

Journal

OF THE MICHIGAN DENTAL ASSOCIATION February 2023

Access to Care: The Interfaith
Refugee Dental Program

How to Stop
Toxic Work Behaviors

Terminating the
Dentist-Patient Relationship

Experience the
**2023 ANNUAL
SESSION**

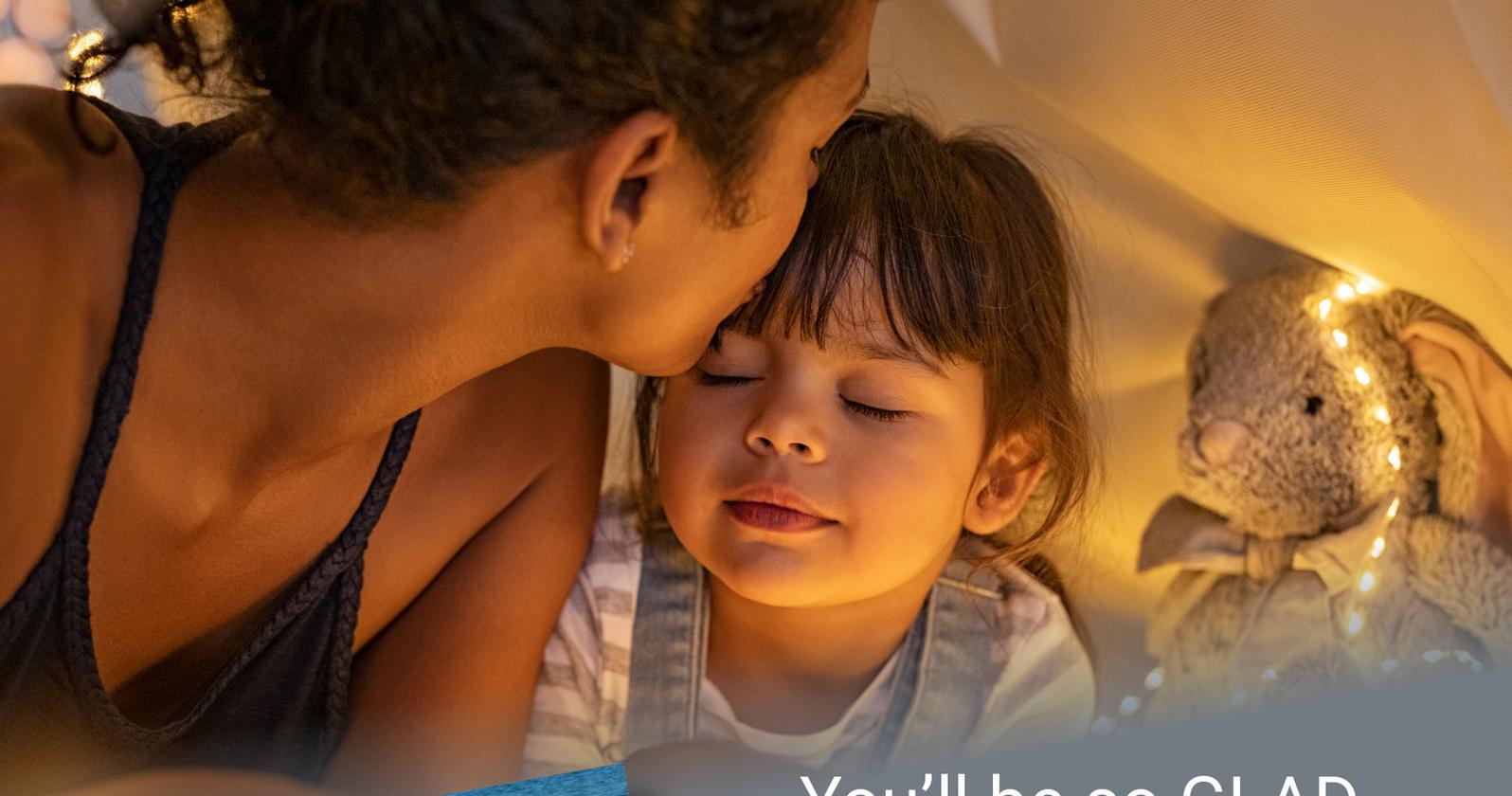
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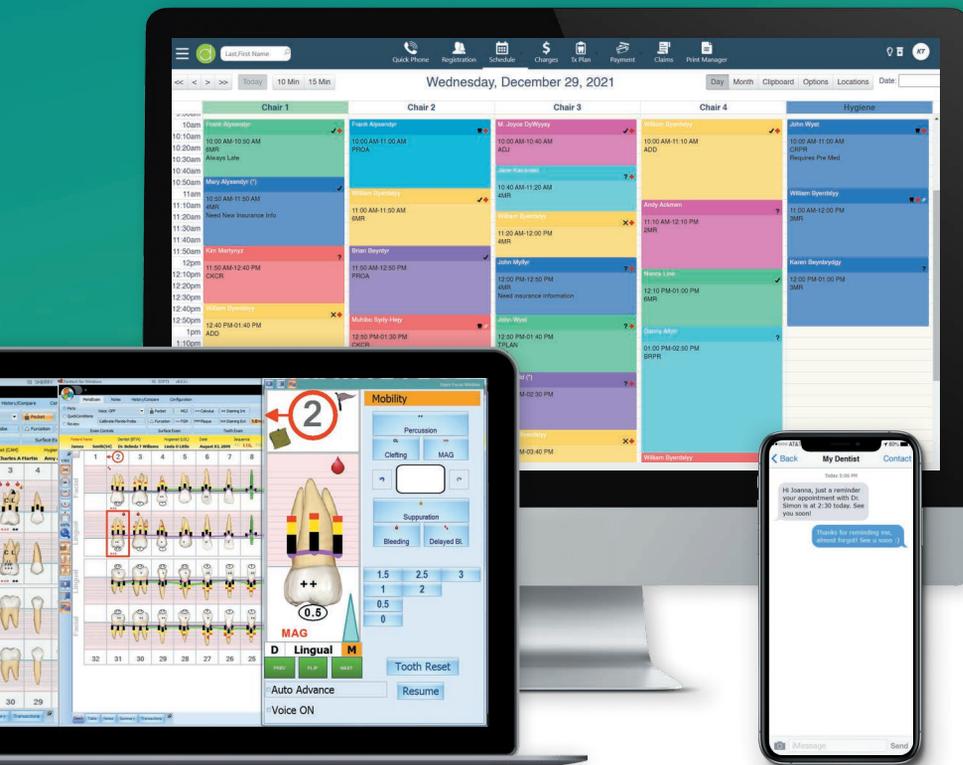


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Annual Session Preview

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Rector, Christ Church Cranbrook

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By Michael Maihofer, DDS
MDA Immediate Past President



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Your March 2023 MDA Journal will be mailed March 1, 2023
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Pathway I is for the student with no previous dental experience. Students attend clinical classes in a traditional on campus setting while using Blackboard for the online component. Pathway I classes begin each Fall semester.

Pathway II/ADAEP (Alternative Dental Assisting Education Project) is for the On-The-Job-Trained (OJT) dental assistant with two or more years of dental assisting experience who has passed all three portions of the Dental Assisting National Board (DANB) CDA exam. Pathway II students receive college credit for passing the CDA exam. Students are required to attend a mandatory two-day on campus workshop at the beginning of the semester and will use Blackboard for the online component. At the end of the semester the students are required to return to campus to take a clinical final exam. Pathway II classes are very popular and begin each Fall, Winter and Spring/Summer semester.

For more information contact Tina Sprague at 734-973-3337

Or visit
<http://health.wccnet.edu/dentalassisting/>



Journal

OF THE MICHIGAN DENTAL ASSOCIATION

Editor-in-Chief

Christopher J. Smiley, DDS; csmiley@michigandental.org

Executive Editor

Karen Burgess, MBA, CAE; kburgess@michigandental.org

Managing Editor

David A. Foe, MA, CDE; dfoe@michigandental.org

Editorial Advisory Board

Robert Coleman, DDS, MS; Marie Fluent, DDS; Julie Frantsve-Hawley, RDH, PhD; Blake Livingston, DDS; Melanie E. Mayberry, DDS, MS-HCM; Daniel Miller, DDS; Partha Mukherji, DDS; Stephanie M. Munz, DDS, FSCD; Richard W. Panek DDS; Dan Schulte, JD.

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MDA Journal email: dfoe@michigandental.org

MDA VISION STATEMENT: The MDA is Michigan's oral health authority dedicated to the public and the profession.

MDA VALUES: We are guided by integrity and ethics; committed to the improvement of the public's overall health; we believe oral health is integral to overall health; in an inclusive environment that embraces diversity; that the profession of dentistry and the oral health team must be led by dentists to ensure the safety of the public; and that lifelong learning is critical to excellence in patient care.

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CONTACT YOUR MDA STAFF

SAVE TIME – CONNECT FASTER – DIAL DIRECT – Dial 517 and the direct lines listed below, or send an email!

Executive Office

Karen Burgess, CEO/Executive Director
kburgess@michigandental.org 346-9425
Jennifer Lennemann, Executive Assistant
jlennemann@michigandental.org 346-9461
Michelle Nichols-Cruz, Governance Manager
mcruz@michigandental.org 346-9414

Human Resources

Brandy J. Ryan, Director of Human Resources
bryan@michigandental.org 346-9416
Amy Schaeffer, Human Resource Specialist
aschaeffer@michigandental.org 346-9406

Accounting/Production/Building

Don Winn, Chief Financial Officer
dwinn@michigandental.org 346-9407
Jennifer McFatrige, Finance Manager
jmcfatrige@michigandental.org 346-9418
Abigail Stewart, Bookkeeper
astewart@michigandental.org 346-9424
Dave Lutz, Purchasing & Facilities Specialist
dlutz@michigandental.org 346-9426

Continuing Education

Andrea Sundermann, CE Director
asunder@michigandental.org 346-9403
Shawna Owens, CE Manager
sowens@michigandental.org 346-9402
Jody Marquardt, CE Registration and Exhibits Specialist
jmarquardt@michigandental.org 346-9408
Marcia Bethea, Part-time CE Support
mbethea@michigandental.org 346-9401

Government/Insurance/Access/ Professional Affairs

Bill Sullivan, Vice President, Advocacy and Professional Relations
bsullivan@michigandental.org 346-9405
April Stopczynski, Manager of Access and Prevention
astop@michigandental.org 346-9417
Neema Katibai, Manager of Government and Insurance Affairs
nkatibai@michigandental.org 346-9422
Kesha Dixon, Government/Insurance Affairs/Access Asst.
kdixon@michigandental.org 346-9452
Karn Cornell, Michigan Donated Dental Services (DDS)
Coordinator
kcornell@michigandental.org 346-9455
Domonique Brace, Michigan Donated Dental Services
(DDS) Coordinator
dbrace@michigandental.org 346-9454
Ginger Fernandez, Professional Review and Practice
Management Manager
gfernandez@michigandental.org 346-9430
Chris Wilson, Professional Review and Practice Management
Specialist
cwilson@michigandental.org 346-9409

Membership/Student Affairs

Angie Kanazeh, Director of Membership
akanazeh@michigandental.org 346-9415
Joanne Floyd, Membership Coordinator and Data Specialist
jfloyd@michigandental.org 346-9451
Karen Dack, Membership Relations Coordinator
kdack@michigandental.org 346-9453
Regina Simmons, Receptionist
rsimmons@michigandental.org 346-9400

Marketing/Communications

Rich Evans, Director of Marketing and Communications
revans@michigandental.org 346-9412
Sophie Brenke, Component Relations Coordinator
sbrenke@michigandental.org 346-9468
Jason Heinrich, Marketing/Graphic Design Coordinator
jheinrich@michigandental.org 346-9429

Publications/Website

Dave Foe, Director, Print and e-Publications
dfoe@michigandental.org 346-9421
Jeff Mertens, Communications/Technology Manager
jmertens@michigandental.org 346-9460
Jackie Hammond, Publications Assistant
jhammond@michigandental.org 346-9419

Michigan Dental Association Foundation

Anne Berquist, Foundation Director of Development
aberquist@michigandental.org 346-9423
Janet Elliott, Foundation Administrator
jelliott@michigandental.org 346-9458

MDA Insurance

Craig Start, President
cstart@mdaifg.com 346-9441
Mary Oglesby, Executive Assistant
moglesby@mdaifg.com 346-9445
Sabrina Rawson, Accounting Administrator
srawson@mdaifg.com 346-9433

Health, Life, Disability

Tina Voss, Director, Health and Life Operations
tvoss@mdaifg.com 346-9479
Shawn Haindel, Manager of Health and Life
shaindel@mdaifg.com 346-9442
Rick Seely, Account Executive
rseely@mdaifg.com 346-9431
Averill Meadows, Account Executive
ameadows@mdaifg.com 346-9435
Melanie Adler, Account Executive/Cyber Coordinator
madler@mdaifg.com 346-9464
Michelle Miller, Billing and Insurance Coordinator
mmiller@mdaifg.com 346-9439
Heidi DuMond, Health Representative
hdumond@mdaifg.com 346-9440

Angela Dembowske, Health and Life Representative
adembowske@mdaifg.com 346-9478
Tyler Oberlin Scott, Health and Life Representative
tscott@mdaifg.com 346-9437
Steve Fulger, Health and Life Representative
steve@mdaifg.com 346-9450

Professional Liability, Practice Property and Workers' Comp.

Jeff Spindler, Director, P&C Programs
jspindler@mdaifg.com 346-9444
Tina Croley, Commercial Lines Manager/Account Executive
tcroley@mdaifg.com 346-9448
Jennifer Goss, Commercial Lines Supervisor
jgoss@mdaifg.com 346-9466
Michael Mowatt, Commercial Lines Agent
mmowatt@mdaifg.com 346-9447
Jim Rosner, Commercial Lines Agent
jrosner@mdaifg.com 346-9469
Aaron Simmons, Commercial Lines Agent
aaron@mdaifg.com 346-9404
Deb Fernandez, Billing and Processing Specialist
dfernandez@mdaifg.com 346-9457

Personal Lines – Home and Auto

Jeni Drummond, Personal Lines Manager
jdrummond@mdaifg.com 346-9462
Beth Jackson, Senior Personal Lines Agent
bjackson@mdaifg.com 346-9443
Jill Faught, Personal Lines Agent
jfaught@mdaifg.com 346-9456
Kara Miilu, Personal Lines Agent
kmiilu@mdaifg.com 346-9410

MDA Services

Reva Darling, Director, MDA Services & Marketing
rdarling@mdaifg.com 346-9446
Amy Donley, Digital Marketing/Project Coordinator
adonley@mdaifg.com 346-9434

Contact Us

3657 Okemos Rd., Suite 200
Okemos, MI 48864-3927
800-589-2632 or 517-372-9070
Care and Well Being 517-525-5624
MDA Insurance 800-860-2272
MDA Health Plan 877-906-9924

State Announces Big Increase in Michigan's New Medicaid Fee Schedule; 'Most Significant' Increase in 40 Years

The Michigan Department of Health and Human Services has just released a new Medicaid fee schedule, one of several stages in implementing its previously announced \$85 million Medicaid redesign plan. The fee increases are substantial and should serve as an effective incentive for dental providers to participate with the Medicaid program.

"This is another positive development to support better access to care, and a big victory for dentistry," said MDA President Dr. Vince Benivegna. "It's the most-significant development in the past 40 years. More dentists will be able to participate in the Medicaid program, and more patients will receive the care they need," he added.

Benivegna noted that the move comes after strong lobbying efforts by the MDA. He said the MDA strongly encourages members to review the new fee schedule and consider the implications for their practices.

You can review the new fee schedule at www.michigan.gov/mdhhs/doing-business/providers/providers/billingreimbursement/dental.



Benivegna

Currently, 1 in 4 Michigan residents is covered by a Medicaid dental plan. The new Medicaid dental fee schedule sets the dental payment rates for fee-for-service Medicaid, as well as the minimum rates for Healthy Kids Dental and Healthy Michigan Plan.

According to Bill Sullivan, MDA vice-president of advocacy and professional relations, the MDA will continue to work with and provide input to the Michigan Department of Health and Human Services throughout the implementation of the new fee schedule and any rebid processes. The MDA website (michigandental.org) will contain additional information as it becomes available.

A report on the previously announced Medicaid Adult Dental redesign appeared in your January *Journal*.

Members with questions or feedback on the new fee schedule should contact the MDA's April Stopczynski at astop@michigandental.org.



Sullivan

It's Time to Celebrate National Children's Dental Health Month!

It's National Children's Dental Health Month once again — February is dentistry's time to shine in the spotlight, and time for you and your dental team to promote better dental health for all your patients, both young and old.

Looking for ways to celebrate? No problem! Your office can easily participate in February's National Children's Dental Health Month with free resources available from the ADA. Resources from the ADA and MDA are available online, and some were included in last month's *MDA Journal*.

Here's a recap of the information you need:

2023 ADA NCDHM Program Planning Guide. This online guide tells you what you need to know to plan a great National Children's Dental Health Month event in your office. The guide includes easy-to-do activities, program planning timetable tips, publicity resources, and more.

Printable Coloring and Activity Sheets. It's fun to distribute coloring and activity sheets to children in your practice — several of these were included in your January *Journal*, and there are many more online, in both English and Spanish.

Posters! This year's NCDHM campaign theme is "Brush,



Floss, Smile." Posters are 12-x-18 inches, with English on the front and Spanish on the back. A copy of the poster appeared in last month's *Journal*.

All ADA resources can be found at www.ada.org/ncdhm.

Oral health is important, especially during these times, and particularly for our youngest patients. Get excited and celebrate National Children's Dental Health Month all during February!

Here Are the MDA Dues Contest Winners!

Congratulations to the following MDA members — they're winners in the MDA's annual Dues Contest, open to all members who paid their dues by the end of last year.

Dr. Charlotte Cortis, of Central District, was one of two Grand Prize winners — she'll receive next year's (2024) ADA, MDA, and local society dues paid in full by the MDA. Dr. Richard Pfothhauer, of Cloverland District, also received free 2024 MDA and local society dues by signing up for auto-renewal using automatic bank account withdrawal.

Here are the other lucky winners, along with their prizes:

■ Dr. Jennifer Broers, of Northeastern District (\$250 cash, thanks to MDA Insurance).

■ Dr. Christopher Jaghab, of Oakland County District, (*Staff Matters Human Resources System* e-edition, a \$149 value).

■ Dr. Jacob Sorber, of Resort District (\$100 certificate good towards an MDA continuing education course).

■ Dr. Kelly Motson, of Kalamazoo Valley District (MDA Services apparel).

As the above list of members demonstrates, it can really pay to renew your membership promptly! Another dues contest will take place this fall — be sure to renew early for a chance to win!

Dental Assistants Recognition Week Is Coming — Celebrate Your Staff!

Show your appreciation for your great dental assistants by recognizing them during this year's Dental Assistants Recognition Week, taking place March 5-11, 2023.

Sponsored by the American Dental Assistants Association, this year's theme is "The Heart of Dental Offices through Education, Commitment, & Safety."

Make sure you plan some type of special event or activity to recognize all that your dental assistants contribute to your dental practice. For activities and ways to celebrate Dental Assistants Recognition Week, visit www.adausa.org/DARW. Included on the website are the Dental Assisting Recognition Week seal, banner, merchandise, social media tips, and more.



ADA Online Publication Focuses on Safety

Safety for your patients and your staff is everything. Between government regulations, changes resulting from COVID-19, and new innovations in the profession, dental practices have a lot to manage.

Visit the ADA digital publication *Dental Practice Success* for a special issue, "Culture of Safety," with informative articles on medical emergencies in the dental office; safety protocols and how to educate patients; a HIPAA checklist; a safety checkup; and more.

Dental Practice Success features news, expert tips, and resources to help you maximize your business, patient care, and practice satisfaction. You can find it at <https://www.ada.org/dental-practice-success>.

ADA American Dental Association®
America's leading advocate for oral health



The MDA Service Promise: Helping You Succeed

The MDA works hard to provide the very highest level of service to members. The MDA stands ready to help you access member benefits such as insurance products, endorsed services, continuing education, dental supplies, and more. Plus, the MDA is your resource to answer questions about human resources, licensure, dental benefits, HIPAA/OSHA, legal questions — everything about dentistry in Michigan.

The MDA Service Promise to you:

HELPFULNESS

The MDA will work hard to make sure your individual needs are met in a timely manner.

KNOWLEDGE

The MDA will be your information resource, providing you with what you need to know, no matter what your practice setting or stage of practice.

HONESTY

The MDA will be your trusted source for accurate information, and will offer options to address your particular challenges.

VALUE

The MDA will seek your input to create products, services, benefits and resources to enhance value and help you succeed.



For more information:
michigandental.org/Service-Promise

Annual Session Preview Included in this Issue; Details Inside

This year's MDA *Annual Session Preview*, with complete details on this year's MDA meeting, appears in this issue of the *Journal*. Turn to Page 31 now. Annual Session registration opened in December at annualsession.michigandental.org — you're encouraged to sign up online, or use the registration form right in this issue. Register now to make sure you get the courses you want!

The 2023 MDA Annual Session will take place May 3-6 at DeVos Place in downtown Grand Rapids. Highlights of Annual Session include:

- Quality continuing education for every member of the dental team, including courses that are mandated by the state of Michigan for relicensure of dentists, registered dental hygienists, and registered dental assistants.

- A “don't miss” keynote address, “How to Stay Inspired When You Are So Darn Tired!” featuring speaker Christine Cashen — it's a great message for every member of the dental team, and it's *free*, with one CE credit.

- A series of courses that count towards the MDA Cer-



Cashen

tified Dental Business Professional (CDBP) program for dental office managers.

- Special programming for new dentists, plus fun times at the New Dentist Network Lounge.

- Michigan's largest dental exposition with many Annual Session show specials, plus free coffee in the MDA Welcome Center (hours may vary).

- This year's president's event, “Magic, Music, and More!” honoring MDA President Dr. Vince Benivegna. It's open to all, and features great food, cocktails, magician Keith Kocher, and the popular West Michigan band, Funkle Jesse.

- Special MDA rates at nearby hotels.

Sign up *now* for the best selection of courses and speakers. Be sure everyone in your office takes part in this year's MDA Annual Session!

Turn to Page 31 now for full details.

2023 ANNUAL SESSION



MDA Policy on Providing Treatment to Pregnant Women

The Michigan Dental Association policy recognizes that preventive, diagnostic and restorative dental treatment to promote health and eliminate disease is safe **throughout pregnancy** and is effective in improving and maintaining the oral health of the mother and her fetus.

Current guidelines available at
www.michigandental.org



2023 MDA Public Relations Grants Promote Oral Health

Five local dental societies have been awarded more than \$24,000 in Component Public Relations Grants from the MDA for local public outreach projects.

The local components and grants include:

- Detroit District (\$5,000), for various projects including Detroit Goodfellows oral health promotion; Team Smile with the Detroit Lions; and outreach to veterans.
- Muskegon District (\$4,965), for the Healthy Moms, Smiling Babies program.
- Oakland County District (\$5,000), for dental health education promotion.
- Washtenaw District (\$5,000), for Give Kids a Smile community oral care kits.
- West Michigan District (\$4,140), for the West Michigan District Toothbrush Bank; support for commu-

nity oral health through the Kent County Oral Health Coalition; and the Montcalm County Great Start's Tooth Fairy Dental Health Event.

The Component PR Grants initiative is designed to help local dental societies educate and promote the importance of oral health in their communities. The program annually awards grants up to \$5,000 each to components to help educate and promote oral health in their communities. The MDA Committee on Public Relations evaluates each application and determines the winning projects.

Watch for features and progress reports on these programs in upcoming issues of the *Journal*. For more information on the Component Public Relations Grants program, contact Rich Evans, MDA director of marketing and communications, at revans@michigandental.org.

HELPING YOU SUCCEED

Are You Using these Great MDA Member Resources?

The MDA offers so many member benefits and resources, it's hard to keep track of all of them. And it's true that sometimes members aren't aware of a particular benefit until they need it. So with that in mind, here's a listing of some member resources you may not be aware of — take a look:

Patient education materials: Patient education resources including brochures, posters, stickers, and more are available at the MDA Web Store (store.michigandental.org), while the ADA Store (store.ada.org) offers a wide variety of dental health education books, DVDs, and brochures at discounted member pricing.

Dental Contract Information Kit: This free MDA resource contains what you need to know about dental benefit plans; frequently asked questions; and a helpful glossary of dental plan terminology. Order it at the MDA Web Store.

Establishing Your Professional Career guidebook: This publication tells you what you need to know to begin a rewarding professional career in Michigan. It's available free from the MDA in print and digital editions. Find it at michigandental.org/Your-Professional-Career.

After 55: What's Next? This guide for members in late-stage practice is a collection of articles by respected consultants on topics pertinent to the over-55 age group. Order this digital publication at the MDA Store or visit michigandental.org/Late-Stage.



Dental records information:

Questions about retention and disposal of dental records are among the most-asked by members. Get all the answers you need at michigandental.org/Dental-Records.

Employment law posters: Michigan and federal law require employers to display various employment posters. But there's no need to purchase expensive posters from outside vendors — just order your free Labor Poster Packet at the MDA Store.



Reporting abuse: Dental professionals are mandated reporters of adult and child abuse. You can find the information you need at michigandental.org/Reporting-Abuse.

ADA Contract Analysis Service: The contract you personally sign with third-party payers is one of the most important practice decision you can make. So use this free MDA/ADA service to make more-informed decisions for your future before you sign a contract. Contact the MDA's Keshia Dixon at kdixon@michigandental.org to get started.

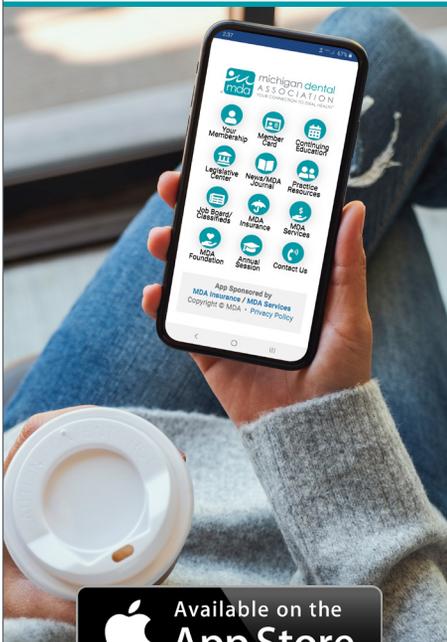
Code of Ethics: All MDA members must abide by the ADA/MDA Code of Ethics. You can find it online at michigandental.org/Code-of-Ethics, or download the free publication, *Most-Asked Ethics Questions* at the MDA Web Store.

And remember, if ever you have a question or need assistance, think MDA first! Email the MDA member service team at membership@michigandental.org.

The MDA Connection App puts the power of the MDA at your fingertips.

