

ODDA JOURNAL

VOLUME 98/ISSUE 3 NOVEMBER 2006

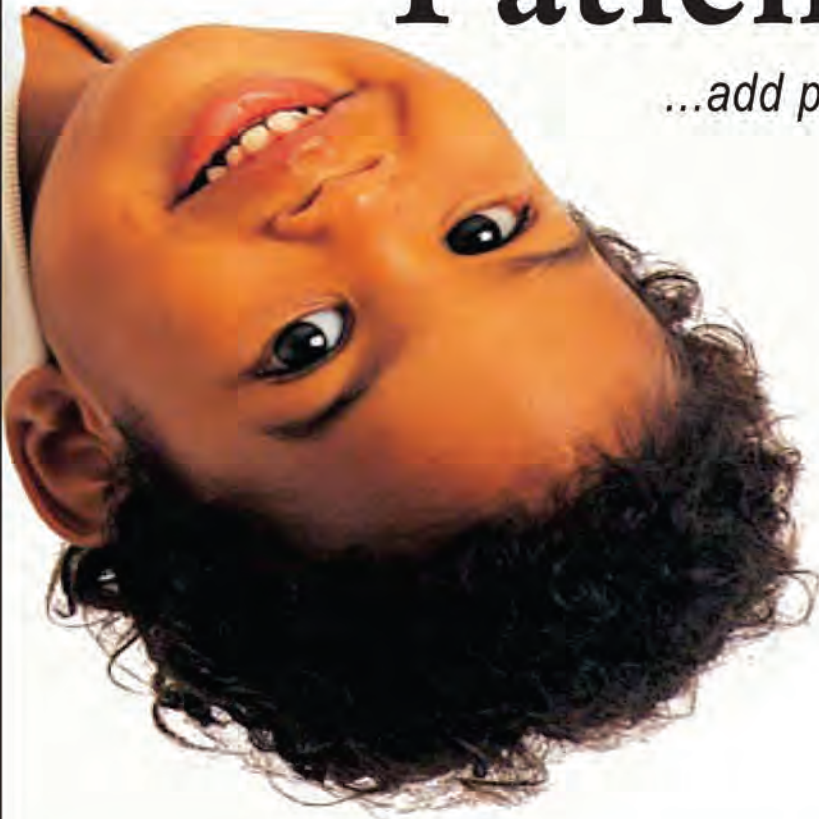
The logo for 'give kids a smile!' features two stylized faces. The left face is white with blue hair and a red background. The right face is red with white hair and a blue background. Below the logo, the text 'give kids a smile!' is written in blue, with 'smile!' in a larger font. Below that, 'National Children's Dental Access Day' is written in red.

give kids a
smile![®]
National Children's
Dental Access Day



Patient Direct™

...add patients without adding cost!



1.5 Million Oklahomans have no access to employer-sponsored benefits!

At Delta Dental of Oklahoma, we're working to stem this trend with **Patient Direct™** - our recently introduced discount referral program designed specifically for individuals and families.

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Delta Dental of Oklahoma would like to invite you to participate in our **Patient Direct™** network. Because 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™** 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. Nothing Less.

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INSIDE

SNAPSHOTS

February is National Children's Dental Health Month and on Friday, February 2, 2007, we'll celebrate Give Kids A Smile! Day. Drs. David Deason, Yukon, and Joe Maltsberger, Oologah, both very involved in these programs each year, have shared ideas on how they collaborate with their colleagues and many other volunteers in their hometowns to execute highly successful activities each year. Find all the great information on page 18, and visit the ODA website at www.okda.org/pages/about/cdhm.htm to download sample letters, forms and flyers from their programs. Happy planning!



GIVE KIDS A SMILE!

give kids a
smile!
National Children's
Dental Access Day

Even if you participate in GKAS! every year and do not need supplies or t-shirts, the ODA still wants to know about it! The ODA will send a press release to the

hometown newspaper of every participating dentist and will list the names of all participating members in a future issue of the ODA Journal. Please take pictures of the activities that day and send them to us! We will include a photo from your event on a special GKAS! display at the 2007 Annual Meeting! Thank you for participating in Give Kids A Smile!

