

ODA JOURNAL

VOLUME 98/ISSUE 6 FEBRUARY 2007

OKLAHOMA
DENTAL
ASSOCIATION
100
1907 2007



Something worth smiling about.



Delta Dental of Oklahoma is committed to providing affordable dental care to the 1.5 million Oklahomans who have no access to employer-sponsored benefits!

To do this, we've created **Delta Dental Patient Direct™**—Oklahoma's discount referral program designed specifically with you in mind.

Delta Dental of Oklahoma invites you to participate in our Patient Direct™ network. There are no maximums, no deductibles, no waiting periods, no claim forms, and EVERYONE is eligible - regardless of preexisting conditions. Patients simply pay our participating dentist a discounted rate at the time of service according to the Patient Direct fee table.

With YOUR participation and OUR non-profit business model, we can join together to provide an affordable, insurance free program that offers virtually every Oklahoman vital access to quality dental care.

Questions about enrolling in our Patient Direct(TM) network? Please contact Terri Green with our Professional Relations Department at 405-607-2142 (within the OKC metro) or 800-522-0188, ext 142 (toll free).

Patient Direct™ from Delta Dental of Oklahoma: It's a whole new way to look at dental!



Only Dental. Only Delta.

INSIDE

SNAPSHOTS

The ODA Centennial Annual Meeting is quickly approaching! The Local Arrangements Committee, chaired by Drs. Dan Wilguss, Mitch Kramer and ODA President, Pamela Low, have been hard at work planning what we believe to be the BIGGEST and BEST ODA meeting ever! If you've never attended your ODA meeting before, 2007 is the year to start! Inside this issue, you'll find all kinds of information about CE opportunities for you and your entire staff (over 75 hours available!), and information about some of the exciting events we have planned to commemorate the ODA's 100th year! Please register for the meeting by completing the Registration Form found on page 15, or register online at www.okda.org. And look for your Registration Packet in the mail very soon. We look forward to seeing you in downtown OKC the last weekend in April! Happy Birthday ODA!

ON THE COVER

Oklahoma's First Lady, Kim Henry, is serving as Honorary Chair of Children's Dental Health Month, an annual, national observance each February. Since its inception in 1949, Children's Dental Health Month is an event aimed at bringing the message of the importance of good oral health for children to the public. Pictured with Ms. Henry is Dr. Thai-An Doan, Chair of the ODA Council on Dental Education and Public Information, which coordinates ODA's Children's Dental Health Month programs each year.

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PRESIDENT'S MESSAGE

Pamela G. Low, DDS

Greetings,

It's a new year. Did you make the standard resolutions – exercise more, eat less? Have you already broken those resolutions? What about your office? Do you need to make resolutions for your office? How many CE courses have you taken that had great ideas that you meant to implement? I know I have attended courses, written notes, purchased equipment and/or supplies, and then promptly filed the notes and supplies in a drawer, without ever putting the ideas into action. Perhaps this new year – this new century for Oklahoma, and this new century for the ODA – is the time to start fresh. Follow through with new techniques and products. Implement office policies that are needed. Praise your staff more. Make your practice the practice you want it to be. If by chance, one of your new year's resolutions is to be more active in your local or state dental organizations, you earn a gold star.

Snow - ice – lots of snow – lots of ice. It's been quite a winter. I'm writing this article in the midst of our ice storm. They've just cancelled school for tomorrow and I'm sure they will need to cancel for Thursday as well. Our office has been fortunate to not lose power. It was not that way with the big ice storm of Dec 87 / Jan 88. The day after the ice hit, Karey and I left to go skiing for a week. We returned and discovered that my office had been without power for the entire week. My assistant worked by my gas fireplace, answering the phone, making appointments, checking on insurance and running statements. When power was finally restored, we had a power surge that blew out my refrigerator, my stereo, and one of my x-ray machines. We didn't have cell phones back then and going on vacation meant being away from the office and out of contact. "Out of contact" doesn't exist anymore. When Karey and I went to Kauai this September, I was on my laptop checking email every morning. Steve Hogg phoned in for a Council on Technology and Electronic Communication teleconference when he was in Maui in December. That's commitment! I hope none of you has any damage from this storm. Our staff has been great through this storm, as well, braving the roads. There are always patients who have planned their schedules and want to keep their appointments at their scheduled time. Of course, there are always those patients who are looking for any excuse to cancel. Safety must be the prime concern when deciding whether to close your office or remain open for business. The ice and slopes make for treacherous conditions. The second day after the 10 inches of snow hit Tulsa in December, Karey and I ran to Wal-Mart. Our cashier was talking to the adjacent cashier and saying "You should have seen it yesterday". Only three of us cashiers made it in and the lines were half way to the back of the store." We thought it interesting that people couldn't make it to work, but they could go shopping. Priorities. This year, think about your priorities. Remember that your actions, not your words, indicate what your priorities really are.

Wishing you smooth sailing in the new year!



oklahoma dental
association

annual meeting
centennial celebration

april 26 - 29

REGISTER ONLINE AT
WWW.OKDA.ORG



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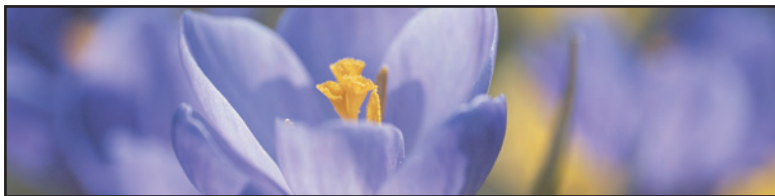
MEMBER PUBLICATION
 AMERICAN ASSOCIATION
 OF DENTAL EDITORS

calendar of events



FEBRUARY

- FEB 2** – Give Kids a Smile! Day
- FEB 2** – ODF Mobile Dental Unit - Langston University/NE Coalition Health Forum
- FEB 3** – Standing Committee on Endorsed Products and Services Meeting - 10:00 AM
- FEB 7** – Dentist Day at the Capitol
- FEB 10** – ODF Mobile Dental Unit - Caring Hands Community Center - Hartshorne
- FEB 14** – Childrens' Oral Health Coalition - ODA Building - 10:00 AM
- FEB 15** – ODF Mobile Dental Unit - Tulsa Housing Authority
- FEB 15** – South Central & Southwest Districts Joint Meeting - Great Plains Technology Center - Lawton - 6:00 PM
- FEB 16** – Give Kids a Smile! Tulsa Event
- FEB 16** – ODF Officers Meeting - ODA Building - 10:00 AM
- FEB 16** – CORD Meeting - ODA Building - 10:00 AM
- FEB 16** – ODF Board of Trustees Meeting - ODA Building - 1:00 PM
- FEB 16** – Council on Membership & Membership Services - ODA Building - 1:00 PM
- FEB 16** – Local Arrangements Committee Meeting - ODA Building - 3:00 PM
- FEB 17** – OUCOD Kids' Day
- FEB 19** – Retired Dentists' Lunch - ODA Building - 11:30 AM
- FEB 23-24** – ODF Mobile Dental Unit - Hominy Public Schools
- FEB 27** – OCDS Board Meeting - ODA Building - 6:00 PM



MARCH

- MAR 2** – TCDS CE - Renaissance Hotel
- MAR 2** – Council on Technology and Electronic Communications - ODA Building - 9:00 AM
- MAR 2** – Mobile Dental Care Program Task Force Meeting - ODA Building - 10:00 AM
- MAR 2** – CORD Caucus - ODA Building - 12:00 PM
- MAR 2** – ODA Board of Trustees Meeting - ODA Building - 1:30 PM
- MAR 3** – ODF Mobile Dental Unit - Adair County Head Start
- MAR 9** – Oral Pathology CE Course - OUCOD
- MAR 9** – Mobile Dental Care Program Assistant Training - ODA Building - 3:00 PM
- MAR 13** – TCDS Awards Banquet - 6:00 PM
- MAR 15** – OCDS General Assembly - Homebuilder's Building - 5:30 PM
- MAR 16** – OCDS CE - Homebuilder's Building
- MAR 16** – ODF Mobile Dental Unit - Guymon
- MAR 17** – ODF Mobile Dental Unit - Guymon
- MAR 19** – Retired Dentists' Lunch - ODA Building - 11:30 AM
- MAR 23** – Local Arrangements Committee Meeting - ODA Building - 1:00 PM
- MAR 30** – Oral Pathology CE Course - Tulsa
- MAR 31** – Oklahoman Health Fair - Bricktown OKC - 9:00 AM - 4:00 PM

