Montana Dental Association

May 2017; Volume 37, No. 2

MDA Annual Meeting presents . . . Montana's best dental CE value!





Dr. Uche Odiatu

Dr. DeWitt Wilkerson

Prepare for new patients! ADA's Find-a-Dentist campaign

Your ADA is launching "Find-a-Dentist", a three-year digital consumer advertising campaign to get more patients in members' chairs. This \$18 million investment, set to go this summer, is designed to address the "busyness" gap identified by the ADA. As part of its research, ADA identified 19.6 million potential patients who believe in the importance of dental visits but for various reasons are not following through to make an appointment.

"The ADA House of Delegates heard colleagues' concerns about busyness issues and has responded with the largest ADA initiative ever launched to help its members succeed", said Dr. Kurt Lindemann, ADA Council on Communications member representing the 11th District.

"The extensive program research identified specific segments of the

Visit MDA's Find-a-Dentist booth at the Annual Meeting May 4-5 in Missoula to help you create or update your profile. population who: 1) value oral healthcare, 2) are underutilizing oral health services and 3) have the ability to pay for care".

"The ADA Find-a-Dentist website tool is key to helping the public find ADA dentists

Continued on Page 8

Top speakers, unique courses, Montana's largest dental trade exhibition and colleagues from across the state all await you in Missoula, May 3-5 at MDA's 114th Annual Meeting. Register now (see pages 12-13). Here's the rundown:

Thursday, May 4

Dr. Uche Odiatu - "The Naked Truth: The Mouth Body Connection" and "Nutrition Lollapalooza: French Fries & Flossing".

Dr. Odiatu takes center stage for a lively, informative morning sharing his unique insights on lifestyle management for your patient's oral health and your needs as a busy healthcare provider. He'll present keys to managing weight and stress, ending sedentary living, and improving sleep hygiene. With updated knowledge and his insights, you can connect the dots, lead by example and provide solutions for patients (and yourself).

Dr. Odiatu's afternoon presentation focuses on healthy eating strategies to combat the harmful impacts of highs and lows of blood sugar; strategies to reduce adipose tissue that creates destructive inflammatory messengers; and motivational interviewing to educate and inspire positive change in yourself and your patients.

Packed into the day are high-value programs updating Montana's Dental Medicaid program, international dental service volunteer opportunities, and radiography certification review.

Enjoy the end of the day at the President's Reception and celebration of MDA's annual awards.

Continued on Page 8

MMDALEADERSHIP

Hope to see all my friends at the MDA Annual Meeting!

We have a super deluxe line-up for our upcoming Annual Meeting May 4-5 in Missoula. I want to personally thank the Continuing Education Committee, Second District host committee, member volunteers and MDA staff for their hard work in putting this together.

There are two courses which are smaller, so they might not have caught your eye.

"Caring for the Aging and Medically Complex Patient" will review medical problems that dentists might encounter in daily practice that necessitate extra knowledge and care to prevent potential complications causing otherwise unnecessary morbidity and mortality.

As of 2015, 17.2% of Montanans were over the age of 65, compared to 14.9% nationally. The graying of Montana's population will increase the number of those with systemic medical conditions that can affect oral health and dental treatment. The dental management of these medically complex patients can be problematic in terms of oral complications, dental therapy, and emergency care.

Topics covered will include efficient practice models for working with nursing homes, key advances in conservative caries and periodontal management, clinical guidelines for managing common conditions such as hypertension, prosthetic joint infections, ONJ, and anticoagulant therapy, informed consent and legal concerns for dementia/Alzheimer's patients, and oral health regulations for nursing homes.

Ever wish your staff could quickly repair your broken syringe button?! You're in luck!

Burkhart Dental Supply will be teaching "Dental Equipment Repair and Maintenance". It's sure to be a great course for your dental assistant, dental hygienist, and even you! Come learn about how to maintain the normal operations of your air compressor, how to test an ultrasonic cleaner, and even how to change an amalgam separator cartridge.

