



2010 Catalogue

Sam Thomas, DDS
Litchfield Park



Anthony Caputo, DDS
Tucson



*"AzDA
Services
is an
integral
component
of our
success"*



Ted Byers, DDS
Sedona



Tracy Thomas, DDS
Litchfield Park

Excellent Programs • Exceptional Savings
"Membership Value for You!"

New for 2010



See pages 5 & 6

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THERE'S A REASON WHY...

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“After reviewing numerous dental website design firms, ProSites stood out as the obvious leader. Their technology is truly amazing.”

Dr. John Bidulph
President, AzDA Services, Inc.

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Smile Gallery, Online Appointment Request, Meet the Doctor, Internet Links Page, and more, **FREE OF CHARGE.**
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AzDA Services Mission and Goals

AzDA Services, the wholly owned for profit subsidiary of the Arizona Dental Association supports the mission and membership of the Arizona Dental Association by:

- Providing valuable prescreening and discounts to AzDA Members on products and services that are important for the safe and effective practice of dentistry.
- Engaging in relationships with companies of demonstrated quality that create added value to the membership and generate significant non-dues / royalty revenue while supporting the mission and general good of the Arizona Dental Association and its members.
- Evaluating and maximizing all sources of existing and potential non-dues revenue.

Services Every Arizona Dental Professional Needs!

AzDA Services Board of Directors

President John Biddulph, DDS (Chandler) • Secretary / Treasurer Kevin Earle, MPH, (Scottsdale)
 Chair Douglas Beischel, DDS (Scottsdale) • Anthony Caputo, DDS (Tucson)
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 Donald Simpson, DDS (Sierra Vista)



“Arizona’s voice of dentistry since 1909”

Established in 1909, the Arizona Dental Association (AzDA) is a non-profit professional organization representing over 2,500 licensed dentists statewide. As a constituent society of the American Dental Association, the AzDA is committed to providing optimum oral health care and health care information to the citizens of Arizona by promoting the art and science of dentistry through leadership, education and information.

LOCAL COMPONENT SOCIETIES HELPING MEMBERS CONNECT!



Central Arizona Dental Society

Represents members practicing in Maricopa County and neighboring communities. CADS has more than 1,700 members, making it one of the country’s largest components.



Northern Arizona Dental Society

Serves Northern Arizona dentists from the White Mountains through Flagstaff and Page and down the Colorado River to Parker. NADS has more than 250 members.



Southern Arizona Dental Society

SADS comprises members from Tucson, Yuma and communities along the Southern Arizona border. SADS has nearly 500 members.

Unique Programs Supporting Organized Dentistry!



The **AzDA Services Endorsed Programs** are designed around two specific areas: 1) a pre-negotiated discount on behalf of all AzDA member dentists and 2) a royalty paid back to the AzDA from the sales to AzDA members. The AzDA Services Endorsed Programs are put through a rigorous consideration process that requires the development of a proposal, a thorough reference checking and AzDA Services Board approval at a quarterly Board Meeting. AzDA Services Endorsed Programs are held to a high standard of customer service to AzDA members and requires quarterly reporting and timely payment of earned royalties. AzDA Member dentists look to AzDA Services Endorsed Programs to provide discounts on products and services they need in their practice.

The AzDA Services Endorsed Companies receive these benefits and discounts:

- AzDA Services Endorsed Company logo to display and promote your support of organized dentistry
- 15% discount INSCRIPTIONS Advertising
- 15% discount Western Regional Dental Convention booth space
- 15% discount on Continuing Education (CE) Table Sponsorships
- AzDA Member list provided at no charge
- Full business contact listing, product & service copy introduction and web links on AzDA Services website www.azdaservices.com
- Full business contact listing, product & service copy introduction and contact information in Annual Membership Directory

Requirements: A tangible pre-negotiated discount to AzDA Members and a defined royalty engagement with AzDA Services.

Cost: \$250.00 application fee (non-refundable*)

*Application fee does not guarantee AzDA Services board approved of endorsement.



Unique Programs Supporting Organized Dentistry!



The **AzDA Services Business Affiliate program** is designed to provide businesses a formal relationship with the Arizona Dental Association that demonstrates their commitment and support to organized dentistry and AzDA member dentists. The AzDA Services Business Affiliate program requires both an annual financial contribution and the assurance of the highest level of customer service to AzDA members. The program provides a recognizable logo actively promoted by AzDA Services in print, video and online advertising to AzDA Members. The logo is used by the Business Affiliate partners to promote their products and services to AzDA members providing an identifiable connection to AzDA and organized dentistry in Arizona.

There are a host of benefits and promotional discounts that the Business Affiliate Partners receive for their generous financial support:

- Business Affiliate logo to display and promote your support of organized dentistry
- 10% discount INSCRIPTIONS Advertising
- 10% discount Western Regional Dental Convention booth space
- 10% discount on Continuing Education (CE) Table Sponsorships
- Discounted flat rate on AzDA one time use Mailing labels
- Listings and links on AzDA Services www.azdaservices.com and AzDA www.azda.org websites
- Listing and contact information in Annual Membership Directory

Cost: \$500.00 (annual contribution) plus \$150.00 application fee (non-refundable)





Recognizing the businesses that support Organized Dentistry

The new AzDA Services Business Affiliate program is designed to provide businesses a formal relationship with the Arizona Dental Association. The program requires both an annual financial contribution and the assurance of the highest level of customer service to AzDA members. The Business Affiliate logo is used by our Business Affiliate partners to actively promote their products and services in print, sponsorships and online advertising to AzDA Members representing a valuable and identifiable connection to AzDA and organized dentistry in Arizona.