HAPPY BIRTHDAY

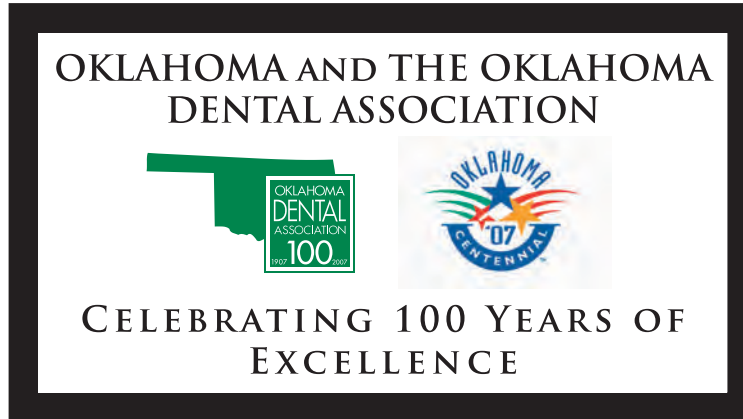
ODA and Oklahoma!

2007 is a big year for our fine Association and our fine state! The ODA is celebrating an impressive milestone in 2007 – 100 years of representing the interests of the members of the dental profession and the patients which we serve, 100 years of promoting the public health and health services in Oklahoma, and 100 years of quality service and work, all advancing the art and science of dentistry in Oklahoma.

Oklahoma celebrates its 100th anniversary of statehood on November 16, 2007, and all across the 46th state, communities and organizations are getting ready. Most are planning special commemorations or enhancing traditional festivals and annual events.

The ODA Centennial Committee encourages you to help publicize the ODA by getting involved in the state's Centennial festivities planned in your hometown community!

Visit the Oklahoma Centennial Commission's website at www.oklahomacentennial.com to find out what's planned. Many hometowns have planned Centennial parades or other types of public events and the ODA Centennial Committee has purchased signs for your car/truck for your use during



ODA car or truck signs now available for use during your hometown's Centennial event

these events. To reserve these signs for use during your community's event, please contact Lynn Means via email at lmeans@okda.org.

Mark Your Calendar!

*ODA Centennial Gala / President's Dinner
Saturday, April 28 - Cox Convention Center Ballroom
Join us for a historical night for the ODA as we celebrate 100 years!
The evening's attire is black-tie. Plan for an unforgettable evening!*

6:00 – 6:20 p.m.

Reception

6:20 – 7:20 p.m.

Oklahoma Centennial Rodeo Opry Show

7:30 – 8:30 p.m.

Dinner

8:30 p.m.

Centennial Champagne Toast

8:45 – 9:15 p.m.

Officer Inauguration

9:15 – whenever

Dance the night away with the fabulous sounds of Souled Out!

So come ready to be entertained and ready to toast to ODA's past, present and future! Tickets are \$65. Watch the mail for your Annual Meeting Registration Form or register online at www.okda.org!

PATIENT'S PAGE



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



TEETH Whitening – Basics for the Patient

What causes tooth discoloration?

There are many causes. The most common include consumption of foods, coffee, tea, wine, sodas and smoking. Age can also affect the appearance of our teeth – making them look dull in color.

What is involved with the teeth whitening process?

Teeth whitening is actually a bleaching process that lightens discolorations of tooth enamel. Teeth whitening can be performed in the dentist's office or at home.

- **In-office whitening**

If you are a candidate for bleaching, your dentist may suggest a procedure that can be done in his or her office. This procedure is called chairside bleaching and may require more than one office visit. Each visit may take from 30 minutes to a couple of hours. During chairside bleaching, the dentist will apply either a protective gel to your gums or a rubber shield to protect the oral soft tissues. A bleaching agent is then applied to the teeth, and a special light may be used to enhance the action of the agent. Lasers are also sometimes used during tooth whitening procedures to enhance the action of the whitening agent. Ask your dentist which is best for you.

- **At-home whitening**

There are several types of products available for use at home, which can either be dispensed by your dentist or purchased over-the-counter.

- Bleaching solutions: these products typically rely on carbamide peroxide as the bleaching agent. Usage regimens vary, and if you obtain the bleaching solution from your dentist, he or she can make a custom-fitted mouthguard for you that will fit your teeth precisely.
- Toothpastes: all toothpastes help remove surface stain through the action of mild abrasives. "Whitening" toothpastes have special chemical or polishing agents that provide additional stain removal effectiveness. Unlike bleaches, these toothpastes do not alter the intrinsic color of teeth.

Who may benefit from tooth whitening?

The answer is almost everyone. However, there are some cases where treatment may not be effective. Tooth lightening is ideal for patients who have healthy, unrestored teeth and would like a whiter, brighter smile; however, whiteners may not correct all types of discoloration. Bleaching may not enhance your smile if you have had bonding or tooth-colored fillings placed in your front teeth. The whitener will not affect the color of these materials, and they will stand out in your newly whitened smile. In these cases, you may want to investigate other options, like porcelain veneers or dental bonding. **NOTE - Tetracycline discoloration and artificial dental work are usually not greatly responsive to dental bleaching.**

Is the whitening process permanent?

For most people, the treatment will last for many years. However, exposure to foods, drinks (especially coffee, colas and red wines), smoking, and other consumables, will gradually darken teeth again over time. You may want to periodically bleach your teeth; after an initial treatment, most people do touchups once every 6-12 months.

Are there side effects to tooth whitening?

Some people experience temporary tooth sensitivity during treatment. In many cases, this sensitivity is temporary and should lessen once the treatment is finished. Some people also experience soft tissue irritation, either from an ill-fitting tray or from solution that may come in contact with the tissues. This irritation usually disappears within 1-3 days after beginning the procedure and always upon the discontinuation or completion of treatment. There are no other significant side effects. **NOTE - Pregnant or nursing women should not engage in dental bleaching.** If you have concerns about such side effects prior to or during your treatment, you should discuss them with your dentist.

ASK YOUR DENTIST!

He or she can tell you whether or not whitening procedures would be effective for you and which procedure is best suited for you.

Smile with confidence!

Don't settle for a smile you're not happy with. Even the most subtle change in your smile can make a dramatic difference in the way you look and feel about yourself. Ask your dentist about the many options available to you. Let your dentist know what your expectations are and he or she will help you make the choice that's best for you.

TeleVox[®]

ODA News You Can Use!

This month's spotlight on your ODA's endorsed company

For 15 years, TeleVox Software, Inc., an ODA-endorsed company, has been a leading provider of communication technology solutions to the dental industry.

Supported by a state-of-the-art infrastructure, TeleVox solutions resolve the time-consuming communication issues associated with patient notifications and practice marketing. Some of the services that TeleVox provides to ODA members include:

Effective, Efficient Patient Communication

How does your practice handle the task of reminding patients of their upcoming appointments? TeleVox's patient messaging system, HouseCalls[™], is the perfect solution. HouseCalls contacts patients via phone, e-mail and text messages for fast, effective communication. HouseCalls works with your practice management software to automatically reach patients, so there is no extra work for staff members. In fact, HouseCalls actually gives staff more time to focus on other important tasks. Each message is personalized to include patient-specific information and can be sent at any time of the day or evening. HouseCalls utilizes interactive response options, allowing patients to confirm their appointment attendance, and this information is reported back to office staff via automatically generated reports. And

HouseCalls isn't just for appointment notifications. It's a great way to deliver recall messages, overdue balance notifications, birthday greetings, holiday wishes and more.

