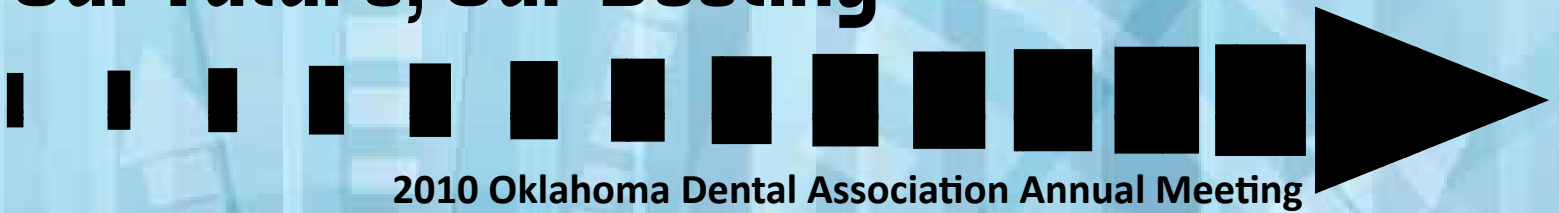


# ODA JOURNAL

The official publication of the Oklahoma Dental Association

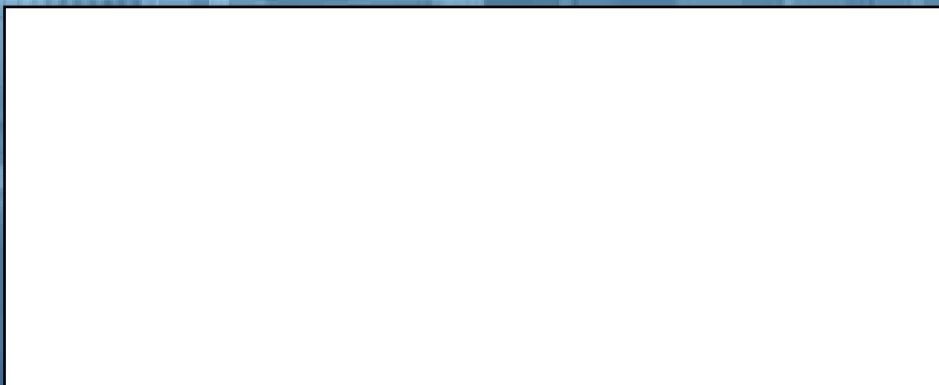
## Our Future, Our Destiny



2010 Oklahoma Dental Association Annual Meeting

**For more information regarding the  
2010 ODA Annual Meeting turn to page 14.**

Register online at [www.okda.org](http://www.okda.org)!





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## Message from the President C. Rieger Wood, III, DDS

Greetings to all,

Wow! It is hard to believe that it's time to begin thinking about the ODA Annual Meeting in April. We have an incredible array of activities and educational opportunities planned for you, your spouse, and the entire dental team.

This year's meeting has a phenomenal line-up of speakers with a variety of topics sure to satisfy the educational needs of all who attend. Our speakers have incredible credentials and are known nationally for their expertise in their respective fields. I know you will find their presentations to be helpful in your everyday practice. We have selected speakers and topics that will increase your knowledge and comfort level when working with special-needs pediatric patients, compromised severe and worn dentitions, removable prosthodontics, dental materials, laser technology, as well as the latest trends in practice management.

The ODA, in conjunction with the Alliance, will host a panel discussion that addresses the practical and sobering topic: "What If I Don't Wake Up Tomorrow?". Our strategic plan was visionary in identifying the need to increase our knowledge of the various population groups. Our 2010 meeting will provide invaluable educational opportunities and useful information for all who attend!

We are again hosting a blood drive, sponsored by the Oklahoma Blood Institute, to help replenish Oklahoma's blood reserve. Dentistry cares – this is an opportunity for the dental family (dentists, hygienists, assistants, receptionists, business managers, and spouses) to give back. With your donation, you will also benefit from a mini-health screening to check blood pressure, hepatitis antibodies, and cholesterol. Please stop by and donate – let's show everyone dentistry's incredible generosity!

Our exhibitors have everything your dental practice needs and more. They help make our meeting a big success. Please visit all the booths, check out all the new products and services, and get answers to questions about existing equipment, supplies, and services. And don't forget the DENPAC Silent Auction, located in the center of the Exhibit Hall! It promises to have just the right thing for you! Be sure to take some time to peruse the auction tables.

Saturday evening will be the President's Dinner with a "Diamonds and Denim" flare. The band, *The Stars*, is regionally known and plays incredible music. Everyone will enjoy dancing the night away, so you won't want to miss this final event of the weekend!

Dr. David Birdwell, Annual Meeting Planning Committee Chair, and his committee have been working very hard to make sure this is a successful meeting. Mark your calendars now, because you won't want to miss a single day or event. This year's ODA Annual Meeting will prove to be one of the best ever!

I look forward to seeing you there!

*C. Rieger Wood, III, DDS*  
President

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# Calendar of Events

## March 2010

### 3rd

– Dentist Day at the Capitol: ODA

### 5th

– ODA Council on Governmental Affairs Meeting: ODA, 9:00 AM  
– ODA Board of Trustees Meeting: ODA, 1:30 PM  
– TCDS All-Day CE: Tulsa Renaissance Hotel

### 9th

– OCDS Board Meeting: ODA, 6:00 PM  
– TCDS Awards Banquet and Officer Installation: Tiamo's, 6:30 PM