Meet our current Business Affiliate Partners:



Business Ownership Mentoring of Arizona (BOMA)
www.boma.biz
602.910.6582



Compass

BBVA Compass
www.bbvacompass.com
928.779.2224 or 520.440.9944

Support our Business Affiliate Companies and refer potential Business Affiliate partners to Marilyn Kafka or John Lighthizer at AzDA Services 480.344.5777

Customized Financial Services

To Meet the Unique Needs of Dentists

As a dentist, your occupation, lifestyle and personal expectations will set your income needs apart from others.

Mark Bonnett and
Stephanie Tsang are
endorsed by



North Star, an Endorsed Member of the Arizona Dental Association, provides AzDA members with exclusive benefits and discounts in the key areas of Long Term Care, Business Overhead Expense/Protection, Long Term Disability, Elite Term Life Insurance and Multi-Life Disability Insurance.

Individual Solutions

- Tax-efficient Investing & Estate Tax Issues¹
- Retirement Strategies
- Insurance Protection
- Investment Allocation
- Education Funding

We specialize in providing financial products and services for dentists. We currently work with dental professionals throughout the Southwest, helping them maximize investment opportunities and protect their futures. We encourage you to join them and look forward to talking to you soon.

¹Specific tax consequences should be verified by your tax advisor.



North Star Resource Group

4645 North 32nd Street • Suite 200 • Phoenix, AZ 85018
office (602) 224-5366 • fax (602) 224-9044
website: www.northstarfinancial.com

North Star Consultants, Inc. • Insurance Products and Services
CRI Securities, LLC • Securities & Investments
Securian Financial Services, Inc. • Variable Products and Securities

North Star Resource Group offers securities and investment advisory services through CRI Securities, LLC and Securian Financial Services, Inc., Members FINRA/SIPC. CRI Securities, LLC is affiliated with Securian Financial Services, Inc.

The Securian Financial Network, the marketing name for the sales and distribution arm of Securian Financial Group, Inc., its subsidiaries and affiliates, is a nationwide network of financial services firms. Products and services are offered and sold only by appropriately licensed entities and financial representatives.

38205/D01U: 12/2008

Business Solutions

- Business Continuation
- Selective Executive Benefits
- Pension Plans
- 401(k) Plans
- Group Insurance
- Cafeteria Plans
- Individual Payroll Deduction Insurance
- Employee Educational Seminars
- Benefit Review & Analysis

Now is the time to begin to prepare.

For more information or for a free no-obligation consultation, contact us today.

Office: **(602) 224-5366**

Email: Mark.Bonnett@northstarfinancial.com

Stephanie.Tsang@northstarfinancial.com

Visit our website at www.northstarfinancial.com



Mark A. Bonnett
Regional Vice President, Partner



Stephanie Y. Tsang
Financial Advisor

Professional Liability & Malpractice

(Buildings, Office Equipment)

Brown & Brown Insurance

Bonnie Beckman • (602) 664-7040

bbeckman@bbphoenix.com • www.bbinsurance.com

Brown & Brown Insurance in conjunction with CNA Insurance provides a comprehensive program designed for dentists. The PROFESSIONAL PROTECTOR PLAN includes Professional Liability, Business Property and Loss of Income at very competitive rates. Brown & Brown has been the exclusive AZDA ENDORSED PROGRAM since 1970 and currently insures 80% of all Arizona dentists. AZDA members receive a 10% discount. CNA and the AZDA hold semiannual risk management seminars which offer an additional discount of 7.5%.

Contact Brown & Brown Insurance for a complimentary review and comparison of your current program.



Individual Major Medical

(AZDA members & Staff)

Brown & Brown Insurance

Linda Little • (602) 664-7063

llittle@bbphoenix.com • www.bbinsurance.com

Members of the Arizona Dental Association and their staff are eligible for a 5% discount on their individual major medical plans through Brown & Brown Insurance and our designated carrier partner.

Please allow us to give you a second opinion on your health insurance needs. With the rising costs for health care it is always a good idea to review your benefits. If you have been thinking of making a change, let us help you understand all of your options. Brown & Brown can also assist you in implementing a group plan for your practice



Life, Disability Income and Long Term Care

Brown & Brown Insurance

Kurt D. Adams, CFP • (602) 664-7082

kadams@bbphoenix.com • www.bbinsurance.com

At Brown & Brown Insurance we are able to provide all types of coverage and plans to protect your Life Insurance, Disability Income, Business Overhead Expense, Estate Planning, Buy/Sell agreements, Pension Plans and 401K plans to fit your needs. Brown & Brown represents virtually every insurance company in the industry and are able help you assist you with the best programs available.



Personal Lines Auto, Home, Umbrella-Boats and Valuable Property

Brown & Brown Insurance

Linda Jones • (602) 664-7069

ljones@bbphoenix.com • www.bbinsurance.com

Brown & Brown Insurance is prepared to provide you with a no cost, no obligation review and comparison of your insurance. Our aim is to eliminate gaps in coverage and to reduce your insurance costs. We do not work for an insurance company we work for you. Contact Brown & Brown Insurance for a comprehensive comparison tailored to your needs and budget.



Disability Income, Long Term Care

Kirshner & Klarfeld

(Guardian/Berkshire Life Insurance Co.)

