they can't talk to anyone else about teeth". I believe in good times and in bad, we must realize the one constant is that we have each other. Whether it is in Atlanta, Amelia Island, Calloway Gardens, Jekyll Island or the Dempsey Corner, our bond is strong and together we will always prosper.

In the next couple of years, Dr. Jay Harrington will be assuming the leadership of the GDA. I challenge everyone reading this to become involved, mentor a young dentist, be a part of the camaraderie and let's all be part of the Central District heritage of leadership by making Jay's presidency one of the best.

THE TY REPORT!...by Ty Ivey



Another day and another newsletter, and John Bowman hasn't bought me but one free lunch. However, he did get me to promise that I would write editorials until he quit or until the complaints were more that he could stand. That said, I think that this is his last newsletter and Amy takes over with his help. Just in case he doesn't let me off the hook, am soliciting topics that you would like to hear about from my perspective. You allowed me to invest a lot of time in the ADA at all levels and to paraphrase Marlon Brando in *One-Eyed Jacks*, I have seen the other side of a lot of their faces. If you want to have something amplified e-mail me at tyivey@bellsouth.net.

Today's topic is inflation. It is the buzz word that the talking heads are inserting in their shows to make sure that if you weren't scared already, you will be now. Why? Inflation!!! If you didn't lose your shirt (aka your 401K plan and other pension assets) in the last 18 months, you are to be congratulated and envied. But now some of the talking heads are telling you that if you have cash it is going to be eaten alive by the ravages of inflation. Of course, some of the other talking heads are talking about a bout with inflation followed by a long run of deflation. Others not to be ignored are singing "Happy Days are Here Again."

Now, let's take the words inflation and deflation and use them in a slightly different context. Whereas in the previous paragraph, the dentists that we know who are the most concerned are the grey heads

The public is easily misled about dental claims of expertise. Thus there is a call to action from the "more-strict" professionals among us who want us to tighten controls over all dental advertisements. This I understand. I also understand that many of us have an "independent streak" that says I have a "First Amendment and a Capitalist's Right" to say whatever I darn well please to say to make money in the USA. This is still a free country, isn't it?!! This brings me back to Smiley.

I am increasingly appreciative of dentists like Smiley who make personal, short-term sacrifices. They sacrifice the conveniences of some gizmo suppliers and/or advertising in order to increase the clarity of their delivered services. They focus on direct and personal dialogue and "caring". They build trust between themselves, their patients and our profession. A big thank-you to the "many Smileys" among us who make our profession more honorable.

Thank you all for the opportunity to be your CDDS president this past year. Most of my work is done, and your newly elected officers will be sworn-in at our 150th annual meeting in Asheville, NC in July.

Stepping up in the officer-chain - Roy, Kara and Alfred will lead us well. *Each brings a unique perspective to, and deep passion for (y)our profession...*

>
Thanks again,
Lindsay



If you haven't done so....Please send [your email address](mailto:teeth@mindspring.com) 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, MAY 19th AT 7:00 PM

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.

ADA DELEGATION NEWS



Before I dive into informing every one of all of the excitement that is going on in the ADA, I would like to first offer up a very sincere thank you to everyone in the Central District. I could not be more proud to be representing **you** to the ADA. There are so many of you who have played such a vital role in helping me fuel my passion for organized dentistry. From my very first CDDS meeting, I have felt included and valued as a member of your district and have been so honored by all of the other positions you have allowed me to hold. There have been several of you that have gone above and beyond the call of duty to get me this position, I know who you are and I owe all of you a heart felt THANK YOU! I promise that I won't forget where I came from and will do all I can to help guard and protect our profession the same way those have done that came before me.

With that being said, I am sure everyone is aware, we are all about to experience "change" in one way or another. That means the ADA is going to be very busy this year trying to make sure this "change" does not rob us of our profession. The ADA has been battling tirelessly in Minnesota and Maine to prevent unsupervised dental therapist from becoming a reality. For now, it looks like the ADA's lobbying efforts have paid off, but the threat is there and the threat is real.

Another issue which the ADA is currently working on is the FTC's new Red Flag Guideline requirements for all health practitioners. The FTC has decided that "Health care providers can be the first to spot the red flags that signal the risk of identity theft..." and that any dental office that uses Care Credit, accepts partial payment at time of service, or arranges their own payment plans should be subject to the new FTC guidelines. The new FTC rule will go into effect on May 1, 2009. Failure to comply with the new rules can result in a fine of up to \$2500. The ADA is still in discussions with the FTC and trying to reach some sort of compromise at this time. As new information emerges I will have Lindsay email it to the district.

As we gear up for the annual session in Hawaii, there will be many issues that have the potential to affect the way we do dentistry here in central Georgia. I assure you that I will address each issue with all of you in mind and I will try to stand for the values that have been part of the professionalism that I have seen exhibited by my father and so many of you through the years.