### 12th

– ODA Annual Meeting Planning Committee: ODA, 10:00 AM

### 15th

– Retired Dentists Lunch: ODA, 11:30 AM

### 25th

– ODA Rural Externship Panel Discussion: ODA, 5:30 PM

### 30th

– TCDS Executive Committee Meeting: Tiamo's, 6:00 PM

## April 2010

### 13th

– OCDS Board Meeting: ODA, 6:00 PM

### 19th

– Retired Dentists Lunch: ODA, 11:30 AM

### 21st

– OCDS Woody Cohlmi Golf Tournament

### 22nd

– ODA Annual Meeting: Cox Convention Center  
– ODA Board of Trustees Meeting: Cox Convention Center, 10:00 AM  
– ODA House of Delegates Meeting: Cox Convention Center, 1:00 PM  
– ODF Board of Trustees Meeting: Cox Convention Center, 4:30 PM

### 23rd

– ODA Annual Meeting: Cox Convention Center

### 24th

– ODA Annual Meeting: Cox Convention Center

### 26th

– ODA Offices Closed

THE OKLAHOMA DENTAL ASSOCIATION JOURNAL (ISSN 0164-9442) is published ten times per year by the Oklahoma Dental Association, 317 NE 13th Street, Oklahoma City, OK 73104, (405)848-8873. Annual subscription rate of \$8 for ODA members is included in their annual membership dues. Rates for non-members are \$40. Single copy rate is \$8, payable in advance. Periodical postage paid at Oklahoma City, OK POSTMASTER: Send address changes to OKLAHOMA DENTAL ASSOCIATION JOURNAL, 317 NE 13th Street, Oklahoma City, OK 73104. Opinions and statements expressed in the OKLAHOMA DENTAL ASSOCIATION JOURNAL are those of the author and are not necessarily those of the Oklahoma Dental Association. Neither the Editors nor the Oklahoma Dental Association are in any way responsible for the articles or views published in the OKLAHOMA DENTAL ASSOCIATION JOURNAL.



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# ODA PATIENT'S PAGE

This message brought to you by your dentist - a proud member of the Oklahoma Dental Association

## Thumb Sucking

You may be concerned about your child's thumb sucking and wonder if it is harmful, at what age your child should stop, or what could happen if your child doesn't stop.

Children suck on things because sucking is one of a baby's natural reflexes, and as infants get older sucking serves many purposes. It may make them feel secure and happy, and they learn about their world by sucking on fingers, pacifiers, or other objects. Young children may also suck to soothe themselves. Since thumb sucking is relaxing, it may help induce sleep.

After the permanent teeth come in, sucking may cause problems with the proper growth of the mouth and alignment of the teeth. It can also cause changes in the roof of the mouth. The intensity of the sucking is a factor that determines whether or not dental problems may result. If children rest their thumbs passively in their mouths, they are less likely to have difficulty than those children who vigorously suck their thumbs. Some aggressive thumb suckers may cause problems with their baby (primary) teeth. If you notice changes in your child's primary teeth, consult your dentist.

Children should have ceased sucking by the time the permanent front teeth are ready to erupt. Usually, children stop between the ages of two and four years.

Pacifiers can affect the teeth essentially the same ways as sucking fingers. However, it is often an easier habit to break.

### Tips:

- Praise children for not sucking, rather than scolding them when they do.
- Children often suck their thumbs when feeling insecure or needing comfort. Focus on correcting the cause of the anxiety and provide comfort to your child.
- For an older child, involve him or her in choosing the method of stopping.
- Your dentist can offer encouragement to children and explain what could happen to their teeth if they do not stop sucking.
- If the above tips don't work, provide a reminder to the child by bandaging the thumb or putting a sock on the hand at night. Your dentist or pediatrician may prescribe a bitter medication to coat the thumb, or recommend the use of a mouth appliance.



Children  
should have  
ceased  
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permanent  
front teeth  
are ready  
to erupt.

# LEGISLATIVE LOOP

## February Legislative Update - SB 2051

### SB 2051 Preventing Oklahoma Insurance Companies from Capping Non-Covered Services

Here's the facts...

#### Did you know?

• A national trend has developed where insurers are setting caps on dentists' fees for services not covered by the insurance plan. This policy sets a cap on the amount that a participating dentist can bill the patient for services not covered by the plan, thus setting a maximum allowable fee on non-covered services.

• This is a business decision on the carriers' part with full awareness of the implications for relations with their provider networks. In down economic times, this is a calculated risk they may be willing to take to reduce costs and shift risk to provider networks to remain competitive in the marketplace.

• Most dental insurance carriers in Oklahoma have adopted this practice and have been imposing these caps on dentists for more than a year.

#### What has been done?

• The Rhode Island Dental Association was successful in their effort to pass legislation to prevent dental insurance carriers from capping fees on non-covered services. The Governor recently signed into law House Bill 5454. Senate Bill 0390 was also signed—replica bills introduced in the House and Senate were both enacted. With this victory, a number of other state dental associations have expressed interest in following Rhode Island's lead on this issue. It should be noted that the growing interest indicates this to be a current or potential issue in all states.

#### What is your ODA doing?

• Oklahoma has introduced a bill, SB 2051, authored by Senator Glenn Coffee that will

prevent insurance companies in Oklahoma from setting caps on dentists' fees for services not covered by the insurance plan.

#### What are some key advocacy points to consider when approaching your legislators about supporting SB 2051?

##### • Importance of Oral Health

In 2000, the US Surgeon General aptly stated that you are not healthy without good oral health; an important key to overall health is through oral health. The fact that millions of productive hours are lost (for students and workers) each year due to oral health conditions helps prove the importance of oral health care. Financing oral health is an important part of insuring access to care and

their insurance carrier and either have to pay more to stay with their dental home, or seek care from another practitioner. Disruption to treatment should be a real concern.

##### • Market Forces and Effects

Should the private practitioners who have annually donated nearly a quarter of a billion dollars in free and discounted care additionally be asked to back the insurance companies' marketing plan that impacts the insurer positively, but at no cost to the insurance companies? Patients will see a reduced cost initially, however long term affects are not known. Study needs to occur on the total impact this policy will have on the oral health care system. It is

unwise to allow such a drastic policy change, especially in this very tenuous economy and especially in the even more delicate health care financing market.