Unleash the full power of the MDA with the official member app of the Michigan Dental Association. Stay up-to-date on important advocacy issues, search the full MDA360 CE course catalog, and easily access other exclusive benefits, resources, and personalized supports – all from the convenience of your smartphone.

Download the app today!



Available on the
App Store

GET IT ON
Google Play

KEEPING CURRENT

Events and Such

To publicize a local meeting or dental event in this space, contact Jackie Hammond at jhammond@michigandental.org. Continuing education courses are listed in the *Journal* Continuing Education department on Page 82.

Feb. 1 — MDA President's Visit, Macomb District. Mirage Banquet Center, Clinton Twp., 5:30 p.m.

Feb. 3 — MDA Insurance & Financial Group Board of Directors, 8 a.m.

Feb. 3 — Committee on Access to Care via Zoom, 9 a.m.

Feb. 10 — New Dentist Committee via Zoom, 7 a.m.

Feb. 15 — Membership Committee via Zoom, 6 p.m.

March 2 — Virtual Trustee Forum via Zoom, 7 p.m.

March 3 — MDA Foundation Board of Directors, 9 a.m.

Welcome, New Members!

The MDA is pleased to officially welcome the following individuals into membership:

Genesee: Kelly Pohlman; **Livingston:** Adam Eidson; **Northeastern:** Lauren Sytek; **Washtenaw:** Sun-Yung Bak.

New Certified Dental Business Professionals

The MDA CDBP designation is awarded to dental team members who have completed coursework and earned their Certified Dental Business Professional designation.

New CDBP graduates: Maggie Shumate, St. Johns.

New CDBP renewals: Kristen Caldwell, Holt.

In Memoriam

Dr. Kenneth J. Steketeer, Grosse Pointe, Detroit District. Died Dec. 26, 2022. Age, 98.

Dr. Gerald J. Deters, Grand Rapids.

West Michigan District. Died Jan. 4, 2023. Age, 74.

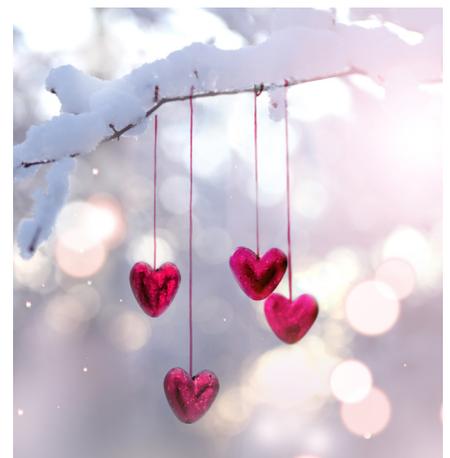
BHS Disciplinary Report

Visit www.michigan.gov/lara to access the latest disciplinary reports for dentists, registered dental hygienists, and registered dental assistants. You may also check any licensee for disciplinary actions at the same web address.

Self-Reporting of Criminal Convictions and Disciplinary Licensing Actions

Section 16222(3) of Michigan's Public Health Code requires any licensee or registrant to self-report to the Department of Community Health a criminal conviction or a disciplinary licensing or registration action taken by the state of Michigan or by another state against the licensee or registrant. The report must be made within 30 days after the date of the conviction or action. Convictions and/or disciplinary actions that have been stayed pending appeal must still be reported.

Should the licensee or registrant fail to report, and the Department becomes aware of the conviction or action, an allegation will be filed against the licensee or registrant. Sanctions for failing to report can include reprimand, probation, suspension, restitution, community service, denial or fine. For more information contact the MDA's Ginger Fernandez at 800-589-2632, ext. 430.





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NEWS BRIEFS

MDA Student Debt Resource Center Helps You Manage Loans and Debt

The MDA's online Student Debt Resource Center is designed to help dental students and new graduates understand and manage loans and debt.

You can find it at michigandental.org/Student-Debt.

The Center includes:

- Information on understanding the basics of student loans.
- Information on financial assistance available from dental schools and MDA-endorsed companies.
- A listing of scholarship opportunities and loan repayment programs.
- Impact stories from MDA members sharing their experiences.

The Center was developed by a workgroup of MDA members tasked with developing a resource to support members as they navigate student loans and build their careers.

Bylaws Amendments to Be Discussed

Suggested changes to the MDA bylaws are expected to come before the 2023 MDA House of Delegates, which meets May 4 and May 6 during the MDA Annual Session in Grand Rapids. The MDA Board of Trustees will review any proposed bylaws amendments at its March 10 meeting.

According to the MDA bylaws, the MDA membership must be notified via print and electronic communications if bylaws amendments are proposed. The actual amendments must be posted on the MDA website at least 45 days prior to the House of Delegates meeting. The amendments, if approved by the Board, will be posted online in mid-March once they have been reviewed by the Bylaws Language Review Committee.

MDA App Gives You Quick Access to Annual Session Info

Download the MDA Connection app for quick access to the most-important Annual Session information now that registration has begun. You can click the Annual Session button from the home screen for daily schedules, the speaker lineup, and fast access to the MDA Annual Session website.

And, don't forget to allow push notifications after installing for access to important information, especially during Annual Session itself. To download the app, search "MDA Connection" on the Apple App Store and on Google Play.

State Loan Repayment Program Details Set

The Michigan State Loan Repayment Program provides

loan repayment to medical and dental providers who provide full-time primary health care services in Health Professional Shortage Areas at not-for-profit health clinics for two years. The program assists those selected by providing up to \$300,000 in tax-free funds to repay educational debt over a period of up to 10 years. Participants enter into consecutive two-year MSLRP service obligations requiring them to remain employed for a minimum of 40 hours per week for no less than 45 weeks per year at eligible nonprofit practice sites.

The application period begins March 6, 2023. To learn about the program, visit www.michigan.gov/mslrp.

Macomb Ski Seminar Coming March 3-5

The Macomb Dental Society will hold its annual Dental Ski Seminar March 3-5 at Boyne Mountain, featuring six CE credits, plus plenty of time for wintertime fun. CE programs include "Socket Preservation in Preparation for Dental Implants," with Mike Wojcik, DDS, MS; "Exceeding Patient Expectations and Improving Outcomes with Solea," with Michael Hoffman, DDS; and "Dental Intelligence — Leveraging the Power of Analytics," with Ted Schumann, CPA, CBC, CFP.

Discounted lift tickets and lodging options are available at this family-friendly event. For more information, contact Dr. Jay Lang (jlange@comcast.net) or Dr. Eric Tye (erictye10@gmail.com).

Implant Seminar Planned by Oakland County

Oakland County Dental Society is presenting a two-credit continuing education program, "Immediate Loading of Dental Implants: Clinical Guidelines for Success," on Wednesday, March 15 at the Wabek Country Club in Bloomfield Township.

The speakers are Chady Elhage, DDS, MS, Omar Banhawy, DDS, MS, FIOCI, and Andrew Afshar, DDS, MD. Course objectives include:

- Identifying these patients in your practice.
- Understanding anatomy and its limitations on implant placement.
- Communicating between the restorative doctor, lab, and surgical team.
- Implant part selection and immediate loading on the day of surgery.

Registration and refreshments will begin at 5:30, with dinner at 6:15 and the CE program at 6:30. For more information on the program and fees, contact the OCDS at oaokdds@oaklanddentalsociety.com.

The Francis B. Vedder Society
of Crown and Bridge Prosthodontics
invites you to attend its
Annual Spring Meeting
featuring

Georgios A. Kotsakis, D.D.S., M.S.

“Peri-Implant Complications: How to Diagnose and Manage”

Friday March 24, 2023
Lansing Center - Lansing, MI

Course Objectives and Description:

This lecture will address the following primary topics (see our website for a complete listing):

1. Define peri-implantitis and diagnostic criteria.
2. Explain to a patient the risk factors for development of peri-implant disease.
3. Formulate an assessment and maintenance strategy for all phases of implant treatment.
4. Evaluate implants and formulate approaches for prevention of peri-implant disease.
5. Identify dental implants in need of non-surgical treatment and those needing referral for surgical treatment.
6. Select appropriate non-surgical therapies.
7. Apply basic science findings to clinical decision making.

Course & Speaker Information: (6 Credits)

8:00 a.m. - Registration and Continental Breakfast

8:30 a.m. - 4:30 p.m. - Annual Spring Meeting

12:00 p.m. - 1:30 p.m. - Lunch

About the Speaker:

Dr. Kotsakis received his DDS from the University of Athens. He completed his residency in periodontics and MS in science at the University of Minnesota. In 2018, he moved to UT Health at San Antonio where he is currently an Associate Professor of Periodontics, UTHSCA, San Antonio, TX, and Director of the ITI Scholarship Center. He is a Diplomate of the American Board of Periodontology, and he holds the Roland Meffert Endowed Professorship in Implant Dentistry. He is a clinical researcher focusing on bone regeneration procedures in Implant surgery and peri-implantitis therapy. He directs the Translational Periodontal Research Lab, conducting research on the biological mechanisms underlying peri-implant bone loss, and developing novel treatments for dental and biomedical implants. Dr. Kotsakis practices periodontics in the UTHealth San Antonio intramural clinics, with a focus on treating implant complications and peri-implantitis.

For hotel accommodations at the Radisson which is connected to the Lansing Center, call: 800-333-3333. A block of rooms is being held for Vedder members at a reduced rate if you register on or before February 21, 2023, via phone or website www.radissonhotelsamericas.com using promotional code FBVS23. Parking is available behind and underneath the Lansing Center or at the Grand Ave. parking structure with the skywalk.

For more information on Vedder visit: www.veddersociety.com

Meeting Registration

Georgios A. Kotsakis, D.D.S., M.S.

Friday March 24, 2023

Non-Members: \$199 registration-must be postmarked by February 21, 2023 ~ \$275 late registration- after February 21, 2023
Members: No Fee. **Life Members:** \$50 Fee. Please register by February 21, 2023. All members must fill out this form and send to Dr. Cheri Newman (see below) or register via www.veddersociety.com.

*Lunch will be provided only to those who register by February 21, 2023.

Refunds only by written request with reasonable cause to be reviewed by the Society Board.

Space is limited and will be granted only on a first-come first-serve basis.

Name: _____ Check this box if you are a non-member

Address: _____ Email : _____

Michigan
Board
of Dentistry
299220069
Dec 8, 2022-
Dec 31, 2025

To register: Complete this form and enclose your check before February 21, 2023 or visit us at www.veddersociety.com.

Please make check payable to the Francis. B. Vedder Society. A 2.9% processing fee will be added to all online registrations.

Mail to: Dr. Cheri Newman ~ 8035 River Rd. ~ Cottrellville, MI 48039 ~ 586.945.3519

5 Tips for Responding to Online Reviews of Your Dental Practice

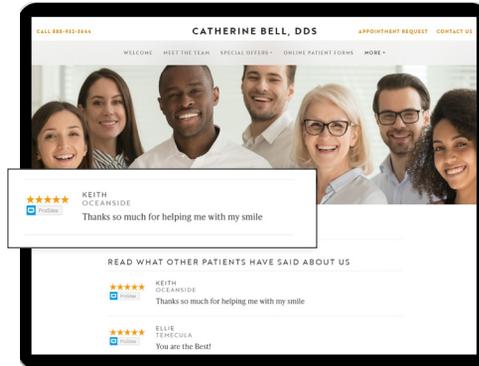
Online reviews are essential for attracting new patients and building practice revenue. However, while online platforms are a major source of word-of-mouth advertising, opportunities are lost when you hide from negative online reviews.

In fact, 95% of people suspect that reviews are censored or fake if they don't see any negative ones, and 45% are more likely to visit a business that responds to negative reviews.

Here are five tips for responding to online reviews:

- 1. Say "thank you."** Responses aren't just for negative reviews! Also, thank people for positive reviews and let them know you appreciate their business.
- 2. For negative reviews, thank them for expressing their concerns.** Remain polite to avoid escalating the situation, and remember, negative reviews offer an opportunity to salvage a situation and uncover blind spots in your practice.
- 3. Continue the conversation offline.** The last thing you want is for your response to spark an even nastier reply. In such situations, let them know you're sorry for their experience and want to learn more. Ask how to best get in touch with them to avoid back-and-forth directly on a public forum.
- 4. Give it 24 hours.** After drafting your response, wait 24 hours, then re-evaluate before posting. This will ensure you always communicate in a calm, professional manner.
- 5. Highlight your practice's values.** Some people will always believe that dental practices are trying to upsell them and don't really care about their health. In these cases, simply state your practice's values and that you really do care. Even if you don't change that person's opinion, you'll leave a positive impression on other patients.

Remember, negative reviews aren't the end of the world — especially when countered by multiple positive reviews. For help building a five-star online reputation, contact MDA-endorsed ProSites at ProSites.com/MDA or 888-932-3644.



Want to Make \$5K the Easy Way?

Switch from your high-cost credit card processor to Best Card, and keep more of what you earn! Best Card saves the average dentist \$5,516, or 27%, on processing fees. And, when you call Best Card, you connect with a real person who can direct you to the Best team member to help you. Find out how much you can save by sending a recent card processing statement to compare@bestcardteam.com, or fax it to 866-717-7247. Scan the QR code for more information.



At TDSC.com, You're a VIP

MDA members now get the lowest price available at TDSC.com, the MDA-endorsed website for small equipment and the dental supplies you love from the brands you trust. Input your ADA number in your profile when you create an account at TDSC.com and receive Very Important Practice-level prices. You will immediately enjoy savings that are, on average, 7% lower than the site's already competitive prices. If you shop at TDSC.com but do not receive the VIP price, start a VIP Trial for 90 days to shop at the lowest-tier prices while your MDA membership is verified. Shipping is free on orders over \$99.



Vision, Hearing Benefits Available from VSP

Dentists must be able to see clearly to practice dentistry safely. Enrolling in a vision care plan can ensure that your vision is corrected to be nearly perfect. MDA Insurance offers three VSP vision insurance plans: an exam-only plan, a basic plan, and a premium plan that offers discounts on contact lenses, frames, and eyeglass lenses. You can purchase self-only or family coverage. Premiums are paid quarterly. VSP also offers discounts on hearing aids. Scan the QR code to learn more, or call 877-906-9924 for assistance.



Basic Safeguards for Cyber Liability Insurance Policies Are on the Horizon

Small health care companies often are targets of cyber criminals because they are rich storehouses of protected health and financial information. That makes having a cyber liability/data breach insurance policy critically important.

The underwriter for the MDA-endorsed Beasley Breach Response policy will impose different rating



factors on practices that do not have recommended safeguards in place, which may increase the cost of coverage. Safeguards include:

- Multifactor authentication (MFA or TFA for two-factor authentication) for cloud-based services such as cloud-based email accounts, and for all remote access to your network. If your practice uses Gmail, Yahoo, AOL, or Hotmail, migrating to a new email platform is required, and an email address for every employee who logs into your practice management system is also necessary prior to implementing MFA/TFA. It can take time to implement MFA/TFA. Begin the process early.
- Regular critical data back-ups to the cloud, and testing to ensure those back-ups are recoverable.
- Training for your employees, employing techniques such as phishing email simulations and interactive phishing training.

Contact Complete Dental IT, the MDA-endorsed information technology solution provider, at 866-498-0173 to get help with MFA/TFA and cloud backups. To learn more about cyber liability/data breach insurance, call Melanie Adler at 800-860-2272, ext. 464.



Investment Advising, Retirement Planning Services Available from DBSIA

Building wealth and planning for retirement are tasks that every dentist should embark on immediately upon entering practice. Day one is not too soon to earmark part of your income to provide for your financial needs in retirement. But just as you don't advise do-it-yourself dentistry, neither should you do it yourself when it comes to investing. The MDA endorses DBS Investment Advisers, LLC to help members build their wealth for professional and personal use. DBSIA is a fiduciary, which means it must act with your best interests as its foremost consideration. Call DBSIA at 800-327-2377 for help.



At a Glance:

Medicare demystified. If you or a loved one are approaching age 65, it's time to get up to speed on Medicare, the federal government's health insurance program for "senior citizens." Medicare has many parts, and knowing when to enroll in which part is important.

Let MDA Insurance take the mystery out of Medicare by attending one of our educational presentations. All information is presented via Zoom, except on May 5, which will be live at Annual Session. Webinars are limited to 100 people per session. Contact Steve Fulger by calling 877-906-9924, ext. 450, or email him at steve@mdaifg.com to reserve your spot. Upon completion of the class, the program is eligible for two CE credits through ADA CERP.

- Wed., Feb. 22, 3–5:30 p.m.
- Fri., March 31, 1–3:30 p.m.
- Fri., May 5 (during Annual Session), 9–11:30 a.m.
- Fri., June 28, 9–11:30 a.m.
- Fri., Aug. 25, 1–3:30 p.m.

Secure loss of use coverage on rental cars. Supply chain issues have also hit the auto body and auto repair sectors, creating a longer wait time to put a damaged vehicle back in service. That's why it's important to purchase loss of use insurance when you rent a vehicle. Without loss of use protection, you could be on the hook for paying the rental agency a daily fee for the time the car is out of use due to an accident-related repair. Loss of use coverage is inexpensive and can be added to your policy for only the rental period. Call the MDA Insurance personal lines department at 800-860-2272 for a quote.



By Christopher J. Smiley, DDS
Editor-in-Chief

From the Neck Up

A recent presentation I attended discussed the need for greater emphasis on behavioral health in dentistry, showing that it is an essential component of oral health

care. Furthermore, a greater awareness of the relationship between oral health and mental health can broaden diagnosis and better address our patients' health needs.

An evidence-based literature search on changing patient behavior attests to the benefit of applying this approach. Two randomized trials and a systematic review of interventions to improve oral hygiene show that behavior change techniques positively impact oral hygiene and reduce clinical indices of periodontal disease.^{1,2,3} A January 2022 article in *JADA* concluded that receiving smoking-cessation advice from a dental care professional was associated with smoking abstinence beyond six months.⁴ There are, however, significant barriers to introducing behavioral change models in clinical dental care.

For example, complex motivational models that build on successive steps and ongoing reinforcement with monitoring, are burdensome to a busy clinical practice.^{5,6} The lack of reimbursement from dental benefit programs for case management and the effort required to deliver these services create financial disincentives at the expense of improved outcomes. Additionally, clinicians may be reluctant to implement strategies they perceive could disrupt their relationship with the patient, or that the patient would question a dentist's standing in advising on health issues believed outside the scope of dental care.⁷ An option for the dentist is to enlist outside resources to overcome these barriers.

Success arising from behavioral change is seen through the referral of smokers to the quit line for behavioral coaching (1-800-QUIT-NOW, or text QUIT to 47848). Establishing referral relationships with mental health counselors to bring about behavioral change can

also reduce the burden by allowing those with expertise, capacity, and systems for reimbursement to affect behavioral change to support our care.

Mental and oral health providers have long struggled to integrate into health systems and achieve parity in funding. At times we've appeared to be competitors seeking a seat at the table, jockeying for resources, and for acknowledgment that what happens above the neck impacts overall health. Recognizing that behavioral science is an essential component of oral health care and that dental health care supports mental health, rather than being pitted against one another, each discipline should find ways to increase mutual collaboration.

There is cause for optimism that policymakers are beginning to commit resources for mental and dental health care. As noted in the January issue of the *Journal*, the Michigan Legislature last year redesigned the Adult Dental Medicaid Program, increasing reimbursement and the number of covered services. For 2023, the Michigan House of Representatives announced the cre-

ation of a Subcommittee on Behavioral Health, addressing issues of mental health, substance abuse, and stress.

Identifying oral signs of depression, stress, the ravages of adverse behavior and addiction such as smoking, eating disorders, and substance abuse, confirms more than a need for dental care. It is an opportunity for integration and collaboration between dentists and mental health professionals to address our patients' overall health needs. We must seize the opportunity to capitalize on the energy of policy initiatives supporting our professions, to advocate for increased training and inclusion of coverage for behavioral counseling and case management services within both dental and mental health plans. ●

References

1. Newton JT, Asimakopoulou K. Managing oral hygiene as a risk factor for periodontal disease: a systematic review of psychological

(Continued on Page 81)

A greater awareness of the relationship between oral health and mental health can broaden diagnosis and better address our patients' health needs.

OUR SERVICES

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Legacy Practice Transitions has a proven record of successful DSO transitions in Michigan. Through our experience and knowledge, we will advocate on your behalf to achieve **your** financial, managerial, and clinical needs.

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- Holdback/Earnout/Clawback/Growth Bonuses
- Recap (When did the last Recap occur)
- Equity Roll (Option to invest within the DSO?)
- Work Commitment (often 24-60 months)
- What is my EBITDA and how is it calculated?

Practice Transitions

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Practice Mergers

Practice Evaluations

Partnerships

Associate Placement

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COLLECTIONS: 1.2M
SALE PRICE EXCEEDED : 1.9M

Single location & 85% cash at close



COLLECTIONS: 2.1M
SALE PRICE EXCEEDED: 4.1M

Single location & 90% cash at close



COLLECTIONS: 2.5M
SALE PRICE EXCEEDED: 4.4M

1 location & 90% cash at close with equity roll



COLLECTIONS: 18M
SALE PRICE EXCEEDED: 28.5M

Multi location & 95% cash at close



KIM SENA DDS

616-450-3890
 Kim@LegacyPracticeTransitions.com



ERICK RUPPRECHT DDS

616-340-0570
 Erick@LegacyPracticeTransitions.com



Info@LegacyPracticeTransitions.com



800-334-9126



LegacyPracticeTransitions.com

What's an Easy Way to Track CE?



By MDA Staff with Eric Tye, DDS
Chair, MDA Committee on Membership



Question: I've created a sheet to track my continuing education credits, but the process is so cumbersome. With today's technology,

there has to be an easier way. Does the MDA know of a resource that can help?

Answer: In fact there is. The Michigan Department of Licensing and Regulatory Affairs announced its relationship with a vendor, CE Broker, last fall. CE Broker is a service that assists professionals and licensing entities with tracking continuing education.

According to an email sent last August, all licensed health care professionals will be provided with a free profile, where they can upload and track continuing education credits. CE Broker also offers various subscription tiers that provide additional services. For more information on the CE Broker program, visit www.michigan.gov/lara/bureau-list/bpl/health/links/ce-broker.

Note that you are not required to use CE Broker to maintain your license. Some members have contacted the MDA and asked if this was a new state requirement. It is not.

Also, the MDA can track your CE taken through the MDA or ADA. And, free CE record-keeping folders are available at the MDA Web store at store.michigandental.org, or call the MDA's Jody Marquardt at 517-346-9408.

Question: Is there an updated edition of the MDA Fee Survey? If so, how can I order one? I also had an issue last year with interpreting some of the data in an MDA survey. Who can I talk with regarding the content and how it's comprised?

Answer: The updated Fee Survey is available on the MDA Web store at store.michigandental.org. If you have questions about the survey or the data within the survey, call Merces Consulting at 248-507-4670.

Question: A new patient came in to my office last month, and when asked how they heard about our office they mentioned they found me on the MDA SmileMichigan.com

website. I don't remember making a profile on the site. Can you explain?

Answer: The Find-A-Dentist feature on the MDA's public-facing SmileMichigan.com website receives more than 4,000 visitors per month. A basic profile on Find-A-Dentist has automatically been set up for you, with data from the ADA/MDA shared database. To see how your profile looks right now, login to the ADA website and click My ADA at the top right corner of the page. Then take a moment to add more details that will round out the picture for new patients. The more information you include, the higher your practice will rank in local search results. Profiles that feature photos, email addresses, website links, and other key details will appear higher on the page when patients are searching for a new dental home. For example, profiles with photos receive 11 times more clicks compared to the profiles without photos.

Updating your profile is quick and easy. First, go to ada.org/UpdateNow. Then complete the sections below.

- Business Address: Make sure the box "Display Business Address in the online directories is checked."

- Insurance.

- Payment options.

- Practice hours.

- Upload your photo or an image of your practice logo.

To maximize the value of this free marketing channel, all you need to do is keep your profile up-to-date. The Find-A-Dentist feature is part of the MDA Public Education Campaign, funded by your member assessment, the goal of which in part is to bring more patients to you. The campaign is supported by online ads that encourage patients to schedule regular dental visits, with links that bring them directly to the search tool. Patients can search by ZIP Code, dental specialty, the distance they're willing to travel, and more. If you need help completing your profile, you can call the ADA Member Service Center at 800-621-8099. ●

Have a question? Think MDA first! Send questions to membership@michigandental.org.

Dental Practice Sales: The Right Way

A successful dental practice transition is the product of matching the right buyer and seller. The goal is to have an efficient and productive practice transition from start to finish. Find out all you need to know to ensure the effective transition of YOUR practice.

This seminar will cover:

- **Practice value** and how it is determined.
- When the **right time to sell** your practice is.
- How **DSOs** work and what types of practices they desire.
- Why the **bank is the third party** to every dental practice transition.
- What needs to happen for a **successful transition**.

Ensuring Dental Practice Transition Success

Friday March 31st, 2023

9am-noon

PNC Tower

25th Floor Michigan Conference Room

755 W Big Beaver Rd

Troy, MI 48084

EARN 3 CEUS

Registration required at Phoulihan11@msn.com

NO FEE



The Houlihan Group
www.TheHoulihanGroup.com



The MDA Grassroots Program: Advocacy That Works!

By Lynn Aronoff
Grassroots Legislative Coordinator

The MDA's Grassroots Legislative Advocacy Program has been highly successful since it began in 2011, and 2022 was no exception. With more than 145 contacts between MDA members and their legislators taking place at 23 events, member participation proved to be lively, engaged, and essential to the MDA's advocacy success last year.

While the MDA staff is regularly in contact with key legislators on dental issues, legislators are most responsive to issues when they hear from their constituents — in our case, MDA dentists from their districts. By connecting our members with their legislators, the MDA can develop personal connections that keep the MDA as the top-of-mind resource on dental issues. These connections also help the MDA demonstrate a strong presence locally, and provide a unique perspective on how various issues will impact legislators' districts. And with

more than 50 new legislators taking office in January 2023, our grassroots program will continue to be a driving force behind the MDA's advocacy efforts in 2023.

Friendly and personable

One thing we hear from members who haven't participated before is that they are nervous or uncomfortable about meeting with a legislator. That's understandable, but an important fact to remember is that legislators are normal people, despite the importance of their positions. Many legislators' interactions with dentistry are limited to their experiences getting dental care. In fact, it's likely that there are legislators who are as nervous about going to the dentist as you might be to attend a grassroots event! Legislators depend on you for support, so they are friendly and personable. No worries.

In 2022, nearly every grassroots meeting we held included a new participant, and their experiences were great! Most often, the legislators we meet with are always grateful for the opportunity to hear from the dentists they represent and come away with a new appreciation of the issues impacting dentists.

Every meeting is attended by MDA staff and me. We set up our meetings over lunch or coffee in a group setting to facilitate an open and comfortable atmosphere for everyone to discuss their perspectives. Every meeting goes a little differently, depending on what the most important issue of the day is and what attendees want to discuss. However, the goal of the MDA's Grassroots Program is remains the same: To make it easy for our members to engage in meaningful advocacy on the issues important to them.