Ivan Kirshner, DDS • (480) 588-6356 or (866) 532-7205 • Fax (480) 588-6370

Ivan_Kirshner@KKFG.net • www.kkfg.net

Berkshire Life Insurance Company of America offers a complete line of disability products for professional clients with some of the best contracts in the industry. Don't forget as a member of the AzDA, you are entitled to a 10% discount from already competitive premiums on the Provider Plus policy. Care ProVider Long Term Care Insurance, through Berkshire Life Insurance Company of America, is one of the finest, most competitively priced products in the market. An additional 10% permanent discount makes this already competitive product very hard to beat. This discount is now available to AzDA members and their spouses, children, parents, grandparents AND the parents, children and grandparents of the member's spouse!



Auto, Home & Life

Liberty Mutual

Thad Kirkendoll • Office: 623-587-4487

Cell for Thad 480-273-1682

thad.kirkendoll@libertymutual.com • www.thadkirkendoll.com



AzDA members qualify for a special group discount on your auto, home and life insurance through Group Savings PlusAE from Liberty Mutual. With Group Savings Plus, you can enjoy the ease and convenience of paying your premiums through checking account deductions with no down payment or finance charges. You'll also enjoy fast, easy, round-the-clock claims service and a variety of discounts including multi-car, multipolicy, safe-driver, passive restraints and anti-theft device discounts. See for yourself how much money you could save with Liberty Mutual compared to your current insurance provider.

Workers Compensation

Brown & Brown Insurance

Evette Vasquez • 602-651-7195

evasquez@bbphoenix.com • www.bbphoenix.com



Brown & Brown Insurance is also an endorsed provider for Workers Compensation through the Hartford. AZDA members will receive up to a 20% discount. Contact Brown & Brown Insurance for a complimentary review and comparison of your current program.

Money Matters

AzDA Credit Card

AzDA Credit Card

World Points Platinum Plus

Credit Card

To Apply By Phone: Call 1-800-932-2775.

(Please mention priority code UAAR3B)

<http://s0b.bluestreak.com/ix.e?hy&s=7932946&a=7358040>

You don't need another credit card... you need a better one.



The Arizona Dental Association Platinum Plus® credit card with WorldPoints® rewards is one of the best rewards cards available today. Take advantage of unlimited cash rewards, airline travel with no blackout dates, brand name merchandise, car rentals, hotel stays, and much more.

You'll receive the most precious gift of all – real peace of mind. Because you'll want to use your WorldPoints card for everything – shopping, recurring bills, dining out, gas, and emergencies – you'll get secure online access and zero liability for fraudulent charges.

Learn more about exclusive WorldPoints Platinum Plus benefits and services from Bank of America - - To apply, simply click on the above link.

For information about rates, fees, other costs, and benefits associated with the use of this credit card click on the above link and refer to the disclosures that accompany the online credit card application. This credit card program is issued and administered by FIA Card Services, N.A.

For additional information on the Arizona Dental Association endorsed personal credit card program, please Call 1-800-932-2775 and ask for the Arizona Dental Association credit card or click on the above link to apply securely on line. When applying please use priority code: UAAR3B

\$50 Rebate
on your membership dues when paid with
your ADA Mastercard® Credit Card

To learn more about this great offer - with no obligation to apply - Contact John Lighthizer at AzDA 480.344.5777 (ext.313)

Financial Products & Services

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For more than 20 years, Banc of America Practice Solutions has served the needs of dentists by offering financial products and services to the dental community. Whether you own a practice or are just getting started, we can provide customized financial solutions for your short-term needs and long-term aspirations:



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* All programs are subject to credit approval and loan amounts are subject to credit worthiness. Some restrictions may apply.

Practice Consulting Services

Wolfe Dental Consultants

Robbie Goldenberg, DDS • (602) 324-0405

www.wolfedentalconsultants.com/

Wolfe Dental Consultants can provide you with all of the tools necessary to transform the "Ordinary into the Extraordinary". We can help you to reduce stress and accelerate your success. Your initial consultation is always FREE. Together we can address your marketing strategy, starting a new practice or selling your current one. As an AzDA member, you receive an 8% discount on all of our services. CALL US TODAY!



TransFirst Health Services

TransFirst Health Services – AZDA Program Team

(800) 577-8573

AZDA@TransFirst.com

www.transfirst.net/health_prog_referral.html#azda

TransFirst Health Services offers a credit card processing program focusing primarily in the healthcare arena. Their portfolio includes over 30,000 healthcare providers across the U.S., many of which are from the dental field. Due to the size of TransFirst's business, they are able to put together a special pricing plan that is extremely competitive and specifically suited for the average dental office, giving AzDA members the opportunity to take advantage of this product at a great price. Contact the TransFirst Health Services AzDA Program Team for a complimentary review and comparison of your current program.



Financial Planning & Investment Management

Sonoran Desert Wealth Management

Ph. 480-281-1561 • Fax 480-281-1562

www.sonoranwealth.net

Sonoran Desert Wealth Management Greenbook Planning for Doctors provides integrated financial planning programs designed exclusively for member-dentists of the AzDA. Members will have access to a balanced platform of practice structure optimization, risk management techniques, efficient portfolio design, asset protection strategies and more.