##### • Cost Shifting

Reducing the amount allowed to be charged is an erroneous method to reducing costs. Costs are simply passed on; they do not evaporate.

**Did you know that most dental insurance carriers in Oklahoma are capping the amount you can charge for services that aren't even covered by the patient's plan?**

**The ODA has a plan to stop this and we need your help to do it!**

dentists have a record of donating billions of dollars in free or discounted care each year. Insurers and dental benefit plans are an important part of the preventive and treatment process.

##### • Disruption to Patient Care

At the outset, the reduced fees help the insurer attract customers and, therefore improves the insurer's bottom line. Doctors front the costs of this marketing approach and have a tough decision to make when faced with a contract amendment that caps the non-covered fees. Patient disruption can ensue. Small dental practices who object to being the primary payers for the insurance companies' marketing approach have two choices: 1) accept the contract amendment or 2) end their contractual relationship. It is a private business choice for dentists. Patients could, then, lose the benefit provided by

Reducing the cost of a product or service most certainly has an economic impact that simply must be considered carefully before implementing—especially in these very delicate times. Our lawmakers should be asking: Has the insurance industry done such research and is it available for public review? Simply reducing the MAC is not a logical and proper method to reduce ACTUAL costs. This could affect jobs and economic growth.

##### • Basic Fairness

Is it appropriate for a 3rd party to minimize financial barriers when the very same 3rd party has no participation in sharing in the real cost? The insurance companies' approach is something of a paper tiger in that they proudly offer aid to patients seeking care but hide behind the sole practitioner when it comes to determining how to finance their very own policy. They

# DENTIST DAY AT THE CAPITOL

## - MARCH 3rd -

### MARK YOUR CALENDARS!

**1:00-2:30 p.m.**

Come-and-go educational session and lunch at the ODA building to learn about legislative issues on the docket that may affect dentistry in Oklahoma. Lunch sponsored by DENPAC.

**2:30 – 5:00 p.m.**

Dentists meet with legislators. Schedule an appointment with your legislator to meet during this time. Park at the ODA building and ride a van to the Capitol.

**5:30 – 7:30 p.m.**

ODA Legislative Reception at the ODA Building - Hors d'oeuvres and drinks provided.

Your participation is imperative! Over forty legislators attended the 2009 Dentist Day at the Capitol reception and many legislative districts were not represented by ODA members.

The first question every Legislator asked was “Is there anyone here from my district?”.

**That answer needs to be YES!** A personal relationship with your State Representative and Senator is the most important step toward educating the legislature about our issues.

**Don't sit back and assume others will be representing your district. YOU be the one!**

#### DENTIST DAY AT THE CAPITOL – COMMITMENT FORM

Attend all the events that day, or attend only what your schedule allows.

- Yes! I will attend all of the day's events
- Yes! I will attend only the educational session/lunch and meet with my Legislators
- Yes! I will represent my legislative district during the Legislative Reception

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Return this form to the ODA by fax 405-848-8875

#### Contact your Legislator to make an appointment:

House of Representatives: 405-521-2711 or 800-522-8502

Senate: 405-521-5692. Visit [www.okda.org](http://www.okda.org) to find out who your Legislators are!

**Don't  
Miss It!  
March  
3rd**

## Update from the Dentists for the Disabled and Elderly in Need of Treatment (D-DENT)

By: Shirley Harris

2009 may not have been a banner year for Oklahoma, or the rest of America, but THANKS to our wonderful volunteer dentists, D-DENT had a fabulous year!

One highlight over the last fiscal year was that the D-DENT program was able to provide 8,803 units of service, broken down as follows:

- 2,414 applications were requested and mailed.
- 1,371 applications were received and processed.
- 1,920 referrals were made to other dental facilities for services.
- 3,098 dental appointments were logged as follows:
  - > 868 NEW clients were served.
  - > 2,230 repeat appointments.

The estimated donated dental value for all the above mentioned dental charity work was a whopping \$1,921,514.91! Woo-hoo, go D-DENT volunteer dentists!!!

Another big highlight was being selected as a 2009 "Champion of the Uninsured" finalist for the Blue Cross and Blue Shield Champions of Health Awards. It's always nice to be recognized and appreciated for the challenging, heart-wrenching, emotionally draining, but rewarding efforts that are performed on a daily basis through this highly successful charity program.

Of course, D-DENT could not have achieved this honor without all the hard work and long hours contributed by the fantastic volunteer dentists, whose generosity has been overwhelming in this dire economy.

So, if you know or work for a D-DENT volunteer dentist, please extend an extra special expression of thanks for his/her compassion and bigheartedness during such an economically demanding time. While great strides have been made to bring all the dental health caregivers together, the struggle for affordable dental health is far from over. The demand is still great and the waiting lists are increasing daily. Every single dental professional – from assistants, hygienists, office managers, and dentists, to lab techs and laboratories – is significantly needed to address the mission of improving the dental health of Oklahomans.


On the subject of appreciation and support, the ability for D-DENT to collaborate with so many other clinics and dental groups would be nothing without the tremendous efforts of the Delta Dental Foundation. It has truly been a blessing for all of our disadvantaged clients to have the added advantage and opportunity of more dental clinics to provide treatment. D-DENT feels very fortunate to be a part of this newly emerging movement that Delta Dental has provided. We applaud John Gladden and his superb team for their vision and foresight in the dental world!

As of July 1, 2008, D-DENT has been proud to be able to offer, in conjunction with the Board of Dentistry, the volunteer dentists and hygienists CE credit for treating charity cases. It is

especially great that the dentists and their staff can refer their own deserving patients to D-DENT and receive CE credit. This hour-for-hour credit can be granted for up to ten hours for the dentist, and five hours for the hygienist, during a three-year reporting cycle. It is terribly exciting to reward these worthy volunteers for their kindness in helping serve the needy clients in their communities.