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PRESIDENT'S MESSAGE

Pamela G. Low, DDS

The ODA Board of Trustees met on October 3rd to discuss two important issues that were facing our association. The first issue dealt with ODASCO, our for-profit subsidiary. Due to changes in tax regulations since the formation of ODASCO, there is no longer a direct financial benefit to the ODA to continue to have a for-profit subsidiary. Therefore, our BOT voted to dissolve our subsidiary by the end of this year. The mechanism for endorsements of companies offering services and products to our members will be decided at the next meeting of the BOT. Dr. Jerry Miller and his ODASCO Board have provided the ODA with many valuable services and financial benefits. The ODASCO Board of Directors is to be commended for their hard work and diligence. They have developed excellent operating procedures, contract templates, and guidelines for working with vendors. Directors of that Board have included Drs. Jerry Miller (chairman since the inception of the company), Jim Torchia, Raymond Cohlma, Phil Abshere, Keith Keeter, Al Keenan, Tamara Berg, Russell Danner, Lee Beasley, and Stephen Glenn. We would also like to thank our Executive Director, Dana Davis, and ODASCO's General Manager, Kay Mosley, for their work, and past officers of ODA who have served as stockholder representatives at ODASCO meetings.

The other issue affecting our association members was our ODA-endorsed health insurance. Drs. Steve Hogg and Brent Burchard co-chair our Insurance sub-committee, which constantly is looking for the best value for our members. The committee investigated our options and recommended that we switch our carrier to Aetna. The BOT approved and we will be moving to Aetna, a carrier who has a greater interest in health insurance, with more flexibility for our plans. The target date for changing carriers will be January 1, 2007. Alexander and Strunk will be sending more detailed information to you. We encourage you to evaluate your coverage if you are not already insured with the ODA plan.

The ADA House of Delegates completed its 147th session during the annual meeting, which was held in Las Vegas this year. There were issues discussed that will affect all of us in

the future. Mike Leavitt, Secretary for Health and Human Services, addressed the House. He spoke about changing the health care "sector" into a health care "system". Transparency is one of the buzzwords. As I understand it, it means making certain information available to patients so they can make informed decisions concerning their health care. Such information would include having available the number of times a doctor has done a procedure, the outcomes of those procedures, and the total cost. I am not quite sure how we will be evaluated on our dental procedures. It concerns me because I have done endo on teeth that have a hairline fracture. The patient does not want to extract the tooth, and would rather try to save the tooth for a few years than extract it immediately. If it fails in six years, will that count as a negative outcome in my rating as a dentist? Or will it be a success because many cancer studies cite five-year survivals? Will I need to recommend extracting teeth because I know a patient will not brush and floss the crown or bridge that is needed? I have seen good dentistry fail because of neglect (not brushing and flossing), bad habits (chewing ice, bruxing), conditions or medications causing dry mouths (Sjogrens), and drug abuse (meth mouth). Will the noncompliance of patients affect the treatment that is offered? Pay for Performance (P4P) is another term being used for evaluation and payment for medical/dental treatment. We must be aware of what the government and the insurance companies are trying to implement. More importantly, we as dentists need to influence the policies that are forced upon us. Your DENPAC and ADPAC dollars help us do just that. We dentists should be in control of our practices. Secretary Leavitt spoke about the four cornerstones of a value-based health care system. The first is an electronic connection (The national electronic health record is slated to become a reality in less than ten years). The second is independent assessment of the quality of the work. Quality standards will be developed. The third is understandable and comparable costs. The fourth is competition and positive incentives. I decided to search the Internet for Secretary Leavitt and found that you can read some of his speeches online - <http://www.hhs.gov/news/speech>. By the time you read this, his speech at our HOD may be listed. Again, if the government is going to decide these parameters, we must have a voice in the decision-making process. That is where organized dentistry comes into play. Regulations will affect the way you practice dentistry. We need a strong voice in Washington and with our individual legislatures. All dental offices in Connecticut that use amalgam are now required to give their patients a state brochure. A copy of that brochure can be seen at http://dep.state.ct.us/wst/mercury/fillings_brochure.pdf. I can't stress enough that we must pay attention to what is happening around us. Somewhat tongue-in-cheek, I stated at the ODA House of Delegates meeting when I became Vice-President that my theme for our Centennial year would be "Party with Pam". I think I need to revise that slogan to "Politik with Pam". As Monk's theme song says "It's a jungle out there."

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MEMBER PUBLICATION
 AMERICAN ASSOCIATION
 OF DENTAL EDITORS

calendar of events



NOVEMBER

NOV 1 – Local Arrangements Committee Meeting - 5:45 PM - ODA Building

NOV 3 – OCDS CE

NOV 3 – ODF Mobile Dental Care Program - Muskogee Headstart

NOV 4 – ODF Mobile Dental Care Program - Adair County Headstart

NOV 5 – TCDS Dental Family Day Festival - Home of Dr. Kent Shacklett

NOV 7 – TCDS CE Meeting - Renaissance Hotel

NOV 7 – GO VOTE!