Being your President has arguably been one of the highlights of my career. Thank you so much for the opportunity. Through this experience I learned that our success as an

Continued on Page 5



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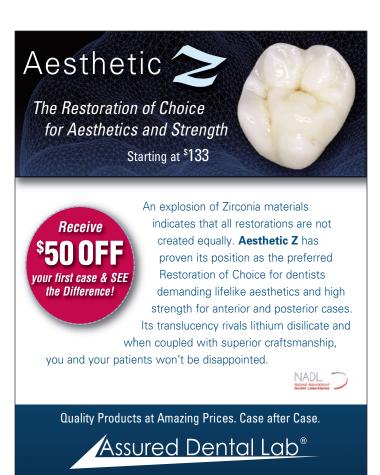
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MDA joins call to reduce federal rules burden

MDA has joined with other state dental associations in a letter to Dr. Tom Price, President Trump's newly appointed Secretary of Health and Human Services, requesting action to lessen the impact of federal regulations on dentists. This request cites concerns with Medicare and Affordable Care Act rules that "unnecessarily contribute to the cost of providing care, making it more difficult for our members to deliver oral health care services at an affordable price". The text of the letter follows (edited for length):



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"Medicare Mandated Enrollment

During the previous administration, the Centers for Medicare & Medicaid Services (CMS) mandated enrollment for all providers performing certain activities where a Medicare beneficiary is the patient . . . According to the American Dental Association, fewer than four percent of all dentists provide Medicare services and are enrolled in Medicare as full providers. Others have enrolled – or opted out – in response to the mandate.

We ask that you eliminate the enrollment mandates for those providers, including dentists, who do not perform Medicare covered services and are not reimbursed for these services. Per the current regulations, a dentist must enroll in the program, if he or she performs any of the following:

Ordering and Referring - Providers who order covered clinical laboratory services or imaging services for Medicare-eligible patients must be enrolled in Medicare's Provider Enrollment, Chain and Ownership System (PECOS) or opt-out of Medicare. Dentists who only order tests and services do not receive Medicare reimbursement and are unlikely to order the same for patients without good cause.

Medicare Part D - Dentists writing prescriptions to Medicare Part D beneficiaries are required to be enrolled in Medicare as a full provider or as a referring and prescribing physician, or opt-out of the program for a pharmacist to be reimbursed for the drugs prescribed and dispensed. This places an unnecessary enrollment burden on dentists who receive no reimbursement. (Enforcement Date: January 2019)

Medicare Advantage - All providers or suppliers that furnish health care items or services to a Medicare beneficiary with a Medicare Advantage (MA) plan must be enrolled in Medicare for the beneficiary to utilize the benefit. This rule, which precludes a patient's right to seek treatment from a non-network provider, will disrupt

Continued on Page 5

Choose your own adventure: A guide to CAD/CAM ceramics

With so many different ceramic CAD/CAM materials, selecting the best option can be challenging for a new dentist looking to move away from more traditional materials. The latest issue of the ADA Professional Product

Review can help you navigate through the world of CAD/CAM ceramics, including information on key

properties, processing considerations, delivery mode and more.

This PPR issue explores three of the most common CAD/CAM ceramic materials, and provides several quick reference guides.

Explore the latest issue at ADA.org/PPR today.

MDA Leadership: Hope to see all my friends...

(Continued from Page 2)

organization is our bond as dentists and our true caring for each other as friends and colleagues. As I reflect on the tremendous talent that I see across our organization in our Board of Directors, Executive Committee, committee chairs and members, and district society officers, and MDA staff, I know that our future is strong, stable, and smashing!

MDA joins call to reduce...

(Continued from Page 4)

established patient-provider relationships. (Enforcement Date: January 2019)

Section 1557, Affordable Care Act

(Section 1557 provides) for nondiscrimination in health care. We strongly support nondiscrimination in health care and equal access to health care for all patients without regard to race, color, national origin, sex, age, religion or disability. However, it has proven exceedingly difficult to advise our members on compliance with the final rule. In our view, the final rule increased confusion and costs for our members, many of whom own and operate small businesses, without any benefit to patients. In short, we believe the OCR rule is unnecessary and should be rescinded. The statute is already in effect and regulations are not required to implement it. Instead, we recommend that OCR simply enforce §1557 as written without the promulgation of regulations."