Looking forward to the 2010 year, the D-DENT staff is tremendously excited to be a part of OkMOM! What could be more heart-warming than the gift of a healthy smile, better nutritional intake, and the joy produced from a new outlook on life to Oklahoma's most fragile citizens?

As we reflect on our successful year and anticipate a promising future, we again thank everyone involved with the D-DENT program for giving such hope to those we serve. We would like to remember all our fine dental family members who have passed on this past year, and offer our thoughts and prayers to those who have struggled with illness and other family issues. Here's wishing everyone a productive, healthy and blessed year, and let's all remember to continue our prayers for our troops everywhere.



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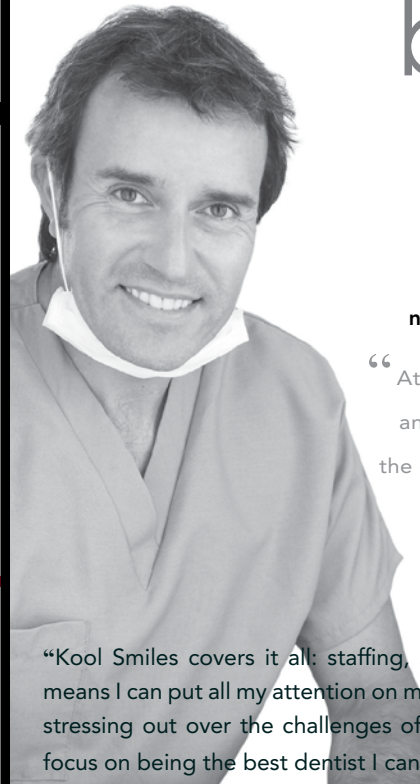
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General Dentistry for Kids and Parents!

continued from pg. 8

accept no financial participation—but certainly enjoy the benefits of the marketing ploy at no expense to them. Where is their true commitment to patients, their fiscal support?

• *Good Will*

Extending a note of appreciation for the insurer's commitment to patients' access to care concerns is appropriate. But, it is also appropriate in this situation to question their sincerity as the policy in question is a disingenuous approach to financing access to care. Where does their dedication to the patient (as they would have you believe) shine through?—the simple truth is, it does not. This is a marketing tool that is financed solely upon the backs of the private practitioner/small business owner. The employer providing jobs in the community is forced to put their private fees on permanent "sale" and find some way to make up for the loss in revenue. Have these insurance companies determined the impact this will have on practices? Will jobs be lost, will equipment not be purchased for patient safety? What are the actual costs? Until these questions are answered, it is very unwise to continue to support this policy. Until the insurance companies show a commensurate commitment to the patient as they say is their focus, this policy should not be allowed.

**How can you help the ODA help you?**

- Attend the ODA Dentist Day at the Capitol on Wednesday, March 3, 2010. This extremely important day will begin with at the ODA building at 1:00 pm lunch and a thorough briefing on the issue, followed by visits with your legislators at the Capitol. We will end the day with our annual Legislative Reception, 5:30-7:30 pm, also held at the ODA building. We traditionally have over 50-70 legislators in attendance and YOU have to be there, representing your legislative district, and continuing the efforts to convince our state lawmakers to PASS SB 2051!
- Call your state Representative and Senator **TODAY** and ask them to support SB 2051.
- Write a letter to your state Representative and Senator **TODAY** and ask them to support SB 2051.
- E-mail your state Representative and Senator **TODAY** and ask them to support SB 2051.
- Fax your state Representative and Senator **TODAY** and ask them to support SB 2051.
- ...and ask your colleagues to do the same!

*The ODA would like to thank the office of Political Affairs of the American Dental Association for their assistance with this article.*



All over rural Oklahoma, the need for additional dentists is growing. The challenges of ensuring accessible care, having the manpower to ensure quality care, and balancing the over-saturated markets of Oklahoma City and Tulsa with the underserved areas like Lawton and Enid, have become increasingly difficult. A new program, the ODA Rural Externship, introduced by the ODA's Task Force on Rural Manpower, is a way that the ODA is attempting to address this issue.

Setting the groundwork for the future, the program will connect dental students having completed their first year, with dentists practicing in Oklahoma's rural areas. Creating an environment for mentorship, the program seeks to introduce soon-to-be dentists to the great possibilities of practicing in rural communities. Not only is this a great opportunity for dental students, but also for participating dentists. This program provides another way to create a succession plan, and an opportunity to bring new possibilities to areas that can't afford to see their dentists retire. Each participating dentist will be asked to provide the student with experience in the dental office, room and board, community involvement, and compensation for the two-week externship.

The program will officially kick off March 25th with a panel presentation and reception for first-year dental students, dentists with rural practices, and their spouses. If you are interested in participating during this first panel discussion, or just want more information, please send an E-mail to Jerrell Welch, ODA Membership Services Manager, at [jwelch@okda.org](mailto:jwelch@okda.org).

# THE FUTURE IS NOW...

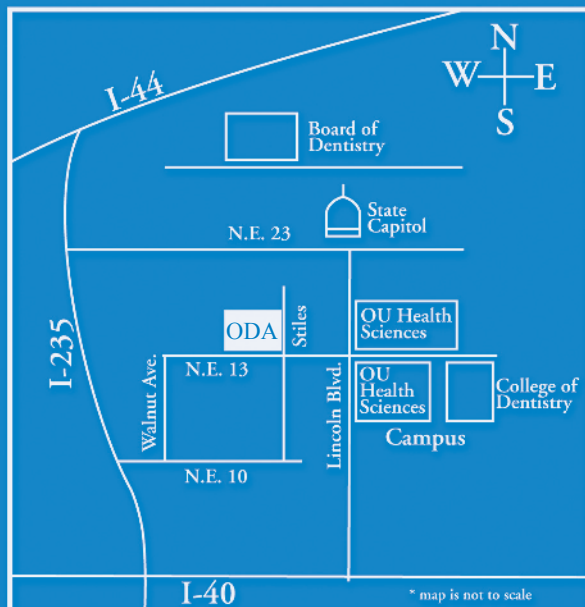
## THE NEW ODA HEADQUARTERS

Be a part of the headquarters for organized dentistry in Oklahoma by making a pledge to the ODA Centennial Membership Section.