Transform Your Phone Into a Marketing Tool

When a patient waiting to speak with you is placed on hold, what do they hear? If the answer is silence, you are missing a great marketing opportunity. Research shows that utilizing on-hold time to market to patients and potential patients is ideal, as they are a captive audience. Consider, Vox On-Hold[™], TeleVox's on-hold messaging system. Vox On-Hold plays custom messages designed to inform, entertain and promote the practice to patients on hold. It's a great forum for providing background information about the dentist and staff, promoting additional treatments and products, supplying office information, and driving traffic to your practice website. Each Vox On-Hold production is customized for the practice, including professional scriptwriting, broadcast-quality production and music selections. The system's digital technology offers the utmost in sound quality and is easy to use, so you can begin marketing your practice right away.

For more information on TeleVox's technology solutions, please contact TeleVox at 1-800-644-4266 or info@televox.com. Visit www.televox.com

Eastern & Northern Districts
Summer Meeting



**Pointe Royale
Condos & Golf
Course
Branson, MO**

www.pointeroyale.com

- 6 HOURS CE -

To register, or for more information, contact:
Dr. James Gore **Dr. Stephen Mayer**
 918-825-7411 918-256-6441

JUNE 7-9, 2007

CLINICAL ORAL PATHOLOGY FOR EVERYDAY DENTAL PRACTICE

Friday, March 9, 2007
Metro Technology Centers (Springlake Campus)
Carousel-Big Dipper Rooms
1900 Springlake Drive
Oklahoma City, Oklahoma

Friday, March 30, 2007
James O. Goodwin Health Center
Prothro Auditorium
5051 South 129th East Avenue
Tulsa, Oklahoma

Glen D. Houston, D.D.S., M.S.D.

David M. Lewis, D.D.S., M.S.

Stephen K. Young, D.D.S., M.S.

This course provides a review and update of clinical oral pathology. The areas to be covered include red and white lesions, vesiculo-bullous and ulcerative diseases, lumps and bumps, radiolucent and radiopaque lesions. Natural history, clinical significance, and treatment of these conditions will be discussed. A handout will be provided to each participant, which emphasizes differential diagnosis for each disease group.

"Bumps, Lumps, and Xerostomia"

Many common pathologic processes a dentist sees and must deal with appear as a lump or bump. Their recognition and differentiation from similar lesions will be discussed. Also, in this session, the commonly encountered problem of the dry mouth and associated oral lesions will be presented. The problems associated with diagnosis, treatment, and related lesions will be discussed.

"Cold Sores, Canker Sores, and Other Sores"

Herpes simplex virus infections (cold sores) and aphthous stomatitis (canker sores) are the two most common ulcerative disease processes that affect the oral cavity. However, they are still frequently confused, misdiagnosed, and improperly treated. Clinical differential diagnosis and etiology of these two diseases as well as erosive lichen planus, erythema multiforme, pemphigus, and pemphigoid will be discussed with special emphasis on the most recent methods of treatment.

SCHEDULE: 8:00 a.m. - Registration and Continental Breakfast
 8:30 a.m. - Morning Session
 12:00 p.m. - Lunch (on your own)
 1:00 p.m. - Afternoon Session
 4:30 p.m. - Summary and wrap-up

"Red and White Lesions"

Red and white lesions are probably the most common soft tissue abnormalities seen by the dentist. Many of these areas are malignant or potentially malignant while the majority represent benign conditions such as candidiasis or lichen planus. Which ones do you biopsy? The recognition and management of the whole range of red and white lesions will be discussed.

"Radiolucent - Radiopaque Lesions"

One of the most difficult tasks we have is differential diagnosis of radiolucent and radiopaque lesions. Certain lesions need to be biopsied and others simply observed. Guidelines for the diagnosis and management of radiolucent and radiopaque pathology will be presented.

The University of Oklahoma is an equal opportunity institution. This brochure was prepared at no cost to the taxpayers of the State of Oklahoma. Registration deadline, two weeks prior to meeting date.

CHECK LOCATION » » » March 30 - **Tulsa** or March 9 - **Oklahoma City**

Please Print

Name _____ Degree _____

Address _____

Phone: Office (____) _____ Home (____) _____

Office Staff: _____

A \$25.00 tuition payment is non-refundable unless the course is completely enrolled when the application is received or the course is cancelled. Refund of the remainder of the tuition will be allowed only if refund request is received two weeks prior to the course offering. We reserve the right to cancel the course if the need arises.

REGISTRATION FEE

Dentists (\$195.00 per person) # _____

Dental Hygienists & Office Staff
(\$145.00 per person)

_____ Total \$ _____

MAIL REGISTRATION AND CHECK TO:

Dept. of Oral and Maxillofacial Pathology
OU College of Dentistry
1201 N. Stonewall Ave., OKC, OK 73117-1214

MAKE CHECK PAYABLE TO:

OU College of Dentistry Cont. Education

7 Hours CE Credit - Board of Governors & AGD

For more information please contact Dr. Glen Houston
at the OU College of Dentistry (405) 271-4333

Special ODA Centennial Golf Shirts Now Available!

Show your Association pride and help celebrate with the ODA as your Association commemorates 100 years of fostering an awareness of the obligations and responsibilities of the dental profession in Oklahoma! Pre-order your ODA Centennial Golf Shirt and wear it to the 2007 Centennial Annual Meeting, April 26 – 29! Available in men's and women's sizes – order one for your whole dental team!

Outer Banks Pima Tipped Jersey

- 60/2 ply 100% pima cotton pique
- Classic styling with luxurious quality
- Women's has a refined, feminine keyhole placket with dyed-to-match engraved button



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M	_____	\$30	M	_____	\$30
L	_____	\$30	L	_____	\$30
XL	_____	\$30	XL	_____	\$30
XXL	_____	\$35	XXL	_____	\$35
3X	_____	\$35	Shipping	_____	\$5
Shipping	_____	\$5			
SUB TOTAL: _____			SUB TOTAL: _____		

TOTAL ORDER: _____

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- I will collect my shirt at the ODA Partner's Booth during the 2007 ODA Annual Meeting. (Orders must be received prior to March 1, 2007)
- Please mail my shirt (please add additional \$5.00 shipping charge above)

Mail form with payment to: ODA Centennial, Oklahoma Dental Association, 317 NE 13th Street, Oklahoma City, OK 73104

2007 ODA Senior Night



Grant Pitt, senior dental student, and his wife, Sarah, visit with Margaret Hoiser, Alliance President, during ODA's Senior Night Dinner, about the upcoming AADA Leadership Conference, April 11-14.

This year's Senior Night was held on Tuesday, January 30th, at the OU Faculty House. Seniors and their spouses were invited to dinner to meet ODA leadership, learn about the Alliance to the Oklahoma Dental Association (AODA), and hear from two of the ODA's endorsed vendors, Alexander & Strunk, and Banc of America Practice Solutions.

Joe Strunk and Sheila Morford of Alexander & Strunk talked briefly about the types of insurance that new dentists need for their practice. Tom Angeloni and Chris Page of Banc of America Practice Solutions discussed the dental-specific resources available for practice financing, as well as tips about credit rating, marketing the dental practice, and historical trends of dental practice financing.

Margaret Hoiser, President of the AODA, and Mella Glenn, Oklahoma Trustee of the AADA, talked about the Alliance, its mission, projects and role in the dental family. Margaret awarded the annual AODA Senior Scholarship to Blaine Curtis. All spouses were invited to attend the AADA Leadership Conference being held in Tulsa, April 11-14.

Dr. Tamara Berg represented the ODA Council on Membership and Membership Services. She discussed advantages and benefits of ADA/ODA membership and also explained the graduated payment plan for new graduates and encouraged all seniors to take advantage of it.

Also in attendance were Dr. Pam Low, ODA President, Dana Davis, ODA Executive Director, Lynn Means, ODA Assistant Executive Director, and Nicole Smith, Membership Services Manager.

Dental Assistants'



Recognition Week

This year's Dental Assistants' Recognition Week will be observed March 4-10, according to the American Dental Assistants Association. Dental Assistants' Recognition Week is an opportunity for dentists to highlight the valuable contributions of dental assistants and to thank them for their service throughout the year. For more information and to receive a Dental Assistants' Recognition Week activities kit full of ideas for how you can honor your dental assistant, please contact the ADA's Dennis Marrell at (312) 541-1550, or email dmarrell@adaa1.com.