If you're interested in participating in grassroots meetings or learning more, email me at lynn@actionstrat.com with your name and local component. I'll be in touch with you. ●



Aronoff

On the facing page . . .

Listed on the opposite page are the MDA's 2023 Advocacy Priorities, as developed by MDA leaders and staff. These are the priority initiatives the MDA will be working on this year. Watch for updates and reports on these various initiatives in each issue of the *Journal* throughout the year.

If you have questions or comments, let the MDA know! Email Neema Katibai, MDA manager of advocacy and insurance affairs, or Bill Sullivan, MDA vice president of advocacy and professional relations, at nkatibai@michigandental.org or bsullivan@michigandental.org, respectively.

2023 PRIORITIES FOR THE MICHIGAN DENTAL ASSOCIATION

DENTAL LOSS RATIO

The state of Massachusetts recently passed a ballot initiative that establishes a dental loss ratio of 83%. This means that starting in 2024, dental insurance companies in Massachusetts will have to show the state that at least 83% of patient premiums were used for patient care. If that threshold is not met, a company would have to issue a refund to the plan purchaser for the difference between what is actually spent on patient care and 83% of premiums. Additionally, the law provides other powers to the state insurance commissioner such as approving premium rate increases. The MDA will be working with the American Dental Association and other stakeholders to determine the best way forward on this issue.

DENTAL BENEFIT COMPANY TRANSPARENCY

Network leasing is when a dental benefit company sells or leases their network of dentists to another dental benefit company. Typically, the network dentists are not aware of the transaction. This causes confusion and frustration among patients and dentists because patient's coverage status and fees are many times unknown until after care is provided. The MDA's goal is to add transparency to the practice of network leasing.

HOSPITAL AND AMBULATORY SURGICAL CENTER ACCESS

Many of Michigan's most vulnerable citizens require a hospital operator and general anesthesia to receive basic and complex dental care. In 2022, the MDA secured funding to increase the facility fee paid to ambulatory surgical centers and hospitals under Medicaid for dental services. However, inadequate funding in Medicaid for anesthesia services for dental procedures continues to pose a significant barrier to care. The MDA is working with MDHHS and stakeholders to secure state funding to resolve this issue.

TELEDENTISTRY

The emergence of telehealth over the last few years has resulted in broad legislation and rules, intended to facilitate care during the COVID-19 pandemic. The MDA has developed a legislative proposal that would address teledentistry specifically, ensuring that regulations assure patient safety and privacy, maintain the standard of care, and enhance the ability of providers to deliver care to their patients. The MDA will be working with the Legislature to introduce legislation on this issue.

WORKFORCE

Many professions have experienced a workforce shortage and dentistry is no exception. Over the past several years, dental offices have experienced a dwindling supply of RDHs, RDAs, and on-the-job trained assistants, as well as office support staff. The MDA is working with the ADA, other state associations, and stakeholders in Michigan to identify solutions that will address the shortage now and provide a sustainable talent pipeline for the dental workforce.

STUDENT DEBT CRISIS

Dentists are graduating with staggering amounts of student debt, which impact where they choose to practice, the patient populations they can treat, and the overall cost of dental care. Student debt relief will help curb rising healthcare costs and increase access to dental care.

CONTACT US

Bill Sullivan, JD

Vice President of Advocacy and Professional Relations
bsullivan@MichiganDental.org or call 800-589-2632

Neema Katibai, JD

Government/Insurance Affairs Manager
nkatibai@michigandental.org or call 800-589-2632



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Terminating the Dentist-Patient Relationship and Avoiding Abandonment



By Dan Schulte, JD
MDA Legal Counsel

Question: I have a patient who is very difficult to deal with. He is rude to my employees, does not always follow my treatment recommendations, complains about my fees, and is generally very unpleasant. I do not care to see him any longer. How do I end my relationship with him?

Answer: Once a dentist-patient relationship is established, a dentist is under both an ethical and legal obligation to provide services until the relationship is properly ended. The relationship may be ended by consent of the patient and dentist; revoked by the patient by changing or dismissing the dentist; ended in the event the dentist's services are no longer needed; or the dentist may unilaterally terminate the relationship.

Termination by the dentist is the scenario that may lead to a claim of "abandonment." Although a dentist has a definite right to terminate the dentist-patient relationship, it must be done in such a manner that the patient is given reasonable notice to enable the patient to secure other dental treatment when needed. Abandonment is generally defined as the termination of the dentist-patient relationship at an unreasonable time and without giving the patient the chance to find another dentist. For abandonment to exist, the patient must show more than a simple termination of the relationship. The patient must prove that the dentist ended the relationship at a critical stage of the patient's treatment without good reason or sufficient notice to allow the patient to find another dentist and, as a result, the patient was injured.

To be in a favorable position to defend a claim of abandonment, a dentist should finish any incomplete course of treat-

ment and provide written notice to the patient, including:

- A brief explanation for the termination of the relationship.
- An offer to provide emergency services for a reasonable period, such as 30 days, to allow the patient to establish a relationship with another dentist.
- Provide information regarding dentist referral services or other assistance to help the patient locate another dentist.
- Provide information regarding the transfer of the patient's records.

Claims of patient abandonment are rare. Only in extreme circumstances will the facts exist that make such a claim a possibility. This is due to the necessity of proof that the termination of the relationship occurred without any notice or good cause, that it was foreseeable the termination would result in an injury, and that the patient was injured as a result. These factors will simply not be present in cases such as you mention. A rude, unpleasant, noncompliant patient who is disruptive to the office and not following your advice cannot prove the elements of abandonment.

The best advice is to be proactive. If you have decided to terminate a problem patient, do it before the patient needs a filling, a crown, is having pain needing to be diagnosed, or some other issue. Once the problem patient comes to you with an emergency or you undertake a course of treatment, you will be at risk of an abandonment claim if you do not respond to the emergency or complete the course of treatment. The best time to terminate the dentist-patient relationship is when no services are needed, or the only services needed are routine dental care. ●

A rude, unpleasant, noncompliant patient who is disruptive to the office and not following your advice cannot prove the elements of abandonment.

Visit the MDA website for more information on dentistry and the law. Visit michigandental.org/Legal-Services.



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When Employee Behaviors Create a Toxic Work Culture



By Jodi Schafer, SPHR, SHRM-SCP
HRM Services

Question: We have two front desk employees who cannot get along with each other. We've met with them several times, individually and together, we've clarified behavior expectations, and we've even talked with our attorney about the situation. After we meet with the employees, their behavior improves for a short period, but then they start going at it again. What are our options? Their behaviors are also starting to negatively affect other employees and our practice.

Answer: There are times when the personalities and behaviors of employees clash, and it can be very challenging to address. It often becomes almost a "he said/she said" situation. As leaders, we expect employees to be respectful and professional at work, and it is very difficult when their behaviors cause conflict. In this month's column I'll provide an overview of the full process for dealing with such a situation as you describe.

First, remember that employee behaviors are a culmination of all the things the employee has experienced to date — how they were raised, their previous work experiences, their values and beliefs, etc. These experiences form certain habits, and it can be extremely difficult to change those habits in a short period. With that said, the first step is raising the employee's awareness of how their behaviors are impacting other staff and the practice as a whole.

The next step is to clarify expectations for appropriate behaviors, ideally referring to the job description and any applicable employment/handbook policies where these are outlined.

Third is to outline next steps, including what will happen if the behavior(s) continue. This may include a written warning placed in their personnel file, ineligibility for a pay increase/bonus, rejection of requests for paid time off, suspension, or ultimately termination. Unless the behavior is egregious, warranting immediate termination,

it is always a good idea to give employees an opportunity to change and improve.

It sounds like you've already talked with the employees and completed some of these steps. In this instance, you have two employees contributing to the issue, and it may be hard to determine if one is more at fault than the other. The same process (outlined above) applies, but then meet with each employee individually and then together to clarify your expectations for their behavior, including their interaction with each other. If their behavior improves after these conversations, encourage them and continue to provide feedback.

In your situation, it sounds like this has not been the case. They are falling back into their bad habits, and it is impacting other employees and possibly your patients. This is creating a toxic work culture, which needs to be addressed. As a leader, your job is to try to salvage the relationship if you can — but if you've tried and been unsuccessful, then it may be best for the rest of your team if you cut out the source of the rot. If you have followed the process above to no avail, it may be time to move ahead with termination, potentially for both employees.

If you have any concerns about risks related to the termination, or if you are just unsure about the best process, contact an HR consultant and/or employment law attorney. They can provide consultation to help you ensure that you handle and document the termination process in the best way possible with the least risk to your practice. At the end of the day, you must decide if continuing to allow the behavior will be more harmful than the termination and finding new employees for the positions. While it may be difficult to juggle the work with a reduced team at first, your remaining employees will step up to assist because they will be grateful to have the toxicity removed.

Good luck! ●

Contact the MDA's Brandy Ryan for HR-related questions; email bryan@michigandental.org.

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Kenneth J. Polke, DDS x229

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Get a Quote, Save on Your Auto and Homeowners Insurance



By Craig Start, MBA
President, MDA Insurance

Do you know that your MDA membership can deliver savings on auto and home insurance to you, your office staff, your family and your friends?

While many of the benefits of MDA membership are exclusive to dentists, our competitive prices and discounts on auto, home and personal umbrella insurance can also benefit your wider social circle.

MDA Insurance works with Citizens/The Hanover Insurance Company, AutoOwners, Pioneer Mutual State Insurance, and Progressive, and has several discounts available that can deliver savings for your friends and relatives. The savings are always better — and claim processing goes more smoothly — when auto and home insurance are bundled together under the same carrier. We can help with that, too.

Here's how bundling can help when you have a claim. Let's say you have one of the model year 2020-22 Hyundai Palisade vehicles or model year 2020-22 Kia Telluride vehicles with trailer hitches that are under recall due to risk of fire. You parked the car in your attached garage. The car self-ignited while in the garage and the fire spread to your home. If your auto and home are both insured through the same carrier, the loss can easily be coordinated by the insurer, minimizing the completion of forms and the hassle of reporting the claim. One adjuster can handle the loss, rather than juggling with adjusters from two insurance companies. When you have questions, you have one company to contact, although you'll have two claim numbers. Bundling can make the claim experience less onerous.

MDA Insurance has offered auto and home insurance for at least two decades, yet awareness of the program among members remains low. Those who have used us report they are pleased with the knowledge of our personal lines agents who are responsive to their needs, and they're impressed that we routinely shop auto and home insurance with our other carriers when policies renew, to be sure we're providing the coverage they want and need at the best price we can offer. Importantly, MDA

Insurance will not downgrade your insurance protections in order to produce a lower quote. If we cannot match or better your coverage and save you money, we'll advise you to stay where you are and check back with us again in the future.

In order to make it more attractive for members to tell others about our auto and home insurance offerings, we've developed a Refer & Earn program to share your member savings with your dental team, family, and friends. Simply scan the QR code above and complete the referral form, providing the name and contact information for the person you are referring, along with your own name and contact information. We'll send you a \$10 gift card if your referral asks us for a quote. And, we'll send your referral a \$10 gift card just for asking for a quote. It's quick and painless, and when you introduce them to a company that could save them hundreds of dollars, they'll appreciate you even more!

We value the opportunity to save you money on all your personal lines needs, including personal umbrella insurance that truly is essential in the wake of No Fault Reform. If you don't have a personal umbrella policy, contact us now to remedy the needless risk of having your personal assets, including your retirement savings, diverted to pay a personal injury claims as the result of an auto accident.

If you already have your personal insurance through MDA Insurance, thank you, and please refer someone to us! If you have not allowed us to quote your coverage, this is as good a time as any. Getting a quote is easy — and you'll get a \$10 gift card, too. Just visit mdaprograms.com, click on the insurance section, and then hover over auto and home. Click on Request a Quote, submit the form and stand by for savings!

Call 800-860-2272 and speak with an MDA personal lines agent for friendly, knowledgeable assistance. And tell your friends and family all about us and the savings they may discover by taking a few minutes to get a quote. ●





DO YOU QUALIFY FOR THE EMPLOYEE RETENTION CREDIT?



Most dental practices qualify for this tax credit—
even if PPP funding was received. Claim your credit now.

Highlights of the ERC

- ✓ Businesses must file for the ERC before the first amended tax return deadline of July 31, 2023.
- ✓ Receive up to \$26,000 per employee.
- ✓ To qualify, your practice needs to have experienced decreased revenue, a COVID event, a partial or full shutdown, or a supply chain disruption and kept employees on the payroll.
- ✓ Wages used to apply for the PPP forgiveness cannot be claimed as ERC wages, but remaining wages may be eligible.
- ✓ The ERC is available for the last two quarters of 2021 for certain small businesses that opened after Feb. 15, 2020.

The Employee Retention Credit (ERC) allows small businesses adversely affected by COVID-19 to claim up to \$26,000 per employee as a tax credit—even if the business received a PPP loan! Filing for the ERC can be complicated and time-consuming, which means this tax credit is underutilized. Don't miss out on what may be coming to you.

Dental Business Specialists is now under the ownership of Looby Baumgarten and is endorsed by the MDA to file for the ERC on behalf of member dentists. This dental CPA firm knows just what to do and how to do it. MDA members using other tax filing services or accountants are encouraged to get help with their ERC filing from Dental Business Specialists. Scan the QR code below to request a representative to contact you.

e: ERC@LoobyDBS.com
p: 800.327.2377 • w: www.LoobyDBS.com
6006 Westside Saginaw Rd. • Bay City, MI 48706





By Michele Tulak-Gorecki, DDS
ADA 9th District Trustee

What's New at the ADA?

This past December, right before the holidays hit, the ADA Board of Trustees traveled to Charleston, N.C., for its annual retreat. The city was alive with activity, and so was the ADA Board.

Each year the ADA president addresses a topic during his or her Board retreat, and this year's topic was "Harnessing the Power of Strategic Focus," facilitated by Dr. Steven Shepard, of Shepard Communications Group. Many in-depth discussions occurred, which helped to focus our mission, vision, and the strategic forecast of the ADA. More will continue to be brought forward from these thoughtful deliberations in the coming months as the Board and Strategic Forecasting Committee begin more-focused communication. Discussions with state executive directors will also be held. The sessions were excellent, with strong and meaningful participation. It was a great kick-off to Dr. George Shepley's presidential year.

Another highlight of the meeting was a very informative report by Mike Graham, the ADA's senior vice president of government affairs. He gave us the latest information on the Medical Loss Ratio campaign victory in Massachusetts and discussed how several states are initiating legislative efforts to try to keep the momentum going with MLR across the country. Both Wisconsin and Michigan have been inquiring with the ADA about next steps. We are figuring out how to best position our states for successful similar initiatives.

ADA Executive Director Dr. Ray Cohlmiya gave his latest update on membership trends, finances, and the progress on 2022 goals. Membership trends are holding steady, but we all know that remaining the same is not the goal in membership if the trend is declining membership. ADA finances will be looked at through a mission-based accounting lens in line with the actions of the 2022 ADA House of Delegates, which approved a new budgeting process.

As far as the update on the 2022 goals, customer-foc-

used governance was one of the first goals. We are well on our way on this goal, with the passage of the Strategic Forecasting resolutions by the ADA House of Delegates in October and the formation of the initial Strategic Forecasting Committee. Last month we began work on helping districts establish standard operating procedures for recommending members of future Strategic Forecasting committees.

The next goal is collegiality and synergy with all entities of the profession. Dr. Cohlmiya has completed about 15 visits to dental colleges so far and has been working on numerous other meetings with specialty organizations, affiliate organizations, dental industry leaders, and international entities, including FDI. The ADA continues to work on policy to lead the dental profession both nationally and internationally.

Digital transformation a priority

The last goal is digital transformation. The ADA app was introduced at SmileCon last October as an MVP, or Minimum Viable Product. This is an Agile project management term that perhaps is misunderstood. It is the version of a new product that allows the production team to collect the maximum amount of validated learning about customers with the least effort. What does that mean to ADA members? It means that the app is constantly changing and adapting as you use it. The app is helping the ADA to quickly learn what members need and want, while providing customer satisfaction, continuous improvement, and simplicity. Digital transformation also involves the ongoing switch from our Aptify membership database to Salesforce and Fonteva, as well as a change from ADA Connect to Microsoft 365 for internal communications.

As always, if you have any comments, suggestions or concerns, please feel free to contact me either by email at tulakgoreckim@ada.org or by phone. My cell number is 248-212-4620. I serve you, plain and simple. I look forward to another productive year as your ADA 9th District trustee. ●

Our Team

We are a new class of Dental CPAs focused on strategic planning, driving organization initiatives, and saving taxes. Our leadership team holds combined experience of

80 years

Our Approach

As Dental CPA's working with over a thousand dental practices and providing over 50,000 hours of consulting, advisory, and tax services, our goal is to guide you through the implementation of business and tax initiatives.

Our Leadership Team



Pictured from left to right, Darin Sitto, CPA, MBA; Calvin Sitto, CPA, MBA; Stephanie Cykiert, MHSA; and Greig Davis, CPA, CVA, MST

Our Story

Starting with a first generation local Dental CPA firm in the early 60's and growing to a nationally recognized Dental CPA firm by 2015, our team transitioned to a boutique Dental CPA firm working with Dental Group Practices, Dental Support Organizations and Managed Services Organizations. Our team of highly experienced Dental CPA's, Revenue Cycle Managers, Health Care Data Analysts, and Certified Valuation Analysts, focus on closely working with our clients to drive successful business initiatives.

Upcoming Seminars

We'd like to invite you to our upcoming CFO Series!

Live Session Dates

April 28, 2023

September 22, 2023

December 01, 2023

Location & Time

Arboretum Conference Center

34405 W. 12 Mile Rd.

Farmington Hills, MI 48331

9:30 AM - 1:30 PM

Topics include Key Performance Indicators (KPI), root causes of KPI outcomes, impacting your KPI, why accrual accounting is important, how to build quality financial reporting, how to build value, best practices for labor, valuations (DSO & Non-DSO), and more...

To register, please visit our website at

www.dentalroiassociates.com

See our Dental Education & Events Page

Or call 947-209-5801

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May 3-6, 2023

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Courses and Events for the Entire Dental Team

2023 ANNUAL SESSION



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2023 ANNUAL SESSION



| | |
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There's so much to experience at this year's MDA Annual Session! The Committee on Annual Session and the Committee on Continuing Education along with the MDA staff have worked hard to provide a meaningful and comprehensive conference of learning, socializing, and viewing of new products and services in the Exhibit Hall. So, whether you're attending one day or every day, please be sure to take advantage of everything Annual Session has to offer.



Grand Rapids is a beautiful city with lots of restaurants, breweries, museums, sporting events, concerts and theaters, so you're sure to enjoy your free time too. Take some time to explore downtown and create your own team-bonding experiences. Visit www.grandrapidsattendee.com for exclusive offers and discounts just for conference attendees.

NEW for new dentists: A half day program titled "New Dentist Fuel — Design Your Future" facilitated by Dr. David Rice will cover such topics as tackling student debt, team turmoil, limited practice opportunities, and more. Join other new dentist colleagues for a day designed just for you.

Keynote address: Keynoter Christine Cashen will help us all stay inspired even when "we're so darn tired." She's a Midwesterner who has ties to Michigan. She is excited to be back sharing her wisdom to help you be the best that you can be in challenging situations.

Special events, too: Join your colleagues, friends, and team members for a tour and beer tasting at the world famous Founders on Thursday evening. Plus, there's lots of fun at Friday evening's "Magic, Music and More," honoring MDA President Dr. Vince Benivegna and featuring an award-winning magician and a popular local band playing music from the '70s through today.

Whatever you decide to do at the Annual Session, I know it will be memorable. So, what are you waiting for? Register your team now!

Neeta Chesla, DDS
Chair, 2023 MDA Annual Session

2023 ANNUAL SESSION



Magic, Music and More!

Honoring MDA President
Dr. Vince Benivegna

WHEN: Friday, May 5, 2023 (6:30-11 p.m.)
WHERE: Ambassador Ballroom,
Amway Grand Plaza Hotel
PRICE: \$89/person includes: dinner,
two drink tickets, and entertainment
ATTIRE: Snappy Casual

Co-sponsored by Central District Dental Society,
Michigan Society of Oral and Maxillofacial
Surgeons, MDA Insurance, and MDA Services.



Grab your friends, colleagues, team members and significant others – for an evening of food, fun, and amusement.

Enjoy a magic show sprinkled with humor, revel in the sounds from the 70s through current day with a popular local band, *Funkle Jesse*. Plus amazing food options that are hearty and healthy to fill you up for all the evening's activities. Drinks that appeal to most including soft drinks, craft beer, fine wine and cocktails. Rounding it off with dancing, conversation, laughter and fellowship. Don't miss out, register today – Capacity is limited! Visit: annualsection.michigandental.org

ANNUAL SESSION CONTINUING EDUCATION AT-A-GLANCE

Use the following chart to quickly identify Annual Session courses by target audience, those that are free/discounted, or meet state license requirements. Speakers and detailed descriptions can be found in chronological order by course number starting on Page 38 of this preview. If you are registering online, use the Filter Courses option under Full Agenda in the Schedule section to find your preferences.

| Wednesday May 3, 2023 | DDS | New DDS | RDH | Asst. | *CDBP/ Front Office | L'ship Track | FREE/ Discounted | License Req. |
|-------------------------------|-----|---------|-----|-------|------------------------|--------------|---------------------|--------------|
| #1 Health Centered Dentistry* | | | | | | | | |
| #2 HOD Leadership Training* | | | | | | | | |

| Thursday May 4, 2023 | DDS | New DDS | RDH | Asst. | *CDBP/ Front Office | L'ship Track | FREE/ Discounted | License Req. |
|--|-----|---------|-----|-------|------------------------|--------------|---------------------|--------------|
| #3 PPP Risk Management* | | | | | | | | |
| #4 HIPAA Privacy Rules Change* | | | | | | | | |
| #5 Rock Star Dental Assistant | | | | | | | | |
| #6 HPV and Oral Sex | | | | | | | | |
| #7 Clinical Records* | | | | | | | | |
| #8 Dental Burnout | | | | | | | | |
| #9 Clinical Oral Lesions | | | | | | | | |
| #10 How to Outsmart the Thief | | | | | | | | |
| #11 Digital Hands-on Implant Workshop | | | | | | | | |
| #12 OSHA Tasks Checklist*+ | | | | | | | | |
| #13 Taming the Beast - Scheduling* | | | | | | | | |
| #14 Cybersecurity* | | | | | | | | |
| #15 Attract and Retain Staff* | | | | | | | | |
| #16 Vaping | | | | | | | | |
| #17 Learn, Leverage, Lead* | | | | | | | | |
| #18 Dental Reimbursements* | | | | | | | | |
| #19 Patient Marijuana Use | | | | | | | | |
| #20 External Threats to Dental Office* | | | | | | | | |
| #21 Marketing* | | | | | | | | |
| #22 Automating Your Practice* | | | | | | | | |
| #23 How to Stay Inspired (Keynote) | | | | | | | | |

* Certified Dental Business Professional qualifying courses

+ The State requires all dental offices to do an OSHA review annually but it is not an individual license requirement.

Courses in the New Dentist column are recommended by the New Dentist Committee.

| Friday May 5, 2023 | DDS | New DDS | RDH | Asst. | *CDBP/ Front Office | L'ship Track | FREE/ Discounted | License Req. |
|-------------------------------------|-----|---------|-----|-------|------------------------|--------------|---------------------|--------------|
| #24 Most Difficult Discussions* | | | | | | | | |
| #25 High Chair Dental | | | | | | | | |
| #26 New Dentist Fuel | | | | | | | | |
| #27 Oral Cancer Screening | | | | | | | | |
| #28 Our Chamfered Psyche | | | | | | | | |
| #29 Oral Lesions | | | | | | | | |
| #30 Influence: Power of Leadership* | | | | | | | | |
| #31 Maximizing ROI* | | | | | | | | |
| #32 Edodontic Mousetrap (Part I) | | | | | | | | |
| #33 CPR | | | | | | | | |
| #34 Moving Away from Insurance* | | | | | | | | |
| #35 Medicare | | | | | | | | |
| #36 Peer Review/Dental Care | | | | | | | | |
| #37 Social Media and Ethics* | | | | | | | | |
| #38 CPR (Repeat) | | | | | | | | |
| #39 Pain Wars | | | | | | | | |
| #40 Everyone Smiling but You* | | | | | | | | |
| #41 Dental Materials | | | | | | | | |
| #42 Level Up* | | | | | | | | |
| #43 Meet Your Perfect Self | | | | | | | | |
| #44 Hands-On Oral Cancer | | | | | | | | |
| #45 Endo Mousetrap Part II | | | | | | | | |
| #46 Dental Implants | | | | | | | | |
| #47 Oral Dysbiosis | | | | | | | | |
| #48 Jurisprudence and Ethics | | | | | | | | |

| Saturday May 6, 2023 | DDS | New DDS | RDH | Asst. | *CDBP/ Front Office | L'ship Track | FREE/ Discounted | License Req. |
|--|-----|---------|-----|-------|------------------------|--------------|---------------------|--------------|
| #49 Infection Control | | | | | | | | |
| #50 3D Scanning CANCELED | | | | | | | | |
| #51 Strong Practice Culture | | | | | | | | |
| #52 Let's Talk About Sleep Deprivation | | | | | | | | |
| #53 Restorative Materials | | | | | | | | |
| #54 Becoming the Pediatric Alpha | | | | | | | | |
| #55 Socket Grafting/Implants | | | | | | | | |
| #56 Endo Hands-On | | | | | | | | |
| #57 Ethics and Jurisprudence* | | | | | | | | |
| #58 Occlusion CANCELED | | | | | | | | |
| #59 Mental Mindware | | | | | | | | |
| #60 Stop Ignoring the Tongue | | | | | | | | |
| #61 Digital Dentistry | | | | | | | | |
| #62 Oral Trauma | | | | | | | | |
| #63 Implicit Bias | | | | | | | | |
| #64 Making Overdentures a Snap | | | | | | | | |

THE ANNUAL SESSION EXHIBIT HALL

Here's where you'll discover the latest dental products, services and techniques, plus many MDA Annual Session show specials.

You'll find nearly 150 exhibitors at this year's MDA Annual Session Exhibit Hall. They're offering great deals, helpful advice, and the chance to see the newest products "up close and personal." You can get your questions answered, talk with product representatives, and see what's new in dentistry. It's all at the MDA Annual Session Exhibit Hall – Michigan's largest dental expo!

A full listing of exhibitors appears on the Annual Session website or consult the Annual Session *Official Program*, mailed to you with your pre-registration materials or available on-site.



Take advantage of this great resource for your practice. Be sure to stop by the exhibits, conveniently located near CE classes, right inside Halls B & C, DeVos Place.

Remember! No Exhibits Wednesday or Saturday! Exhibits open Thursday at 10 a.m. The MDA Exhibit Hall will be open Thursday and Friday ONLY!