NOV 8 – Children's Oral Health Coalition Meeting - 10:00 AM -12:00 PM

NOV 10 – Council on Membership Meeting- 10:00 AM -12:00 PM - ODA Building

NOV 10 – CORD Meeting - 12:00 PM -1:00 PM - ODA Building

NOV 10 – ODA Board of Trustees Meeting - 1:30 PM - 4:00 PM - ODA Building

NOV 16 – OCDS General Assembly Meeting - 5:30 PM - Homebuilders

NOV 17 – TCDS CE Meeting - Renaissance Hotel

NOV 17 – ODF Mobile Dental Care Program - Will Rogers Head Start

NOV 20 – Retired Dentists' Lunch and Bus Tour to the ODA - 11:30 AM - ODA Building

NOV 23 – ODA Offices Closed

NOV 24 – ODA Offices Closed



DECEMBER

DEC 4-9 – ODF Mobile Dental Care Program - Panhandle

DEC 7 – TCDS Holiday Casino Party - Renaissance Hotel

DEC 18 – Retired Dentists' Lunch -11:30 AM - ODA Building

DEC 25 – ODA Offices Closed

DEC 26 – ODA Offices Closed

IN MEMORIAM

Dr. Floyd W. Trindle
 1922 - 2006
Kingfisher, Oklahoma

Dr. William D. Haithcock, Jr.
 1921 - 2006
Oklahoma City, Oklahoma

THE ODA AND OKLAHOMA SHARE MILESTONE

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. The first dental office was opened in Oklahoma by Dr. J.E. Wright in 1885, in Savanna, Choctaw Nation, seven miles south of what we now know as McAlester. The Oklahoma Territorial Dental Association was formed in 1891, and the Indian Territory Association was organized in 1903. With the advent of statehood, one, inclusive association was in order, and during a joint session of the two associations held June 17 – 19, 1907, the current Oklahoma state Dental Association was born.

Oklahoma celebrates its 100th anniversary of statehood on November 16, 2007, and all across the 46th state, communities and organizations are getting ready. Many are creating monuments, fountains, parks or cultural facilities that reflect local or state history, while others are restoring historical sites and structures. Most are planning special commemorations or are 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. For a complete list of all the events planned across the state, visit <http://208.100.12.16/FILES/2006.pdf>. 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 these events. To reserve these signs for use during your community's event, please contact Lynn Means via email at lmeans@okda.org.

OKLAHOMA AND THE OKLAHOMA DENTAL ASSOCIATION



CELEBRATING 100 YEARS OF EXCELLENCE

ODA signs for use during your hometown's Centennial event Contact Lynn Means at the ODA to reserve

THANKSGIVING DINNER WITH THE ODA

ALL RETIRED DENTISTS INVITED!

Retired Dentists' Lunch &
Bus Tour to ODA

Monday, November 20
11:30 am – 1:30 pm

A shuttle bus will leave from the
offices of Drs. Pam and Karey Low,
2538 E. 21st Street, Tulsa

Depart for the ODA Building –
9:30 am

Return to Tulsa – approx 3:00 pm

For more information or to reserve
your seat on the bus,

please call 405-848-8873 or email
nsmith@okda.org

FINANCIAL SERVICES



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are an ODA member will immedi-
ately begin access to this expertise

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subsidiary of
the ODA.

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AND
VENDORS**

DENTIST DAY AT THE CAPITOL - FEBRUARY 7TH -

MARK YOUR CALENDARS!

9:00 – 11:30 a.m.

Alliance members meet at the ODA building to receive legislative gift kits and disbursement instructions. Transportation to the Capitol will be available that day and is sponsored by DENPAC.

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 and Alliance members meet with legislators. Schedule an appointment with your legislator to meet during this time. Park at the ODA building and ride the shuttle bus 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! Sixty legislators attended the 2006 Dentist Day at the Capitol reception and many 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 district during the Legislative Reception, (\$10/person)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Contact your Legislator to make an appointment:

House of Representatives 405-521-2711 or 800-522-8502
Senate 405-521-5692

Find your legislators online at www.okda.org!

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

*Co-sponsored by the Oklahoma Academy of General Dentistry,
Oklahoma County Dental Society and the Tulsa County Dental Society.*



oklahoma dental
association

annual meeting
centennial celebration

april 26 - 29

DON'T MISS IT!



ODA Well Represented in Vegas



The Annual Session of the American Dental Association was held recently in Las Vegas, Nevada. Total registration for the meeting was 40,355, of whom 12,440 were dentists. The ODA was well represented by our Delegation, OUCOD Dean, Stephen K. Young, and ODA Executive Director, Dana Davis, also attended, along with many other ODA member dentists and office staff.

The ADA House of Delegates considered over 100 resolutions and reports, representing a daunting 1,100+ pages of reading and addressing the following areas: budget, business and administration, communications and member services, dental benefits, practice issues, science and health, dental education

and legal and legislative matters. Oklahoma is a member of the ADA 12th District that also includes Kansas, Louisiana and Arkansas.