Kara Moore

great fun to play with the adding machine on the desk of Gusty Pinholster, who was the secretary of Mr. Paul Conway, the executive director. Mrs. Pinholster and Mr. Conway ran the GDA from Macon and, yes, during this time, Macon Georgia was the seat of power in Dentistry in Georgia. When my Dad returned to Macon in 1954, he found himself surrounded by the leadership of Dentistry and these fine professionals took him under their wings. Dr. Toof A. Boone, Bill and C.A. Yarbrough, Mickey Heard, Frank Butler and many others showed him the way and instilled in him and many other young dentists the values of professionalism.

The story is told many times that a group of young dentists met everyday at the Dempsey Corner for lunch. Dr. Frank Butler, Dr. Avrom Roobin, Dr. Mickey Heard, Dr. Bill Yarbrough, Dr. Toof Boone Sr., Dr. Herbert Cohen, Dr. Pete Holliday and Dr. Jimmy Cassidy Sr. sat in the corner, shared experiences, and looked at x-rays and study casts so that they could help each other better serve their patients. Anyone was welcome at their table, and many great stories came from these lunches as these men mentored many young dentists getting their start in the profession. The urban legend is that Frank Butler ate the same thing for lunch every day, a scrambled egg sandwich. I believe this group was really a defacto study club and could possibly have been the original Bibb County Dental Society. The camaraderie of this group lasted through many years of traveling to dental meetings and becoming the leaders of many dental organizations, particularly the GDA. From Macon and the surrounding towns came leadership under which the GDA and Central District flourished.

I also remember as a boy going to the GDA meetings, originally at Jekyll Island, where Mrs. Louise Morgan would take all the children on the beach looking for shells, and, being a science teacher, pass on her knowledge of the coastal ecosystem. Instead of an organized family night, some of the dads would fire up barbeque grills and cook out on the beach on Saturday night. As time marched on and the GDA grew in numbers and participation, the meeting moved to Calloway Gardens. At this time, the House of Delegates really organized and the leadership began to expand. Calloway Gardens was a great place for a meeting. The dental kids had a great time playing kickball on the big lawn at the Calloway Inn and someone always brought a "slip and slide" which provided hours of entertainment. I believe this camaraderie was being passed on to the new young dentists. Young guys such as Sonny Butler,



G.D.A. "world headquarters"—312 Southern Union Building on Cherry Street in Macon, Ga. Conclude has spent many hours in these offices, having served for years as G.D.A. secretary-treasurer and holding other posts. Deputies making with Dr. Conway in the recently subleased offices are (L. to R.) executive director Paul M. Conway; Mrs. Charlie V. Pinholster, central office secretary; and Mrs. Marie McDonald, G.D.A. membership secretary.

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

When Apple Computer fell on difficult days a number of years ago Apple's then young chairman, Steve Jobs, traveled from Silicon Valley to New York City. His purpose was to convince PepsiCo's John Sculley to move west and run his struggling company. As the two men overlooked the Manhattan skyline from Sculley's penthouse office, the Pepsi executive started to decline Job's offer. "Financially," Sculley said "You'd have to give me a million dollar salary, a million dollar bonus, and a million dollar severance. Flabbergasted, Jobs gulped and agreed--if Sculley would move to California. But Sculley would only commit to being a consultant from New York. At that Jobs issued a challenge to Sculley: "Do you want to spend the rest of your life selling sugared water, or do you want to change the world?"

In his autobiography, *Odyssey*, Sculley admits Job's challenge "knocked the wind out of me." He said he had become so caught up with his future at Pepsi, his pension, and whether his family could adapt to life in California that an opportunity to "change the world" nearly passed him by. Instead, he put his life into perspective and went to Apple. Many people don't recognize a chance to change the world. There are two articles that you are about to read. One by Jimmy Cassidy gives us a snapshot back to the past when the Georgia Dental Association was right here in Macon. His article also highlights key individuals who made a difference in dentistry at that time. The next article by Ty Ivey gives us a glimpse of issues that will shape the world of future dentistry that is coming our way. Who among us will step up to the plate to make a difference in dentistry? Will we be content to be satisfied with the equivalent of selling "sugared water" or will we have those dentists willing to step up and "change the world"? What will you do? If not you, who?

A Heritage of Leadership by Dr. Jimmy

In a recent conversation with John Bowman, he and I talked about the old days and as many of you know, John is an avid historian. John asked me to share with you some of the memories from my childhood and youth relative to the Dental Community in Macon and Central Georgia.

As a boy in the early 1960's, I very vividly remember making my way down the hall on the third floor of Southern United Building and ending up in the home office of the Georgia Dental Association. I thought it was

Governmental Affairs Committee

I want to thank all the Central District Dentists that took a half day off on March 25 to attend our Law Day. We had a very nice turnout of 25 dentists. Our assignment on this day was to talk to Senators and encourage them to keep the funding for the new Dental School as well as keeping the small increases in Medicaid fees intact. With harsh budget cuts anticipated, we are not sure that the slight fee increase will survive the final budget draft, but we will continue the fight. There are several other issues that the GDA is monitoring and they can be found on the GDA website.

Once the session is over, please remember to stay in touch with your legislators. It is much easier to call someone you know when a critical issue comes up during a legislative session.