- Thursday, May 4: Exhibits open 10 a.m. until 6 p.m.
- Friday, May 5: Exhibits open 10 a.m. until 6 p.m.

MDA Welcome Center. Everyone is invited to visit the Welcome Center located just inside Halls B and C of DeVos Place. There you can relax, grab a cup of coffee, visit with staff, check out the latest MDA products and services, and get all your questions answered. It's a great way to make sure you're taking full advantage of all that membership in the MDA has to offer. Office managers – there'll be resources that can help make your job easier. Stop and see how MDA can help you, too.

Download the MDA Connection app for quick access to the most-important Annual Session information. Click the Annual Session button from the home screen for daily schedules, speaker lineup, and quick access to the MDA Annual Session website. Don't forget to allow push notifications for access to important information. To download the app, search "MDA Connection" on the Apple App Store or on Google Play.

Lunch and Snacks. Pressed for time between classes? No problem! You can get lunch right in the MDA Exhibit Hall as you chat with exhibitors or fellow colleagues. The concession area offers a hot buffet, variety of sandwiches and healthy food options, plus snacks, coffee and soft drinks. Maps with local lunch options will also be provided on-site.

The Endorsed Provider Aisle. Come visit the MDA Insurance and MDA Services area at the gateway to the MDA Annual Session exhibits May 4-5 in Halls B and C of DeVos Place. Discover the many ways you can save money and enjoy great service working with MDA Insurance, MDA Services, and the endorsed vendors who are exhibiting. Check out the show specials and fun activities in the Endorsed Vendor row! Bring your supplies shopping list and your technology wish list and find the solutions you need from trusted vendors.



Look for the MDA-Endorsed banners in Halls B and C of DeVos Place.

Check out these courses exclusively brought to you by your MDA-endorsed providers:

- #4 HIPAA Privacy Rules Changes, Annual Tasks and Staff Onboarding
- #10 How to Outsmart the Thief in Your Practice
- #12 OSHA Annual Tasks Checklist
- #14 Cybersecurity 101: Protecting Your Practice and Patients
- #15 Attract and Retain Staff with Comprehensive Benefits: Financial, Physical, Mental and Emotional Wellness
- #20 External Threats to the Dental Office
- #21 Marketing and Automation Strategies Proven to Accelerate Practice Growth
- #22 How Automating Your Practice Can Change Profitability
- #26 New Dentist Fuel . . . Design Your Future



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ENDORSED

SPECIAL EVENTS

ACD/ICD/Pierre Fauchard Annual Session Events

The joint **American/International College of Dentists and Pierre Fauchard Dinner** will be held at the JW Marriott, Thursday, May 4 at 7 p.m. in Grand Rapids. Watch your email for more information. Check the *MDA Annual Session Official Program* or MDA Connection App for room location closer to the actual event.

The **International College of Dentists Breakfast** will take place Friday, May 5 at 7 a.m. in the Amway Grand Plaza Hotel. Contact Dr. Steven Sulfaro at drsulfaro@comcast.net for more information or to make your reservation. Spouses and guests of members are invited to attend.

The **American College of Dentists Breakfast** is scheduled for Friday, May 5 at 7 a.m. in the Amway Grand Plaza Hotel. For



more information on the ACD breakfast, contact Dr. Sherill Behnke at 517-332-8663 or email behnkedds@aol.com.

The **Pierre Fauchard Academy** plans to hold a brunch at 11:30 a.m. on Saturday, May 6 in the Amway Grand Plaza Hotel. Contact Dr. Richard Raad at raaddental@gmail.com for more information or to make your reservation.

Welcome Reception!

The MDA will hold a Welcome Reception right in the Exhibit Hall on Thursday, May 4, from 4:30 until 6 p.m. Everyone is invited!

During the reception complimentary hors d'oeuvres will be provided, with a cash bar.

Sponsored by MDA Insurance and MDA Services

New Dentist Network Lounge

Friday, May 5, 2023 • 5 – 7 p.m.
Located at the exclusive IDC inside the Amway Grand Plaza Hotel

You'll need a code to get in — but once inside you'll experience panoramic views of downtown and some other ambience surprises.

Attend any New Dentist recommended CE course and attend this event for FREE. Cost is \$25 otherwise.

Sponsored by MDA Insurance and MDA Services

MDA Foundation Sparkling Smiles Celebration

Wednesday, May 3, 2023
6 – 9 p.m.
Pantlind Ballroom
Amway Grand Plaza Hotel

Please join your colleagues for a very special event to recognize and thank our donors and grant and scholarship recipients. The event is open to all interested Annual Session attendees to introduce them to the Foundation and hear stories from people who help and have been the beneficiaries of the work we do throughout the state.

The time spent will be heartwarming, educational, and fun. Everyone will walk away knowing more about the Foundation, its donors, its recipients, and how the MDA Foundation is making the state a better place through improved dental health.

Hope to see you there! A save-the-date and e-mail follow-up will be sent soon.

To register early or make a donation, please email the MDA Foundation at foundation@michigandental.org or call 800-589-2632 and ask for the MDA Foundation.

COURSES AND SPEAKERS, WEDNESDAY, MAY 3 • NO EXHIBITS OPEN

PRE-SESSION DAY, WEDNESDAY, MAY 3



COURSE #1

Health-Centered Dentistry and Team-Centered Systems

Kevin Kwiecien, DMD, MS

9 a.m. – 4 p.m. • AGD Code 550

\$229 per person (Includes continental breakfast and lunch)

Limit 300

As dentistry continues to evolve, the role of the dentist and dental team can seem more ambiguous, creating more questions than answers. Airway or occlusion? Stress-management or an occlusal guard? Fluoride and tooth repair or nutritional counseling? Can we do it all? Should we do it all? If so, how? And is understanding optimal occlusal concepts and restoring a patient to a traditionally optimal result still appropriate? Are you open to the possibility that the dentist and dental team can

use all of its gifts and tools to move a patient towards appropriate and optimal health, one step at a time?

Learning objectives:

- How to intentionally create a co-discovery dental team for a congruent patient experience.
- Develop individualized transparent systems to support predictable clinical office flow.
- Feel more confident as a CEO, CFO, CMO and head of HR.
- Review key clinical data that the entire team can understand to support consistent treatment planning.
- Understand how to create a message to help every patient feel safe to move towards appropriate health.

This course is designed for the entire dental team.

Part of the Leadership Track. See Page 44.

Counts toward the Certified Dental Business Professional program, customer service/communication category, for six credits.

Co-sponsored by MDA Insurance and MDA Services

COURSE #2



House of Delegates Leadership Training/Meet the Candidates

Todd Christy, DDS

5 – 7 p.m. (reception at 5 p.m.; training at 6 p.m.) • AGD Code: 770

FREE – DDS only/Limit 100 (includes reception)

MDA Speaker Christy will hold a continuing education/networking session during the MDA Annual Session on Wednesday, May 3, 2023, from 5-7 p.m. at the Amway Grand Plaza Hotel. This session is appropriate for all members who desire to improve their knowledge of proper debate and decorum as well as meeting organizational skills. There will be no fee for this continuing education credit session.

Candidates for all offices will be invited to attend this event. Join your colleagues for networking and meet the candidates from 5-6 p.m. with light appetizers and a cash bar. The training session will take place from 6-7 p.m.

Each component is urged to have at least one or two representatives attend. If there are individuals in your component who may be interested in a leadership position either at the component or state level, please let them know about this session and encourage them to attend. This is a great opportunity for you to network and speak with individual Board members and staff to communicate your ideas and thoughts.

Learning objectives:

- Learn basic parliamentary steps used in handling or processing motions.
- Identify the best mechanism for amending a motion or resolution based on their intended outcome.
- Understand the voting techniques utilized through parliamentary procedures to process resolutions and elections.

This course is designed for MDA member dentists.

Part of the Leadership Track. See Page 44.

Co-sponsored by MDA Insurance and MDA Services

COURSES AND SPEAKERS, THURSDAY, MAY 4 • EXHIBITS OPEN 10 A.M. – 6 P.M.

Morning Schedule

COURSE #3



Professional Protector Plan (PPP) Control, Protocol, and Risk Management Seminar
 Robert Peskin, DDS
 Lynda Farnen, JD
 8 a.m. – 12:30 p.m. • AGD Code: 565
 \$90/person (PPP-insured dentists will be refunded \$90 after the class is taken)
 Limit 75



The Professional Protector Plan (PPP) Control, Protocol and Risk Management Seminar will help mitigate risk in your practice and present real-life experiences of dentists who have encountered malpractice claims. This course is designed for all general dentists, specialists, and office staff members. Learning objectives:

- Management of patient communications by choosing words wisely, listening intently, and earning trust and respect.
- Implementing office protocols so the entire team utilizes the same risk and safety policies.
- Providing clinical treatment that meets or exceeds the accepted standard of care.
- Understanding basic principles of acceptable chart and record documentation and the responsibilities of protecting patient health information.
- Developing effective patient management regarding non-clinical issues and adverse events.
- Understanding the fundamentals of legal concepts, including general informed consent, vicarious liability, and negligence.

PPP-insured dentists will receive a 10% discount on their professional liability premium for three years by attending.

Counts toward the Certified Dental Business Professional program, risk management category, for four credits.

Co-Sponsored by MDA Insurance and the Professional Protector Plan



Download Your Handouts

In a continued effort to minimize paper waste, traditional course handout materials will be available online beginning Monday, April 10 (as permitted by each speaker.) Please note: These materials will not be printed for distribution on-site. If you wish to have these materials to reference during the course please be sure to download and print them in advance (visit annualsession.michigandental.org/Courses-Handouts for details). Handouts will also be available for download after the Annual Session for a limited time (as permitted by each speaker.)

COURSE #4



HIPAA Privacy Rule Changes, Annual Tasks and Staff Onboarding
 Jennifer Cosey
 8:30 – 10 a.m. • AGD Code: 566
 DDS \$35; Staff \$25/Limit 100

This presentation is intended for HIPAA Compliance Officers, and will provide an overview of the changes to HIPAA's Privacy Rule, including implementation guidance, a review of required annual tasks relating to HIPAA compliance, and staff onboarding.

- Provide an understanding of recent modifications to the Privacy Rule.
- Explain annual tasks related to HIPAA compliance.
- Provide an onboarding checklist for new workforce members.
- Identify required training topics for new hires and annual retraining.

This course is designed for dentists and office managers.

Counts toward the Certified Dental Business Professional program, OSHA/HIPAA/OIG category, for one and one half credits.

Co-sponsored by MDA Insurance, MDA Services, and Eagle Associates

COURSE #5



Rock Star Dental Assistant
 Tija Hunter, CDA
 8:30 – 10:30 a.m. • AGD Code: 550
 DDS \$139; Staff \$69/Limit 100

Dental assistants spend more time with the patients than any other team member, so let's educate that assistant to be the best they can be to help your practice excel!

Learning objectives:

- Learn how to maximize relationships with patients and teammates
- Accelerate your role within the practice using teamwork.
- Discover key ways you and your practice can obtain success.
- Establish systems and methods for cutting costs and staying on top.

This course is designed for assistants.

Co-sponsored by MDA Insurance and MDA Services

Welcome Reception!
 The MDA will hold a Welcome Reception right in the Exhibit Hall on Thursday, May 4, from 4:30 until 6 p.m. Everyone is invited!
 During the reception complimentary hors d'oeuvres will be provided, with a cash bar.
 Sponsored by MDA Insurance and MDA Services.

THURSDAY, MAY 4 (CONTINUED)

COURSE #6



HPV and Oral Sex – You Want Me to Discuss WHAT with My Patients?

Catrice Opichka, RDH, MS
8:30 – 11 a.m. • AGD Code: 730
DDS \$79; Staff \$39/Limit 100

Discussing the cause and effect relationship between oral sex and oral cancer is not easy for anyone. However, since nearly every person who is sexually active will have an HPV infection in their lifetime, and since HPV is now the leading cause of oropharyngeal cancer, it has become a topic worth investigating and sharing with our patients.

Learning objectives:

- Identify the risk factors associated with HPV-related oropharyngeal cancer.
- Recognize the obstacles clinicians face in providing HPV education in the dental practice.
- Discover the tools necessary for patient education and discussing HPV with our adult and adolescent patients.

This course is designed for dentists and dental hygienists.

Co-sponsored by MDA and MDA Services

COURSE #7



Clinical Records Prevent Criminal Records

Roy Shelburne, DDS
8:30 – 11:30 a.m. • AGD Code: 565
DDS \$159; Staff \$89/Limit 100

Dr. Shelburne went to prison on Aug. 20, 2008, was released on May 14, 2010, and learned a series of lessons the hard way. There are ways to protect and defend a dental practice and to prevent what happened to him from happening to you. Know that if it's not in your clinical record, you didn't see it, you didn't say it, you didn't do it, it didn't need to be done, and it doesn't exist . . . from the legal perspective.

To be prepared for any challenge, the whole dental team must be careful, concise, complete, and diligent — not just the doctor, because the whole team is potentially at risk. Learning and implementing this no-nonsense team approach to record keeping could mean the difference between success and failure in the event of an action or challenge to your practice and will result in maximum legitimate reimbursement.

Learning objectives:

- Understand that what you don't know can hurt you and that ignorance is no excuse.
- Learn to assimilate and maintain records that can both protect and defend.
- Understand the necessity of due diligence and how to conduct records review and internal audits to ensure accuracy and excellence.

This course is designed for the entire dental team.

Counts toward the Certified Dental Business Professional program, risk management category, for three credits.

Co-sponsored by MDA Insurance and MDA Services

COURSE #8



Dental Burnout: Are You and Your Practice Susceptible?

Bill Claytor Jr., DDS
8:30 – 11:30 a.m. • AGD Code: 770
FREE/Limit 100

In 2019, the World Health Organization stated that burnout is a "syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed." This course will explore the signs, symptoms, and the effects burnout may have, not only in our dental practices but life in general. Specific stress areas and conditions that may exist in a dental practice will be discussed and solutions one may implement in their practices immediately will be shared. The practitioner will leave the course better informed and equipped to recognize and mitigate the effects of burnout in patients, staff, family, and self.

Learning objectives:

- Examine the correlation between stress, depression, substance use disorder, and suicide as it relates to burnout in dentistry.
- Discuss six specific areas in the dental office that may be a source of burnout and how to lessen their effects.
- List resources plus present mitigation strategies for burnout in one's practice and life.

This course is designed for the entire dental team.

Recommended by the New Dentist Committee. See Page 43.

Co-sponsored by MDA Insurance, MDA Services, and the MDA Health and Well Being Committee

Take Part in Food Drive or Visit the Exhibit Hall for a Chance to WIN BIG!

MDA Annual Session Committee volunteers will be collecting non-perishable food items on-site for local organizations in need.

In return, receive a raffle ticket for a chance to win one of four \$500 cash prizes. Acquire additional tickets by visiting exhibit booths.

There's no limit to the number of entries so gather as many tickets as you want, then drop in the prize drum located in the back of the exhibit hall.

Exhibitors will be encouraged to donate more fun things to the drawing, so don't miss out. This is also a great way to give back and/or discover new products and services.

Drawing will take place on Friday, May 5 in the Exhibit Hall at 5:30 p.m. You must be present to win.

Co-sponsored by MDA Insurance and MDA Services

COURSE #9**Clinical Oral Pathology: An Updated Review**

Junu Ojha, DDS

8:30 – 11:30 a.m. • AGD Code: 730

DDS \$159; Staff \$89/Limit 100

This course is designed to provide dental professionals with information on a variety of pathological conditions commonly encountered and misdiagnosed in general and specialty dental practices. Highlights of the course will include soft and hard tissue oral and maxillofacial lesions. The topics will range from clinical and radiographic features, differential diagnosis, and updated management and treatment of these lesions to recently described entities such as medication-related osteonecrosis of the jaws, HPV-related intraoral lesions, and burning mouth syndrome. Benign and malignant lesions presenting as lumps and bumps will be covered as well.

Learning objectives:

- Identify the clinical appearance of commonly occurring soft tissue lesions.
- Recognize the radiographic and clinical features of common hard tissue oral lesions.
- Develop an appropriate differential diagnosis.
- Learn the steps needed to formulate a definitive diagnosis.
- Gain a better understanding of the referral process.

This course is designed for dentists and hygienists.

Co-sponsored by MDA Insurance and MDA Services

COURSE #10**How to Outsmart the Thief in Your Practice**

David Harris, DDS

8:30 – 11:30 a.m. • AGD Code: 550

\$99/DDS Only/Limit 100

Using cases drawn from Prosperident's extensive files as teaching tools, David provides audiences with an inside look at embezzlement that is not available anywhere else. His deep understanding of the criminal mindset allows him to take his audience inside the thought process and behavior of embezzlers, and he'll dispel many of the persistent misconceptions on this topic. Audiences will acquire the ability to recognize the warning signs of theft, and will leave with concrete action steps that will radically lower their risk of being victimized.

Learning objectives:

- Get inside the mindset of an embezzler.
- Important dos and don'ts if embezzlement is suspected.
- The top 10 action steps to take now to protect yourself against embezzlement.

This course is for dentists only.

Co-sponsored by MDA Insurance, MDA Services, and Prosperident

COURSE #11 — HANDS-ON**Prosthetically Driven, Digital Hands-On Implant Workflow Course (Two-day, 14-hour hands-on, Thursday and Friday)**

Michael Young, DDS

8:30 a.m. – 4:30 p.m. (Thursday and Friday)

(Lunch: Noon – 1 p.m.) • AGD Code: 690

DDS \$1,499; Non-member DDS \$1,599

Limit 20

This course will help transform your practice by teaching, step by step, an all-digital implant workflow from A to Z. This workflow is science-based, will enhance the quality and outcome of the care you provide and the experience of your patients, while increasing your joy, efficiency, and profitability. Placing and restoring implants should be a routine service provided in the modern dental practice. Don't be left behind. After taking this course, students will be comfortable placing a single implant predictably in practice, ready to evolve and take their practice to the next level.

Learning objectives:

- Understand the rationale for guided surgery.
- Learn the principles of the ideal implant restoration.
- Practice hands-on scanning, planning and designing a surgical guide.

This course is for dentists only.

Sponsored by MDA Insurance and MDA Services

COURSE #12**OSHA Annual Tasks Checklist**

Jennifer Cosey

10:30 – Noon • AGD Code: 148

DDS \$35; Staff \$25/Limit 100

This presentation is intended for OSHA compliance officers and will provide a review of annual tasks and staff training requirements for OSHA compliance in the dental practice setting, including updating chemical inventory, TB risk assessment, general hazard assessment, emergency evacuation planning and drills, PPE selection, an update on infectious disease preparedness (COVID-19 and influenza), and more.

Learning objectives:

- Review annual OSHA tasks.
- Provide updated information on infectious disease preparedness (and OSHA's permanent Standard).
- Learn information on staff onboarding and training requirements.

This course is designed for the entire dental team.**Counts toward the Certified Dental Business Professional program, OSHA/HIPAA/OIG category, for one and one half credits.**

Co-sponsored by MDA Insurance, MDA Services, and Eagle Associates

THURSDAY, MAY 4 (CONTINUED)

COURSE #13



Taming the Beast: How to Schedule Your Day and Leave Happy

Tija Hunter, CDA

11 a.m. – Noon • AGD Code: 550
DDS \$49; Staff \$29/Limit 100

Scheduling is, hands down, one of the hardest things to accomplish in your day. Getting it right makes your day flow so much better!

Learning objectives:

- Discover ways to manage that beast of a schedule.
- Explore options in how to deliver the best patient care in your time frame.
- Learn how keep both patients and the back office happy.

This course is designed for office managers.

Counts toward the Certified Dental Business Professional program, office finances category, for one credit.

Co-Sponsored by MDA Insurance and MDA Services

Afternoon Schedule

COURSE #14



Cybersecurity 101: Protecting Your Practice and Patients

Robert McDermott

David Fianza

Aaron Smith

12:30 – 1:30 p.m. • AGD Code: 550

DDS and Office Managers ONLY

DDS \$25; Staff \$15/Limit 100



Cybersecurity is about more than just keeping your patients' data safe. It's about securing your practice and its future, while building and maintaining patient trust. The financial cost of an attack can be overwhelming. Furthermore, research suggests that 65% of individuals whose data is exposed in a breach lose trust in the organization that held that data, and 80% of those individuals will leave the business or organization.

Another important, and perhaps obvious, reason cybersecurity is essential for your dental practice is HIPAA compliance. The Health Insurance Portability and Accountability Act (HIPAA) requires that insurers as well as dental and medical practices and providers put measures in place to

ensure the safety and security of personal and private information as it relates to health care data.

Learning objectives:

- Understand the range of attack techniques.
- Learn how to identify cybercrime tactics.
- Know best practices for cyber attack prevention.
- Safeguard protected health information.

This course is designed for dentists and office managers.

Counts toward the Certified Dental Business Professional program, risk management category, for one credit.

Co-sponsored by MDA Insurance, MDA Services, and iCoreConnect

Women's Leadership Event: Inspiration and Connection

Thursday, May 4, 2023

5 – 6:30 p.m.

Emerald Room, Amway Grand Plaza Hotel

Business Casual attire

\$25 per person

Relax! Have a drink and delicious hors d'oeuvres with women dentists from all across the state. Hear — and be inspired by — women leaders in organized dentistry. You can come with someone you know or solo — either way, you'll create new connections.

Take this time for you!

Registration is required. Please register on pages 62-63.

Sponsored by MDA Insurance and MDA Services

Welcome Reception!

The MDA will hold a Welcome Reception right in the Exhibit Hall on Thursday, May 4, from 4:30 until 6 p.m. Everyone is invited!

During the reception complimentary hors d'oeuvres will be provided, with a cash bar.

Sponsored by MDA Insurance and MDA Services.



COURSE #15



Attract and Retain Staff with Comprehensive Benefits: Financial, Physical, Mental and Emotional Wellness

Sean Kadel

12:30 – 1:30 p.m. • AGD Code: 550

DDS \$25; Staff \$15/Limit 100

Companies have taken a strong focus to wellness benefits, but have they optimized all of their options? Historically, the focus was on financial, and sometimes physical, wellness, but it has evolved to include emotional and mental wellness as well. The Great Resignation has introduced new difficulties to employers as well; turnover has increased, and it has been challenging to find new talent to replace staff. Core inflation is high, geopolitical events have introduced uncertainty into what was already a tricky market, and most investors have experienced significant declines in their investment portfolios. How can employers help?

There are several options that offer flexible, custom benefits for their staff. These benefits help employers find and retain talent and provide important care for their employees. These include optimizing and educating on benefits that have been around for a while (FSA, HSA, HRA), and looking into a benefit you may not be aware of – the Lifestyle Spending Account.

Learning objectives:

- Identify current and future health care concerns.
- Detail areas of opportunity to help bridge the financial gap.
- Outline how the use of an HSA is the very best retirement tool available – (yes, retirement).
- Provide education regarding HSA “shoeboxing.”

This course is designed for dentists and office managers.

Counts toward the Certified Dental Business Professional program, human resources category, for one credit.

Co-sponsored by MDA Insurance, MDA Services, and Alerus

Courses Recommended for New Dentists

You’ll find a number of courses marked throughout the Annual Session Preview that are recommended for new dentists by the New Dentist Committee. Courses are noted in bold on course descriptions.

New dentists who register for any of these courses may attend the New Dentist Network Lounge on Friday, May 5 for free (a \$25 savings).

Sponsored by MDA Insurance and MDA Services

COURSE #16



Vaping – Seeing Through the “Smoke and Mirrors”

Catrice Opichka, RDH, MS

1 – 3 p.m. • AGD Code: 158

DDS \$139; Staff \$69/Limit 100

Because of decades of research, dental professionals feel comfortable educating patients on the negative effects of smoking and using chewing tobacco. However, when confronted with questions about the risks of vaping, we are unsure of how to approach these questions because of the lack of past research and abundance of misinformation available to our patients. However, that is about to change!

Fortunately, a push from the CDC and FDA has sparked new studies done at major universities that now shed light on the many risks of using vaping products. We will uncover the truth about the chemicals that are produced during vaping, and discuss the cancer-causing risks from breathing these vapors.

Learning objectives:

- Recognize the chemicals that are produced during the process of vaping, and the cancer risks of these chemicals.
- Understand the current and future laws and regulations on e-cigarettes and discover the best places to find the latest clinical research to share with our patients.
- Design a patient education plan for the dental practice that includes e-cigarettes, vaping both e-liquid and cannabis oil, JUULing, and hookahs.

This course is designed for dentists and hygienists.

Co-sponsored by MDA Insurance and MDA Services

COURSE #17



Learn, Leverage, and Lead

Tija Hunter, CDA

1 – 3 p.m. • AGD Code: 550

DDS \$139; Staff \$69/Limit 100

All dental team members are leaders, even if you don’t always see yourself that way; there are no titles or labels. Each team member is vital to the success of the practice, and with a little direction and the right attitude they can have an amazing impact. We will discuss how to bring out your inner leader to push your practice and yourself in amazing new ways. Learning objectives:

- Discover ways to use your talents.
- Explore key steps to self-improvement.
- Learn how to maximize all you have.

This course is designed for the entire dental team.

Recommended by the New Dentist Committee. See Page 43.

Part of the Leadership Track. See Page 44.

Counts toward the Certified Dental Business Professional program, service/communication category, for two credits.

Co-sponsored by MDA Insurance and MDA Services

THURSDAY, MAY 4 (CONTINUED)

COURSE #18



Maneuvering in the Dental Minefield of Reimbursements

Roy Shelburne, DDS
1 – 3 p.m. • AGD Code: 550
DDS \$139; Staff \$69/Limit 100

When the practice is paid rapidly and appropriately, things are good; however, when there are delays, denials, and requests for additional information,

things are not quite so good. Mistakes can be devastating to the practice. During the investigation as well as in the preparation for and during Dr. Shelburne’s trial, it became apparent that his billing and coding systems were faulty. He now educates others so that they can bill and code appropriately. His message is: It is possible to implement systems that can form a proactive defensive systemic approach that will result in maximum, legitimate reimbursement. To be prepared for this challenge, the team must be careful, concise, complete, and diligent. Learning and implementing Dr. Shelburne’s approach will result in higher reimbursement while reducing the risk associated with the coding piece of the practice. If the deficiencies in your systems are ignored, both doctor and staff are at risk.

Learning objectives:

- Recognize the dangers in coding improperly and benefits of coding properly.
- Understand the most misused codes and avoiding the “usual” errors.
- Develop systems that result in timely payment.

This course is designed for the entire dental team.

Counts toward the Certified Dental Business Professional program, insurance benefits/coding category, for one credit, and office finances category, for one credit.

Co-sponsored by MDA Insurance and MDA Services

COURSE #19



Addressing Patient Marijuana Use in Today’s Environment

Bill Claytor Jr., DDS, MAGD
1 – 3 p.m. • AGD Code: 157
DDS \$119; Staff \$49/Limit 100

This course will explore patient marijuana use and its potential impact on oral health and dental practice. It will include a discussion of current research and

measures dentists can take to protect their patients, employees, and themselves while maintaining ethical guidelines and best practice standards. Finally, it will present a chairside technique that dental teams can use to assist patients who wish to stop using marijuana.