- Pension Planning
- Risk Management
- Portfolio Design
- Asset Protection
- Financial Education
- Practice Structure
- Practice Transition
- Cash Management
- Estate Planning

Financial Planning & Investment Management

Mercer Global Advisors

Mike Elster, Regional Manager • (800) 898-4642

www.merceradvisors.com



AzDA Services endorses Mercer Advisors to provide financial planning to AzDA members, including fee-only investment management, individual and group retirement plans, estate planning and facilitating corporate maintenance. Mercer manages over \$2 billion in assets for thousands of health care clients around the country. The Economic Freedom Program (EFP) is your road map to financial success with Mercer. Living in economic freedom means enjoying your practice, your family and following your vision without money worries. This program includes:

- Financial Planning - Determining your financial goals and the best way to reach them.
- Investment Management - Creating a diversified portfolio through our scientifically designed Asset OptimizationAE program that matches your financial goals and risk tolerance.
- Retirement Planning - Creating and managing a tax advantaged savings plan for your individual or group practice and determining your ideal contribution level.
- Estate Planning - Protecting your assets now and providing for their management if you are not able to manage them.

Electronic Claims Processing

Apex EDI

Mike Oliver

Direct: 801-642-0303 • Mobile: 801-674-4464

Fax: 801-642-0333 • 1-800-840-9152 x303

mikeo@apexedi.com • www.apexedi.com

NEWLY ENDORSED!! - Apex Electronic Claims: Savings for AzDA members up to 40%!!



Many AzDA providers have realized that by using their software to send claims they are paying nearly double the cost of the Apex solution! Apex system affords you the ability to continue to use your dental software, ie Dentrix, Eaglesoft, etc... and send claims through Apex at a considerable cost savings... Apex offers many more tools to ensure you get paid! With Apex you can easily see claim errors and fixes, you also can search claims records by patient name, date or insurance company. See why so many dentists have made the switch! Exclusive AzDA member pricing!!

Dental Collection Services

IC System

(800) 279-3511

www.icsystem.com/azda.htm



IC System, one of America's largest privately owned debt collection agencies in the US is currently endorsed by more than 500 professional associations, and is ready to help you collect debts, improve cash flow, accelerate recoveries, maintain patient relationships, lower operating costs and reduce bad debt expense. They offer efficient, ethical and cost effective solutions, including an insurance resolution product. Healthcare collections is IC System's specialty.

- Request a no-obligation price estimate by calling (800) 279-3511;
- Watch a three-minute MOVIE about I.C. System at www.icsystem.com/hc/azda.
- Receive a FREE guide of collection tips and / or activate a FREE trial of InstiFind™, I.C. System's online skip-trace service, at www.icsystem.com/azda.

Visit IC System online to register as well as submit email inquiries. Or, to request a no-obligation price estimate, call the toll-free hotline (800) 279-3511 and be sure to mention that you're an AzDA member!

**When contacting our AzDA Services companies,
be sure to mention you are an AzDA Member!**

Payroll Processing

Paychex
1-800 PAYCHEX (-800-729-2439)
Email: sales@paychex.com
www.paychex.com



Paychex, Inc. is a leading provider of payroll, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. The company offers comprehensive payroll services, including payroll processing, payroll tax administration, and employee pay services. Human resource services include 401(k) plan recordkeeping, health insurance, workers' compensation administration, section 125 plans, time and attendance solutions, and other administrative services for business. Paychex was founded in 1971. With headquarters in Rochester, New York, the company has more than 100 offices nationwide.

Arizona Dental Association members receive special pricing. For additional information, call 1-800 PAYCHEX (-800-729-2439) and mention code 5683 or visit www.paychex.com

Financial Planning & Investment Management

North Star Resource Group
Mark A. Bonnett, Regional Vice President
Stephanie Y. Tsang, Financial Advisor
(602) 224-5366
www.northstarfinancial.com



North Star Resource Group is a comprehensive financial planning firm headquartered out of Minneapolis, Minnesota and has been working with professionals and their families since 1908. Specializing in working with Medical Professionals, North Star's independent structure has positioned the firm for a unique opportunity to provide an unparalleled level of service and unique experience to the Arizona Dental community.

Members of the AzDA have access to exclusive benefits and the opportunity to establish a long term working relationship that provides resources regarding tax advantage accumulation, protecting the family and business as well as preliminary estate planning.

Some of the specific areas of expertise include:

Individual Solutions:

- Income Tax & Estate Tax Issues
- Retirement Strategies
- Insurance / Asset Protection
- Investment Allocation
- Children Education Funding

Business Solutions:

- Business Continuation
- Selective Executive Benefits
- Pension Plans / 401(K) Plans
- Employee Educational Seminars
- Group Insurance / Cafeteria Plans

Retirement Planning

Nationwide Insurance - Retirement Planning
David Brent Jones, CEP,CWPP
480 964 8129
david@dbjones.com
<https://www.aspen401k.com/azdaservices/>



Powered by **Aspen**

Nationwide Insurance – David Brent Jones: Retirement Planning

Now is the time to be thinking about a new tax deductible 401k or another type of retirement plan. Or perhaps you are updating your existing retirement plan. Our newest endorsed sponsor is Nationwide and David Brent Jones, CEP,CWPP is a proven expert to guide you for your retirement planning needs.

It has been estimated that 85% of small business owners who get to "lock the door and never come back to work again " are those who successfully funded their retirement plans and enjoyed growth in their investments.