AMERICAN COLLEGE OF DENTISTS – OK SECTION

The American College of Dentists inducted six new Fellows from Oklahoma. Dr. Leon Bragg – OKC, Dr. Dunn Cumby – OKC, Dr. Jeff Lunday – Weatherford, Dr. Stephen Mayer – Vinita, Dr. James S. Nicholson – Muskogee, and Dr. C. Reiger Wood III – Tulsa. The mission of the American College of Dentists is to promote excellence, ethics, professionalism, and leadership in Dentistry. The ACD is the oldest national honorary organization for dentists, founded in 1920, in response to serious problems facing the profession. About 3.5% of dentists are Fellows of the American College of Dentists. Fellowship symbolizes leadership and meritorious achievement, but it also defines a standard for future endeavors. Fellows will:

- Uphold and promote the principles and objectives of the College;
- Strive for personal and professional improvement;
- Continue to contribute to organized dentistry and the community;
- Participate in College events at Section, Regency, and National levels; and
- Regularly nominate qualified dentists for Fellowship.

The Oklahoma Section of the ACD donated a Pierre Fauchard sculpture by Oklahoma's own ACD fellow, Dr. Gary Gardner from Lawton, to the ACD's silent auction in Las Vegas. This donation was one of the most generous of all the sections.

Each July, the Oklahoma Section of the ACD sponsors a "Professionalism and Ethics" Panel to junior dental students at the OUCOD before they go on their preceptorships. They review real case scenarios with doctor/patient interactions and make decisions on the ethical way to handle the situation. This exposes the students to ethical decision making while still in school.



From left to right: Dr. Scott Waugh, Dr. Sid Nicholson, Dr. Trent Yadon, Dr. Jeff Lunday, Dr. Stephen Mayer, Dr. Dunn Cumby, Dr. C. Reiger Wood III, and Dr. Leon Bragg

Attention HealthChoice Network Providers

Did you know that HealthChoice has an online feature, ClaimLink, which is accessible through the HealthChoice Network Provider web site? ClaimLink facilitates a provider's search for claims and member eligibility information. The provider web site can be found at www.sib.ok.gov/providers or www.healthchoiceok.com/providers. ClaimLink is currently being utilized by a relatively small number of providers and HealthChoice wants to increase these numbers by promoting ClaimLink's value as a timesaving tool which is available to any provider's business office with access to the internet. ClaimLink provides a highly efficient way to obtain this information without accessing customer service phone lines where there may be a potential delay in accessing information in times of high utilization and/or call volume. If you have questions about the use of ClaimLink, or comments regarding the Plan's development of online claims and eligibility access, please contact HealthChoice Provider Relations at (405) 717-8790 or toll-free at (800) 543-6044. HealthChoice is very interested in obtaining feedback regarding the ClaimLink feature.





Advanced Restorative Series

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WEEKEND 3

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WEEKEND 4

JANUARY 25-26, 2008
Treatment of Complex Restorative Cases

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WHO&WHAT

2007 ANNUAL MEETING SPEAKER PREVIEW

The 2007 ODA Annual Meeting is scheduled for April 26 – 29, 2007, at the Cox Convention Center and Renaissance Hotel in downtown OKC. One of the highlights of the ODA Annual Meeting is the renowned Scientific Sessions that take place throughout the meeting. The *ODA Journal* has been running previews of the 2007 ODA scientific speakers each month, giving you an insight into the biographies of each speaker and what you can expect from their presentations at the 2007 meeting.



Who & What



JOSEPH MASSAD, DDS

Joseph Massad, DDS, is an internationally renowned clinician in the field of prosthodontics. He has given more than 500 lectures in nearly 50 states and a dozen countries around the globe. Named one of the top clinicians in Continuing Education (CE) for 2001, 2002, 2003, 2004 and 2005 by *Dentistry Today*, Massad regularly lectures at meetings of dental organizations such as the

American Prosthodontic Society, the American Dental Association, the Canadian Dental Association, and the Federation Dentaire International. Massad is the creator, producer, director and moderator of two of the most popular teaching videos on the subject of removable prosthodontics – 1997's Predictable Complete Dentures and 2001's Helpful Hints – Predictable Complete Dentures Part 2. A graduate of Loyola University School of Dentistry, Massad has published scientific articles in publications such as the *International Journal of Periodontics and Restorative Dentistry*, *Compendium of Continuing Dental Education*, *Dentistry Today*, *Dental Economics*, *The Journal of Prosthetic Dentistry* and others. Massad currently holds faculty positions at the Pankey Institute in Florida, Tufts University School of Dental Medicine in Boston, the University of Texas Health Sciences Center at San Antonio Dental School, and the Oklahoma State University College of Osteopathic Medicine. Massad is a Fellow of the American College of Dentists and the International College of Dentists.

“Betting on Complete Removable Prosthetics as Your Retirement: The Best Part of Your Dental Career”

Six (6) Hours of CE Available

Saturday, April 28, 2007 9:00 am – 12:00 pm and 2:00 pm – 5:00 pm

This seminar is designed for: Dentists, Assistants, Hygienists and Technicians

LECTURE

- The 62-point examination Q & A that gives you the result before beginning treatment.
- A new innovative impression technique is discussed in detail. Dr. Massad has been able to combine both the static and the functional impression techniques in a single appointment.
- A new outlook for both tooth and implant placement guided by muscular action.
- The esthetic connection: How to determine tooth height, implant height and smile design in minutes, completed with extreme accuracy.
- Taking the mystery out of bite registrations. An old concept updated for today's demands.

Dr. Massad's presentation is co-sponsored by an unrestricted educational grant provided by DENTSPLY Caulk.



REGISTER ONLINE AT WWW.OKDA.ORG



CENTENNIAL ODA ANNUAL MEETING REGISTRATION FORM

April 26 - 29, 2007 ~ Cox Convention Center, Oklahoma City



Your registration must be postmarked on or before April 13, 2007, 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 or mail completed form with payment to: Oklahoma Dental Association, P.O. Box 52606, Tulsa, Oklahoma, 74152. Forms may also be faxed with completed credit card information to 918-712-8921.

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 19, 2007. 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 Component: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____
 Fax: _____
 Email Address: _____

II. RIBBONS FOR BADGES (please check all that apply)

- | | |
|------------------------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Centennial Section Member
(Building Fund) button | <input type="checkbox"/> ODA Retired State Life Member |
| <input type="checkbox"/> Smile Section Member | <input type="checkbox"/> ODA Past President |
| <input type="checkbox"/> ODA Board of Trustees | <input type="checkbox"/> Pride Section Member |
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| | <input type="checkbox"/> EODDS |

III. REGISTRATION FEES

Category	On/Before 4-13-07	On/After 4-14-07	Amount Due
ODA/ADA Member Dentist <i>Includes free scientific sessions, Exhibit Hall admission, Opening Session & lunch on Friday & Saturday</i>	205.00	230.00	_____
ODA/ADA Member Inclusive <i>Includes BASIC registration, one ticket to ODA Eat & Learn Breakfast and one ticket to Centennial Gala/ President's Dinner</i>	268.00	293.00	_____
ODA State Life Member <i>Includes free scientific sessions, Exhibit Hall admission and Opening Session</i>	25.00	35.00	_____
ODA Retired Member <i>Includes free scientific sessions, Exhibit Hall admission and Opening Session</i>	25.00	35.00	_____
ODA Retired State Life Member <i>Includes free scientific sessions, Exhibit Hall admission and Opening Session</i>	FREE	FREE	_____
Non-ODA/ADA Dentist <i>First Time Attendee</i> <i>Includes free scientific sessions, Exhibit Hall admission, Opening Session and lunch on Friday & Saturday. Only available to non-members that did NOT attend the 2006 ODA Annual Meeting.</i>	275.00	300.00	_____
Non-ODA/ADA Dentist <i>Includes free scientific sessions, Exhibit Hall Admission, Opening Session and lunch on Friday & Saturday. This fee is for non-members that DID attend the 2006 ODA Annual Meeting.</i>	630.00	655.00	_____
Hygienist			
ODA Associate Member	58.00	68.00	_____
Non-ODA Associate Member	82.00	92.00	_____
Assistant/Office Staff			
ODAA/ODA Associate Member	42.00	47.00	_____
Non-ODAA/ODA Associate Member	52.00	57.00	_____
Dental Lab Technician	52.00	57.00	_____
Dental Student <i>Undergraduate</i> <i>Includes dental, hygiene, assistant & lab tech students</i>	16.00	26.00	_____
Graduate	32.00	42.00	_____
Spouse/Guest	32.00	42.00	_____