Learning objectives:

- Describe the implications for dental practice and oral health in light of the increasing legalization of medical and recreational marijuana.
- Explain marijuana’s potential to become addictive, and some of the tools dental teams can utilize when caring for patients who use marijuana.
- Detail helpful management strategies when caring for patients who use medical or recreational marijuana.

This course is designed for dentists, hygienists, and assistants.

Co-sponsored by MDA Insurance, MDA Services, and the MDA Health and Well-Being Committee

Call for Hosts!

Volunteer to host a speaker and earn FREE CE credit.

For more information about hosting, contact the MDA’s Shawna Owens at sowens@michigandental.org.

NEW THIS YEAR!

Zen Lounge: This area will be available for you to get away from the crowd for a moment of peace and quiet, or a place to just relax or focus on your spiritual being. Located in Monroe Room A, DeVos Place.

Sponsored by MDA Insurance and MDA Services

Leadership Track Courses

Join the leadership community! Check out this year’s leadership track, with six courses across three days to help you hone your leadership skills. Whether you are a leader in organized dentistry, in another volunteer capacity, or want to apply what you learn in your practice, there’s a lot to offer. These courses are all included in the Leadership Track.

- #1 Health-Centered Dentistry and Team-Centered Systems
- #2 House of Delegates Leadership Training/Meet the Candidates
- #17 Learn, Leverage, and Lead
- #30 Influence: Wielding the Power of Leadership for Good in Your Work
- #42 Level Up
- #51 Building a Strong Practice Culture Utilizing the Five Love Languages and the Multiplier Effect

COURSE #20



External Threats to the Dental Office

David Harris, DDS
1 – 3 p.m. • AGD Code: 550
DDS \$79; Staff \$39/Limit 100

Embezzlement isn't the only way your practice can be robbed. This session focuses on how not to be a target for external threats like scams, burglary, and identity/information theft. David will describe simple enhancements to help physically secure your practice, identify typical scams, and take actions that will help safeguard information and patient data.

Learning objectives:

- Identify gaps in the security of your dental office.
- Learn strategies to help avoid the theft of your practice data and patient information.

This course is designed for the entire dental team.

Counts toward the Certified Dental Business Professional program, risk management category, for two credits.

Co-sponsored by MDA Insurance, MDA Services, and Prosperident

COURSE #21



Marketing and Automation Strategies Proven to Accelerate Practice Growth

Keith Washington
2 – 3 p.m. • AGD Code: 550
DDS \$25; Staff \$15/Limit 100

This course will dive into best practices, and pitfalls to avoid, in core online marketing areas: your practice website, social media marketing, search engine optimization, pay-per-click advertising, and reputation management. Learn tactical tips on how to improve all aspects of your practice's online marketing, and leave with a list of next steps of what you can do today to start getting new patients and increasing referrals through the internet.

Learning objectives:

- Understand and utilize each core online marketing pillar to accelerate practice growth.
- Thoroughly understand website design best practices, pitfalls to avoid, and must-have sections for patient success.
- Utilize SEO, PPC, and social media in online marketing, and how to improve results.
- Drive online reviews, and how to respond to negative reviews for overall improvements to their online reputation.

This course is designed for the entire dental team.

Counts toward the Certified Dental Business Professional program, marketing/social media category, for one credit.

Co-sponsored by MDA Insurance, MDA Services, and ProSites

OUR KEYNOTE ADDRESS

How to Stay Inspired When You Are So Darn Tired!



Christine Cashen

COURSE #23

Special Session! FREE!
One CE credit
Thursday, May 4, 2023
3:30 – 4:30 p.m.
AGD Code: 770

It can feel challenging to stay right side up when the world feels upside down. These past few years have been stressful, but it's time to take back your power! Take control of what you have the power to change. Shift your perspective, get energized, and lead by example.

Learning objectives:

- Learn a method to compose and dispose to handle worry.
- Identify energy gainers/drainers and what to do about them.
- Discover how to get your "mojo" back.
- Use tools to leverage levity.

This course is designed for the entire dental team.

This course counts toward the Certified Dental Business Professional program, communication category, for one credit.

Limit 500. Registration is required. Please register on Pages 62-63.

Co-sponsored by MDA Insurance and MDA Services

Download Your CE Vouchers

The bar code badge system captures data from all your courses through scanning as you enter and leave your courses. CE certificates can be downloaded online by using your badge number. Printed continuing education vouchers will not be available on-site. CE voucher website link will be available starting Wednesday, May 10, 2023.

THURSDAY, MAY 4 (CONTINUED)

MDA House of Delegates

The first meeting of the MDA House of Delegates will be held Thursday, May 4 at 8:30 a.m. The second meeting will be held Saturday, May 6, at 1 p.m. The House of Delegates will be located in Ballrooms C/D at DeVos Place.

Candidate Forum

The MDA will hold a Candidate Forum for any contested elections. The forum will be held following the first meeting of the House of Delegates on Thursday, May 4 in Ballrooms C/D at DeVos Place.

MDA Reference Committee Hearing

There will be one reference committee hearing that will be held on Thursday, May 4 in Ballrooms C/D at DeVos Place.

Regional Caucuses

Regional caucuses will be held the morning of Saturday, May 6 at the Amway Grand Plaza Hotel. Check the *Annual Session Official Program* for exact times and locations.

COURSE #22

How Automating Your Practice Can Change Profitability

Robert McDermott

David Fidanza

2 – 3 p.m. • AGD Code: 550

DDS \$25; Staff \$15/Limit 100



The goal of improving dental practice efficiency is to make improvements and reap rewards without significantly increasing overhead costs. While adding more staff would seem like a viable solution to the issues facing many practices today, the ROI is significantly less compared to automating administrative processes and procedures.

A digital transformation of your dental practice is easier than you think. In this course you will learn

how automating tasks and relying upon cloud-based software can increase productivity, free up human resources, and generate revenue. Automation will actually cost you less than hiring additional staff, and allows current staff to focus on patients and revenue-generating projects.

Learning objectives:

- Understand what automation means.
- Identify practice inefficiencies to understand opportunities.
- Learn how to implement automation to increase revenue.

This course is designed for dentists and office managers.

Counts toward the Certified Dental Business Professional program, office finances category, for one credit.

Co-sponsored by MDA Insurance, MDA Services, and iCoreConnect

Founders Tour and Tasting

Thursday, May 4, 2023 • 6:30 – 8:30 p.m. • \$35 includes tour, tasting, and appetizers

What do you know about beer? What would you like to know? Find out during a tour and tasting at Founders Brewing Company. It's an experience that's sure to delight the senses. You'll come away with a smile on your face and a better understanding and appreciation of the brewing process. All participants must be 21 years of age or older.

Founders Brewing Company has been fortunate to evolve into one of the most recognized breweries in the United States. It's been ranked as one of the top breweries in the world by Ratebeer.com for the last five years, and has had several beers listed in the top 100 beers of the world on Beeradvocate.com. Founders is now among the top-10 largest craft breweries in the country and one of the fastest-growing. And Founders is proud to share that their passion extends beyond beer, too. Founders is focused on reducing their environmental footprint and supporting national and local causes in social justice, environment, and the arts and culture.

Registration is required. Please register on Pages 62-63.

Sponsored by MDA Insurance and MDA Services



— The — Sparkling Smiles Celebration

Mark your calendars for the event
that celebrates our collective impact!

Wednesday, May 3, 2023

6:00 pm - 9:00 pm

Pantlind Ballroom DeVos Place

Grand Rapids



For more information or to RSVP:
foundation.michigandental.org/Sparkling-Smiles

COURSES AND SPEAKERS, FRIDAY, MAY 5 • EXHIBITS OPEN 10 A.M. – 6 P.M.

Morning Schedule

COURSE #24



Detangling Dentistry’s Most Difficult Discussions and Dilemmas: The Patient Version
 Kimberly Harms, DDS
 8:30 – 10:30 a.m. • AGD Code: 550
 DDS \$119; Staff \$59/Limit 100

We work in a high intensity, high anxiety environment. All it takes is a spark of controversy caused by a clinical/clerical error or perceived error for an explosion of emotion to occur. In this seminar you’ll learn techniques to improve your listening, empathy, trust-building, and solution-seeking skills to prevent problems; the procedures and words necessary to manage them; and the critical follow up necessary to build long-term patient relationships or successfully end them.

Learning objectives:

- Recognize the basic pillars of trust and learn how hard it is to earn trust and how easily trust can be destroyed.
- Master specific techniques and verbiage to minimize damage after a clinical or clerical error.

This course is designed for the entire dental team.

Counts toward the Certified Dental Business Professional program, service/communication category, for two credits.

Co-sponsored by MDA Insurance and MDA Services

COURSE #25



High Chair Dental Care
 Winifred Booker, DDS
 8:30 – 11:30 a.m. • AGD Code: 430
 DDS \$159; Staff \$89
 Limit 100 (Part hands-on)

“High Chair Dental Care: A Revolutionary Practice Model for Infants and Toddlers” is an age-appropriate oral health care practice that identifies the opportunity to promote healthy behaviors at the point of care. The high chair provides the safety and security needed to conduct a “receptive” infant and toddler oral health examination. It affords these patients their first examination in an atmosphere familiar to them, which a traditional dental chair cannot. The last hour will be hands-on.

Learning objectives:

- Learn to how to endear the 1-year-old patient population.
- Learn use of the high chair in the clinical setting while providing oral examination and oral hygiene care as well as diet and health education for parents and caregivers.
- Learn how to teach caregivers to provide routine dental hygiene after meals using the high chair.

This course is designed for dentists, hygienists, and assistants.

Co-sponsored by MDA Insurance, MDA Services, and Michigan Academy of Pediatric Dentistry

COURSE #26



New Dentist Fuel . . . Design Your Future
 David Rice, DDS
 8:30 – 11:30 a.m. • AGD Code: 550
 Includes lunch 11:30 a.m. – 12:30 p.m.
 (Open to new dentists who graduated from dental school 2013-22)
 FREE/Limit 100

Student debt, limited practice opportunities, imposter syndrome, team turmoil, and more . . . all leading to early practice burnout. Have you heard about it? Are you living it? Would you like better?

Join us and learn how the most well-balanced dentists lead differently. Understand how the most self-fulfilled dentists drive business growth differently. Experience what the most-productive dentists do differently day-in and day-out to win. There’s a playbook to overcome what most dentists today struggle with.

Learning objectives:

- Learn to turn your debt into an asset.
- Lead an old team as a new dentist.
- Develop clinical efficiencies and overcome low insurance reimbursements.

This course is designed for new dentists.

Recommended by the New Dentist Committee. See Page 43.

Co-sponsored by MDA Insurance and MDA Services, DBS Investment Advisers, LLC, and Bank of America Practice Solutions

COURSE #27



Oral Cancer Screening: It’s More than Grasping the Tongue
 (this course required to take workshop)
 (A saddle chair to be given away during class)
 Susan Cotten, BSDH, RDH, OMT
 8:30 – 11:30 a.m. • AGD Code: 730
 DDS \$159; Staff \$89/Limit 100

Consequences of an incomplete head and neck evaluation, delayed referrals, and inadequate documentation can result in an increased risk of liability, delayed diagnosis, and worst-case scenario a life is lost. Join Susan for this content-rich presentation discussing HPV, etiologies, risk factors, and signs and symptoms associated with oral and oropharyngeal cancer, and components of a comprehensive visual and tactile, extraoral, and intraoral evaluation. Attendees will gain tools to increase confidence in screening and reduce the risk of liability.

Learning objectives:

- Discuss etiologies of oral and oropharyngeal cancer.
- Name risk factors for oral cancer.
- Recognize signs and symptoms associated with oral and oropharyngeal cancer.

This course is designed for dentists and hygienists.

Co-sponsored by MDA Insurance, MDA Services, and Crown Seating

COURSE #28



Our Chamfered Psyche: The Mental Dental Connection

Joshua Austin, DDS
8:30 – 11:30 a.m. • AGD Code: 130
DDS \$119; Staff \$59/Limit 100

This course explores strategies for working together to improve mental health so we can be our best.

Learn how to recognize triggers and warning signs. Identify essential tools and resources. Discover how and when to refer to a mental health professional. Explore and understand mental health terms, common treatments, and therapy options. Gain coping mechanisms and learn how to manage expectations.

Learning objectives:

- Define mental health terms and analyze mental health statistics.
- Discover mechanisms for coping with our personal and professional challenges.
- Illuminate common DSM-5 diagnoses and characteristics.
- Learn how to choose the professionals for our own personal wellness team.
- Identify and examine our psychologic triggers and their importance.
- Explore the benefits of psychotherapy.

This course is designed for the entire dental team.

Co-sponsored by MDA Insurance and MDA Services

COURSE #29



Clinical Oral Pathology: An Updated Review

Junu Ojha, DDS
8:30 – 11:30 a.m. • AGD Code: 730
DDS \$159; Staff \$89/Limit 100

This course is designed to provide dental professionals with information on a variety of pathological conditions commonly encountered and misdiagnosed in general and specialty dental practices.

Highlights of the course will include soft and hard tissue oral and maxillofacial lesions. The topics will range from clinical and radiographic features, differential diagnosis, and updated management and treatment of these lesions to recently described entities such as medication related osteonecrosis of the jaws, HPV-related intraoral lesions, and burning mouth syndrome. Benign and malignant lesions presenting as lumps and bumps will be covered as well.

Learning objectives:

- Identify the clinical appearance of commonly occurring soft tissue lesions.
- Recognize the radiographic and clinical features of common hard tissue oral lesions.
- Develop an appropriate differential diagnosis.
- Learn the steps needed to formulate a definitive diagnosis.
- Gain a better understanding of the referral process.

This course is designed for dentists and hygienists.

Co-sponsored by MDA Insurance and MDA Services

COURSE #30



Influence: Wielding the Power of Leadership for Good in Your Work

Carrie Webber
8:30 – 11:30 a.m. • AGD Code: 770
FREE DDS and staff/Limit 100

Each individual in business has the power to bring positive or negative influence into their work and among the people they lead. How we wield this great responsibility of leadership can be the catalyst for the direction you move in the future.

Learning objectives:

- Consider what an influencer in leadership is and how to establish yourself in this role, no matter what your title and position is.
- The power of relationship building and execution of work through excellent communication skills and your ability to motivate your team, clients or audience.
- How to set a vision for your organization or team and how to clearly and consistently cast that vision to empower, build and encourage champions on your team to help you lead from within and move toward your vision.
- How to effectively set goals and action plans for the pursuit of your vision.
- How to stay centered on core values, purpose and mission to create a healthy environment for continued growth and organizational success.

This course is designed for the entire dental team.

Part of the Leadership Track. See Page 44.

Counts toward the Certified Dental Business Professional program, customer service/communication category, for three credits.

Co-sponsored by MDA Insurance, MDA Services and CareCredit

Table Clinics

See the listing of Table Clinics in the *Annual Session Official Program*. Table Clinics will take place Friday, May 5, from 10 a.m. until 2 p.m. in the exhibit hall of DeVos Place.

FRIDAY, MAY 5 (CONTINUED)

COURSE #31



Maximizing Business ROI: Recharging and Resetting During any Crisis

Emily Letran, DDS, MS
8:30 – 11:30 a.m. • AGD Code: 550
DDS \$159; Staff \$89/Limit 100

In today's challenges of running a business, the CEO or business owner needs to focus on developing a clear vision and road map to achieve his or her goals. The team must work together to provide great customer experience that will stimulate referral, increase retention, and maximize production. In this fast-paced, interactive, and action-packed presentation, Dr. Emily Letran will share her strategies to accelerate the growth of multiple businesses, and leverage teamwork.

Learning objectives:

- Setting clear goals that are results-focused and clearly communicated with the team.
- Controlling stress by maintaining great energy and eliminating distractions.
- Creating influence in marketing by positioning as an authority.

This course is designed for dentists and office managers.

Counts toward the Certified Dental Business Professional program, human resources category, for three credits.

Co-sponsored by MDA Insurance and MDA Services

COURSE #32



Building a Better Endodontic Mousetrap, (Part I) 3D Imaging

Gavin Convey, DDS
8:30 – 11:30 a.m. • AGD Code: 070
DDS \$159; Staff \$89/Limit 100

The root canal system is predictably complex. This lecture series will use detailed clinical imagery including photos, radiographs, and CBCT data to illustrate in detail how advanced imaging systems and procedures can be applied to aid in the treatment of even the most complex of canal systems. This technique has a wide array of applications, including initial root canal treatment, nonsurgical retreatment, and resorption cases. The safety and efficacy of the methods will be explored with case examples and appropriate literature citations.

Learning objectives:

- Explore how 3D radiographic imagery of the root canal can help formulate an endodontic treatment plan.
- Explore how 3D radiographic imagery can assist in diagnosis.
- Explore some of the limitations of 3D imagery.

This course is designed for dentists, hygienists and assistants.

Co-sponsored by MDA Insurance and MDA Services

COURSE #33



Cardiac Resuscitation Training (CPR) (BCLS)

9 – 10:30 a.m.
Scott Lipford with Safety Plus
\$90 per person/Limit 50 per session

This emergency planning and response offering is designed specifically for today's dental office. It meets the requirements for Basic Life

Support renewal for two years from the American Heart Association. This program meets Michigan's current mandatory continuing education CPR requirements.

Learning objectives:

- Recognize emergency situations.
- Verbalize and demonstrate three key components of an emergency response plan, for cardiac/respiratory emergencies requiring rescue breathing and/or CPR and automated external defibrillators.
- Discover appropriate response actions to initiate CPR and early defibrillation.

CE credit is NOT given for CPR courses for dental professionals.

This course is designed for the entire dental team.

Co-sponsored by MDA Insurance and MDA Services

COURSE #34



Moving Away from Insurance Dependence; Is It Time to Go Non-Par?

Mark Murphy, DDS, ABDSM
9 – 11 a.m. • AGD Code: 550
DDS \$119; Staff \$59/Limit 100

The shift from traditional dental insurance to over 80% being PPOs has had a cataclysmic impact on patient health, workplace stress, and dental incomes. Declining reimbursements are challenging the level of quality for patients. Dr. Murphy has coached dozens of practices on becoming less dependent on preferred contracts or participating fee schedule adjustments. He will share a predictable process for analysis and risk mitigation, and will provide scripts, letters, and strategies that will help you move towards greater independence. Build and deliver appropriate value propositions and share them with patients so they understand what good dentistry is and what insurance is and isn't. Consumers make choices every day regarding higher valued products and services; let great dentistry be a choice.

Learning objectives:

- Analyze the impact of reimbursement declines in your practice.
- Understand the true role of dental 'insurance.'
- If desired, develop a plan and timeline to become less insurance dependent.

This course is designed for dentists and office managers.

Counts toward the Certified Dental Business Professional program, insurance/billing category, for two credits.

Co-sponsored by MDA Insurance and MDA Services

COURSE #35**Reduce Confusion and Avoid Mistakes as You Transition to Medicare**

Rick Seely

9 – 11:30 a.m. • AGD Code: 770

FREE/Limit 100

As you transition into Medicare, your decisions and actions, or lack of them, can impact your health coverages and finances for the rest of your life. This information-rich program will help you protect yourself and your family against the common, potentially critical mistakes of underestimating the complexities of Medicare. Preparedness and planning will ensure that you avoid delayed coverage, late enrollment penalties, and missed “guaranteed issue” opportunities.

Learning objectives:

- Understand Medicare enrollment and related timelines.
- Understand the parts of Medicare and how they work.
- Find out which items are not covered by original Medicare and other potential out-of-pocket expenses.
- Determine which supplemental coverage options are best for your situation.

This course is designed for the entire dental team.

Co-sponsored by MDA Insurance and MDA Services

Afternoon Schedule**COURSE #36****Peer Review/Dental Care Workshop****By Invitation Only****For Component and Specialty Peer Review/Dental Care Committee Members**

12:30 – 4 p.m. • AGD Code: 555

Box Lunch included from 12:30 – 1 p.m.**FREE/Limit 50**

The workshop will be geared to educating local peer review committee members in the peer review process, as well as reviewing specific issues the state committee is seeing, and looking ahead at key areas where questions continue to arise. Component and specialty peer reviewers should bring their challenging cases for feedback, as well as ongoing issues they are experiencing as they work toward resolving cases.

This course is designed for MDA member dentists.

Co-sponsored by MDA Insurance and MDA Services

COURSE #37**Social Media and Ethics: Challenges to the Dental Profession**

Toni Roucka, RN, DDS, MA

1:30 – 3 p.m. • AGD Code: 550/555

DDS \$59, Staff \$29/Limit 100

As the world’s digital population grows, so does the reach and usage of social media. Social networks, with which users can access all kinds of information, are a part of everyday life and continue to transform the way we interact with one another on a global scale. Some dentists are digital communication mavens, both personally and professionally. Others are reluctant. Regardless of dentists’ attitudes and talents with digital media, their practices are affected by patients who are skilled in its use. This course will explore the ethical implications associated with social media use.

Learning objectives:

- Explain how social media is changing and challenging the dental profession.
- Recognize ethical issues in social media.
- Apply best practices in the ethical utilization of social media in dental practice.

This course is designed for the entire dental team.**Counts toward the Dental Business Professional Certification, marketing/social media category, for one credit.**

Sponsored by the American College of Dentists

COURSE #38**Cardiac Resuscitation Training (CPR) (BCLS)**

2 – 3:30 p.m.

Scott Lipford with Safety Plus**\$90 per person/Limit 50 per session**

This emergency planning and response offering is designed specifically for today’s dental office. It meets the requirements for Basic Life Support renewal for two years from the American Heart Association. This program meets Michigan’s current mandatory continuing education CPR requirements.

Learning objectives:

- Recognize emergency situations.
- Verbalize and demonstrate three key components of an emergency response plan, for cardiac/respiratory emergencies requiring rescue breathing and/or CPR and automated external defibrillators.
- Discover appropriate response actions to initiate CPR and early defibrillation.

CE credit is not given for CPR courses for dental professionals.**This course is designed for the entire dental team.**

Co-sponsored by MDA Insurance and MDA Services

FRIDAY, MAY 5 (CONTINUED)

COURSE #39



The Pain Wars: Acute vs. Chronic, Confessions of a Pain Rehab Graduate
 Kimberly Harms, DDS
 2 – 4 p.m. • AGD Code: 130
 DDS \$149; Staff \$79/Limit 100

Dr. Kim Harms offers a unique perspective on this issue. She is not only a dentist familiar with treating patients in pain, but also a patient who has suffered neck and back injuries resulting in nerve damage to her drilling fingers. A graduate of the Mayo Clinic’s elite Pain Rehab Program, Dr. Harms shares techniques for self-managing pain, including learning which aspects of pain and life can be controlled. She will also address the current recommendations concerning the use of opioids for dental pain.

Learn the causes, costs, and effective treatments for pain. Explore side effects such as depression, anxiety, and stress as well as complementary and alternative medical options. With the ever-increasing focus on the use of opioids in the dental practice, and the current epidemic of opioid abuse, this information is essential for every dental professional.

Learning objectives:

- Understand the difference between acute and chronic pain, and how to effectively manage both.
- Review the numerous long- and short-term treatments for chronic pain.
- Explore the various causes and effects of opioid abuse and its long-term consequences.

This course is designed for dentists, hygienists, and assistants.

This course counts towards Michigan’s pain management requirement.

Co-sponsored by MDA Insurance and MDA Services

Courses Recommended for New Dentists

Register for one of these courses attend the New Dentist Network Lounge for FREE on Friday May 5.

- #8 Dental Burnout: Are You and Your Practice Susceptible?
- #17 Learn, Leverage, and Lead
- #26 New Dentist Fuel . . . Design Your Future
- #40 Is Everyone Smiling But You?
- #53 Evidence-Based Restorative Materials Update: Separating Fact from Fiction
- #61 Digital Dentistry — What Are You Waiting For? The Future is Here.

COURSE #40



Captivate and Keep Dental Team Members
 David Rice, DDS
 2 – 5 p.m. • AGD Code: 550
 DDS \$119; Staff \$59/Limit 100

The great resignation, quiet quitting, and struggling succession plans . . . does any of that ring a bell? You’re not alone. 70% of dental practices cannot find a dental assistant. 80% struggle to find a dental hygienist. More than 30% will continue to have business team turnover this next year.

Disheartened? At your wits end? Wondering how to overcome it? We did too. Until we united the brightest minds with the greatest solution-driven technology in dentistry. Join us and learn how to captivate and keep associates and team members . . . how to build sustainable systems to recession proof your practice . . . and how to create a transition plan today to secure your future tomorrow.

This is your life. Learn to design it your way.

Learning objectives:

- Captivate and keep team members.
- Strategically position your practice to win today and tomorrow.
- Master 80 habits that generate generational wealth.

This course designed for dentists and front office managers.

Recommended by the New Dentist Committee. See Page 43.

Counts toward the Certified Dental Business Professional program, human resource category, for three credits.

Co-sponsored by MDA Insurance and MDA Services

COURSE #41



What’s New: Materials and Tech that Expedite Excellence
 Joshua Austin, DDS
 2 – 5 p.m. • AGD Code: 010
 DDS \$159; Staff \$89/Limit 100

In this interactive, fast-moving course, Dr. Austin shares the current trends in dental materials and technologies. Learn how materials have changed over the past few years and how those changes can affect your procedures and practice.

Learning objectives:

- Illuminate growing trends and discover the best new products and innovations on the market.
- Gain a formula for assessing time savings vs. financial output in your purchasing decisions.
- Analyze how bulk fill posterior composites compare to their traditional counterparts.
- Explore the three etching techniques and learn when each are appropriate.

This course is designed for dentists, hygienists, and assistants.

Co-Sponsored by MDA Insurance and MDA Services.

COURSE #42



Level Up

Carrie Webber

2 – 5 p.m. • AGD Code: 550
DDS \$119; Staff \$59/Limit 100

Do you ever feel stuck? Find yourself working intensely to increase your practice performance, yet not sure how to attain a measurable result?

Explore three key areas during this high energy, high impact presentation to help you determine what systems you can focus on now and reap significant returns for your future.

Learning objectives:

- Understand the importance of leading from within your practice to make a difference for your patients, your team, and yourself.
- Determine measurable accountability factors for the entire team, so that together you can achieve your practice goals.
- Develop strategies to revive your team and increase engagement levels for higher productivity of individuals and the practice overall.

This course is designed for the entire dental team.

Part of the Leadership Track. See Page 44.

Co-sponsored by MDA Insurance, MDA Services, and CareCredit

COURSE #43



Meet Your "Perfect Self" – Leveraging Your Natural Talents to Increase Productivity and Building Your Team

Emily Letran DDS, MS

2 – 5 p.m. • AGD Code: 550
DDS \$119; Staff \$59/Limit 100

In business, the CEO or business owner often leverages time by building a team with great synergy and high productivity. The team must work together with minimum conflict to provide great results — which is sometimes easier said than done.