Your contribution to the new ODA Headquarters is **tax deductible** as a business expense. Paying for the new ODA Headquarters now instead of later helps build the financial strength of the ODA by **eliminating an annual interest payment of \$50,000**, **decreasing the annual operating budget by \$65,000**, and **creating a 1.2 million dollar asset** for the Association.

The financial support your pledge provides will be recognized in the new ODA Headquarters.

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# Our Future, Our Destiny



2010 Oklahoma Dental Association Annual Meeting

**April 22-24, 2010**

**Cox Convention Center  
Downtown Oklahoma City**

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\*Special ODA rate:  
\$147/king \$147/double

\*The rate for blocked rooms will be honored until April 1, 2010. To receive the special rate, please indicate you are with the ODA when calling to make your reservation.

**For more information visit  
[www.okda.org!](http://www.okda.org!)**

April 22-24, 2010 - Cox Convention Center - Downtown Oklahoma City

Your registration must be postmarked on or before **April 1, 2010**, to qualify for the pre-registration prices. ONLY ONE REGISTRANT PER REGISTRATION FORM – DO NOT REGISTER MORE THAN ONE PERSON ON THIS FORM. Please make copies of this form as needed. REGISTER ONLINE at [www.okda.org](http://www.okda.org) or mail completed form with payment to: Oklahoma Dental Association, 317 NE 13th Street, Oklahoma City, OK 73104. Forms may also be faxed with completed credit card information to 405-848-8875.

The ODA will refund registration fees, less a \$30 administration fee, if a written request is delivered to the Executive Director or postmarked no later than April 12, 2010. **The ODA Annual Meeting schedule is subject to change and the ODA is not responsible for any changes to the schedule.**

All persons who register for this meeting acknowledge reading and agreeing to this statement: "This function's planners claim and assume no liability for the acts of meeting suppliers, nor for the safety of any attendee, or spouse, child or guest of an attendee, while in transit to or from this event. Attendees and participants in any event, including but not limited to those which may require or feature physical activity, assume all risk and liability associated with such activity."

### I. REGISTRATION INFORMATION

Last Name: \_\_\_\_\_  
 First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_  
 Name for Badge: \_\_\_\_\_  
 ADA Number (if applicable): \_\_\_\_\_  
 ODA Members, please indicate District: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

### III. REGISTRATION FEES

Category	On/Before 4-1-10	On/After 4-2-10	Amount Due
ODA/ADA Member <b>Basic</b> Includes free scientific sessions, Exhibit Hall admission, Opening Session, and lunch on Friday & Saturday	230.00	255.00	_____
ODA/ADA Member <b>Inclusive</b> Includes BASIC registration, one ticket to ODA Breakfast & Learn, Lunch & Learn, and one ticket to President's Dinner	305.00	330.00	_____
ODA State Life Member Includes free scientific sessions, Exhibit Hall admission, and Opening Session	25.00	35.00	_____
ODA Retired Member Includes free scientific sessions, Exhibit Hall admission, and Opening Session	25.00	35.00	_____
ODA Retired State Life Member Includes free scientific sessions, Exhibit Hall admission, and Opening Session	FREE	FREE	_____
Non-ODA/ADA Dentist Includes free scientific sessions, Exhibit Hall admission, Opening Session, and lunch on Friday & Saturday. <i>Only available to non-members who did NOT attend the 2006, 2007, 2008, or 2009 ODA Annual Meetings.</i>	375.00	400.00	_____
Non-ODA/ADA Dentist Includes free scientific sessions, Exhibit Hall Admission, Opening Session, and lunch on Friday & Saturday. <i>This fee is for non-members who DID attend the 2006, 2007, 2008, or 2009 ODA Annual Meetings.</i>	690.00	715.00	_____
Hygienist			
ODA Associate Member	72.00	82.00	_____
Non-ODA Associate Member	90.00	100.00	_____
Assistant			
ODAA/ODA Associate Member	48.00	58.00	_____
Non-ODAA/ODA Associate Member	60.00	70.00	_____
Dental Lab Technician	58.00	68.00	_____
Dental Student			
Undergraduate Includes dental, hygiene, assistant, and lab tech students	FREE	FREE	_____
Graduate	36.00	46.00	_____
Spouse/Guest	40.00	50.00	_____
Business Office Staff			
ODA Associate Member	48.00	58.00	_____
Non-ODA Associate Member	60.00	70.00	_____

You can also register online at [www.okda.org](http://www.okda.org)

#### IV. PURCHASE / RESERVE EVENT TICKETS

Please check each event and CE scientific session you plan to attend.

Friday, April 23	On/Before 4-1-10	On/After 4-2-10	Amount Due
<b>CE COURSE TICKETS</b>			
Removable Prosthodontic Realities (Sharifi) 8:00-11:00 & 2:00-5:00	FREE	FREE	_____
The Adhesive Restoration (Burgess) 8:00-11:00 & 2:00-5:00	FREE	FREE	_____
Diet Wars: The Effects of Diets on Oral & Systemic Health (Reynolds) 8:00-11:00	FREE	FREE	_____
The Ten Latest Trends in Practice Management (Sweeney) 8:00-11:00	FREE	FREE	_____
CPR Course: Basic Life Support for Healthcare Providers <i>Limited to 30 Attendees</i> 8:00-11:00	78.00	88.00	_____
Dental Assistants: Roundtable Discussion 9:00-11:00	15.00	25.00	_____
ODA Lunch & Learn: Ethics for the Dental Team (Cumby) 12:30-1:45	42.00	52.00	_____
Microbes on Parade: The Amazing Roles They Play in Health & Disease (Reynolds) 2:00-5:00	FREE	FREE	_____
Teamwork Strategies: From Sabotage to Support (Sweeney) 2:00-5:00	FREE	FREE	_____
CPR Course: Basic Life Support for Healthcare Providers <i>Limited to 30 Attendees</i> 2:00-5:00	78.00	88.00	_____
Dental Assistants: Nitrous Oxide (Miller) 2:00-5:00	15.00	25.00	_____