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MDA team lobbies Congress

Dr. Kevin Miltko, MoDePAC Chair

MDA's lobbying team of Kevin Miltko, Doug Hadnot, Jane Gillette and Katie Slocum, journeyed to Washington DC in MarchtakepartintheannualADA/ADPAC Washington Leadership Conference and Federal lobbying effort. This year the ADA combined the meeting with the American Student Dental Association (including Tysa Judd, a Belgrade Montana secondyear dental student at Oregon Health Sciences University School of Dentistry, who joined the MDA group). We were a 1000-member strong lobbying effort on behalf of dentistry that descended on Capitol Hill. The combined effort was very impressive. The ADA lobbying efforts are bipartisan and united under one theme when we come to the Capital-we call ourselves the Tooth Party and we are

there to represent you, the dentist. Our symbol of the Tooth Party is a molar tooth with the American flag on it—it is an amazingly popular symbol in DC.

Obviously, health care was on the minds of all the legislators with the recent defeat of the American Health Care Act in the House. It was very clear that after 7 years of symbolic repeal of Obamacare (58 symbolic repeal votes that had been sent to President Obama for veto) by the Republican Party, there had been no effort to construct a replacement plan. Everyone agrees that the current plan needs improvement, but there has been no effort over the past 7 years to work on a consensus solution by anyone.

Montana currently does not have representation in the House as Rep. Ryan Zinke is currently the Secretary of the Interior. The replacement election between Republican Greg Gianforte and Democrat Rob Quist will take place in late May. Therefore, on this trip our Hill visits were confined to meeting with our two Senators: Steve Daines and Jon Tester.



The MDA Lobby Day delegation in DC (L-R): Dr. Kevin Miltko, Dr. Katie Slocum, Dr. Jane Gillette, and Dr. Doug Hadnot.

The three main issues that we dealt with were: 1. Allowing student debt to be refinanced more than one time. 2. Amendment of the McCarran Ferguson Act to remove the antitrust exemption for medical/dental insurance companies and 3. Dental Care Act which was an amalgamation of many different dental health issues and regulations. The biggest issue of this last item referenced the concept of Medicaid Block grants. If Medicaid was reduced to Block Grants, this would be devastating for the health care systems of rural states like Montana. Montana is on a 75% Federal/25% State reimbursement rate whereas some larger states are currently 50/50. Block grants in Montana would eliminate many rural hospitals and probably remove most, if not all, dental benefits for anyone, child or adult.

Other issues of note: The President's budget has proposed a 25% reduction in funding to the National

Continued on Page 7

MDA team lobbies...

(Continued from Page 6)

Institute of Health (NIH). Dental research funding is always on the top of the list for the chopping block, so such a drastic cut could end many dental research facilities and activities. Fortunately, a bipartisan group of Senators understand and respect the work that the NIH does to protect the Nation's health. They will need our support and we spent some time explaining our support for the NIH.

One of the greatest values of this meeting is the knowledge we gain from other colleagues from other States. There is a lot of conversation about legislation that has been proposed in other States and its impacts on the dental delivery system. Some of the proposed legislation is good, some not so good, but we learn a lot from what is going on elsewhere. Eventually, we end up facing similar ideas within our own State and it is nice to be able to prepare for any such issues and begin education and discussion early.

Your lobbying team is always well received in Washington. It's an intense couple of days, but the relationships formed and the knowledge learned is invaluable to our MDA as we continue to advocate for you and the public we serve. Never forget that Dentistry is Healthcare that Works!

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MDA Annual Meeting presents...

(Continued from Page 1)

Friday, May 5

Dr. DeWitt Wilkerson - "The Dental Occlusion, Bruxism, Disordered Breathing and the Sleep Apnea Connection".

Dr. Wilkerson's course addresses the critical relationships between dental malocclusions, TMD signs and symptoms, and airway/reading disorders. He will provide clinical guidelines to decipher, differentially diagnose primary patient concerns, and select appropriate long term treatment.

Dr. Jane Gillette and Dr. Jason Tanguay's course, "Caring for the Aging and Medically Complex Patient", will explore ways your dental practice can expand into oral health treatment for our aging population, including caries and periodontal management, guidelines for common aging diseases and conditions, and components of dementia/Alzheimer's.