In this fun, interactive, and action-packed presentation, Dr. Emily Letran will share her training as a Certified Kolbe Consultant to help attendees identify their natural talents, understand the cause of stress at work, and strategize to increase productivity and ultimately net profit.

Learning objectives:

- Understand personal natural talents and setting reasonable expectations from the team based on the Kolbe A Index assessment.
- Control stress by structuring the team to increase synergy.
- How to use Kolbe to achieve better balance in life-personal relationships.

This course is designed for the entire dental team.

Co-sponsored by MDA Insurance and MDA Services.

COURSE #44



Hands-On Oral Cancer Screening Workshop (Part I required to take workshop)

Susan Cotten, BSDH, RDH, OMT

2 – 5 p.m. • AGD Code: 730
DDS \$199; Staff \$129/Limit 32

Utilizing Susan's instructional oral cancer screening videos, this workshop provides attendees the

opportunity for hands-on work in a supportive environment with other providers seeking to elevate their skills and confidence. After reviewing etiologies, risk factors, signs, and symptoms, attendees will partner up and perform an oral cancer risk assessment and screening. Susan will be hands-on assisting attendees to experience the first-hand feel of what they want to be more confident in performing. Loupes and light are highly recommended, but not necessary.

Learning objectives:

- Demonstrate a comprehensive extraoral and intraoral evaluation.
- Identify Tonsil Grade and Mallampati Score.
- Gain an understanding of why a thorough screening includes a risk assessment.

This course is designed for dentists and hygienists.

Co-sponsored by MDA Insurance, MDA Services, Baylab, and Holland Healthcare.

Magic, Music, and More!

Honoring MDA President Dr. Vince Benivegna

Friday, May 5, 2023 (6:30 – 11 p.m.)

Ambassador Ballroom, Amway Grand Plaza Hotel

\$89 includes dinner, two drink tickets, and entertainment

Attire: Snappy Casual

Grab your friends, colleagues, team members, and significant others for an evening of food, fun, and amusement.

Enjoy a magic show sprinkled with humor and an assortment of effects done with common, everyday items such as cards, scarves, and ropes, featuring magician Keith Kocher.

Then after the magic, revel in the sounds from the '70s through current day with a popular local band, Funkle Jesse. Their play list features some of your favorite artists include Prince, The Beatles, Elton John, and more.

What's more? Food options that are hearty and healthy to fill you up for all the evening's activities. Drinks that appeal to most. It's all rounded off with dancing, conversation, laughter, and fellowship.

Sponsored by: Central District Dental Society, Michigan Society of Maxillofacial Oral Surgeons, MDA Insurance, and MDA Services

FRIDAY, MAY 5 (CONTINUED)

COURSE #45



Building a Better Endodontic Mousetrap, Part II: Enhanced Irrigation

Gavin Convey, DDS
2 – 5 p.m. • AGD Code: 070
DDS \$159; Staff \$89/Limit 100

This course will go more in-depth with treatments and procedures using advanced imaging systems.

Learning objectives:

- Explore the benefits alternative procedures over a more traditional root canal treatment.
- Learn how new procedures differ from a more traditional root canal treatment.

This course is designed for dentists, hygienists, and assistants.

Co-sponsored by MDA Insurance and MDA Services.

COURSE #46



Full Arch Implant Restorations, Treating the Failing Dentition and Avoiding Implant Complications and Failures

John Carollo, DMD, D-ABDSM, D-ASBA
2 – 5 p.m. • AGD Code: 690
DDS \$159; Staff \$89/Limit 100

The failing dentition patient is concerned with losing teeth and having to wear a removable prosthesis. We will show how we can go from a failing dentition to implants and implant provisionals in one day. These concepts can be done with and without surgical guides; both restorative techniques will be discussed. The number of implants, and where to place the implants are part of this presentation as well as other concepts. Additionally, with alternative concepts we look at treatment planning, surgical, and restorative complications that could lead to a failed implant. Equally, important, we will show how to prevent implant and restorative failures.

Learning objectives;

- Identify how many implants should be placed, and where.
- What prosthetic option is best in each case, crown and bridge? Implant Bar Hybrid? And what material to choose?
- How implant guided surgery can be used for a digital work flow.
- How to avoid switching concepts and treating cases if one implant fails.

This course is designed dentists and dental assistants.

Co-sponsored by MDA Insurance and MDA Services

COURSE #47



How Oral Dysbiosis Creates Systemic Disease and What You Can Do to Save Lives

Mark Cannon, DDS, MS
2 – 5 p.m. • AGD Code: 730
DDS \$159; Staff \$89/Limit 100

Simply put, oral disease is due to oral dysbiosis, and patients with a healthy oral microbiome (eubiosis) do not present with significant dental caries or periodontal disease. Dietary influences, especially the standard American diet, along with other environmental factors, may strongly affect the oral microbiome leading not only to oral dysbiosis but also to very serious systemic illness. This seminar summarizes the evolution of dietary influence, microbiome shifts, pathobiont development, and the resulting serious systemic consequences. In addition, effective and easily implemented prebiotic and probiotic interventions will be discussed, and methodology explained.

Learning objectives:

- Learn how diet influences microbiome development.
- Understand the evolution of the microbiome/host (holobiont).
- Learn the evolution of pathogens and pathobionts.
- Discover the prevention protocols to restore eubiosis.

This course is designed for dentists, hygienists, and assistants.

Co-sponsored by MDA Insurance and MDA Services

COURSE #48



Jurisprudence and Ethics: Challenges to the Dental Profession

Toni Roucka, RN, DDS, MA
3:30 – 5 p.m. • AGD Code: 550/555
DDS \$59; Staff \$29/Limit 100

In this course, the intersection of law and ethics will be explored. Dental providers must be aware of the legal and ethical principles that guide patient care, professional interactions, and record-keeping. Core ethical principles will be explored along critical legal concepts, including contracts, intentional and unintentional torts, informed consent, and informed refusal.

Learning objectives:

- Describe five key ethical principles and the guidance they provide to dental providers.
- Describe fundamental legal principles important to dental providers.
- Emphasize the importance of record keeping.
- Present a framework to resolve frequently encountered ethical dilemmas.

This course is designed for the entire dental team.

Counts towards Michigan's Ethics, Jurisprudence and Delegation of Duties requirement.

Sponsored by the American College of Dentists

COURSES AND SPEAKERS, SATURDAY, MAY 6 • NO EXHIBITS

All CE course fees are reduced on Saturday. Nonmember dentists attend at member price.

Morning Schedule

COURSE #49



2023 Infection Control in Dentistry
 Nan Dreves, RDH, MBA
 8:30 a.m. – 10:30 a.m. • AGD Code: 148
 \$50 per person/Limit 100

Dentists, dental hygienists, dental assistants, and all dental team members will update their compliance knowledge based on OSHA/CDC requirements by attending this course. This course will include lecture, audience participation, fabulous prizes, learning, and laughter.

Learning objectives:

- Understand the current OSHA Bloodborne Pathogens Standard, CDC infection control directives, and how to implement (including respiratory protection, e.g., COVID-19 protocols).
- Identify patient and employee safety hazard(s) in dentistry and how to correct them.
- Learn proper personal protective equipment, disinfection, sharps disposal, needlestick management, sterilization, aerosolization control, and instrument handling.

This course is designed for the entire dental team.

Counts towards Michigan's Infection Control requirement.

Co-sponsored by MDA Insurance and MDA Services

COURSE #50



Utilizing 3D Scanning to Educate Hygiene Patients and Save Time
 Kelly Tanner, PhD, RDH
 8:30 – 10:30 a.m. • AGD Code: 010
 DDS \$99; Staff \$49/Limit 100

More than 90% of patients who can visualize their oral conditions are better prepared to make health-related decisions, explore treatment, and discuss payment options. Digital health scans help the average person grasp the importance of their dental health and help health care providers make decisions easier to understand. Visualizing oral health connects oral health to overall patient health, which improves health outcomes, case acceptance, patient retention, and referrals.

Learning objectives:

- Help patients visualize their oral conditions to improve patient health outcomes.
- Create understanding with patients on how oral inflammation caused by pathogens.
- Induce a systemic increase in inflammatory markers.
- Visually encourage case acceptance and increase patient rapport and referrals.

This course is designed for dentists and hygienists.

Co-sponsored by MDA Insurance and MDA Services

COURSE #51



Building a Strong Practice Culture Utilizing the Five Love Languages and the Multiplier Effect
 Christopher Williams, RDH
 8:30 – 11:30 a.m. • AGD Code: 770
 DDS \$119; Staff \$59/Limit 100

Does your office culture presently reflect the dynamic your patients and team members love? The culture of your practice directly relates to the effectiveness of your daily operations and ability to accomplish target goals. As a leader, your ability to recognize your team's working love languages makes for greater feelings of appreciation that ultimately create more-fulfilled teams and higher, more-productive outputs. It is also important to understand how being a multiplier can increase the leaders in your organization.

Learning objectives:

- Identify the existing culture in your practice and build according to your team's natural dynamics.
- Discover the five working love languages to help maximize the output potential from your individual team members.
- Formulate employees into practice partners and leaders with the Multiplier Effect.

This course is designed for the entire dental team.

Part of the Leadership Track. See Page 44.

Co-sponsored by MDA Insurance and MDA Services

About CE Credits

One hour of class attendance equals one credit of continuing education.

No CE vouchers will be issued on-site. See the box on page 18 for information on the MDA's ticketless badge and voucher system.

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Stop by the MDA Member Center (located in Halls B and C at DeVos Place) for a free MDA Continuing Education Record-Keeping Folder. This handy folder tracks your CE credits and contains the state of Michigan's updated rules for mandatory continuing education

ADA CERP® | Continuing Education Recognition Program

SATURDAY, MAY 6 (CONTINUED)

COURSE #52



Let's Talk About Sleep: A Deeper Dive in the Best Medicine We Are All Missing
 Danielle Fry, DMD, MS
 8:30 – 11:30 a.m. • AGD Code: 730
 DDS \$119; Staff \$59/Limit 100

This presentation will go into depth on how sleep deprivation is at the root of many chronic diseases.

Many medications are simply masking the symptoms instead of treating the cause, and true understanding of sleep will help showcase this. The goal is to first aid the health professional to take control of their health and well-being so that they may counsel their patients and be ambassadors of quality of sleep to anyone they meet. Quality vs. quantity of sleep will be discussed beyond the typical stratification of obstructive sleep apnea. Upper airway resistance syndrome will be covered in detail. Real life implementations for improvement of sleep will be discussed in depth for health care providers to begin right away.

Learning objectives:

- Understand sleep and its relationship to chronic diseases
- Truly understanding what drives quality of sleep

This course is designed for dentists and hygienists.

Co-sponsored by MDA Insurance and MDA Services

COURSE #53



Evidence-Based Restorative Materials Update: Separating Fact from Fiction
 Parag R. Kachalia, DDS
 8:30 – 11:30 a.m. • AGD Code: 250
 DDS \$119; Staff \$59/Limit 100

This program will look at a broad spectrum of restorative materials available today. Years ago, the practitioner was simply asked to pick between amalgam, metal-ceramics, and gold. Today's practitioners must consider the various generations of bonding agents, composites, ceramics, cements, etc. In addition, multiple philosophies of care are evolving that refute traditional techniques with years of research. This course is designed to demystify various approaches and provide an evidence-based approach to treatment planning and delivering predictable restorative care.

Learning objectives:

- Provide an evidence-based approach to treatment planning.
- Learn to deliver predictable restorative care.
- Discuss various restorative dental materials for today's environment.

This course is designed for dentists, hygienists, and assistants.

Recommended by the New Dentist Committee. See Page 43.

Co-sponsored by MDA Insurance and MDA Services

Call for Hosts!

Volunteer to host a speaker and earn FREE CE credit.

For more information about hosting, contact the MDA's Shawna Owens at sowens@michigandental.org.

Courses Recommended for New Dentists

Register for one of these courses attend the New Dentist Network Lounge for FREE on Friday May 5.

- #8 Dental Burnout: Are You and Your Practice Susceptible?
- #17 Learn, Leverage, and Lead
- #26 New Dentist Fuel . . . Design Your Future
- #40 Is Everyone Smiling But You?
- #53 Evidence-Based Restorative Materials Update: Separating Fact from Fiction
- #61 Digital Dentistry — What Are You Waiting For? The Future is Here.

COURSE #54



Becoming the Pediatric Alpha Pup
 Jane A. Soxman, DDS
 8:30 – 11:30 a.m. • AGD Code: 430
 DDS \$119; Staff \$59/Limit 100

Treating the challenging child today requires a new approach for behavior guidance. Aversive techniques are no longer acceptable. Permissive parenting along with parents who defend, deny, or attempt to direct treatment bring a new dimension to treatment capabilities. Developmental stages, the multiple factors that influence a child's behavior, and recommendations for intervention are discussed. Methods to engage and involve parents and ultimately bring them to "our side" are presented. Potential problems are identified, with specific recommendations that can result in more successful and less stressful visits for all.

Learning objectives:

- Develop methods to engage and involve parents.
- Discover multiple factors that influence a child's behavior.

This course is designed for dentists, hygienists, and assistants.

Co-sponsored by MDA Insurance, MDA Services, and the Michigan Academy of Pediatric Dentists

COURSE #55



Socket Grafting and Ridge-Specific Implants – Increase Patient Candidacy for Implant Therapy
 Jumoke Adedoyin, DDS, MICOI, MAAIP, AFAAID

8:30 – 11:30 a.m. • AGD Code: 670
 DDS \$119; Staff \$59/Limit 100

The loss of bone following tooth extraction is a significant clinical problem in implant and conventional dentistry. Clinical studies indicate that in the first few months following tooth extraction as much as 1-3 mm alveolar ridge height and 3-5 mm ridge width may be lost, with an average of 50% loss of ridge width in the first 12 months.

The literature has shown that early bone loss can be significantly reduced by socket management techniques, combined with atraumatic tooth extraction, and this increases our patients' candidacy for implant restoration.

Learning objectives:

- Indications for socket preservation.
- Differentiate classifications of bony defects and techniques.
- Expand options of implant-based solutions for our patients.

This course is designed for dentists, hygienists, and assistants.

Co-sponsored by MDA Insurance and MDA Services

COURSE #56



Problem-Solving Essentials in Endodontics (Hands-On)

Bernice Ko, DDS
 8:30 a.m. – 4 p.m. (All-day Course, Lunch 11:30 a.m. – 1 p.m.) • AGD Code: 070
 \$359 per person/Limit 30 (Hands-On)

In this hands-on course participants will learn advanced NiTi rotary reciprocation instrumentation using Adaptive Motion Technology, predictable irrigation protocols using Apical Negative Pressure, and warm vertical obturation using the Continuous Wave technique. Other topics will include diagnosis, negotiation of calcified canals, creation of a glide path, determination of working length, and location of the MB2. This exciting multi-media program highlights solutions and suggestions on how to treat straightforward and complex endodontic cases.

Learning objectives:

- Assess protocol for single-visit treatment of both vital and necrotic teeth.
- Differentiate removal of the smear layer and biofilm using the latest irrigation protocols.
- Demonstrate obturation of the root canal system in 3D to capture the natural anatomy with the Continuous Wave of Condensation.

This course is designed for dentists.

Co-sponsored by MDA Insurance, MDA Services and Kerr Dental

COURSE #57



Ethics and Jurisprudence in Dentistry

Nan Dreves, RDH, MBA
 11 a.m. – Noon • AGD Code: 550/555
 DDS \$49; Staff \$24/Limit 100

This presentation will review dentistry's obligation to society to adhere to high ethical standards. We will discuss jurisprudence and the code of ethics in putting patients first, involving them in treatment decisions, considering their expectations, and maintaining confidentiality. Without a solid ethical foundation, one cannot be a true professional.

Learning objectives:

- Understand the differences and similarities between ethics, jurisprudence, and law.
- Know the characteristics of ethical behavior and how to apply them to your practice.
- Recognize what it means to be a professional.
- Know how to obtain resources to follow the ADA Code of Professional Conduct.

This course is designed for the entire dental team.

Counts towards Michigan's Ethics, Jurisprudence and Delegation of Duties requirement.

Co-sponsored by MDA Insurance and MDA Services

Afternoon Schedule

COURSE #58



What Occlusion Really Means: Things We Didn't Learn in Hygiene School

Kelly Tanner, PhD, RDH
 1 – 3 p.m. • AGD Code: 180
 DDS \$99; STAFF \$49/Limit 100

What is the occlusion on the right? How about the left? What does this mean for your patient's oral health? Occlusion tells you if there is potential for increased tooth loss due to tooth trauma or periodontal issues. It may also be a marker for airway issues, as well as TMJ and migraines that have a major impact on the overall health of the patient. By conducting occlusal evaluations with our patients, we can reduce the immediate physiological impacts of malocclusion.

Learning objectives:

- Understand what Angles classifications tells us about the patient.
- Appreciate how occlusion is related to dental and overall health.
- Understand how to perform a one-minute ortho evaluation and how to discuss it with your patient.

This course is designed for hygienists.

Co-sponsored by MDA Insurance and MDA Services

SATURDAY, MAY 6 (CONTINUED)

COURSE #59



Mental Mindware: Downloading the Mindset that Kills the Negativity Affecting Your Productivity
 Christopher Williams, RDH
 1 – 4 p.m. • AGD Code: 770
 FREE DDS and Staff/Limit 100

Our mentality and thoughts can be a critical process that either helps or harms the actions we take in our daily lives and at work. Some of these thought patterns operate very similarly to pop-ups or viruses on our computers. To solve this, we use pop-up blockers and/or virus protection software that identifies unwanted activity, so there are no interruptions halting or redirecting our thought process. We can design our own mental mindware that works to keep us in the right frame of mind.

Learning objectives:

- Identify the negative trends that are affecting the office and the team members individually.
- Show how it has a direct relation to your performance inside and outside of your working environment.
- Develop a new mental process that supports a more positive and ideal framework.

This course is designed for the entire dental team.

Co-sponsored by MDA Insurance and MDA Services

COURSE #60



Stop Ignoring the Tongue: Understand the Role It Is Playing in Your Patient’s Growth and Development
 Danielle Fry, DMD, MS
 1 – 4 p.m. • AGD Code: 010/200
 DDS \$119; Staff \$59/Limit 100

Participants will learn about how the tongue should look, move, and function, and how a dysfunctional swallow pattern affects craniofacial development and can be involved with TMJ disorders.

Tongue restrictions will be discussed, and the proper sequencing of events for therapy. The goal is to give immediate screening tools for dentists to implement in their offices and discuss the multidisciplinary approach to the correction of craniofacial growth issues. Early intervention orthodontic cases and TMJ cases will be shown to support learning to screen and diagnose.

Learning objectives:

- Understand craniofacial anatomy that affects the tongue and how it functions.
- Learn early interventional orthodontic interventions that could improve arch form and improve tongue posture to help the airway.

This course is designed for dentists and hygienists.

Co-sponsored by MDA Insurance and MDA Services

COURSE #61



Digital Dentistry – What Are You Waiting For? The Future Is Here
 Parag R. Kachalia, DDS
 1 – 4 p.m. • AGD Code: 010
 DDS \$119; Staff \$59/Limit 100

This course will take a critical look at the current world of dental technologies as it relates to the restorative arena with close attention to the current marketplace of digital impressioning units, chairside milling systems, and printers. A key component of this course will also involve looking at in-office design software and outsourcing elements when appropriate.

Learning objectives:

- Discover various digital technologies.
- Discuss design software and outsourcing.

This course is designed for dentists, hygienists, and assistants.

Recommended by the New Dentist Committee. See Page 43.

Co-sponsored by MDA Insurance and MDA Services

Disclaimer

Neither the Michigan Dental Association nor its component societies or committees accept responsibility for the information presented, either orally or in writing, at any program sponsored, supported or publicized by any of them; and the information and views expressed are those of the presenter and not necessarily the positions of the MDA, its component societies or committees.

Disabilities or Special Accommodations

If you have a disability and require special accommodations, please check the box on the registration form or contact the MDA Continuing Education Department at (800) 589-2632, ext. 402. Advance notice is required by April 10.



COURSE #62



Diagnosis and Management of Oral Trauma

Jane A. Soxman, DDS
1 – 4 p.m. • AGD Code: 310
DDS \$119; Staff \$59/Limit 100

This lecture instructs participants in examination, diagnosis, and the treatment of oral trauma in the pediatric patient. Timing and inclusions for follow-up examination, radiographic techniques, and antibiotic recommendations are included. Many accidents lead to legal intervention, and findings that appear to be irrelevant or minor may ultimately be of significance. The thoroughness and organization of your dental records will not only assure excellence in treatment, but may be significant for medico-legal support.

Learning objectives:

- How to obtain information and documentation for accurate dental records.
- Use current evidence-based guidelines for treatment.

This course is designed for dentists, hygienists, and assistants.

Course counts towards Michigan’s Pain Management requirement.

Co-sponsored by MDA Insurance, MDA Services, and the Michigan Academy of Pediatric Dentistry.

COURSE #63



Implicit Biases in Dentistry

Deirdre Shelton-Young, DDS, MHSA
1 – 4 p.m. • AGD Code: 770
\$100/person/Limit 100

The Michigan, Department of Licensing and Regulatory Affairs has issued a requirement for all healthcare providers in Michigan to attend continuing education courses addressing the topic of implicit biases.

This seminar introduces the participants to the concept of implicit biases by demonstrating their power in daily life and in dentistry-related situations. It explores how they have changed over time and in which circumstances we are more likely to use implicit biases. A discussion concerning how implicit biases matter in general will also take place.

Learning objectives:

- Define the term implicit bias and how its existence can be demonstrated.
- Describe how implicit biases have changed over time.
- Explain in which circumstances we are more likely to use implicit biases.

This course is designed for the entire dental team.

Counts towards the Certified Dental Business Professional program, human resources category, for three credits.

Course counts towards Michigan’s Implicit Bias Requirement.

Co-sponsored by MDA Insurance and MDA Services

COURSE #64



Making Overdentures a Snap – Overview of the Mandibular Overdenture Treatment Modality

Jumoke Adedoyin, DDS, MICOI, MAAIP, AFAAID
1 – 4 p.m. • AGD Code: 690
DDS \$119; Staff \$59/Limit 100

Implant-supported overdentures in the mandible provide predictable results with improved stability, retention, function, and patient satisfaction compared with conventional dentures. As edentulism continues to be a global epidemic, providing stability for masticatory function is very important for the overall health of our patients.

Learning objectives:

- Identify factors that govern the planning of overdenture treatment.
- Understand the restorative considerations for a successful surgical approach.
- Identify attachment selections and significance of socket preservation.

This course is designed for dentists and assistants.

Co-sponsored by MDA Insurance and MDA Services

About CE Credits

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ADA CERP® | Continuing Education Recognition Program

REGISTRATION INFORMATION

Registration is required for all courses.

Pre-register by April 10, 2023

Save money by pre-registering — rates increase \$10 per course after the registration deadline.

Reservations for all courses are made in advance of Annual Session, either by fax, mail, telephone, or online. Classes may also be reserved on-site in the registration area (Halls B & C, DeVos Place). Be sure to make your reservations early to avoid disappointment! Seating is limited to a specified number of attendees. Course numbers are listed above course descriptions in this program guide.

Remember, registration is required for all courses.

The MDA is offering pre-registration for Annual Session guests. It's easy! Just fill out the registration form in this booklet, or register online at www.smilemichigan.com (annualsession.michigandental.org). When you pre-register by April 10, you'll receive your bar-coded badge, welcome materials, *Annual Session Official Program*, maps, etc., by mail two weeks in advance of Annual Session. Please note that a *separate* registration form is needed for each participant.

You can still register online after April 10, but prices will increase \$10 per course and your packet will be held on-site at the will-call booth for pickup at Annual Session.

A driver's license or photo ID is required to register on site.

Registration Categories

Note: A badge is required for all lectures and exhibit hall. Fees are as follows:

- **FREE** — Name Badge Only (ADA/MDA member dentists, non-member dentists, staff, students and guests)
- **Students** — Register for any course in advance and receive the staff rate and a guaranteed seat. If you opt to wait and register on-site, you can attend for free, but courses may be sold out.
- **Non-member dentists** — There is no registration fee. Rates for CE classes are an additional \$50 per session for non-members. (Course #12 is an additional \$100.) Additional fees paid can be applied to membership within 30 days.

Name Badge only includes: Exhibits, Welcome Reception, Table Clinics and Keynote Presentation. Registration is required for Keynote Presentation.

On-site Registration

A driver's license or photo ID is required for on-site registration. On-site registration hours are Wednesday, May 3 from 8 a.m. until 5 p.m.; Thursday, May 4 from 7:30 a.m. until 6 p.m.; Friday, May 5 from 7:30 a.m. until 6 p.m.; and Saturday, May 6 from 7:30 a.m. until 1 p.m. Registration is located in Halls B and C, DeVos Place.

Cancellation Policy

No refunds will be granted after the start of Annual Session. For a cancellation refund, a written request must be mailed and/or emailed to the MDA office no later than May 3, 2023. A \$25 administration fee will be charged per course cancellation.

Lost Badges

All course exchanges must be done on-site after April 10, 2023. All lost or exchanged badges are subject to a \$25 fee. A driver's license is required to change courses or to receive a new badge.

About Continuing Education Credits

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Questions?

Call the MDA at 517-346-9408 or e-mail the MDA's Jody Marquardt at jmarquardt@michigandental.org.

2023 ANNUAL SESSION



HOTEL REGISTRATION FORM 2023 ANNUAL SESSION Grand Rapids, MI

Reservations must be made directly with the appropriate hotel. See below for cut off dates for guest rates at each hotel. Rooms have been blocked for the MDA at the room rates noted; sales/hotel tax is separate from listed prices.
Note: All rooms must be guaranteed — preferably with a credit card.

RESERVATIONS CAN BE MADE BY PHONE OR ONLINE.

SEE HOTEL INFORMATION LISTED BELOW:

| Hotel | Rate | Reservation Deadline |
|--|-------|----------------------|
| Amway Grand Plaza Hotel* 187 Monroe, N.W. Grand Rapids, MI 49503 616-774-2000 Online reservations: www.michigandental.org/Annual-Session | \$172 | April 2, 2023 |
| J. W. Marriott 235 Louis St., N.W. Grand Rapids, MI 49503 616-242-1500 Online reservations: www.michigandental.org/Annual-Session | \$199 | April 2, 2023 |
| Holiday Inn 310 Pearl Street, N.W. Grand Rapids, MI 49504 616-235-7611 Online reservations: www.michigandental.org/Annual-Session | \$135 | April 18, 2023 |

*Headquarters hotel

A map with hotel locations is available on the MDA website at
annualsession.michigandental.org/Hotels

2023 ANNUAL SESSION REGISTRATION

Or register online at www.annualsession.michigandental.org

One form per attendee. Copy as needed. DO NOT mail this form after April 10, 2023; Online registration will remain open until May 5, 2023. Please be sure to fill out name section on second sheet also. You may still register online at annualsession.michigandental.org after April 10; your registration will be processed, but your name badge will be held for pick-up on-site at the WILL CALL booth located in the registration area of halls B/C DeVos Place.