You will be able to establish your plan and on-going administration fees at a considerable discount plus enjoy the benefit of David's 30 plus years experience in pension and retirement plans. Please contact David Brent Jones, CEP,CWPP at 480 964 8129 or email david@dbjones.com

Practice Brokerage Sales Services

DentaGroup
DENTAGROUP
(480) 837-3700

www.DentaGroup.com

AzDA Services endorses DentaGroup to provide Practice Purchase and Practice Sales Brokerage services to members of the Arizona Dental Association. DentaGroup's services include Seller Listings for Practice/Commercial Office Sales, Purchaser Representation for Practice/Commercial Office Acquisition, and Practice Appraisals. For more than 20 years, DentaGroup has served the needs of the Arizona dental community by offering practice brokerage, sales and transition services. Whether you desire to sell your practice and commercial office building or desire to purchase a practice, we can provide customized solutions for your short-term needs and long-term aspirations at substantial discount to you as an Arizona Dental Association member.

- Sale Brokerage and transition of your practice and /or commercial building
- Purchaser Representation for the acquisition of a dental practice
- Practice Appraisal or Second Opinion of Value

DentaGroup has brokered millions of dollars of practice assets for many health care clients around our great state of Arizona. Let DentaGroup help you achieve economic freedom that can allow you to enjoy your practice, your family and your vision, without money worries. As an AzDA member under our unique and highly acclaimed WIN-WIN SUCCESS (WWS) program, you will receive a 50% discount savings on the commission and fees for all of DentaGroup services while making a tax deductible charitable contribution to the Arizona Dental Foundation and paying for your Tripartite (ADA / AzDA / Component Society) Membership for a full year. No one in the industry can match the savings and benefits you receive from this program! CALL DENTAGROUP AT (480) 837-3700 TODAY TO LEARN MORE ABOUT THIS EXCITING NEW PROGRAM!



Practice Consulting Services

Proactive Practice Management
Fred Heppner, Business Management Advisor
22857 N. 54th St., Phoenix, AZ 85054-7199
Tel. 480.513.0462 Fax. 480.513.0472

E-mail: fredheppner@cox.net • www.fredheppner.com

Exceptional practice management consulting services are available through PROACTIVE PRACTICE MANAGEMENT. Since 1983, Fred Heppner has used a combination of his in-depth knowledge of the business of dentistry and sensible coaching techniques to deliver measurable results for Arizona dentists. As an AzDA Services Endorsed Company, PROACTIVE PRACTICE MANAGEMENT offers an 8% discount to AzDA Members. A complimentary consultation, either on the phone or in person, is available to you, TODAY! Call NOW: 480-513-0462, and learn how PROACTIVE PRACTICE MANAGEMENT and Fred Heppner will help you develop a more profitable and gratifying practice.

PROACTIVE PRACTICE MANAGEMENT



Dental Collection Services

Transworld Systems
Andy Osero, DSM
602-910-7977
Andy.Osero@transworldsystems.com
<http://web.transworldsystems.com/phoenix/>
Collection Agency Redefined!



Welcome to Transworld Systems, home of the GreenFlagSM Profit Recovery System - redefining the collection industry by providing dentists with better tools for recovering slow paying and past due accounts without losing your patients in the process. With a success rate 4 times the industry average, Transworld has collected \$2.4 billion over the past 5 years for more than 60,000 clients - from Fortune 500 companies to small businesses. The Alternative to Traditional Collection Agencies. Discover the benefits of GreenFlag Profit Recovery today!

- Net More Money - No percentages - clients receive 100% of recovered \$\$\$.
- Retain Control - 24/7 web access to manage all accounts in "real time"
- Diplomacy - Retain your patient relationships
- Reduce Costs - Free up staff
- Pay Less - Just a flat fee - \$10* per account - regardless of balance
- Recover More - Early 3rd party intervention motivates increased payments

*Company Average

Retirement Planning

Tribeca Advisors, LLC
 (480) 553-6220
www.azdentists401k.com
 NEWLY ENDORSED!!



Dentists: Cut the cost of your retirement plan in half!

Tribeca Advisors specializes in 401(k) and other retirement plans for dentists, physicians, and small businesses. Tribeca is very excited to be endorsed by AzDA Services to provide better retirement solutions to AzDA dentists.

Lowering retirement plan costs is the single best way to increase your retirement savings. Tribeca's low-cost 401(k) helps you keep your hard-earned retirement dollars in your pocket instead of losing your retirement to hidden expenses.

Most 401(k) Plans have significant excess (and frequently hidden) fees that silently rob your plan of its potential return. Tribeca's total 401(K) fees are often half the total fees of typical plans – and this difference adds up to significant savings for you over the life of your plan.

Tribeca understands that AzDA members have a wide range of needs for their retirement plans. We are committed to working with you to design the best plan for you, and your employees. And we make it easy. We will be there to guide you from plan proposal to implementation. Plan participants can enroll and manage their accounts through a secure web portal.

Tribeca is honored to be an AzDA Services endorsed provider. We are committed to building relationships with AzDA members that are founded on the principles of excellent service and sound financial advice. We invite you to learn more about Tribeca Advisors and the special discounts for AzDA members by contacting Zach Gibbs at (480) 248-6400 or visit our website at www.azdentists401k.com to request a free Retirement Plan Proposal.

How much can you save? Find out with a free proposal at www.azdentists401k.com.

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DENCO

DENTAL CONSTRUCTION INC.