Saturday, April 24	On/Before 4-1-10	On/After 4-2-10	Amount Due
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<b>CE COURSE TICKETS</b>			
ODA Breakfast & Learn <i>Casual roundtable presentations on various dental advancements</i> 7:30-9:00	42.00	52.00	_____
Practical Tips & Solutions for the Dental Front Office 8:00-11:00	FREE	FREE	_____
Diagnosis & Restoration of the Severely Worn Dentition (Cronin) 9:00-12:00 & 2:00-5:00	FREE	FREE	_____
Technology & Periodontal Therapy: Trays to Lasers (Low) 9:00-12:00	FREE	FREE	_____
Dentistry for Patients with Special Needs (Perlman) 9:00-12:00	FREE	FREE	_____

Saturday, April 24 (continued)	On/Before 4-1-10	On/After 4-2-10	Amount Due
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CPR Course: Basic Life Support for Healthcare Providers <i>Limited to 30 Attendees</i> 9:00-12:00	78.00	88.00	_____
Dental Assistants: Secrets of the Dental Community: Signs & Symptoms of Children and Adult Abuse (Davenport) <i>Includes Breakfast</i> 9:00 - 12:00	35.00	45.00	_____
"Life in the Real World" New Dentist Lunch 12:15 - 1:45	35.00	45.00	_____
<i>Free for current dental students</i>			
Utilizing Laser Technology in a Periodontal Environment (Low) 2:00-5:00	FREE	FREE	_____
What If I Don't Wake Up Tomorrow? Panel CE on Practice Succession 2:00-5:00	FREE	FREE	_____

#### SPECIAL EVENT TICKETS

ODA Alliance/Dental Spouse/Guest Luncheon - Renaissance Hotel Saturday: 11:30-1:30	50.00	60.00	_____
President's Dinner Saturday: 6:30 PM	65.00	75.00	_____

**REGISTRATION FEE + TICKETS  
= TOTAL AMOUNT DUE**

\$ \_\_\_\_\_

#### V: PAYMENT INFORMATION

REGISTER ONLINE AT [www.okda.org](http://www.okda.org) or mail completed form with payment to: Oklahoma Dental Association, 317 NE 13th Street, Oklahoma City, OK 73104. Forms may also be faxed with completed credit card information to 405-848-8875.

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Signature: \_\_\_\_\_

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Date Received:	Method: __ CK __ VI __ MC __ DIS __ AX
Date Charged:	CK #: _____ Total Fees:
Name on CC or CK if different from reg:	

Did a dental supply company representative ask you to register for the ODA Annual Meeting?  Yes  No

If yes, please provide the following information:

Representative Name: \_\_\_\_\_

Dental Supply Company: \_\_\_\_\_



# 2010 ODA Annual Meeting

## CE Preview: John O. Burgess, DDS, MS



Dr. Burgess is a graduate of Emory University School of Dentistry. Currently, he is the Assistant Dean for Clinical Research at the University of Alabama at Birmingham, as well as the Director of the Graduate Biomaterials program. He has served as a military consultant in general dentistry to the Air Force Surgeon General. He received certification from the American Board of Dentistry and is a diplomate of the Federal Services Board of General Dentistry. He is a member of the American Academy

of Esthetic Dentistry, the Academy of Restorative Dentistry, the American Dental Association, the American and International Associations for Dental Research, and the Academy of Operative Dentistry. Dr. Burgess is also a fellow of the Academy of Dental Materials and the American College of Dentists. A prolific researcher, Dr. Burgess has published more than 300 articles, abstracts and textbook chapters, and currently receives research funding from the NIDCR. He is a reviewer for four dental journals and is a member of the advisory board for the *Dental Advisor*, and serves on the editorial board for *Inside Dentistry*. He is a past chair of the Biomaterials Section of the American Association of Dental Schools and has served on the Executive Board for the American Association for Dental Research. Currently, he is a member of the American Dental Association's Council on Scientific Affairs, and a member of two ADA MD 156 committees on specification development for materials and devices. He is active in clinical evaluations of dental materials, and is an investigator on clinical protocols evaluating adhesives, ceramic restoratives, fluoride releasing materials, low-shrinkage posterior composites, and impression materials.

### The Adhesive Restoration

#### Six (6) Hours of CE Available

Friday, April 23, 2010

8:00 am – 11:00 am and 2:00 pm – 5:00 pm

Lecture format/recommended for dentists, specialists, and dental assistants

This clinically-oriented discussion takes traditional and newly developed dental restorative materials, and compares their clinical success. The course is designed to improve your practice of dentistry by demonstrating which materials work, and where they are successful, and will demonstrate successfully techniques to handle many of your everyday clinical problems. It will not solve

staffing problems, provide instant financial success, eliminate the recession, or promote weight loss. But, it will provide an evidence-based approach to many controversies surrounding clinical dentistry, and supply answers to many of your questions. You will understand why dental materials work, rather than hear, "It works for me". You will see the results of many clinical trials and laboratory studies, which will be discussed to illustrate when and where different restorative materials should be used. The presentation is designed as a clinical update and will demonstrate clinical success with different composites, adhesives, ceramic materials, and cements. This fast-paced course will improve your dental practice as well as your selection of dental materials, and is designed to provide you with information that can be used the following clinic day. The learning objectives for this course are:

### Adhesives

- See the effectiveness of wet bonding and understand why it works.
- Learn which adhesives are most effective and how to apply them in a step-by-step sequence.
- Discover the limits of self-etching materials, what happens when they are contaminated, and how to correct those problems.
- Prevent the disaster of contamination.