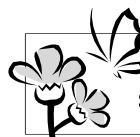
Thanks,
Bill Argo



GADPAC REPORT IT WORKS FOR YOU!

The 2009 session of the Georgia State Legislature has concluded. Now, candidates are announcing their candidacy for governor, lieutenant governor, various state official positions, and legislator. GADPAC will be positioning itself to make contributions to candidates that it feels will be friendly to organized dentistry and supportive of the legislation that will be introduced to protect the citizens of Georgia and in the best interest of our profession and our patients. Your continued contributions to GADPAC are vital in order for us to support the campaigns of those politicians (regardless of party affiliation) who we will ask to support our legislative issues. If you forgot to include GADPAC in your voluntary contributions when you paid your 2009 GDA dues, you can still contribute. GADPAC dues are \$135.00, just a small investment on the dollar for all of us to know that our profession and our patients are being protected at the state capitol. In addition, if your spouse is a member of the Alliance, she/he can contribute to the Alliance GADPAC for \$50.00.

Paul Fraysure



**Don't delay...
send in your reservation card today!!!**

EXECUTIVE COMMITTEE MEETING

February 3, 2009

Attending: L. Holliday, R. Lehrman, J. Bowman, C. McCroba, C. Smaha, K. Moore, J. Harrington, D. Holliman-Smith, N. O'Brien, D. Benton, P. Fraysure, S. Fisher, A. Lee

- Minutes of last EC Mtg approved as written.
- **Treasurer's Report:** Discussion of need to increase meal fee for meetings to better reflect true cost of meals. Motion made seconded and approved to raise meal fee to \$20. Also requested was historic data regarding CDDS dues and other districts' dues schedule to analyze possible adjustment on CDDS annual dues. Don B. will get info from GDA office regarding dues scale in all districts if available for discussion at next EC meeting.
- **Nominating Committee:** Elections Thursday night. Discussion of terms of service for Delegates and Alt. Delegates-Committee of J. Kuo, P. Fraysure, K. Moore, will review names and help determine sequence of on/off for the delegation. They will report at next EC Mtg.
- **Legislative Committee:** P. Fraysure, Law Day is on March 25. Make plans and bring a colleague. Sign-up sheets will be available on Thurs. night.
- **Membership Recruitment and Retention:** Ched Smaha updated EC on some new members as supplied by the GDA office. He has written them to welcome them to the district. Ched and Mike Loden of the Leadership Task Force would like to involve some of the members that have less than ten years in practice. Goal is to have a social event to enhance bonding of potential new leadership. Motion made seconded and approved to appropriate \$250 toward function.
- **MGTC and CGTC Advisory Committee:** No reports
- Ideas needed for May Meeting program. Pass along to Roy Lehrman.
- **Board of Trustees Report:** see Report by Roy.
- **ADA Delegation Report :** Jay Harrington and Kara Moore : meeting consisted of Policy Manual Review and basically not very productive other than mechanics. Discussed next was the conflict between PFA meeting, Give kids a Smile Project and the Base meeting this year. Could not be helped due to the scheduling of the speaker for the all day CE at the Museum of Aviation on Friday.. Hopefully will not recur. Next discussed was drawing for two GDA 150 year pins at the meeting. No other business, meeting adjourned at 9pm.
Donald B. Benton, Jr. DMD

TREASURER'S REPORT

December 31, 2008



Balance Brought Forward 3,355.63

Withdrawals

January House of Delegates Caucus 543.05
 February WRAFB Mtg 1,645.54
 WRAFB All Day CE Breakfast..... 356.78
 Honorarium, MCG Bldg Fund 500.00
 Macon Letter Svc, Newsletter 649.36
 Bank Fees 2008, Qtr I 2009 145.00

Deposits

February Meeting Receipts 1,115.00
 GDA Dues Allocation 11,089.50

Balance 11,720.40

Money Market Balance 5,020.47

Respectfully Submitted,

Don Benton

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BOT REPORT..... by Roy Lehrman

- The board of trustees has not met since our last dinner meeting. The BOT will meet April 25, so I will have an oral report at our May meeting.
- I was fortunate to be able to attend the 2009 ADA membership meeting on Chicago, April 3 & 4, 2009. Since I was our Representative from our district, I would like to pass on some of the information that I received.
- Since 2001, the membership committee project has been called the ADA Tripartite Membership Exchange. During the membership meeting, the ADA's new membership project was introduced to the group. The new project is called MC² program=membership contact and connections. The goal is to get 75% of all Dentists to be members of the ADA. The 2008 end of the year market share was 71%.
- This brings me to what I really want to inform the membership about, and that is the new ADA guide for compliance with the new "Red Flags" rules. Instead of going into detail about what the "Red Flag" rules are, I am telling you that you(everyone) needs to go to the ADA website and download all the materials that the ADA has provided for us, and read it and understand that the Red Flags go into effect May 1, 2009. Yes, that is before our next meeting so does not wait go online, print out the forms and explain to your staff and put the rules in place before May 1, 2009.