(turn over)

REGISTER ONLINE AT WWW.OKDA.ORG

IV. PURCHASE / RESERVE EVENT TICKETS

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

Friday, April 27

	On/Before 4-13-07	On/After 4-14-07	Amount Due
CE COURSE TICKETS			
Increase Income & Reduce Stress with Electrosurgery/Radiosurgery (Rossein) Hands-On Session/Limited to 40 Attendees 8:00-11:00 & 2:00-5:00	67.00	77.00	_____
Breakdown – The Hidden Signals of System Erosion (McKenzie) 8:00-11:00 & 2:00-5:00	FREE	FREE	_____
Esthetic Reconstructive Dentistry: Meeting the Demands of Today's Practice (Sheets & Paquette) 8:00-11:00 & 2:00-5:00	FREE	FREE	_____
The Importance of an Excellent Hygiene Practice (Brown) 8:00-11:00 & 2:00-5:00	FREE	FREE	_____
CPR Course: Basic Life Support for Healthcare Providers Limited to 30 Attendees 8:00-11:00	67.00	77.00	_____
Oklahoma Twister: Diagnostic Perspectives in Dentistry 2:00-5:00	FREE	FREE	_____
CPR Course: Basic Life Support for Healthcare Providers Limited to 30 Attendees 2:00-5:00	67.00	77.00	_____
Dental Assistants' Women's Wellness: An Oral Health Perspective Limited to 75 Attendees 9:00-11:00 & 2:00-5:00	40.00	50.00	_____

Saturday, April 28

	On/Before 4-13-07	On/After 4-14-07	Amount Due
CE COURSE TICKETS			
ODA Eat & Learn Breakfast 7:30-9:00	32.00	42.00	_____
Dental Assistants' Kaleidoscope 9:00-12:00 <i>Includes breakfast</i>	30.00	40.00	_____
Oklahoma Twister: Drugs of Interest in Dentistry 9:00-12:00	FREE	FREE	_____
Oklahoma Twister: Topics of Interest to the Dental Hygienist 9:00-12:00	FREE	FREE	_____
Care and Maintenance of Dental Implants (Rossein) 9:00-12:00	FREE	FREE	_____

Saturday, April 28 (continued)

	On/Before 4-13-07	On/After 4-14-07	Amount Due
CPR Course: Basic Life Support for Healthcare Providers Limited to 30 Attendees 9:00-12:00	67.00	77.00	_____
Adhesive Dentistry for the New Millennium (Kanca) 9:00-12:00 & 2:00-5:00	FREE	FREE	_____
Betting on Complete Removable Prosthetics as Your Retirement (Massad) 9:00-12:00 & 2:00-5:00	FREE	FREE	_____
Creating Practice Success with Porcelain Bonded Restorations - AM Session (Sheets & Paquette) Limited to 25 attendees 9:00-12:00	125.00	135.00	_____
Creating Practice Success with Porcelain Bonded Restorations - PM Session (Sheets & Paquette) Limited to 25 attendees 2:00-5:00	125.00	135.00	_____
Patient & Personal Stress Assessment and Management (Rossein) 2:00-5:00	FREE	FREE	_____
Oklahoma Twister: Geriatric Dentistry 2:00-5:00	FREE	FREE	_____
CPR Course: Basic Life Support for Healthcare Providers Limited to 30 Attendees 2:00-5:00	67.00	77.00	_____
SPECIAL EVENT TICKETS			
ODA Alliance/ Spouse Luncheon 10:30-2:30	50.00	55.00	_____
Centennial Gala/ President's Dinner 6:00 pm	65.00	75.00	_____

REGISTRATION FEE + TICKETS = TOTAL AMOUNT DUE \$ _____

V: PAYMENT INFORMATION

REGISTER ONLINE AT www.okda.org -or- mail completed form with payment to: Oklahoma Dental Association, P.O. Box 52606, Tulsa, Oklahoma, 74152. Forms may also be faxed with completed credit card information to 918-712-8921.

REGISTRATION TOTAL: \$ _____

VISA MasterCard Discover
 Card Number: _____
 Expiration Date: _____
 PRINT name as it appears on card: _____
 Signature: _____

ODA Office Use Only	
Date Received:	Method: ___ CK ___ VI ___ MC ___ DIS
Date Charged:	CK #: _____ Total Fees: _____
Name on CC or CK if different from reg: _____	

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Woodward, OK — Well-established family, esthetic, sedation, implant practice. Professional free-standing building. 8 ops/2,700 sq. ft. Digital X-ray; IO cameras; Soft tissue laser. Progressive hygiene dept. Two partners interested in mentoring associate for eventual partnership.

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Photo taken north of Piedmont, Oklahoma

The Heat is On! A Board Exam Remembered



Not sure how far back meteorological records go in Oklahoma, but a little research would have to show that the summer of 1973 was the hottest one since dustbowl days. And so it came to pass on a Thursday, in early June, that 27 newly-minted dentists began the time-honored sojourn of taking the Oklahoma State Dental Board exam. Normally not a particularly unpleasant,

if somewhat anxiety-producing, process, however this one would go down in recorded annals as literally the Board Exam from Hell!

The first clue that things might not go well was our arrival at the still-under-construction nursing building on the OU Health Sciences campus. Since the dental school building was only a concrete slab with a few steel girders in place, our exam would be in the basement where the hygiene school was to open that fall. Inside, were dental cubicles with brand new equipment, some with the dealer tags still hanging off the handpieces. Our excitement in getting to work with new equipment, especially us Baylor grads who had been laboring for the past four years with 1950's Trident units on the third floor in Dallas, soon gave way to the realization that the air-conditioning had yet to be hooked up and it was at least 102 degrees in the windowless room. The stack of Kentucky Fried Chicken buckets in the corner initially led us to believe that, at least lunch would be served until we were told that, in addition to the inoperative A/C, the plumbing wasn't completed yet either, and the buckets were to be our makeshift cuspidors.

The overall mood was not good and deteriorated further as our patients began arriving, immediately assessed the situation, and headed back out the door unless tackled by one of us unlicensed dentists. Bribery was usually effective, with the going rate varying from cash payments to unspecified rewards. Most of them stayed...mine didn't, so the phone calls began. As with most dental students, the entire immediate family's mouths contained a good deal of their operative and crown and bridge requirements, and mine were no exception. Anita, to this day, sports several beautiful eight-hour gold foil occlusals on lower bicuspid that probably weren't really clinically needed, but desperate times had called for desperate measures.

Finally, the receptionist at my Dad's office was recruited as my operative patient, a lady who has since gone on to her heavenly reward ("...oh, you were a state dental board patient? Well, come right on in then, no need to stand in line!") A couple of class II amalgams done with minimal anesthesia due to fears of heat stroke of both operator, and patient and I were on to the next phase of the exam. In an adjacent lab, several articulators with different wax setups were lined up to be classified for

various anomalies and occlusions. What would normally be a slam-dunk to identify class I, II, and III malocclusions, turned into a CSI Miami-style investigation as the heat had softened the wax enough to allow the teeth to drift into strange Frankenstein types of arrangements. After several inquiries to the examiners as to how the denture setups were to be scored, the entire enterprise was scrapped and we moved on to the jurisprudence section. By now the heat was adversely affecting everyone so the examiners lined us up and asked that if we all agreed to please not break any provisions of the State Dental Practice Act, then we could go home. Thankfully everyone answered in the affirmative and we fled the stifling building before any more casualties were recorded. It is my understanding that after this particular exam, the board member from Minnesota recommended to the Central Regional Board that all future exams be held anywhere but Oklahoma in the summertime.

Dr. Weibel, past *Journal* editor, practices in Muskogee where he has written descriptive stories from the Buccal Pit Study Club that have entertained *Journal* readers for years. Recently, the ODA *Journal* sat down with Dr. Weibel to get his take on dentistry:

ODA: Biggest change in dentistry in your career?