Is this your first time attending the Annual Session?

Full name: _____

Requested name/nickname for badge: _____

Email for confirmation email: _____

ADA number (if applicable): _____

Street address (this is where your packet will be mailed):

Company/Dentist name (if packet to be mailed to office):

City: _____ State: _____ ZIP: _____

Daytime phone: _____

Check appropriate title:

- MDA Member DDS Non-member DDS Dental Student
 Hygienist Assistant Business Staff Life Retired
 Spouse/Guest/Hygiene Student/Assistant Student

*Non-member dentists pay DDS fee plus \$50 per course/except Saturday. (Course #12 is an additional \$100.)

Request Name Badge Only (No CE classes) FREE for everyone (if checked, please fill out the address information above)

Check Box to Register for Course(s)

(Please darken/fill-in box(es) completely.)

Wednesday, May 3, 2023 – (No Exhibits)

Pre-Conference Day

- #1 Kwiecien – Health Centered Dentistry (9 a.m. – 4 p.m.) \$229 per person
 #2 Christy – HOD Leadership Training (5 – 7 p.m.) FREE DDS Only

Thursday, May 4, 2023

(Exhibits open 10 a.m. – 6 p.m.)

(Morning Programs)

- #3 Peskin/Farnen – PPP Risk Management \$90 per person
 #4 Cosey – HIPAA Privacy Rules Changes \$35 DDS \$25 Staff
 #5 Hunter – Rock Star Dental Assistant \$139 DDS \$69 Staff
 #6 Opichka – HPV and Oral Sex \$79 DDS \$39 Staff
 #7 Shelburne – Clinical Records \$159 DDS \$89 Staff
 #8 Claytor – Dental Burnout FREE
 #9 Ojha – Clinical Oral Pathology \$159 DDS \$89 Staff
 #10 Harris – How to Outsmart the Thief \$99 DDS ONLY
 #11 Young – Prosthodontically Driven (2 Day Course) \$1,499 per person

- #12 Cosey – OSHA Tasks Checklist \$35 DDS \$25 Staff
 #13 Hunter – Taming the Beast \$49 DDS \$29 Staff

(Afternoon Programs)

- #14 McDermott/Fidanza/Smith – Cybersecurity \$25 DDS \$15 Staff
 #15 Kadel – Attract and Retain Staff \$25 DDS \$15 Staff
 #16 Opichka – Vaping \$139 DDS \$69 Staff
 #17 Hunter – Learn, Leverage, Lead \$139 DDS \$69 Staff
 #18 Shelburne – Dental Reimbursements \$139 DDS \$69 Staff
 #19 Claytor – Patient Marijuana Use \$119 DDS \$49 Staff
 #20 Harris – External Threats to Office – \$79 DDS \$39 Staff
 #21 Washington – Marketing and Automation \$25 DDS \$15 Staff
 #22 McDermott/Fidanza – Automating Your Practice \$25 DDS \$15 Staff
 #23 Cashen – How to Stay Inspired FREE (Keynote)

Friday, May 5, 2023

(Exhibits open 10 a.m. – 6 p.m.)

(Morning Programs)

- #24 Harms – Most Difficult Discussions \$119 DDS \$59 Staff
 #25 Booker – High Chair Dental \$159 DDS \$89 Staff
 #26 Rice – New Dentist Fuel FREE (New Dentists Only)
 #27 Cotten – Oral Cancer Screening \$159 DDS \$89 Staff
 #28 Austin – Our Chamfered Psyche \$119 DDS \$59 Staff
 #29 Ojha – Oral Lesions \$159 DDS \$89 Staff
 #30 Webber – Influence: Power of Leadership FREE
 #31 Letran – Maximizing ROI \$159 DDS \$89 Staff
 #32 Convey – Endo Mousetrap: Part I \$159 DDS \$89 Staff
 #33 Safety Plus – CPR \$90 per person
 #34 Murphy – Time to Go Non Par? \$119 DDS \$59 Staff
 #35 Seely – Medicare FREE

(Afternoon Programs)

- #36 Peer Review/Dental Care – FREE (By Invite ONLY)
 #37 Roucka – Social Media and Ethics \$59 DDS \$29 Staff
 #38 Safety Plus – CPR \$90 per person
 #39 Harms – Pain Wars \$149 DDS \$79 Staff
 #40 Rice – Everyone Smiling But You \$119 DDS \$59 Staff
 #41 Austin – Dental Materials \$159 DDS \$89 Staff
 #42 Webber – Level Up \$119 DDS \$59 Staff
 #43 Letran – Meet Your Perfect Self \$119 DDS \$59 Staff

Don't forget to download your course handouts! Available starting Monday, April 10, 2023, as permitted by each speaker. Go to www.michigandental.org/Course-Handouts.

Name _____

Phone # _____

- #44 Cotten – Hands-On Oral Cancer \$199 DDS \$129 Staff
- #45 Convey – Endo Mousetrap Part II \$159 DDS \$89 Staff
- #46 Carollo – Full Arch Implant Restorations \$159 DDS \$89 Staff
- #47 Cannon – Oral Dysbiosis \$159 DDS \$89 Staff
- #48 Roucka – Jurisprudence and Ethics \$59 DDS \$29 Staff

Saturday, May 6, 2023
(No Exhibits)

All CE course fees are reduced on Saturday
Non-member dentists attend at member price

(Morning Programs)

- #49 Dreves – Infection Control \$50 per person
- CANCELED** #50 Tanner – 3D Scanning \$99 DDS \$49 Staff **CANCELED**
- #51 Williams – Practice Culture \$119 DDS \$59 Staff
- #52 Fry – Sleep Talk \$119 DDS \$59 Staff
- #53 Kachalia – Restorative Materials \$119 DDS \$59 Staff
- #54 Soxman – Pediatric Alpha Pup \$119 DDS \$59 Staff
- #55 Adedoyin – Socket Grafting and Ridge Implants \$119 DDS \$59 Staff
- #56 Ko – Essentials in Endo (Hands-On) \$359 per person
- #57 Dreves – Ethics and Jurisprudence \$49 DDS \$29 Staff

(Afternoon Programs)

- CANCELED** #58 Tanner – Occlusion \$99 DDS \$49 Staff **CANCELED**
- #59 Williams – Mental Mindware FREE
- #60 Fry – Stop Ignoring the Tongue \$119 DDS \$59 Staff
- #61 Kachalia – Digital Dentistry \$119 DDS \$59 Staff
- #62 Soxman – Oral Trauma \$119 DDS \$59 Staff
- #63 Young – Implicit Biases in Dentistry \$100 per person
- #64 Adedoyin – Making Overdentures a Snap \$119 DDS \$59 Staff

Yes! Please sign me up for text alerts!

Cell phone number: _____

By attending the Annual Session, I hereby grant permission for the MDA to take my photograph for use in Annual Session news coverage or publicity. By registering for the Annual Session I also hereby grant permission to have my name listed as an attendee.

Mail to: Michigan Dental Association
3657 Okemos Road, Suite 200
Okemos, MI 48864-3927

Fax credit card and no-fee orders only to 517-372-6704
Or call 517-346-9408

ADA C·E·R·P® | Continuing Education Recognition Program

Special Events

Thursday, May 4, 2023

- Womens Leadership Event: Inspiration and Connection**
Where: Emerald Room, Amway Grand Plaza Hotel
When: 5 – 6:30 p.m. • \$25 per person
Attire: Business Casual attire.
_____ # attending
- Founders Tour and Tasting**
Where: Founders
When: 6:30 – 8:30 p.m.
\$35 per person includes tour, tasting and appetizers
Attire: Relaxed Casual attire.
_____ # attending

Friday, May 5, 2023

- New Dentist Network Lounge**
Where: IDS, Amway Grand Plaza Hotel
When: 5 – 7 p.m.
\$25 per person or free with attendance at one of the new dentist recommended courses
Attire: Relaxed Casual attire.
_____ # attending
- Magic, Music, and More**
Where: Ambassador Ballroom, Amway Grand Plaza Hotel
When: 6:30 – 11 p.m.
\$89 per person includes dinner, two drink tickets and Entertainment
Attire: Snappy Casual attire.
_____ # attending
- Check here for special accommodations (hearing, wheelchair, etc.).
Please describe your needs (two week notice required):

Payment 2023 MDA Annual Session

Non-member dentists pay an additional \$50 per course, except on Saturday. Course #12 is an additional \$100.

Number of Courses Ordered _____

TOTAL AMOUNT TO CHARGE = \$ _____

Check payment method:

- Check or money order enclosed
- Charge to my MasterCard VISA Amer. Exp. Discover
- Card Number: _____
- Exp. Date: _____ Billing ZIP Code: _____
- Name on Card: (please print): _____
- Signature: _____

Or register online at
www.michigandental.org/Annual-Session

The Interfaith Dental Refugee Program of Michigan

By The Rev. Dr. William J. Danaher Jr.
Rector, Christ Church Cranbrook

The inspiring story of how faith leaders and dental teams are working to assist resettled Afghan refugees regain their oral health, helping these new Americans get a better start in an unfamiliar land.



Children and adults — Teaming with volunteer dentists, specialists, and allied professionals, the Interfaith Refugee Dental Program is honored to restore smiles for refugees of all ages

After the fall of Kabul in August 2021, more than 120,000 refugees from Afghanistan were temporarily located to makeshift housing at American air bases. As in the past, the U.S. Department of State partnered with nonprofit organizations dedicated to refugee resettlement. These organizations, in turn, depend upon faith communities to step forward to provide volunteer assistance to welcome these new Americans and ease their transition into an entirely new culture and context.

My own congregation, Christ Church Cranbrook, has been working in refugee resettlement since 2017, when we welcomed a family fleeing the civil war in Syria. We are a dynamic and diverse congregation with several members who speak Arabic, and therefore we seemed uniquely equipped to do this work. We also developed a close working relationship with the Muslim Unity Center, a large and active Mosque located in our neighborhood.

In 2017, refugee resettlement was a politically and culturally sensitive issue, and we encountered significant opposition, misunderstanding, and fear. Together, our faith communities collected resources and sponsored forums on refugee resettlement, inviting skeptical politicians to meet with social service organizations so that they could learn more about the careful vetting processes behind refugee resettlement, the positive economic impact that refugees make in a local populace, and the ways that we

could better collaborate.

After the fall of Kabul, my congregation again stepped forward to sponsor four refugee families, totaling 24 individuals. However, as our resettlement team worked to find housing for these four families, we learned that, in addition to the normal language and cultural barriers to providing support, access to health care was incredibly challenging.

As in the past, the Michigan Department of Health and Human Services works to meet these needs. However, the sheer number and scale of the 1,300 Afghan refugees coming into Michigan in the space of a few months meant that there were many health needs that went unaddressed.

Initially, we teamed up with members from the Wayne State University Medical School's mobile health clinic team to conduct an informal needs survey. We discovered numerous cases of chronic diseases, including diabetes and hypertension, pregnancies, and war wounds. However, the largest catchment of responses concerned dental needs, with 40 out of 62 refugees surveyed complaining of tooth pain, bleeding, and oral swelling.

I then turned to my friend and colleague, Rouzana Hares, DDS, of the Muslim Unity Center to reactivate the collaboration we had developed in 2017. Dr. Hares is herself a former refugee, and I knew that she had experience working in refugee dental health. I believed that, together, we could find a way forward.

We organized a dental screening clinic to follow up on the informal survey, and we discovered that more than 50 people had significant health-compromising oral health issues. Many individuals needed multiple extractions, as these teeth were causing unchecked, severe infections. Dr. Hares prescribed antibiotics and ibuprofen, donated through a local pharmacy.

Refugees receive dental coverage through Medicaid and are eligible for



Program volunteers — Drs. Craig Hansen and Rouzana Hares coordinated a team of volunteer providers assessing needs of 50 refugee patients at a screening clinic this past fall.

treatment at FQHC dental clinics. However, due to long waiting lists, timely access to care was a concern.

We then turned to HUDA, a Free Health Clinic in metro Detroit. One of the dentists on the board of the HUDA clinic, Dr. Shakeel Niazi, offered to open his private practice to host a one-day clinic in February 2022. Dr. Niazi and Dr. Hares recruited a 20-person dental team. We provided volunteers, translators, transportation, and meals for the clients.

Our pop-up clinic treated 35 patients that day, focusing on those with the most acute cases. Two additional patients received critical care at the office of Dr. Craig Hanson, providing services that exceeded the coverage available through Medicaid.

Our outcomes surpassed those of an FQHC connected to the University of Detroit Mercy, which could only

see 20 patients for screening over two business days, compared to our initial screening of more than 50 patients in one day. Further, our volunteer dental providers were flexible in delivering services unavailable at the FQHC.

We held a second screening clinic on March 11, 2022, with 30 more patients triaged and categorized into those whose dental needs were urgent and those whose treatment could be delayed. Because of the nimbleness and expertise of our 23 dentist volunteers in the metro area, cases that the FQHC could not address were resolved. This included addressing unsuccessful past referrals by the FQHC for patients in need of specialty care inaccessible due to transportation and translation challenges.

Holli Seabury, executive director
(Continued on Page 66)



Patient imaging — The office of Dillingham and Hanson hosted last fall's screening clinic, capturing diagnostic images and performing patient assessment to allow assignment to appropriate volunteer providers.



Screening clinic — Dr. Rouzana Hares discusses patient needs with one of several volunteer team members at the screening clinic.

Interfaith Dental Program

(Continued from Page 65)

at Delta Dental Foundation, heard about our work and facilitated two pilot grants from the Delta Dental Foundation that we supplemented with private donations from Christ Church Cranbrook and the Muslim Unity Center to fund the program. Dr. Hares and I then created a steering committee, named the Interfaith Refugee Dental Program.

The committee, which I lead with Dr. Hares, Dr. Hanson, and Pastor Manisha Dostert of Christ Church Cranbrook, oversees the program's work, with Christ Church Cranbrook acting as the fiduciary to receive and administer funds.

Because Christ Church Cranbrook is the fiduciary, the Michigan Interfaith Refugee Dental Program has status as a nonprofit organization to recognize the services donated by volunteer providers. Providers are reimbursed for lab costs of up to \$125 for each crown, \$410 for each unit of a complete denture, and up to \$360 for each removable partial denture. Further reimbursement is given for team expenses up to an hourly rate of \$28 for dental assistants and \$39 per hour for dental hygienist time.

The population we serve is uninsured or requires services that Medicaid does not cover. Consequently, volunteer dentists deliver a level of dental care to our patients that would otherwise be unavailable. The aim is to restore oral health and to provide limited cosmetic dentistry to optimize the employability of our clients as they integrate into our communities.

The interfaith cooperation that motivates our work is deliberately diverse and inclusive: We welcome volunteers and dentists from all faiths and backgrounds. What ties us together is the mission to provide care for these new Americans and the motivation to share our different gifts.



In West Michigan — Dr. Tom Anderson, of Holland, appreciated providing care in his private practice for locally resettled refugees, giving him the opportunity to care for Rona, whose husband assisted our military in Afghanistan.

It is nearly impossible to estimate the immense benefits of restoring self-esteem and improving the employability of these new Americans. Being free of dental pain and being able to smile confidently are basic needs connected to human dignity.

Although the motivation for our work is humanitarian, we know that there are significant economic benefits when refugees resettle in an area. Like other new Americans, refugees often stabilize inner-city neighborhoods, as seen in Hamtramck, Mich. They also have high levels of productivity. A study conducted by Samaritas in southeast Michigan found that refugees contributed more taxes than the benefits they received during the first 20 years they settled in the United States, and their rate of entrepreneurship is 30% higher than the general population. Therefore, assisting refugees in the ways that we have is not only an exercise in health equity and the ethics of care, but it is fiscally wise — a better start that will lead to even better outcomes.

Many dentists who have stepped forward to help are motivated by the fact that the refugees leaving Afghanistan had to flee the country because they had helped serve and protect Americans during the occupation. These included our military personnel but also our diplomatic corps and NGOs. As a result, many of our dentists feel compelled to support those who took enormous risks to support us.

Thanks to the generosity of our volunteers, refugees received exceptional dental care at a fraction of the cost. For example, Dr. Hanson, Dr. Clay Dietz, Dr. Lauren Anderson and Dr. Timothy Schmakel treated five refugee patients, each requiring comprehensive treatment that included specialty care. Providing this care at the standard rate would have cost \$83,483. Thanks to their willingness to donate their time and talent, the costs were \$6,475.75.

West Michigan outreach

Of an estimated 1,300 Afghan refugees in Michigan, Bethany Christian

Services helped resettle 250 in West Michigan, and Samaritas has resettled 597 Afghan refugees throughout the state. Bethany is a Kent County Oral Health Coalition partner, and was aware of the efforts of the Interfaith Dental Program in southeast Michigan.

At their suggestion, in May KCOHC Chair Dr. Colette Smiley met with the Interfaith Dental Program and Delta Foundation to expand the program to West Michigan. She joined our steering committee and recruited local providers to serve on a West Michigan Coordinating Committee to assess and assign cases utilizing the administrative infrastructure of the Interfaith Dental Program.

Currently, 13 dental providers participate in West Michigan, where a Delta Dental Foundation grant supports this work, with additional funding from the West Michigan Dental Foundation.

Dr. Jake Miller, president of the West Michigan District Dental Society, is a volunteer provider. “It was an easy decision to offer my services to a refugee patient,” he says. “They have been completely displaced from all they know, to start over in a new country. My team and I were pleased to help. The logistics were easy, with transportation and an interpreter already arranged. The reimbursement for lab costs and staff time was a bonus. Caring for patients through the Michigan Interfaith Dental Program is a rewarding experience I urge colleagues to consider.”

Most of the need is in southeast Michigan. Five patients have completed their treatment, and 35 are currently receiving care through the Interfaith Refugee Dental Program. We are so grateful to the dentists and the dental staff who make our mission possible. ●

To find out more about the Interfaith Dental Refugee Program of Michigan and how you can contribute, email interfaithdental@christchurchcranbrook.org.

What Makes Membership Matter

By Michael Maihofer, DDS
MDA Immediate Past President

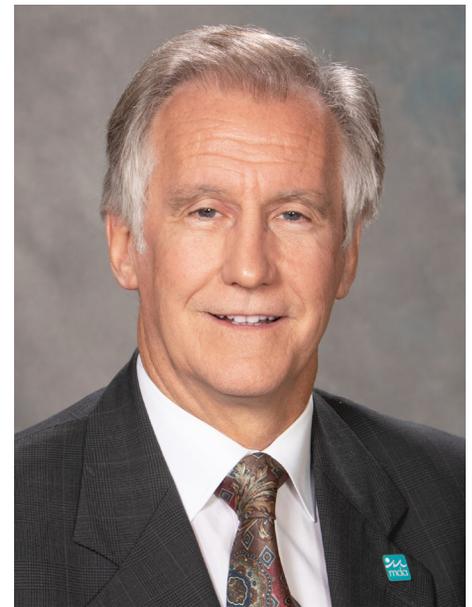
Last year the ADA announced that its membership market share, which has been spiraling downward for the last decade, has now fallen to 59% of all American dentists. This is a definite cause for alarm, because should that market share fall below 50%, it would not only threaten the long-term financial stability of the organization, but even its very purpose to exist. It'd be difficult to convince anyone that the ADA truly represents and speaks for America's dentists should that happen.

Despite several unsuccessful attempts to address this trend, the ADA is now moving quickly to try and turn things around. Its research seems to indicate that this market share decrease, while partially related to increased dentist retirement, has more to do with fewer early-career dentists joining, and many new dentists leaving membership. In fact, the national market share for new dentists has now fallen to a dismal 49% (the MDA's is 70.7%). It's no surprise then that the ADA's focus has primarily become centered on early career and new dentists. ADA leaders have begun working diligently to address adding value to membership that reflects the values

our young practitioners want in their professional organization.

There has even been a new realignment of the ADA's governance to better address this issue of early career dentist engagement. This new *strategic forecasting* initiative, passed in October by the House of Delegates, is designed to be a more nimble and responsive system to facilitate aligning ADA member values with those of these new dentists.

In order to accomplish this, much important research has been done. The result seems to be a new envisioning of what membership means. And while that's understandable, what some find alarming is the new language being used to address this new membership paradigm. Instead of speaking about "members" or "dental professionals," we're now hearing terms like "the people who purchase our products" or "the customers with whom we engage." In what appears to be a bold attempt to increase market share, the ADA seems to be moving from a non-profit professional association model to more of a for-profit corporate model. It's even been suggested that it's unimportant if a dentist hasn't paid



Maihofer

their dues, as long as they purchase a certain dollar level of ADA products.

There seems to be a strong belief that if we can only collect more data through some new membership software and sell these "customers" more products — the ones the new algorithms suggest they'll want — we can save the ADA and organized dentistry. After all, it's worked for Amazon and Google, who have the most loyal customer/members, so it should work for us. Or will it?

Of course, times change, people change, and values change. If the ADA is to survive it must also adapt and change. Yes, the often-heard mantra "What's gotten us here won't get us there" is true. You've got to wonder, however, whether this per-

(Continued on Page 70)

"We can't afford to sell our new members short. I've got to believe that values like professional comradery and support, ethics, and advocacy are still on their radar if organized dentistry can properly provide them."

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Commentary
(Continued from Page 68)

ception of new dentists as simply customers for ADA products isn't selling them short. Such a re-envisioning seems to imply that new dentists aren't as committed to much of the traditional idea of professional association and all it encompasses. Yet, while we all realize the dental workforce model has changed — it's more diverse and offers more career pathways than ever before, and that's great — I'd like to believe the dental *professional* model hasn't.

It's inconceivable that new dentists, educated to be health care professionals, would eschew being part of a professional organization created to represent them and advocate on their behalf, and instead only want a buyers' club-type relationship. I've got to believe that values like professional camaraderie and support, eth-

ics, and advocacy are still on their radar if organized dentistry can properly provide them. Things like professional support, ethics, and advocacy aren't products that can be purchased. They grow out of professional collaboration aimed at creating a better profession. That's what makes membership matter.

The challenge for all of us will be to better listen to all member (and non-member) concerns, and then identify, align, and deliver what they consider their professional values. Of course, they'll only express those concerns if they can truly see themselves reflected in our association — and see that it's honestly committed to their values of diversity and inclusion in all its forms.

While both the ADA and the MDA have begun the important investigative process, we need to keep moving further, and digging deeper. We can't afford to sell our new members short. Both our association's and dentistry's futures depend on it. ●

About the Author

Michael Maihofer, DDS, is the immediate past-president of the Michigan Dental Association. He is a former editor of the *MDA Journal*, former chair of the MDA Committee on Peer Review/Ethics, as well as a past-president of the American Association of Dental Editors and Journalists, among other posts. He currently chairs the MDA House of Delegates Nominating Committee. Maihofer's editorial writing and articles on dental ethics have appeared in numerous publications throughout the United States.

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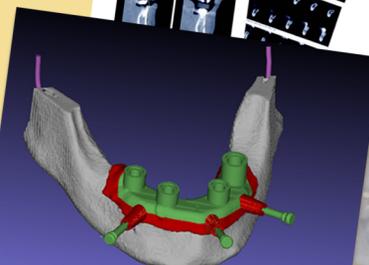
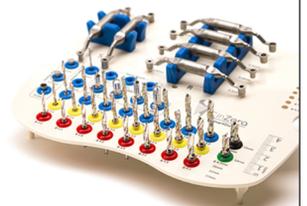
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(Continued on Page 76)



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looking for a partner. Great cash flow with strong hygiene program highlighted by a loyal patient base and team. Technology includes digital, CBCT, CAD-CAM, and much more! For more information, please contact Sara Marterella, sara.marterella@henryschein.com, 734-765-0770. #MI3336.

Million dollar practice with 50% overhead and easy commute to four major cities! Earn \$400K-plus after debt payment with specialties being referred out. Six ops, digital X-rays including pan and chartless. Seven days of hygiene. RE available for purchase or lease terms. For more information, please contact Denise Bouwhuis, 734-765-7080, denise.bouwhuis@henryschein.com. #MI3298.

Macomb County practice for sale — new listing! General practice in Macomb County. Revenues \$650K-plus with growth potential and solid patient base in established, stable area. Long-term dedicated team. Flexible transition plan — current lease or merger opportunity into existing practice. For more information, please contact Sara Marterella, sara.marterella@henryschein.com, 734-765-0770. #MI3264.

Grand Rapids, Mich. — Unique opportunity to own a Grand Rapids practice with a loyal team! Great cash flow with \$1M in revenue and 50% overhead on four days per week. Most specialties referred. Real estate available. To discuss this opportunity, please contact Denise Bouwhuis, denise.bouwhuis@henryschein.com, 734-765-7080. #MI3027.

Golden opportunity! \$1M-plus revenue with digital and CBCT five ops — room to expand. Refers out some specialty. RE available. For more information, please contact

(Continued on Page 78)

It's Never too Soon to Explore Your Options

Our Transition Sales Consultants will take care of all the details of selling your practice, including:

- Help investigate your retirement options
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- Establish the right listing price
- Prequalify all prospective buyers
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Denise Bouwhuis
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Sara Marterella, sara.marterella@henryschein.com, 734-765-0770. #MI3301.

Northern Michigan — Long-standing stable practice available in a beautiful, centrally located northern city. Digital X-rays, pan, and intra-oral camera are utilized in this four-operator practice with four days of hygiene. Real estate is also available for purchase. To discuss this opportunity, please contact Denise Bouwhuis, 734-765-7080, denise.bouwhuis@henryschein.com. #MI2682.

Southeast Michigan — Established, well-managed general family practice with \$600K in revenue earning more than \$200K after debt payment. Digital X-rays. RE is available for purchase with practice. For more information, please contact sara.marterella@henryschein.com,

Upcoming Classified Deadlines

| | | |
|----------------|-------|-------------|
| April 2023 | | March 1 |
| May 2023 | | April 1 |
| June 2023 | | May 1 |
| July 2023 | | June 1 |
| August 2023 | | July 1 |
| September 2023 | | August 1 |
| October 2023 | | September 1 |
| November 2023 | | October 1 |
| December 2023 | | November 1 |

or phone 734-765-0770. #MI2944.

Great practice in northern Michigan — 2022 revenues will exceed \$1.1M. Price \$637K, A/P 1,494 with seven operatories and 2021 revenue \$980K. Contact phil@klassolutions.com or call 989-233-4200.

Southcentral U.P. on Lake Michigan — Produces \$1.2M annually on three

and one half days per week. First year pre-tax income nearly \$340K after debt service. Contact Mark Breit, 906-250-9666; mbreit@paragon.us.com.