Dr. James Hollingsworth – "Optimize Your Practice: Understanding Dental Benefits, the CDT Code and More" provides an interactive experience in understanding the CDT code's role in treatment planning, resolving dental benefit plan claim adjudication actions, and a forum for your discussion of third-party reimbursement.

"Troubleshooting Common Dental Equipment Problems" presented by Burkhart Dental Supply, will increase your and your staff's confidence and expertise in repairing and maintaining basic dental equipment.

Montana Oral Health Foundation's annual auction, the Montana Dental Political Action Committee (MoDePAC) annual breakfast, and the MDA General Assembly and luncheon, will bring you many opportunities to enjoy the time with old and new friends.

All of this, only at MDA Annual Meeting! See you there.

Prepare for new patients! ADA's Find-a-Dentist...

(Continued from Page 1)

and help prospective patients achieve their oral health needs. Please create and update your online Find-a-Dentist profile so these patients can find you.

To capitalize on this opportunity, paid search and digital ads targeting these potential patients will direct them to the new **ADA®** Find-a-DentistTM tool to book an appointment.

The new Find-a-Dentist tool provides consumers with a user-friendly experience and additional search fields to easily find an ADA dentist. Prospective patients will be able to search by payment options, benefits accepted, dental specialty and zip code. They can then contact the practice via phone or email to make an appointment. In a later phase of this campaign, functionality will include an online scheduling tool.

Before the marketing campaign begins, the ADA is encouraging members to make the most of this

"The ADA House of Delegates heard colleagues' concerns about busyness issues and has responded with the largest ADA initiative ever launched to help its members succeed"

—DR. KURT LINDEMANN

opportunity. Here are quick steps you can take to benefit from this initiative.

1. Start by visiting <u>ADA.org/MyADA</u> Login using your user ID (ADA member number) and password.

2. Update your profile

Completed profiles appear at the top of the search results in the new Find-a-Dentist tool, so get yours ready to go. Updating your profile is easy and only takes 5 minutes. Profiles have been updated with new fields of information: multiple business addresses, business hours, practice focus, types of patients you treat and which forms of payment and benefit plans you accept. Making it easy for potential patients to get the information they're looking for benefits both the patient and the dentist. Be sure to include a practice description, website and email so your future patients can learn more about you and easily connect.

3. Add a recent profile photo

If you don't have a photo, add one today! Profiles with photos get 11 times more clicks than those without, and they show up higher in search results.

4. Bookmark ADA.org/findadentist

Visit today for all the latest updates about the campaign, as well as resources to help you communicate with patients and promote your practice.

Update Your Find-a-Dentist Profile



Take 5 minutes to update your profile in 3 easy steps

Step 1

Update your personal profile

Upload your profile photo and contact information. Data shows that profiles with pictures receive more clicks than those that don't, so be sure to upload a photo!

Step 2

Input your address, phone number and office hours

You can add multiple business addresses as well as your office hours so patients know when they can book an appointment with you.

Step 3

Enter your practice information

Enter your practice description, website, email, specialty and language(s) spoken. Be sure to include which payment options and benefits you accept to help prospective patients who will be looking specifically for this information.

We've heard from members across the country that you could be busier, so the ADA is launching a new advertising campaign to bring more patients to your practice.

In this 3-year campaign, we will be spending \$6 million annually on search and digital advertising to direct consumers to make an appointment with an ADA dentist. As part of this campaign, we have enhanced the Find-a-Dentist tool to make it easier for patients to find you. Update your profile by visiting ADA.org/MyADA, and login using your user ID (member number) and password. If you're unsure of your user ID or password, call the ADA Member Service Center at 800.621.8099.

Update your profile. Visit the "Find-A-Dentist" booth at MDA's Annual Meeting May 4-5 in Missoula.

Register at montanadental.org



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Make it happen! MDA Career Center and Classifieds

Are you transitioning your practice? Need an associate, hygienist or assistant?

Equipment to sell?

MDA can make it happen for you in the MDA News Career Center and classified ads. And on the "Practice & Employment Opportunities in Big Sky Country" page of MDA's website, MontanaDental.org.