DW: Although the materials that we get to use now are light-years ahead of some of the stuff we had in 1973 (remember "Adaptic"?), I think the change that has had the biggest effect on the dental practice has to be the computer, both in the front office, and in the operatories. The digitalization of dentistry is well underway and will continue to change and improve how we care for our patients in ways we can only begin to imagine.

ODA: Advice to new grads?

DW: With all the hassles and anxieties of starting out, it will be real easy to miss a fact that will become quite clear later on: the practice of dentistry is unique in that it is one of the last professions where you can truly be your own boss...a rare privilege in today's economy. So when those crowns don't seat properly or the three-year-old is squirming around, remember you're getting to do something that most people never get to do...run your own show.

ODA: What do you enjoy the most about dentistry?

DW: Getting to see the children of those patients that I saw as they were growing up. I never thought I would get to do that and it is a real treat when it happens. Plus, just the sense of accomplishment at the end of each day that comes from getting to do what we do.

ODA: What would you do if you weren't a dentist?

DW: No contest...airline pilot! And you get to retire when you're 60! But, I'll have to be content with getting to be the captain in my 182 and imagining that it is Flight 1783 from Heathrow to DFW on short final to 35L!

THE FATHER OF DENTISTRY TO USHER IN ODA CENTENNIAL

To commemorate the Oklahoma Dental Association's Centennial in 2007, Dr. Gary Gardner, ODA Past President, 1976-1977, has created an original, life-size sculpture, "Father of Dentistry", of Pierre Fauchard, the French dentist and founder of modern dentistry.

During the 2005 ODA Annual Meeting, several ODA Past Presidents were discussing the completion of the new ODA Building and the upcoming Centennial celebration – two extraordinary events in recent ODA history. Knowing it was an exceptional time for Oklahoma dentistry, they were trying to identify the perfect way to memorialize the two events. From this brief brainstorming session came the Pierre Fauchard Statue Project.

With the gracious donation of his time and tremendous talent, our own Dr. Gary Gardner, the commissioned artist of several well-known pieces around our fine state, has sculpted a beautiful statue of Pierre Fauchard. His "Father of Dentistry" will be placed at the entrance of the ODA Building and will serve to greet ODA

members and visitors for years and years to come. This gorgeous, life-size figure will commemorate the Centennial Celebration of the Oklahoma Dental Association and will be dedicated during the 2007 ODA Annual Meeting.



Dr. Gardner, who donated his entire artist fee to the project, considers this a true labor of love. He welcomed this project as a way to give back to the place that has provided him so much over the years. He and his wife, Judie, have spent many, many volunteer hours with the ODA, and Dr. Gardner established many of his dearest and longest-tenured friendships through the Association.

As part of the celebration, seventy-five numbered, bronze miniatures have been fashioned. You can have your own piece of ODA history and support your

state professional organization by purchasing one of these beautiful replicas for your office or home. There has been no outlay of expense to the ODA. All proceeds will directly benefit the ODA Building Fund by helping to retire the mortgage on the new ODA building.

\$1,400 per statue Order your Pierre Fauchard statue today!

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Number of Statues: _____ Email: _____

Phone Number: _____ Fax Number: _____

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Or fax to: 405-848-8875

FEATURES



In the spirit of celebrating our 100th birthday, the *ODA Journal* has been featuring articles, trivia and advertisements from past Journals. Join us now as we rewind to the Fall 1988 issue of the Oklahoma Dental Association's *Journal*.

Features



OKLAHOMA DENTAL ASSOCIATION

From The Editor

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MEMBER PUBLICATION
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How Far Is Too Far?

Health insurance plans have had an enormous impact on the medical and dental professions. On the plus side, they have done a great deal in educating the public that sickness and dental care must be preplanned to avoid disastrous family crises.

Because the insurance plans are negotiable as to coverage, the great majority of policy holders choose the least expensive.

Guess who holds the sack? The providers, (whether it be physician, dentist or hospital), as we are called, draw the wrath of those who assert that first class care is an inalienable right and what they have paid for.

There is no doubt that this is meaty political bone. Unless health care providers, you and I, step up public information programs, we are going to be trampled over by the financial and political pressure of outside interests. I am including certain government agencies.

Health care is sophisticated, expensive and personal. Treatment plans cannot always be put in one bean pot. Neither can hospitals, physicians or dentists. Some provide better treatment than others. Patients must be informed before treatment that costs do not necessarily conform to those arbitrarily adopted on their insurance policies.

To paraphrase a line from the musical *Oklahoma*, "We've gone about as far as we can go!"

If patients elect to stay within the bounds of their insurance coverage, many times we have no alternative but to provide second or third class treatment. You can be sure that the insurance premiums will continue to spiral upward, regardless.

CHURCH & DWIGHT, MAKERS OF ARM & HAMMER BAKING SODA are marketing a new toothpaste and powder with the same ingredient. They hope that people will be attracted to oral hygiene rather than taste, and Peak, which contains some baking soda and made by Colgate, already has a popular following in the Southeast. Could baking soda toothpaste advertising be compared to Adidas cologne . . . "eau de sweat sock" with a logo of "Rid the odor in your refrigerator and teeth?" (The toothpaste market is \$1.3 billion annually.)

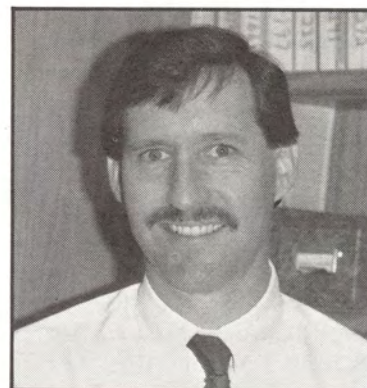
TARTAR ISN'T SEXY, BUT NEITHER IS PLAQUE; if your date book is filled with no-shows, try good nutrition, flossing and a clean rack. Toothpaste Ad # 50000630001.

A NEW EMERGING FOLKLORE IS CALLED XEROX FOLKTALES, and may be found on the walls in governmental offices, company mail rooms, and even in dental and medical laboratories. Examples: What is the definition of gross ignorance? . . . 144 freshman dental students. A hoola hoop is a teething ring for Gargantu's first born. A medical student lost his elevator operator's license because he couldn't learn the route.

New Officers Tulsa Metropolitan Association of General Dentists

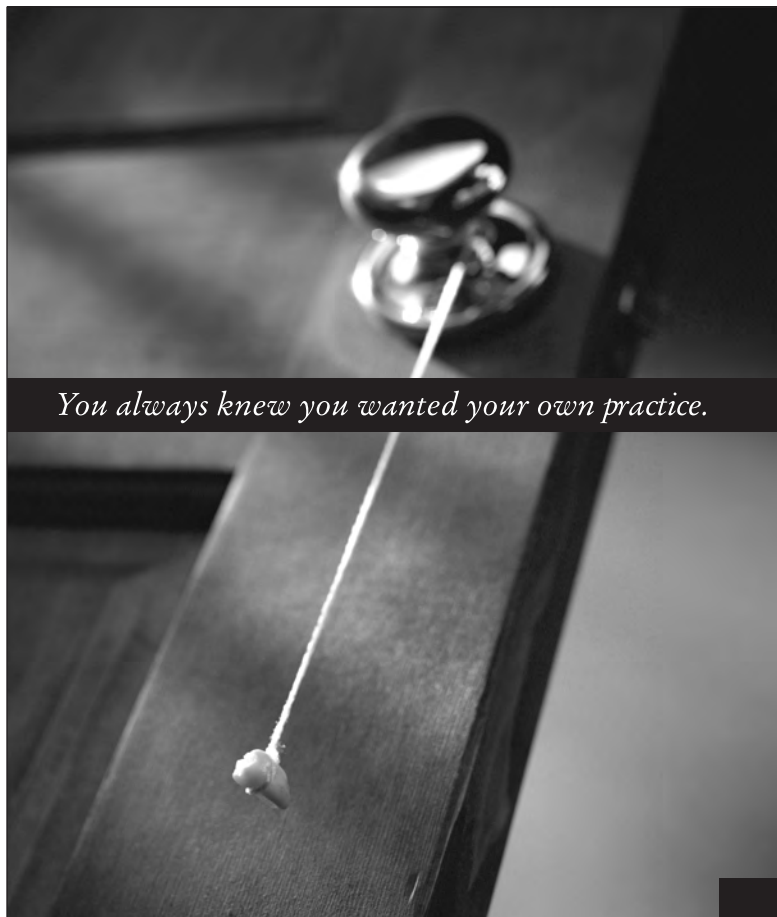


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MISS AMERICA TO HELP CELEBRATE ODA'S BIRTHDAY!