Practice located in Washtenaw County — with \$1.7M collections with no Medicaid. Recently renovated office with 11 operatories and room to expand. Two general doctors, two specialists, and three hygienists are on staff. Open four days per week. Contact mydentalpractice4sgenale@gmail.com.

Practices for sale by Total Transitions — practice/sales and real estate. Visit www.ttpacticesales.com, click on current listings and scroll down. Contact Dr. Jessica Gaul, 248-214-3727 or jessgaul@gmail.com, for more information on these listings.

Buying a practice? Peak Transitions



Know Your Practice Transition Options

Join one of our 2023 programs....

Our programs provide insight on planning, value, selecting the best buy/sell option, and more. If you've ever considered the following, come join us and learn insights from Peak's 30+ years in business.

- Considering retirement?
- Curious about the value of your practice?
- Want to understand the current transition market?
- Receiving letters from DSOs but aren't sure that's the right path for you?
- Want to purchase a practice but don't know where to start?

**Buying A Dental Practice;
Understand the Purchase Process**

Feb. 17th - Novi (5 CE)
June 9th - Novi (5 CE)

**Selling A Dental Practice;
Maximizing Value**

April 28th - Novi (5 CE)
Aug. 18th - Novi (5 CE)

CALL 888.477.PEAK TO REGISTER OR VISIT PEAKCE.COM

will be your objective third party. We provide valuation, due diligence, and closing documents. Contact us at info@peaktransitions.com, 888-477-7325 or visit www.peaktransitions.com.

Two dental offices for sale, one with its professional building, prime location Walled Lake and the other in Harper Woods. Both must be sold; owner moving out-of-state. Call 313-269-4564.

Northeastern Michigan resort town — Beautiful, established general practice located on Lake Huron shore with a river in the backyard. Five ops with room for a sixth. Digital radiography. All updated computers, Eaglesoft, in all ops, strong hygiene program; \$1.1M production, practice continues to grow with more than 4,000 patients. Enough room for two doctors. Some specialties referred out. Building for sale also; 2,300 sq. ft. with finished second level. Good public and parochial schools, hospital, biking, hunting, fishing, boating, relaxing lifestyle. Call 989-362-7133.

Mid-Michigan, MSU two miles away — I am looking for a motivated dentist to join my practice and transition to ownership by the end of 2023! I am two miles from the Michigan State campus, which offers all the benefits of being in a Big Ten university town. Diversity in activities, restaurants, and other fun opportunities. Great place to live, work, and play along with raising a family! I am willing to mentor and

Employers! Job-seekers!

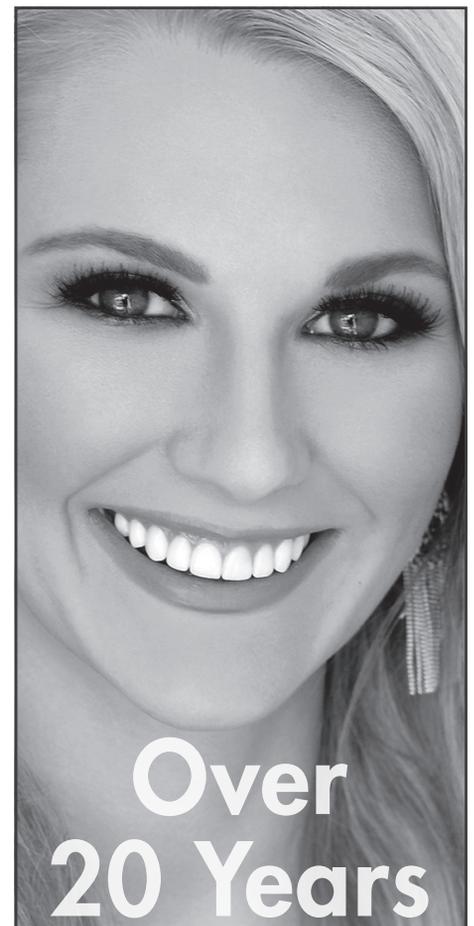
Find an associate or staff member or a new position at MI Dental Jobs, the MDA dental job board. The best place to find the best!

provide learning opportunities to take your skills to the next level! I do all phases of dentistry, including endodontics, orthodontics, implants, oral sleep appliances, cosmetic dentistry, and TMJ therapy. I practice in a modern facility with all of the latest technology. This is a fabulous opportunity for someone if you want to own a business, have flexibility, and an excellent quality of life. If you are interested please call 517-449-8300, or send an email to ctenaglia@tenagiasmiles.com. If you are aware of someone who is looking for this opportunity please pass this along!

Holland lakeshore general practice for sale — Long-established (40 years), patient-centered general practice just minutes from Lake Michigan's beaches, public parks, and bike trails. Avg \$660K collections, four-day week; 2,300 sq. ft. leased space, high visibility, ample parking. Five ops, digital X-ray, seven hygiene days per week. Most specialty services referred. Contact Tim Lott, CPA, tlott@dentalcpas.com, 410-616-2058.

Detroit, Mich. — General dental practice for sale — New to the market is a thriving general dental practice in a desirable Detroit suburb; within 30 minutes of downtown! The current doctor has practiced in the community for nearly 20 years. They are therefore interested in exploring all transition options and open to staying on for a period of time (from 12-24 months, ideally). The practice is ideally located in a popular retail center and refers out most specialty work. Eight operatories. Collections of \$2.073M and EBITDA \$305K; 4,000 active patients and 33 new patients per month. To learn more and review the prospectus, please contact Professional Transition Strategies. Email Bailey Jones at bailey@professionaltransition.com

(Continued on Page 80)



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or call 719-694-8320. Reference #MI102522.

Saginaw — Saginaw Township. Small practice for sale, possible satellite or merger. Refer most endo and oral surgery. Contact taa49mbc47@gmail.com.

College town on water in Upper Peninsula, expected to have \$1.3M in revenue for 2022! Owner willing to either do walk away sale or stay on as your part-time associate. Please contact mbreit@paragon.us.com for further information.

Great opportunity for dentist seeking ownership or associate position and

| Upcoming Classified Deadlines | |
|-------------------------------|---------|
| April 2023 | March 1 |
| May 2023 | April 1 |
| June 2023 | May 1 |

be a part of a quality team! Established for more than 50 years in the growing county of Livingston (southeast Michigan). With five doctors, 16 operatories, a growing large patient population, fully digital office with state-of-the-art technology, and a long-term staff providing excellent patient care, sits this remarkable dental practice looking for another dentist to add to its family. Must be a skilled and caring provider with Delta Premier credentials. If you want to acquire or work at a thriving practice with support from other partners, have the ability to schedule time off and have coverage, develop equity and earn a professional income, and work with a superior team please email request to evan@northstarsaves.com.

Detroit area — Professional building in a beautiful prime location with a

dedicated parking lot. Located in a beautiful, 3,000 sq. ft. leased space. Average gross of \$520K on a limited schedule. Dentech software. Four furnished operatories with room to expand to nine. Stable patient base in a highly sought-after community. For information, please contact dentalforsale234@gmail.com.

As dental CPAs our goal is to guide you through the implementation of business and tax initiatives. Let us help you maximize your return on investment. Visit <https://dentalroiassociates.com/> or call 919-710-7376 to see how we could be of service. We look forward to working with you.

Highly profitable general practice — Kalamazoo — established five-op general practice collecting \$1M-plus with 50% OH. Centrally located in Kalamazoo. Low overhead. Building

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Employers must carry workers' comp insurance in Michigan but there can be big differences in cost and service between carriers. The MDA-endorsed program through Frankenmuth Insurance delivers the best of both. Call MDA Insurance at 800-860-2272 or visit mdaprograms.com to request a quote.

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available. Contact Veritas Transition Group. 844-283-7482, info@veritastg.com.

Choice Transitions currently has several practices for sale — from smaller/starter practices all the way to large, multi-doctor practices! Our inventory is constantly changing. To investigate these opportunities please visit and register for free on our website at www.choicetransitions.com or contact Ken Polke, DDS, at 877-365-6786, ext. 229.

Thinking about buying or selling a dental practice? Statewide service available. Experienced, professional consultants for all of your business needs. Curt Nurenberg, CHBC, Rehmann Dental Management Advisors; 800-349-2644 or 517-316-2400.

Don't make a mistake selling or buying. We have buyers. Your own buyer? We can help. We offer assistance you can't get anywhere else. More dentists use us than anyone else. Call the Goldman Group, broker, at 248-333-0500.

MISCELLANEOUS

Troubled by addiction, stress, or other practice or personal problems? Many dentists and dental team members are. But you don't have to go it alone. The MDA Member Assistance Program can help you, or your family, with personalized, 24/7 service. Visit michigandental.org/Assistance for complete details, or email care@michigandental.org. ●



From the Editor (Continued from Page 16)

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Coming Next Month

DENTAL CPAs

How a dental accounting firm can help you run a more profitable practice — and even help identify financial risks such as embezzlement. Explained by John Looby, CPA.

In your March

Journal
OF THE MICHIGAN DENTAL ASSOCIATION



The MDA Certified Dental Business Professional program is a service designed to help your practice succeed. Available exclusively through the MDA!

Dental office business staff can earn the CDBP credential by taking just 30 credits of MDA continuing education courses. Pay-as-you-go classes are value-priced and available at Annual Session, at MDA CE seminars, and online.

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MDA IN-PERSON COURSES AND LIVE WEBINARS

MDA continuing education is built around you! With in-person courses, live webinars, and on-demand courses, you'll find quality CE courses for every member of the dental team. Upcoming MDA in-person CE courses and live webinars are listed below. For newly added live webinars, on-demand courses, and courses that meet state requirements, plus additional CE information, please visit michigandental.org/CE-Courses.

The MDA is an ADA CERP Recognized Provider. ADA CERP is a service of the ADA to assist dental professionals in identifying quality providers of continuing dental education. The Michigan Board of Dentistry recognizes ADA CERP for CE credits toward dental license renewal.

Friday – Sunday, March 10-12: Spring Scientific Session. Dentistry Uncorked and Cracking the Millennial Code and Let's Get Ethical, with Ryan Vet, MBA; and Every Choice Matters: Strategies and Insights into Ergonomic Product Selection, with Cindy Purdy, RDH, BSDH. Where: Great Wolf Lodge, Traverse City. Nine CE credits.

Wednesday – Saturday, May 3-6: MDA Annual Session. Speakers: Kevin Kwiecien, DMD, MS; Todd Christy, DDS; Robert Peskin, DDS; Lynda Farnen, JD; Jennifer Cosey; Tija Hunter, CDA; Catrica Opichka, RDH, MS; Roy Shelburne, DDS; Bill Claytor Jr., DDS; Junu Ojha, DDS; David Harris, DDS; Michael Young, DDS; Robert McDermott; David Fidanza; Aaron Smith; Sean Kadel; Christine Cashen; Keith Washington; Kimberly Harms, DDS; Winifred Booker, DDS; David Rice, DDS; Susan Cotten, BSDH, RDH, OMT; Joshua Austin, DDS; Carrie Webber; Emily Letran, DDS, MS; Gavin Convey, DDS; Mark Murphy, DDS, ABDSM; Rick Seely; Toni



See all MDA Courses

Roucka, RN, DDS, MA; Mark Cannon, DDS, MS; John Carollo, DDS; Nan Dreves, RDH, MBA; Kelly Tanner, PhD, RDH; Christopher Williams, RDH; Danielle Fry, DMD, MS; Parag Kachalia, DDS; Jane Soxman, DDS; Bernice Ko, DDS; Deirdre Shelton-Young, DDS; Jumoke Adedoyin, DDS, MICOi, MAAIP, AFAAID; and more. Where: DeVos Place, Grand Rapids. Register now at annualsession.michigandental.org. (See the *Annual Session Preview* in your mail last month and in this issue of the *MDA Journal*.)

MDA ON-DEMAND WEBINARS

Phished, Hacked, and Attacked: Stop Cyber Criminals from Holding Your Practice for Ransom. Speakers: Aaron Smith, ChoiceTel; Dave Fidenza, iCoreConnect. One CE credit.

Analytics in Practice and by Third-Party Payers. Speaker: Chris Smiley, DDS. One CE credit.

Charting and Recordkeeping in the Age of Analytics. Speaker: Chris Smiley, DDS. One CE credit.

Dental Jurisprudence and Ethics. Speaker: Dan Schulte, JD. One CE credit.

Infection Control in Dentistry. Speaker: Marie T. Fluent, DDS. One and one half CE credits.

Myofascial Sources of Pain. Speaker: Seena Patel, DMD. One CE credit.

Maximizing Efficiency in the Post-COVID Era. Speaker: Patrick Houlihan, DDS. Two CE credits.

Hottest HR Topics of 2021. Speaker: Brandy Ryan, MBA, PHR, SHRM-CP. One CE credit.

HIPAA Compliance and Enforcement. Speaker: Jennifer Cosey. Two CE credits.

Scheduling in the New Normal. Speaker: Patrick Houlihan, DDS. One CE credit.

OSHA Compliance Review. Speaker: Jennifer Cosey. Two CE credits.

Understanding CDT Codes. Speaker: Chris Smiley, DDS. One CE credit.

The Opioid Epidemic. Speaker Vincent Benivegna, DDS. One CE credit.

How to Fire Someone the Right Way. Speaker: Brandy Ryan, MBA, PHR, SHRM-CP. One CE credit.

Common HIPAA Mistakes and How to Avoid Them. Speaker: Jennifer Cosey. One CE credit.

Caring for Patients in Pain. Speaker: Mayoor Patel, DDS, MS. Two CE credits.

Clinical and Radiographic Update on Head and Neck Neoplasms. Speakers: Macksood Aftab, DO, MHA, ALM, CAQ; Julianna Hukill, DDS, MS. One CE credit.

Roll Out the Red Carpet. Speaker: Carrie Jameson Webber. Two CE credits.

Let's Get Social. Speaker: Carrie Jameson Webber. Two CE credits.

Answer 12 Most Difficult Questions Patients Ask. Speaker: Dr. Richard Madow. One CE credit.

Drugs, Labs, Clinical Practice. Speaker: Maureen Munnely Perry, DDS, MPA, MAEd. Two CE credits.

Jumping into the Deep End of Special Care Dentistry. Speaker: Maureen Munnely Perry, DDS, MPA, MAEd. Two CE credits.

Managing Toxic Behaviors. Speaker: Jodi Schafer, (Continued on Page 84)

Journal CE Listings Policy

The *Journal* lists continuing education courses by accredited Michigan dental schools and dental societies in Michigan in this section at no charge. To place a listing, see the online CE Course Submission Form at michigandental.org/CE-Courses.

CE SPOTLIGHT

Check Out these MDA On-Demand Online Courses

In addition to in-person continuing education courses, courses at Annual Session, and live webinars, the MDA offers quite a few on-demand courses. You can find them at michigandental.org/CE-Courses.

Some of the most-popular on-demand courses include the following:

Preparing for an OSHA Inspection. Speaker: Jennifer Cosey (\$35; one credit). Counts toward the MDA Certified Dental Business Professional credential.

Clinical Basics for the Front Office Team. Speaker: Tom Lambert, DDS (\$35; two credits). Counts toward the MDA Certified Dental Business Professional credential.

Phished, Hacked, and Attacked: Stop Cyber Criminals from Holding Your Practice for Ransom. Speakers: Aaron Smith (ChoiceTel) and Dave Fidanza (iCoreConnect). Free for MDA members and staff. One credit. Counts toward the MDA Certified Dental Business Professional credential.

Analytics in Practice and by Third-Party Payers. Speaker: Chris Smiley, DDS (\$35; one credit). Counts toward the MDA Certified Dental Business Professional credential.

Dental Jurisprudence and Ethics. Speaker: Dan Schulte, JD (\$35, one credit). Counts towards Michigan's ethics, jurisprudence, and delegation of duties requirement.

Myofascial Sources of Pain. Speaker: Seena Patel, DMD (\$50; one credit). Counts towards Michigan's pain management requirement.

Understanding CDT Codes. Speaker: Chris Smiley, DDS (\$49 dentists; \$29 staff; one credit). Counts toward the MDA Certified Dental Business Professional credential.

Let's Get Social (Social Media). Speaker: Carrie Jameson Webber (\$50; two credits). Counts toward the MDA Certified Dental Business Professional credential.

Look for the full listing of on-demand MDA CE courses at michigandental.org/CE-Courses.



Lambert



Patel

SPHR, SHRM-SCP. One CE credit.

Fundamentals of Supervision. Speaker: Jodi Schafer, SPHR, SHRM-SCP. One CE credit.

Skyrocket Your Customer Service with New Communication Strategies (Part 1). Speaker: Thomas Lambert, DDS. One CE credit.

Skyrocket Your Customer Service with New Communication Strategies (Part 2). Speaker: Thomas Lambert, DDS. One CE credit.

Staff Performance: Appraisals, Training, and What's on the Horizon. Speakers: Jodi Schafer, SPHR, SHRM-SCP; Brandy Ryan, MBA, PHR, SHRM-CP. One CE credit.

Key Factors for Hiring Exceptional Personnel. Speakers: Jodi Schafer, SPHR, SHRM-SCP; Brandy Ryan, MBA, PHR, SHRM-CP. One CE credit.

LOCAL SOCIETIES

The MDA encourages dental societies to publicize courses and speakers online and in the *MDA Journal* continuing

education listings. These listings are published when submitted and should not be considered a definitive list or master calendar of all local CE courses offered in the state of Michigan. Local societies planning CE events are urged to check with other components when scheduling courses.

Friday, Feb. 10: Pain Management (a.m.) and Infection Control (p.m.). Speaker: Sanjay Chand, MD. Where: Muskegon Country Club. Sponsor: Muskegon District Dental Society. Contact: Connie Verhagen, DDS, at c.verhagen@comcast.net or 231-557-1519. Six CE credits.

Saturday, Feb. 11: An Update on Ankyloglossia and Other Oral Ties. Speakers: Richard Baster, DDS, Jonathan Walsh, DDS, and Soroush Zaghi, DDS. Where: Royal Park Hotel, Rochester. Sponsor: Michigan Academy of Pediatric Dentistry. Contact: Kristi Ocenasek at michiganapd.org@gmail.com or 810-348-1514. Seven CE credits.

Friday – Sunday, March 3-5: Macomb Ski Seminar. Where: Boyne Mountain Resort, Boyne Falls. Sponsor: Macomb Dental Society. Contact: Jay Lang at klang9@comcast.net.

Monday, March 13: Built to Last: It's Time to Take Care of
(Continued on Page 86)

GRCC is looking for Dental Assisting students.

Dentists, do you have a Certified Dental Assistant looking to enhance their skills and become an expanded-functions Registered Dental Assistant?

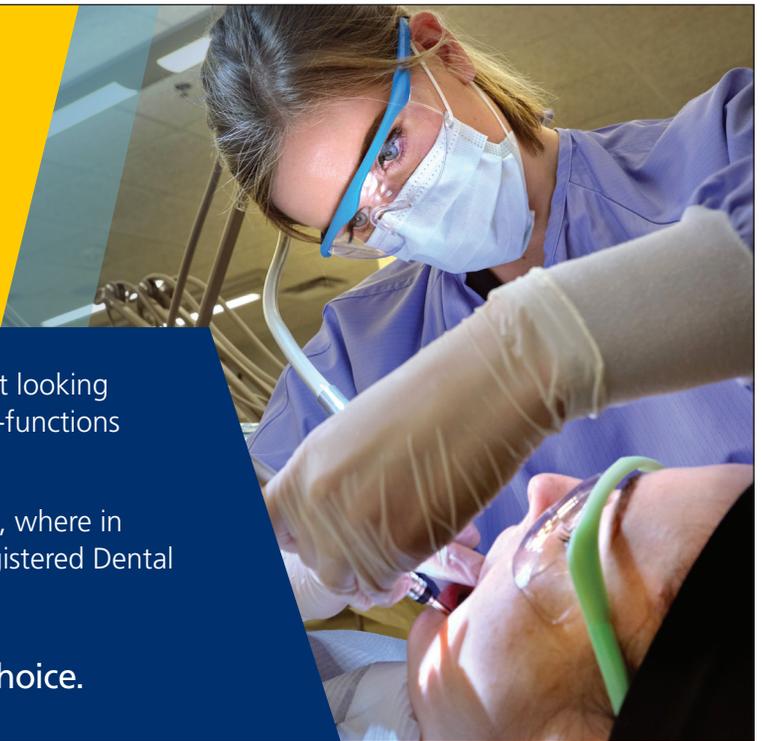
Refer them to Grand Rapids Community College, where in one semester CDA's are prepared to become Registered Dental Assistants (RDA).

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Amy Brannon, Health Admissions Coordinator
amybrannon@grcc.edu | (616) 234-4348

Jamie Klap, Dental Auxiliary Program Director
jamielap1@grcc.edu | (616) 234-4240



CE REQUIREMENTS FOR LICENSE RENEWAL OF DENTISTS, HYGIENISTS, AND REGISTERED DENTAL ASSISTANTS

60 hours of CE for dentists and 36 hours for RDHs and RDAs is required for each three-year licensure period. All CE courses must be approved by the ADA, AGD, an accredited dental school, or the Michigan Board of Dentistry.

- Up to 10 hours may be earned by reading articles, magazines, etc., relating to dentistry.
- A minimum of 20 hours for dentists and 12 hours for RDHs/RDAs must be done in a classroom setting or a real time live webinar (recorded webinars do not count as classroom credits).
- A minimum of 20 hours for dentists and 12 hours for RDHs/RDAs must be directly related to clinical issues such as delivery of care, dental materials and pharmacology. Specialists must earn this clinical credit in their specialty field.
- Up to 30 hours for dentists and 18 hours for RDHs/RDAs of CE may be done online and through recorded webinars.
- 3 hours for dentists and 2 hours for RDHs/RDAs must be in pain management.
- A *one-time*, one-hour course in human trafficking recognition is required unless previously completed. This course can be taken in-person or on-demand.
- **FOR DENTISTS ONLY:** A *one-time* training in opioid awareness is required to renew Michigan's controlled substance license unless previously completed. This course can be taken in-person or on-demand.

- **NEW:** One hour in dental ethics and jurisprudence is required for all licensed dental professionals, with inclusion of delegation of duties to allied dental personnel. In-person or on-demand continuing education will count toward this requirement.
- **NEW:** One hour in infection control is required for all licensed dental professionals, which must include sterilization of handpieces, PPE, and CDC infection control guidelines. In-person or on-demand continuing education will count toward this requirement.

In addition to the required CE credits:

- All licensed dental professionals must carry a current basic or advanced cardiac life support CPR card from an agency or organization that grants certification pursuant to standards equivalent to those of the American Heart Association. No CE credit is given for CPR courses; therefore does not count toward the 60/36 hours required.
- **NEW:** Three hours of implicit bias training for all licensed health care professionals is required in the form of in-person or live webinars.

For more information on CE requirements for dentists and dental team members, and MDA courses that meet these requirements, including Annual Session courses, visit michigandental.org/CE-courses.

Yourself First, Not Your Patients, and an MDA Update. Speakers: Lisa Knowles, DDS, and Vince Benivegna, DDS. Where: Weber's Inn, Ann Arbor. Sponsor: Washtenaw District Dental Society. Contact: Barbara Kolling, via email at bkolling@washtenawdentalsociety.org or by phone at 734-761-2445. One and one half CE credits.

Wednesday, March 15: Immediate Loading of Dental Implants: Clinical Guidelines for Success. Speaker: Chady Elhage, DDS, MS; Omar Banhawy, DDS, MS; and Andrew Afshar, DDS, MD. Where: Wabeek Country Club, Bloomfield Twp. Sponsor: Oakland County Dental Society. Contact: Karen Lawson, at oakdds@oaklanddentalsociety.com or 248-540-9333. Two CE credits.

Tuesday, March 21: Annual Fish Fry with MDA President Vince Benivegna. Where: The Lake House, Muskegon. Sponsor: Muskegon District Dental Society. Contact: Connie Verhagen, DDS, at c.verhagen@comcast.net or 231-557-1519. One CE credit.

Tuesday, April 18: Update on Hypophosphatasia. Speaker: Juan Yepes, DDS, MS. Where: Delta Marriott Downtown Muskegon. Sponsor: Muskegon District Dental

Society. Contact: Connie Verhagen, DDS, at c.verhagen@comcast.net or 231-557-1519. One CE credit.

DETROIT MERCY DENTAL

These listings of next month's in-person courses and live webinars are provided by the University of Detroit Mercy Institute for Advanced Continuing Education. Visit dental.udmercy.edu/ce for a complete list of all Detroit Mercy upcoming courses.

Wednesday, March 1: Live Webinar — Pain Management: Analgesics, Opioids, Adjuvants, and Beyond. Speaker: Sanjay Chand, MD. Where: Online course. Three CE credits.

Thursday, March 2: Live Webinar — Dental Ethics, Jurisprudence, and Delegation in Michigan. Speaker: Pamela Zarkowski, JD, MPH. Where: Online course. Two CE credits.

Tuesday, March 7: Live Webinar — A Review of Dental Ethics at Chairside. Speaker: David S. Hancock, DDS, FACD. Where: Online course. One and one half CE credits.

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Friday, March 10: Live Webinar — Key Points to Achieve Natural Looking Restorations Using Dental Composite. Speaker: Rodrigo R. Maia, DDS, MS, PhD. Where: Online course. One and one half CE credits.

Wednesday, March 22: Live Webinar — Controlled Substance Risk Assessment and Tapering the At-Risk Patient. Speaker: Ronald J. Kulich, PhD. Where: Online course. One CE credits.

Saturday, March 25: Live Webinar — Exploring the Limits of Skeletal Expansion with Mini Screws. Speaker: Sercan Akyalcin, DDS, MS, PhD. Where: Online course. One and one half CE credits.

UNIVERSITY OF MICHIGAN

These listings of next month's in-person courses and live webinars are provided by the University of Michigan School of Dentistry. Visit <https://dent.umich.edu/education/continuing-dental-education> for a complete list of all U-M upcoming courses.

Friday – Sunday, March 3-5: The 50th Annual Moyers Symposium. Course Director: Nan Hatch, DMD, PhD.

Where: Rackham Graduate School, Ann Arbor. Fifteen CE Credits.

Friday, March 27: Live Webinar — Local Anesthesia: An Update and Refresher. Speaker: Martha McComas, RDH, BS, MS. Where: Online course. Five CE credits. ●

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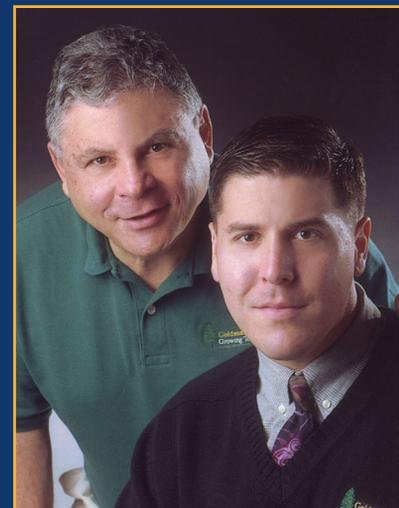
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