It's the best opportunity to reach hundreds of dentists in Montana at absolutely no cost to you! Career Center, classified advertising, and online employment listings are free to all MDA members. Here's what to do to take advantage of this exclusive members-only service:

For the Career Center and classified ads, contact Jean Strainer in the Central Office. Jean will assist you in getting practice transition, employment, and classified advertising in print in the *MDA News*. You can reach Jean at (800) 257-4988 or at jeans@montanadental.org.

You can DYI ("do it yourself") online. Open your browser and type in: http://montanadental.org/what-we-do/montana-practice-opportunities. You can submit a Practice Opportunity to sell your practice or recruit a partner, associate, hygienist or assistant. And view postings by dentists, dental students, and staff seeking positions. Need help? Contact Jean.

It's another MDA benefit helping you to succeed!

UM award to Dr. Gillette

The University of Montana has recognized Dr. Gillette with the University's most distinguished graduate recognition, Bertha Morton Award for her contributions to research. Dr. Gillette is a Master of Public Health candidate at University of Montana and conducts research and advocacy in child oral health disparities and science translation. Bertha Morton was a life-long employee of the Internal Revenue Service in Helena. While not an alumnus of UM or a student at any university, she worked hard, saved her money, and left much of her estate to the University of Montana Foundation to promote scholarship and academics.



NEW MEMBERS

Dr. Ryan Boswell Missoula University of Iowa College of Dentistry

Dr. Thayne Dawson Billings MUSČ College of Dental Medicine

Dr. Colleen Ferriter Missoula A.T. Still University

Dr. Daniel McAllister Kalispell University of Minnesota Dr. Gregory Nielsen Billings **Endodontics** University of Colorado

Dr. McKay Pearson Billings Ohio State University

Dr. Heather Ronngren Kalispell Arizona School of Dentistry and Oral Health





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- Include all names of attendees as you would like them to appear on the conference badge. Use additional sheets if necessary.
- 2. Fill in Registration Code and Fee for each attendee.
- 3. Fill in Course and
 Event Codes that each
 participant will attend.
 Please include the daily
 luncheon buffets you plan
 to attend.
- 4. Total conference fees for all participants and complete the payment form.

| Fees | By April 1 | After April 1 |
|---|---------------|------------------|
| MDA Member or ADA 11th District Member of AK, ID, OR, WA | \$325 | \$350 |
| 2 MDA Member using CE Credit | \$300 | \$325 |
| 3 MDA Retired Member | \$80 | \$100 |
| 4 ADA Member outside 11th District | \$330 | \$355 |
| Non-Member Dentist | \$750 | \$775 |
| 6 Hygienist | \$110 | \$135 |
| 7 Dental Assistant | \$110 | \$135 |
| 8 Lab Technician or Office Staff | \$110 | \$135 |
| Guest Attending Class, Breaks, Lunch | \$110 | \$135 |
| Dental school, hygiene or assistant student | \$30 | \$30 |
| | | |

Registration Codes

| Thu | sday Courses | Thu | rsday Events |
|----------|-----------------------------------|------|--|
| A | Dr. Uche Odiatu 6 CEC | 1 | President's Lunch/ General Assembly |
| B | Dental Radiography Review 2 CEC | (J) | Thursday Trade Show Buffet |
| © | Volunteer Project 3 CEC | K | President's Reception/ Award Ceremony |
| D | Medicaid Updates 1 CEC | | |
| | | | |
| Frid | ay Courses | Frid | ay Events |
| Fride | Dr. DeWitt Wilkerson 6 CEC | Frid | MoDePAC Breakfast |
| | • | Frid | - |
| | Dr. DeWitt Wilkerson 6 CEC | Frid | MoDePAC Breakfast |

MDA Conference Registration

Email (required for receipt)

| Dentist Name or Employer Name | | |
|--|--|---|
| Dentist Name or Employer Name | | |
| Phone | | _ |
| Badge Name: First | Last | |
| Email | | |
| Registration Code (circle number) 1 2 3 4 5 6 7 8 | | |
| Course Codes (circle letters) A B C D E F G H | Event Codes (circle letters) I J K L M | |
| Badge Name: First | Last | |
| Email | | |
| Registration Code (circle number) 1 2 3 4 5 6 7 8 | | |
| Course Codes (circle letters) A B C D E F G H | Event Codes (circle letters) I J K L M | |
| Badge Name: First | Last | |
| Email | | |
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| Course Codes (circle letters) A B C D E F G H | Event Codes (circle letters) I J K L M | |
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| CVV CodeSignature | available at the registration | |