Oklahoma's own, newly-crowned Miss America, Lauren Nelson, a 20 year-old from Lawton, will be among ODA's special guests during the ODA Centennial Annual Meeting scheduled for April 26-29 in downtown Oklahoma City! Both the state of Oklahoma and the Oklahoma Dental Association are celebrating an important milestone in 2007 – our 100th birthday – and we are incredibly honored to have Miss America with us to share in the celebration!

Miss America will be performing at the Opening Session, scheduled for Friday, April 27, 11:00 a.m., in the Cox Convention Center, Ballroom C. Immediately following the Opening Session, Miss America will help ODA celebrate our birthday by helping “serve”



an ODA-sized birthday cake to all meeting attendees during lunch in the Exhibit Hall! Miss America will be available for autographs and photos during lunch.

Miss America is an undergraduate student at the University of Central Oklahoma and is a graduate of Lawton McArthur High School. Miss Nelson is the National Goodwill Ambassador for the Children's Miracle Network and her personal platform issue is Be NetSmart...Protecting Kids Online. Her scholastic ambition is to obtain a Master's Degree in Musical Theatre and she aspires to represent Oklahoma again, performing on Broadway one day.

Come meet Miss America, Lauren Nelson, at the ODA Centennial Annual Meeting on April 27, 2007!

Features

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For information on ODA sponsorship opportunities, please contact Lynn Means at (405) 848-8873 or (800) 876-8890; or email lmeans@okda.org.



Workers Compensation: A Business Necessity

By: Guy Strunk

Generally, when we talk about workers compensation, we discuss the headaches and cost. The confusing world of workers compensation insurance was created to protect the employers and employees against workplace injuries. Simply put, workers compensation is workplace insurance for the cost of workplace injuries and compensation to the employee while unable to work.

Do you need workers compensation insurance? Most likely the answer is YES. Oklahoma Law requires all employers to carry workers compensation unless Oklahoma Title 85 – Workers Compensation Law says differently. In most dental practices, there are dental assistants, clerical staff, hygienists, employee dentists and so on, ruling out any possibility to forego purchasing workers compensation insurance. In fact, the Oklahoma Department of Labor audits employers and can fine un-insured employers up to \$10,000 for not carrying workers compensation insurance. Maintaining workers compensation protects the employer by keeping workplace injuries in workers compensation court and out of civil court where judgments could put an employer out of business.

Should the employer be included in the workers compensation? With this question, there are other questions. Does the employer carry adequate disability and health insurance? Or can the employer afford the costs associated if they were to sustain a workplace injury? If the answer is NO to these questions, then the answer is YES to the first, the employer should be included.

Who can be excluded from coverage? The answer is generally simple, but in terms of a dental practice, the question becomes complex. In Oklahoma, only a dentist can own a dental practice. Therefore, only dentist(s) can be excluded from dental office workers compensation coverage in Oklahoma. However, the dentist(s) must be an officer and own at least 10% of the practice to be excluded.

How does it work? This question is best answered in two parts. First, being how is the premium calculated and second what happens if there is a claim.

1. Workers compensation, like any other insurance, is based on the law of large numbers. The collective group of participants contributes premiums to pay the losses of a few. Rates are figured by each class code. Class code rates are calculated by the loss ratio and the frequency and severity of claims that continually occur in that particular class code. The rate and payroll are used to develop a premium.
2. When a claim is reported it must be reported by a representative of the employer who has the authority to report claims. After the claim is reported and the necessary papers are completed, the company will begin the process of adjusting the claim. Each process depends on the type of claim; workplace injury and compensation.

The Oklahoma Dental Association endorsed Workers Compensation Plan was formed in 1993 with the idea to develop affordable insurance and simplify the process. Over the past 13 years, the plan has grown into a rare example of a state bureaucracy and private industry working together for the betterment of the employee(s) and employer(s). Affordable insurance was developed by limiting the costs associated with workers compensation insurance. Simplifying the process is common sense.

Benefits associated with the ODA endorsed Workers Compensation Plan are:

- Each member does not pay an expense constant. (\$140-200 depending on the company)
- Each year the ODA WC Plan premium is based on the overall success of the previous loss experience. For 11 of the 13 years the premiums have resulted in discounts well below the industry average.

- The ODA WC Plan members do not pay a terrorism premium.
 - > three-page enrollment forms simplify enrollment and re-enrollment.
 - > Random audits make less year-end preparation and keep the plan in check.

How do we keep the plan successful? The following data is from 1995 to 2005:

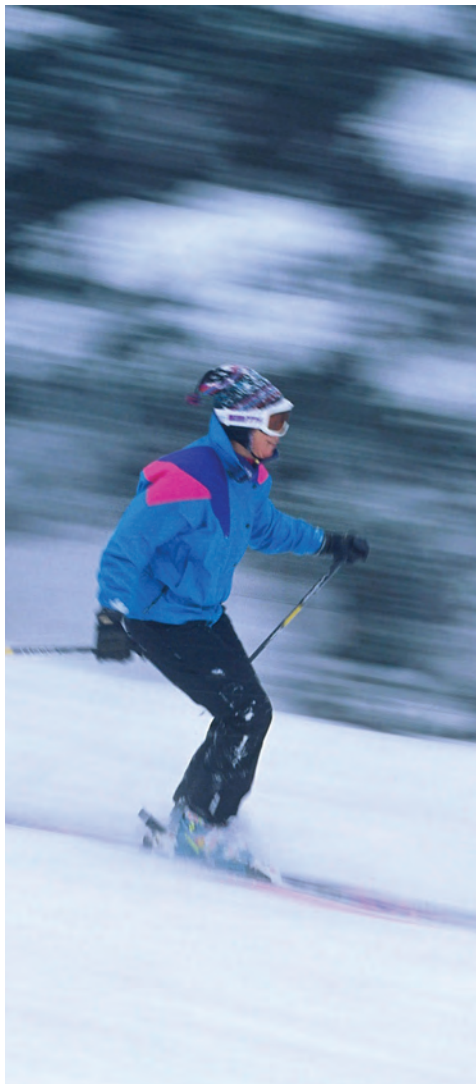
Types of Loss	Number of losses
Laceration; usually fingers	106
Strains; back and neck	102
Needle sticks; usually fingers	69
Repetitive motion; usually hand and wrist	64
All other	80

Risk management is always difficult when we talk about workers compensation. Accidents do happen and for that reason alone, we should keep our insurance current. Our average workers compensation claim is \$11,570. A needle stick alone will initially cost \$1,500, repetitive motion is close to \$50,000 per hand and the most severe accidents have proven vehicular with settlement costs from \$57,000 to \$200,000. So, how do we keep the plan successful? First we need to identify the types of losses and set up controls to minimize these losses.

Most often, when we discuss risk management, the answer is common sense. Let's look at some common sense answers:

1. Educate our people on the proper techniques of handling instruments, lifting heavy items, and hand, wrist, neck and back exercises.
2. Invest in the proper ergonomic equipment, like chairs and handpieces.
3. And most important, but very difficult to control, take the time required for safety. In today's practice environment, it's easy to get wrapped up in the accelerated pace. Taking the extra time will not only lessen the risk of a workplace injury, but will also display thoughtfulness and care to patients.

For more information on the ODA's endorsed Workers Compensation Plan, or other insurance-related information, please contact Guy Strunk, at (405) 751-8356 ; or by email at guy@strunkinsurance.com.



ODA CO-SPONSORS SKI 'N LEARN SEMINAR

The Oklahoma Dental Association and the Alabama Dental Association (ALDA) join ten other states in hosting a Ski 'n Learn Seminar at Big Sky Resort in Big Sky, Montana, March 17-24, 2007. Other state dental associations co-sponsoring the trip include Colorado, Indiana, Kentucky, Maryland, Missouri, Montana, South Dakota, Tennessee, Virginia and West Virginia.