### Anterior and posterior composites

- Select the proper composite resin kit for anterior and posterior applications.
- Learn a simplified layering technique to improve anterior composite resin esthetics.
- Avoid light proximal contacts.

### Treating the high-carries risk patient

- See aggressive treatment of the high-carries risk patient.
- Understand caries risk and how to sort patients using this classification.
- Learn to use four chemicals to treat these patients effectively.
- See the materials and how they are used for this type of patient.

### Ceramic and cement selection

- Select the proper technique and material to avoid sensitivity.
- Learn which cement is best in every application.
- Discover whether light-cured materials are best for veneer cementation.
- Know when you can increase post retention with a bonded technique.

# Meet the Staff

A series of articles designed to help members put a face with a name of the ODA staff.



## Stephanie Trougakos Director of Communications

Stephanie joined the ODA in June 2004.

**Interesting Fact:** Until recently, I owned an online cloth diaper business.

**What information/assistance does your position provide for the membership?** As the Director of Communications, I'm responsible for the content/design of your *ODA Journal*, as well as the Web site, E-mail updates, Facebook updates, etc. I also serve as staff liaison for the ODA Council on Dental Education and Public Information.

**As the Director of Communications, what goals do you have for your area in the upcoming year?** The ODA House of Delegates resolved that the ODA move more towards electronic mediums for communication. My 2010 goals revolve mainly around this resolution. I aim to build our Web site and add various interactive features that will make navigation easier for our members. I also have fun things planned for the E-Newsletter, so stay tuned!

**What has been the most interesting part of your job so far?** After almost six years at the ODA, the 'changing of the guard' (as I call it) is still the most interesting aspect of the job. Every April, as a new President is inducted, the staff switches gears and focus. It's been fun getting to know each president on a more personal level during his/her term.

**What is one dental-related thing you've learned since working at the ODA?** Sip all day, get decay!

Contact Stephanie at [strougakos@okda.org](mailto:strougakos@okda.org)

**What is your favorite movie?** I don't know who comes up with these questions anyway! I love anything with Meg Ryan, Julia Roberts, or Sandra Bullock.

**Favorite book?** I'm a sucker for the Harry Potter series. My childhood favorite is *Charlotte's Web*.

**Favorite dessert?** Peach cobbler and brownies (not together)

**Boomer Sooner or Orange Power?** Orange to the bone!

Stephanie graduated from Oklahoma State University in 2000 with a Bachelor's degree in Public Relations. She and her husband, Nick, have made their home in Edmond, and enjoy spending every free minute with their curly-headed son, Mason.

Stephanie enjoys outdoor activities such as running, hiking, camping, and watching OSU football. She is very much interested in all things eco-friendly, and recently converted to vegetarianism.

She and her husband currently own a photography business and love spending time on photography together.



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## THE TIMES ARE A-CHANGING, ARE YOU?

By Harvey Passes, DDS

### Who is in Control Here?

"The Dow is up. No, it's down. No, it's going further down!" were the constant cries from the news commentators during the end of 2008 continuing into 2009. "Business is okay. No, business is fair. No, it's gotten worse!" are the relentless screams from most people in business. What can you expect, especially when you cannot control events? Or can you?

### Back to Basics

Dentistry is my profession but I am still a small-business owner living the same experiences as you. Many prognosticators explain that only those businesses with substance will be standing after this economic mess is finally cleaned up. But what does that mean? I pondered this question until I realized that to not only survive, but also thrive in business, one must go *back to basics*. The basics are the same for all businesses, including dentistry. First, I will tell you what the basics are not. They are not the manner in which these behemoth corporations violated the public trust. They are not the disgraceful behavior they arrogantly displayed in their self-imposed rarefied air.

### My Business Ten Commandments

Reexamination of your business takes a lot of soul-searching. Your business is you. It is a reflection of your values, the way you live your life, and the manner in which you respect people. With that in mind, here are my Ten Commandments in the reevaluation of my small business. It is what creates substance, the brick and mortar of your business. Maybe they will work for you.

**1. Ethics:** Do you know right from wrong? Who polices you? You are supposed to look over your shoulder and alert yourself when things are not right. Listen to your gut. It is never wrong. Jesus got it right when he taught, "Do unto others as you would have others do unto you." Do you practice this?

**2. Caring:** Do you genuinely care about your clients? How do you show it? Do you talk the talk and walk the walk? Remember, people can see through you. You will not be fooling anyone but yourself.

**3. Competency:** Be the best you can be. Whether you own a watch repair store, are the proprietor of a restaurant, own an automobile service station, or fix teeth, be certain that you are at the top of your field with all the knowledge and confidence necessary to get the job done.

**4. Goal:** What is your clear objective? What do you want your business to accomplish? When you retire what would you like others to say about you and your enterprise?

**5. Communication:** Are you aware that listening is more important than speaking? Are you a good listener? Do you know what your clients want? Are you providing what they want or just what you want to give them? Many times a day I say to my patients, "I'll tell you what you need, but give you what you want."

**6. Innovation:** Find ways to truly help your customers in ways that others might not. It is no secret that personalized quality dental care can be costly. How could I bring down the cost to my patients while being able to support my practice's expenses? Here are just four innovations which my patients have appreciated.

- I now offer treatment at a lower cost when patients come in during

the time when a cancellation occurs. This innovation offers a lower fee for a service that is needed while filling in an empty slot in my schedule. This is a win-win situation.

- To minimize out-of-pocket expenses for my patients, I have joined various insurance plans.
- Thinking outside the box brought me to offer interest-free payment plans for much needed dental care.
- Ask your patients how you can help them during this time of financial uncertainty. They will want to cooperate with you as much as you want to work with them.

**7. Money:** Do not be afraid to have a frank, honest, caring, open discussion about the financial considerations of your services or products. Try to always have your client come out a winner while you can still make a decent living. Do not look to retire on their transactions.