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Philipsburg - Newly remodeled, 3 operatory, turn-key dental office in Philipsburg, MT. Philipsburg is a rapidly growing community in SW Montana. This office would be great for a startup practice or satellite location. All contents of building including supplies and instruments are included in sale. New Dell computers, Dentrix software, digital x-rays, brand new Midmark autoclave, new Kavo handpieces. The office has a nice size lab and sterilization room, private office and full basement. Sale also includes a retail rental space next to office (generating 400/ mo). Building was recently remodeled for a satellite dental office and I don't have the time to devote to this practice anymore. \$279k. 406-533-5436.

Practice Opportunities

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LOCUM DENTIST WITH 20 YEARS of experience available to assist you with all aspects of general dentistry while you must be away from your practice. Butte native. Please contact Dr. Murphy at 406-299-3596.

Repair Services

INTRAORAL X-RAY SENSOR REPAIR

We specialize in repairing Kodak/ Carestream, Dexis, Gendex & Schick CDR sensors. Repair & save thousands over replacement cost. We purchase old/broken sensors. Refurbished sensors are also available for purchase.

www.RepairSensor.com / 919-924-8559

For Sale

2012 Biolase waterlase iplus for sale. 25K. Please email mfpaul@hotmail.com for more information.

Cranex 3+ with a digital upgrade
Model PT-11 P. Manufactured July 2000.
Serial No. K07768. \$4,500 O.B.O. Contact
Kerena or Dr. Christopher Hall at 406-5862117 for more information and/or questions.

No Cost Dental Equipment Available for Dental Outreach Events. Looking to host a dental mission or community-based event, such as programs in nursing homes, for veterans, or the homeless? We have ALL the equipment you would need including beautiful new portable ADEC delivery units, a Nomad x-ray unit, and sterilizers. Equipment is available to dentists at NO COST, just return the items in good condition. Contact Dr. Jane Gillette at drgillette@SproutOral Health.org or 406-868-1549.

Unitek Metalcraft Ortho Chair (tan color), Adec Micro-Cart Model #2514 (with slow and high speed Midwest American handpieces), and Ritter Super Starlite Model K dental light (pole mounted) are all in excellent condition and being sold together as a unit. Call Dr. Pardo at (406) 585-8498 or ipardo@q.com. Bozeman

Fotona DT Er:YAG Hard Tissue / Nd:YAG Soft Tissue Laser. 2 separate lasers in one unit. Turn-key unit includes hand pieces and fibre-optics. Training available. True hard tissue capability. \$25,000. Laser dentistry will change your practice. Contact Dr. Scott Green, sgreen@bigsky.net

DenOptix digital scanner. Includes 2 drums and phorsphor plates. \$850. ADEC monitor mounts with assistant's package (2 available) - \$450 each. KAVO Electrotorque handpiece. \$450. Call 406-241-3330.

We need your help

Salish Kootenai College Dental Assisting program is in need of a portable nitrous oxide unit for educational instruction. Please call (406) 275-4908 with any information.



Classified ads are available at no charge to MDA members. Contact MDA at 800-257-4988 or info@montanadental.org for more information and opportunities.







Photo by Dr. Katie Sealey

2017

May 3 • MDA Board of Directors, Missoula

May 4-5 • MDA Annual Meeting, see Pages 12-13

June 9 • Montana Board of Dentistry, Helena

Sept 15 • MDA Board of Directors, Helena Sept 22

• Montana Board of Dentistry, Helena

Sept 29-30 • MT AGD CE "Hands On", Bozeman

Oct 19-24 • ADA Annual Session, Atlanta

> Dec 1 • Montana Board of Dentistry, Helena

2018

Jan 26 • MDA Board of Directors, Helena

MDA Board of Directors, Missoula

MDA Annual Meeting, Hilton Garden Inn, Missoula, Dr. Gordon Christensen

Sept 27 - Oct 2

May 2

May 3-4

ADA Annual Session, Honolulu