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- ♦ EXPERTISE, CONFIDENCE & REPUTATION ♦
- ♦ FINEST QUALITY PROFESSIONALS ♦

"A CUT ABOVE"~ JUST ASK OUR CLIENTS



Automated External Defibrillators

AED MAX, Inc.
Dave McCarter
(602) 510-3567
defibrillators@cox.net
www.aedmax.com



AED Max, Inc. the Arizona authorized distributor for Cardiac Science Corporations Automatic External Defibrillators (AEDs), is pleased to offer its RescueReady® package for dental professionals at a 20-30% discount to AzDA members. The Powerheart® brand is known for its technology leadership, advanced therapy, and ease of use. The new G3 Automatic AED delivers life saving defibrillation therapy without the need to push a shock button. Once the defibrillation pads are attached to the patient, the device detects the patient's rhythm using patented RHYTHMx® analysis software, and, if a life threatening rhythm is detected, instructs the user to stand clear and automatically delivers the proper level of shock. This special package provides everything you need, in one place, should you be faced with a Sudden Cardiac Arrest (SCA) emergency in your office environment. Call Dave McCarter at AED MAX, Inc. (602)-510-3567.

Construction and Remodeling

Making Your Dream a Reality!
Denco Dental Construction, Inc.
Steve Anderson, President
(480)835-7273 • (480)835-7711 Fax
Steve@dencodental.com • www.dencodental.com



Denco Dental Construction, Inc., specializes in Dental Office Construction and has been a general contractor for over two decades. In 1997 Steve Anderson, President of Denco, recognized the needs within the dental industry. He found the best way to assist the dentists in the process of building their offices was to get information and input from the doctors themselves. He was quick to recognize the lack of detail and coordination on many projects and wanted the doctors to have an advocate to assist them through every step of the construction process. Since that time Denco Dental Construction has built over 200 dental offices, specializing in tenant improvement construction. We pride ourselves in Making Your Dream a Reality!

1. AzDA Membership Discounts:

Denco Dental Construction, Inc., will offer all AzDA members:

- a. Free initial floor plan drawings (A \$500 to \$1000 value) if an architect is not already involved. This floor plan provides the client with well thought out information and design backed by more than 20 years of dental background knowledge to propose and create a highly productive work flow design and eliminate options that may or may not work and provide you the reasons why. Or we will gladly evaluate your current floor plan.
- b. Free consultation to: (A minimum \$1000 value). Explore office needs and recommendations. Evaluation of current or proposed offices, along with budgets, suggestions, pros and cons. Create a budget for office improvements based on level of design, equipment needs, and building specific requirements. Assist in creating a working budget process for the entire office construction to ensure no costs are missed, and create a way of tracking your costs as they come in. Aid in recommending a team of other professionals to meet every need of the construction process. Provide assistance in recommendation of professional services which may be required. Assist in connecting to and coordination with lenders.

2. Denco Dental Construction, Inc., will also provide the following if we are hired:

- a. Up to three hours of free consultation for material finish selections (a \$1000 value).
- b. A donation in the amount of \$500 will be given to AZDA Foundation in the doctor's name.

3. Not An AzDA Member?

- a. Receive the above discounts and benefits by allowing Denco Dental Construction, Inc., to assist you in your next office and we will pay for your first year of AzDA Membership. Its an investment you will not want to miss out on!

WE WANT YOUR FEEDBACK!
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Demographic Reports

Scott McDonald & Associates
Scott McDonald
(800) 424-6222

Scott@scottmcdonald.org • www.dentaldemographics.com
<http://www.azda.org/public/demographics/>

Scott McDonald & Associates specializes in marketing research and demographic profiling for professional practices and small businesses, to provide low-cost, high-results options to advertising agencies and expensive marketing consultants for demographic reports. These valuable demographic reports can help if you are trying to select a site, determine potential markets, or choose advertising and marketing options. Review the sample reports to see which type of report best fits your needs.

Choose from 2 versions -- the "Quick View" and the more comprehensive "Detailed Community Overview." Click on the website link above to view the sample reports.

The discounted rates for these reports are another exclusive benefit of your AzDA membership.

Sterilization Monitoring

Spore Check System

OSHA Review Inc

Brought to you by: OSHA Review, Inc.

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Spore Check System, a sterilizer monitoring service from OSHA Review, Inc. can help you spend your time where it counts -- with patients -- instead of on unnecessary paperwork.

The Arizona State Board of Dental Examiners advises weekly spore testing and the Spore Check System is an easy, convenient, and accurate way to comply.

- Convenience: A year's worth of test strips for up to 4 sterilizers plus preaddressed envelopes and receipts to document your testing, all in one handy, compact binder.
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- Accuracy: OSHA Review's in-house lab, full-time microbiologist, and years of experience assure you of accurate results delivered quickly.
- On-line test results: You can check your test results on the Internet anytime.
- Reminder service: If OSHA Review doesn't receive a test strip from you, OSHA Review will contact you to remind you to test.
- Professional support: If a strip tests positive, you'll be notified immediately and OSHA Review will help determine the cause.

For more information call OSHA Review at 800-555-6248 or visit their web site -- www.oshareview.com.



Internet Job Posting

Jobing.com

www.azda.jobing.com/

<http://azda.jobing.com/>

The Arizona Dental Association has partnered with Jobing.com to create a discounted and customized solution for AzDA member employers to post jobs or post their resume's. The exposure that these postings will receive includes AzDA website traffic, Jobing.com website traffic along with additional exposure in the many local community and association websites around Arizona that are part of the Jobing.com network. Remember posting your resume is always FREE! The rates for posting a job to this broadened audience is discounted significantly from the already lowest price/highest impact help wanted solution for local jobs in Arizona: Jobing.com!! CLICK HERE to post your job and take advantage of your AzDA member discounted pricing! And GO JOBING!