**8. Relationship:** Create a relationship based on trust, with caring and friendly relations. Let your clients know that you will be there for their needs.

**9. Proaction:** It is not enough to know what to do. It is more important to do it. Many of us sit and wait for the right moment to actually do something, to act. Waiting is fine, but there comes a time when action is demanded and procrastination must be abandoned. Do it and do it now!

**10. Self-confidence:** No one knows your business better than you. It is always advisable to ask others for their input but you must make the decision. Listen to your gut. It is never wrong. In your heart of hearts you know what is right for you to do. Sometimes it is good to go against what others believe if it feels right to you. Respect your intuition. Have the self-confidence to invest your energy and resources in yourself and your business. Look what happened to most of us when we invested in others who let us down. Invest in something which you can control yourself.

This is a time to survive while few will thrive. Getting back to basics should help to keep your business alive rather than take a nose dive. Maybe some of these getting-back-to-basics concepts, which you probably know, should be revisited. I know it was beneficial for me. I will be happy to discuss this with you.

Harvey Passes, DDS developed the clinical applications in dentistry for the Holmim: YAG laser. He is a co-founder and third president of the Academy of Laser Dentistry. Having completed his GPR which was followed up with a General Anesthesia Residency in Dentistry, he developed the Dental Anxiety Control Program to remove dental phobia from fearful dental patients. Dr. Passes produces and hosts New York's Long Island Cablevision show entitled "Dr. Passes Presents"... seen ten times a week. He has served as an on-camera consultant for Today, Fox Good Day New York, ABC Eyewitness News, CBS The Early Show, Inside Edition, and more. He served as co-founder of and wine writer for *The Metropolitan Wine Review* in New York City. He presents motivational continuing education programs for dentists, physicians, and business people in the art of communication. He practices general and cosmetic dentistry Great Neck, New York. Dr. Passes can be contacted at [passes@optonline.net](mailto:passes@optonline.net).



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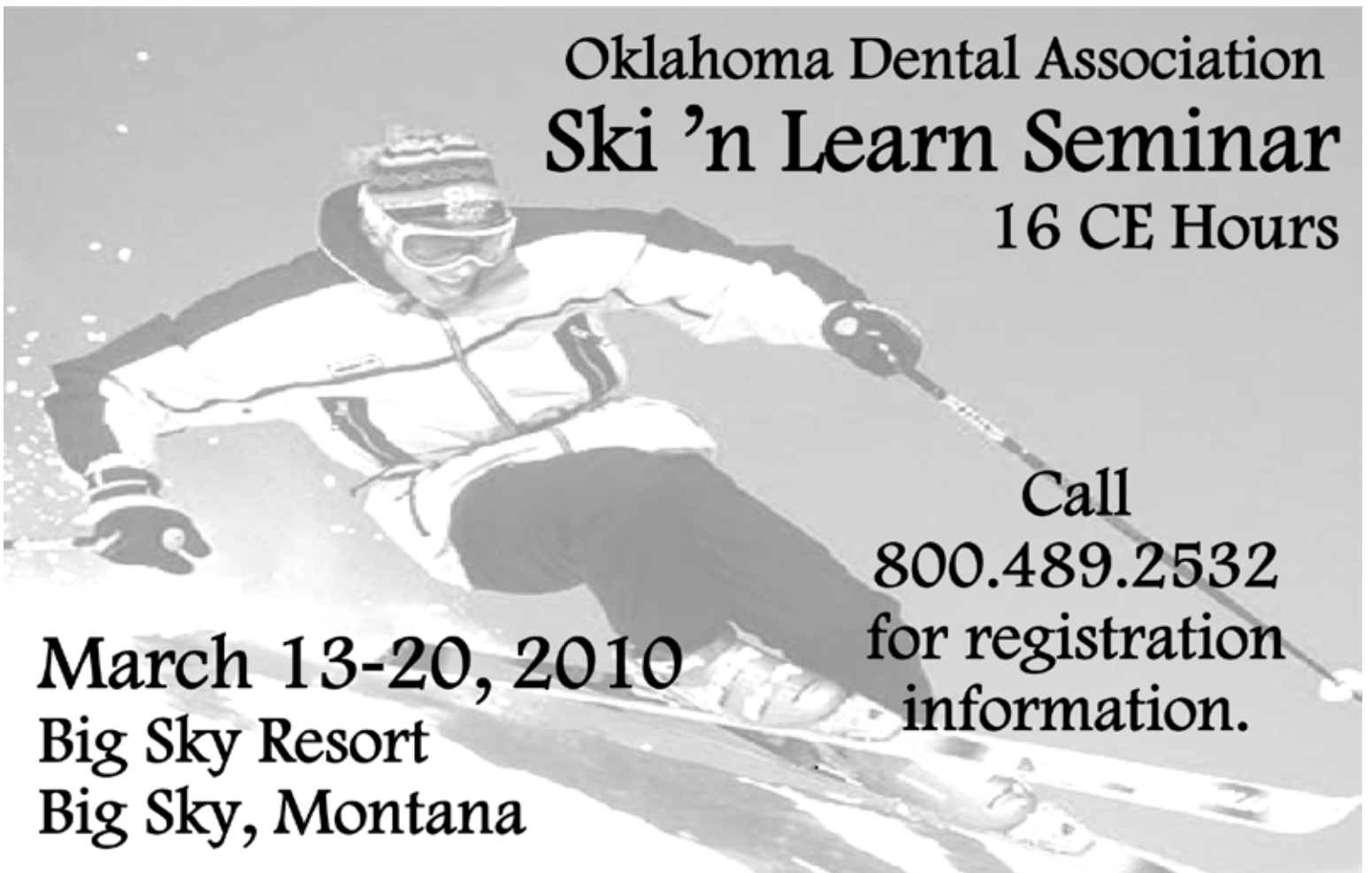
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