March 17-24, 2007 Big Sky Resort Big Sky, Montana

CONTINUING EDUCATION

The Ski 'n Learn Seminar offers 16 hours of continuing education held Monday, March 19 through Thursday, March 22. A morning session will be held from 7:30-9:30 a.m., with an afternoon session from 4:30-6:30 p.m. A full breakfast will be served to seminar attendees at the morning sessions and snacks and beverages are offered during the afternoon sessions.

Call 800.489.2532 for registration information.
Visit www.okda.org for more information.



THE ODA DIGITAL DENTAL OFFICE

- COME TAKE A TOUR!

The Digital Dental Office will be open again during the 2007 Centennial Annual Meeting. The Digital Dental Office is a project born of necessity to effect a transition from the traditional way of doing things dental to expediting those same processes electronically. It will be simple, uncluttered and focused on the transition process. If we want to be on par with the rest of the country, we need to begin implementing change from within our practices. Change, and our willingness to adapt, is what will ensure our survival.

This project was designed and will be implemented and executed by Oklahoma dentists for Oklahoma dentists. Benefits of "touring" the Digital Dental Office include:

- One CE credit for those that complete one of the scheduled "tours";
- a demonstration of the use of digitized information (claim forms, photos, radiographs and other supporting clinical data) to synthesize and transmit electronic claims;
- a demonstration of how to go "paperless" in your office (even front office); and
- a demonstration of the use of e-mail and the internet as an effective communication tool.

To receive CE credit, you must attend one of the following scheduled "tours":

Friday, April 27, 2007

- 10:00 – 11:00 a.m.
- 12:30 – 1:30 p.m.
- 2:30 – 3:30 p.m.
- 3:30 - 4:30 p.m

Saturday, April 28, 2007

- 9:30 – 10:30 a.m.
- 10:30 – 11:30 a.m.
- 12:30 – 1:30 p.m.

The Digital Dental Office will be located in the ODA Exhibit Hall in the Cox Convention Center, Friday, April 27, 2007, 9:00 a.m. – 5:00 p.m., and Saturday, April 28, 9:00 a.m. – 2:00 p.m.

Basic		Office Management		Reception and Evaluation		Clinical		Operatory						
Internet (ADA and other dental websites), practice websites, and e-mails		E-claims, patient information, front office procedures, and patient education		Video presentation, evaluation forms, and hands-on demonstrations		Compiling information for patients' digital file, radiographs, and image guided procedures		Learning to utilize clinical programs in the operatories depicting the office of the future						
101	102	103	104	105	106	107	DDO	108	109	110	111	112	113	114

2007 ODA Eat & Learn Breakfast

The ODA Eat & Learn Breakfast is an opportunity to enjoy breakfast while learning about advancements in the dental arts, office management, and technology in a casual, round table setting. This year's Eat & Learn Breakfast will afford attendees 1.5 CE credits and will feature the following presentations:

- ◆ **The Use of Antibiotics & Steroids to Control Infection, Swelling & Pain** – Dr. Ray Beddoe
- ◆ **New Appliances & Techniques in Orthodontics** – Dr. David Birdwell & Dr. Geoffrey Sparks
- ◆ **Be Today's Superman - The Power of X-Ray Vision** – Dr. Lars Bouma
- ◆ **The Importance of Data Backup and Why You Should Have a Data Retrieval Plan in Place** – Mr. Matthew Brady
- ◆ **Pulp Therapy for Primary Molars** – Dr. Andrew Guthrie
- ◆ **3-D Imaging in Everyday Practice** – Dr. Robin Henderson
- ◆ **Risk Management in the Dental Office** – Mr. Scott Johnson
- ◆ **Bisphosphonate-Induced Osseous Necrosis** – Dr. Tracy McIntire
- ◆ **Guide Stents and Planning for Implants...A Surgeon's Perspective** – Dr. Vincent Montgomery
- ◆ **Endodontics...Going Vertical** – Dr. James Roane
- ◆ **The Application of Mini-Screws for Orthodontic Purposes** – Dr. Tim Shannon
- ◆ **Aspects of a Digital Office** – Dr. Jackson Sullivan

The ODA Eat & Learn Breakfast is scheduled for Saturday, April 28, 7:30 – 9:00 a.m.
Register for the ODA Eat & Learn Breakfast and other Annual Meeting CE at www.okda.org!

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Avoid Office Supply Scams!

Has your business ever been targeted by an office supply scam? Could it? Office supply fraud costs its victims – large and small businesses, as well as schools, government agencies, and nonprofit institutions – an estimated \$200 million per year. These scams generally involve the deceptive sale of products that businesses purchase on a regular basis – like printer paper, copy toner, light bulbs or cleaning materials.

Some fraudulent telemarketers may lie to get your company to pay for items it never ordered, or to pay more than it agreed to – often five to ten times what the product or service is worth. Some callers pretend to be your company's regular supplier or offer a "special deal" that they claim is "good for a limited time only."

If you receive supplies or bills for services you didn't order, you don't have to pay, and you don't have to return the unordered merchandise. You may treat unordered merchandise as a gift.

The Federal Trade Commission offers these tips on how to protect your practice from office supply scams:

Know your rights. If you receive supplies or bills for services you didn't order, don't pay, and don't return the unordered merchandise. You may treat unordered merchandise as a gift. By law, it's illegal for a seller to send you bills or dunning notices for unordered merchandise, or ask you to pay for shipping. Further, if the seller sends you items that differ from your order in brand name, type, quantity, size, or quality – without your prior express agreement – you may treat the substitutions as unordered merchandise. Unordered services are treated the same way.

Assign designated buyers and document your purchases. For each order, the designated employee should issue a purchase order – electronic or written – to the supplier

with an authorized signature and purchase order number. The order form should instruct the supplier to note the purchase order number on the invoice and bill of lading. The buyer should send a copy of every purchase order to your accounts payable department. Keep blank order forms secure.

Check your documentation before paying bills. When merchandise arrives, the receiving employee should verify that it matches the shipper's bill of lading – paying special attention to brands and quantity – and your purchase order. Refuse merchandise that doesn't. If everything's in order, the employee should send a copy of the bill of lading to your accounts payable department. Bills for services should be reconciled the same way. A supplier should not be paid unless the invoice has the correct purchase order number and the information on the invoice, the purchase order and the bill of lading match.

Train your staff. Train everyone in how to respond to telemarketers. Advise employees who are not authorized to order supplies and services to say, "I'm not authorized to place orders. If you want to sell us something, you must speak to _____ and get a purchase order." Buy only from people you know and trust. Authorized employees should be skeptical of "cold" or unsolicited calls and feel comfortable saying "no" to high pressure sales tactics. Legitimate companies don't pressure you to make a snap decision. Finally, consider asking new suppliers to send a catalog first.

Check out this website for more information on how to spot, stop and avoid office supply scams:
Visit Project BOSS' website at:
www.ftc.gov/bcp/conline/edcams/supplies/.



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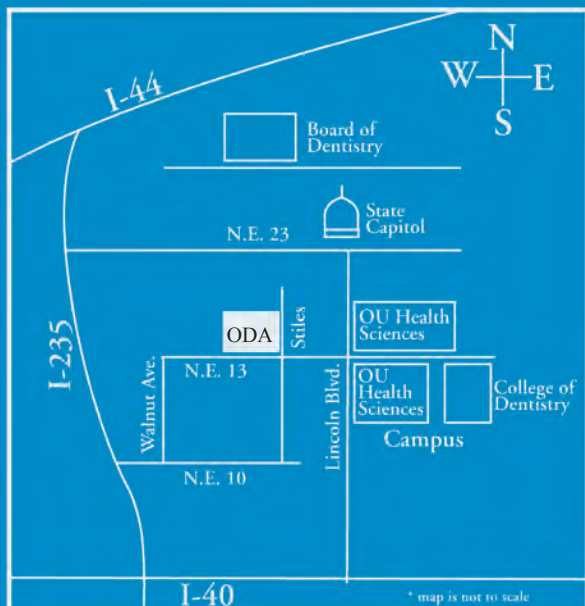
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