**When contacting our AzDA Services companies,
be sure to mention you are an AzDA Member!**

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Steve Fedyski

steve@vibrantconsultinggroup.com

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Vibrant Consulting Group has partnered with The Arizona Dental Association and AzDA Services to provide expert services in the areas of comprehensive Marketing and strategic Business Development for new and existing dental practices. Your initial service consultation with Vibrant Consulting Group is absolutely FREE! These services include an AzDA Member discount of up to 25% :

- Graphic Design (logo, biz cards, letterhead, envelopes, referral cards, ad layouts)
- Web sites (customized content and design)
- Advertising Campaigns (direct mail, doorhangers, broadcast)
- e-marketing (SEO, e-mail campaigns)
- Referral/Customer Loyalty Programs

We deliver affordable, customized and proprietary marketing solutions. Our unique approach includes a Marketing Blueprint with goals, objectives and benchmarks for the practice owner(s) to measure business results and progress. We welcome the opportunity to catapult your practice revenues to new heights!

Patient Marketing

Patient Recall Scheduling

DRS Services of Arizona

Dedicated Resource Scheduling

DRS Services USA, Inc

Stephanie Barclay

sbarclay@drsservice.com

520-440-4881

www.drsservice.com

Dedicated Resource Scheduling is a locally owned patient recall scheduling service, staffed with friendly representatives, employed to meet all of your appointment scheduling needs. We operate as an extension of your practice, making outbound calls evenings and weekends to past due patients. We schedule real appointments based on actual availability at times when you are not working to avoid double booking. Additionally, we supply valuable data analysis, trend reports and results reports. Contact us today to learn more about how we improve patient relations, while helping you generate revenue through increased appointments.

DRS Services

- Increase revenue generated from initial appointments and treatment plan follow up visits
- Transition patients from previous owner to new owner
- Foster patient retention and long term loyalty
- Maximize physician and hygienist schedules by filling open slots
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- Purifies patient records/ database (identify disconnects, deceased patients, moved, changed dentist)

There are no contracts- our service is month to month. AzDA members get 5% off all DRS package rates. Try our services today, and we will guarantee you'll make money in the first month or we won't charge you. Call now: 520-440-4881

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with Great Benefits, Low Introductory APR and WorldPoints® Rewards.

To learn more about this great offer - with no obligation to apply - Contact John Lighthizer at AzDA 480.344.5777 (ext.313)



Dental Technology Integrator

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Tom Birney • (623) 561 2256

masterlink3@cox.net • www.digitaldentist.info

Masterlink- "Your Computer Company" is endorsed by AzDA Services to provide a full range of technology services for AzDA members. Masterlink, lead by Tom Birney offers a wide range of services including:

- Computers & Networking
- Computer Installation -Ops
- Digital X-Ray & Intraoral Camera Installation
- Sound Systems
- TV Systems
- Phone Systems
- Video Surveillance Systems

Tom and his team, are currently working with over 200 member offices. They are offering to all AzDA members who are new clients a FREE service call. That's right Masterlink will come out to your office and fix your problem for FREE as an introduction to their services. This offer has an up to a 1 hour service time limitation. Additionally, all AzDA Members receive a 5% discount on all services offered through Masterlink "Your Computer Company".

So if your computers are running slow or you need help with an upgrade or just some good technical advice give Tom a call at (623) 561 2256 or visit Masterlink "Your Computer Company" on the web at www.digitaldentist.info

WE WANT YOUR FEEDBACK!
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Patient Marketing

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Chris Sokal

(800) 398-3029 ext. 241

www.cgicomcommunications.com

CGI Communications, Inc., formed in 1988, is built on delivering high-impact marketing and promotion products to Associations across the country and the members they represent. Today, CGI has over 80,000 satisfied customers. As a result, we've created specific dental programs and products that will help create lifelong patients, build referrals, strengthen your online presence and much more.

We know an educated and informed patient is a dental practice's best type of patient, "A life patient." Therefore, we've produced over 45 minutes of relevant dental video content that can be used to educate and inform your current patients while providing you a means to reach future ones. Learn how this educational content combined with our state-of-the-art technology is growing practices across the country.

Even if you don't currently have a website, our system can be integrated.

With our patented OneClick™ technology and many other groundbreaking options, we will help increase your patient base by building an internet presence that will heighten the image and prestige of your dental practice.

By being a member of the AZDA your practice has the opportunity to be introduced to this exciting program. We believe you'll find the programs to be extremely valuable. The AZDA has worked out very favorable rates for its members, and members only, to take advantage of. It will cost you nothing to learn about this exciting opportunity. For more information, please contact Chris Sokal of CGI Communications, Inc. / eLocalLink at (800) 398-3029 ext. 241.

Dental Staffing

Princess Dental Staffing

Joilyn Owen

1-877.907.2443

info@princessdentalstaffing.com

www.PrincessDentalStaffing.com

AzDA Services now partners with Princess Dental Staffing for all of your temporary and permanent staffing needs.

Who We Are...Princess Dental Staffing is Arizona's only Web-Assisted dental staffing agency. Created by a group of experienced dental professionals, we have pioneered a fresh new way to solve staffing emergencies. Our innovative solution, www.PrincessDentalStaffing.com, is the first of its kind, allowing fast and easy access to the Valley's largest available dental candidate pool.

What We Do...We find dentists temporary and permanent help. We've combined several web and wireless technologies to make locating and hiring qualified candidates simple and efficient. PrincessDentalStaffing.com showcases our available candidate's profiles online, allowing access 24/7 for your convenience.

You may search for Temps using parameters such as position desired, date needed or qualification requirements. For each candidate matching your search, you may view their photo, experience level, specialty background, certifications, short profile and rate of pay. The search engine makes finding the right Temp for your office easy and predictable. You simply "Click and Pick" on candidates you want for your particular job. Rest assured in knowing that you've picked your own Temp, and no longer wait in anticipation to see who "shows up" from another agency.

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Be our guest and browse around www.PrincessDentalStaffing.com. No need to register unless you want to join the Princess Dental Staffing network! Plus, as an AzDA member, you will enjoy 10% off all of our services automatically!



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ProSites provides website design and Internet marketing services specifically tailored to the needs of dental professionals. Their proven website solution makes it both easy and affordable to launch a successful Internet presence that will:

- Attract new high-value patients
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- Enhance your professional image
- Showcase your services and treatment options
- Streamline patient communications

Today, more than ever, people are turning to the Internet to find what they're looking for and that includes looking for a dentist. AzDA Services believes a website is a smart investment for your dental practice. After a careful review of several website design and hosting providers, the AzDA Services Board of Directors is confident that ProSites is the right choice for our members. As part of this new endorsed program, all AzDA members will receive 25% off the standard setup fee!

For more information and a free trial, visit www.ProSites.com/AzDA or call ProSites at 888.932.3644 and mention "AzDA" to receive your member-exclusive pricing.



See the ProSites ad on page 2 for more information

\$50 Rebate

on your membership dues when paid with your ADA Mastercard® Credit Card



with Great Benefits, Low Introductory APR and WorldPoints® Rewards.

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www.carecredit.com

For over 20 years, CareCredit has helped practices help more patients get care. Today, more than 120,000 practices offer the program. With CareCredit's No Interest plans, there is no interest if paid within the promotional period and only a minimum monthly payment is required. CareCredit also invests in the success of its practices by providing FREE practical tips and tools including a Customized Financial Policy and online Doctor Locator. To get started for only \$20 with no monthly minimum use fee, visit CareCredit online or call 800-300-3046, ext. 4519. Currently offer CareCredit? Go to the online Resource Center or call 800-859-9975 for assistance. CareCredit is endorsed by AzDA Services.



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The Dental Record is the only charting system selected especially for ADA Members. Today, thousands of dentists, from all 50 states have incorporated The Dental Record into their own practices, reporting ease of use, lower malpractice risk and increased office productivity. The Dental Record has sold over 50 Million dental forms! To order a Dental Record Start Kit or the new Dental Record Resource CD, call toll-free (800) 243-4675 or visit The Dental Record's web site.



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AzDA members can now save up to 27% on select FedEx® shipping services. AzDA is proud to support our members and has teamed up with FedEx to help boost your bottom line. If you are looking for reliable and cost-effective shipping, you can count on FedEx to deliver.

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Save on appliances for your office – or your home. Receive substantial savings – along with special promotions – through the VIPLINK™ Program by Whirlpool Corporation, the world's leading manufacturer of major home appliances. Microwaves, dishwashers, washers & dryers, refrigerators and more. Visit their exclusive site to choose from hundreds of products from industry-leading brands such as Whirlpool®, KitchenAid®, Maytag®, Amana®, Gladiator® GarageWorks, and more. Your ADA Group Code gives you access to significant discounts.



The Arizona Dental Association

invites you to look closely at our media portfolio to promote your company to members of the AzDA.

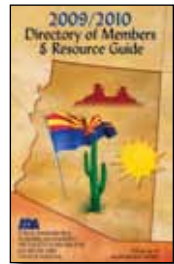
The Arizona Dental Association's media portfolio includes:

INSCRIPTIONS Magazine – Our monthly journal is a primary resource for news related to dentistry in Arizona, tripartite issues and activities, exclusive articles and information relating to the dental community. Each month, INSCRIPTIONS is delivered to more than 2,500 Arizona licensed dentists and 200 subscribers across the US and Canada.



Western Regional Dental Convention – Held each spring at the Phoenix Convention Center, the WRDC welcomes over 6,000 attendees and consists of over 40 Continuing Education CE courses and over 300 booth exhibitors. Exhibitors at the convention have many sponsorship opportunities and a 4-color convention program guide to showcase your company's presence at the event. The WRDC is the perfect venue to promote your business to the dental community.

Annual Membership Directory – The AzDA Membership Directory is direct mailed to our entire membership and is the definitive source of useful resources and reference information provided by the AzDA. The tabbed informational format includes: complete information on current leadership, all member benefits, Arizona Dental Foundation charitable programs, industry and community resource listings, along with a full alphabetical directory of our members. The membership directory is the resource found at every dental front desk to keep answers to member questions at their fingertips.



AzDA Membership Mailing Labels – available for the one time usage fee of \$500. All mailing materials must be approved, some restrictions apply.



AzDA Continuing Education Sponsorships – Throughout the year AzDA presents Continuing Education classes of various sizes and topics for AzDA members. Being a table sponsor at these events provides an opportunity to have one-to-one conversations with AzDA member dentists, and their office staff.

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