In addition to the House of Delegates meeting, attendees enjoyed the largest dental exhibition in the country, with more than 700 exhibiting companies showcasing thousands of products and services. The ADA meeting also offered more than 300 scientific sessions over four days, including lectures, hands-on workshops, and special conferences.

The 148th ADA Annual Session will be held in San Francisco, California, September 27 – October 2, 2007.

ODA DELEGATION

Delegates

- Raymond A. Cohlmiia
- Steven W. Hogg
- Pamela G. Low
- Jerome B. Miller
- James S. Torchia

Alternate Delegates

- Philip M. Abshere
- Allen C. Keenan
- D. Keith Keeter
- Krista M. Jones
- W. Scott Waugh

Delegation Secretary

- Jandra Mayer-Ward



Dr. Robert Brandjord, ADA President, presents Dr. Raymond Cohlmiia with the Outstanding Dentist Award from the International College of Dentists. This award is given to a Fellow in the College that exhibits strong leadership in organized dentistry and has worked hard to create relations of dentists across the state, nation, and world that share common, exemplary, moral and ethical standards for the profession of dentistry.



The ODA was well represented at the recent ADA meeting in Las Vegas



Alternate Delegates Keith Keeter, Krista Jones and Allen Keenan



The ODA's Delegation to the ADA during a caucus meeting



Delegates Pam Low and Jim Torchia



ODA Leaders Pam Low and Krista Jones

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



Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
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 Email Address: _____

MEN'S	Quantity	Price	WOMEN'S	Quantity	Price
S	_____	\$30	S	_____	\$30
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: _____		

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Make check payable to: Oklahoma Dental Association -OR-

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PRINT name as it appears on card: _____

Signature: _____

- I will collect my shirt at the ODA Partner's Booth during the 2007 ODA Annual Meeting. (Orders must be received prior to February 20, 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

"FATHER OF DENTISTRY" ALMOST COMPLETE



Dr. Gary Gardner puts the finishing touches on his "Father of Dentistry". Now ready, the statue will be sent to the foundry to be cast in bronze and will soon be delivered to the ODA Building.

commissioned a life-size sculpture of Pierre Fauchard. Pierre Fauchard, 1678 – 1791, the French physician who is universally credited as the "father of modern dentistry", will be placed at the entrance of the ODA Building and will be there to greet ODA members and visitors for many years to come. The "Father of

The ODA is celebrating an important milestone in 2007 – 100 years of representing the interests of the members of the dental profession in Oklahoma and the patients which they serve, and 100 years of advancing the art and science of dentistry in Oklahoma.

To commemorate our Centennial, the ODA has

"Dentistry" will be dedicated during a special ceremony scheduled during the ODA Annual Meeting, April 27, 2007.

As part of the ODA Centennial Celebration, seventy-five 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 building. For more information, please call Shelly Murphey at (405) 848-8873 or (800) 876-8890; or email smurphey@okda.org.



A closer look at the Father of Dentistry statue

5 WEEKEND Hands-on Courses

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DIRECTOR

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WEEKEND 1

SEPTEMBER 8-9, 2006

Veneers! Veneers! Veneers!

WEEKEND 2

OCTOBER 13-14, 2006

Anterior Crowns / Bridges

WEEKEND 3

NOVEMBER 10-11, 2006

Function / Treatment of
Facial Pain

WEEKEND 4

JANUARY 12-13, 2007

Treatment of Complex
Restorative Cases

WEEKEND 5

MARCH 16-17, 2007

Secrets of the low overhead,
highest quality, low volume,
\$1,000,000+++
Dental Practice



ODA ANNUAL AWARDS

Do you have a colleague that should be recognized as Dentist of the Year? Do you know someone who has gone above and beyond the call of duty with his/her charitable and community work? The ODA will be recognizing members during the 2007 Annual Meeting Opening Session for outstanding achievement in the following areas:

Dentist of the Year – the dentist selected as having made the greatest contribution to the advancement of dentistry in Oklahoma

Young Dentist of the Year – to recognize a new member who exhibits an active interest in organized dentistry and the image of the dental profession. Candidates for this nomination should be a member of organized dentistry for five years or less.

Thomas Jefferson Citizenship Award – a member dentist who has made significant contributions to community service and philanthropic works in the area of dentistry.

contd. on next page

Oklahoma Dental Association AWARDS NOMINATION FORM

NOMINEE INFORMATION (please print clearly or type)

Name: _____ Award Nomination for:
 _____ Dentist of the Year
 _____ Young Dentist of the Year
 _____ Thomas Jefferson (Citizenship)
 _____ Robert K. Wynne (Public Info)
 _____ Dan E. Brannin (Professionalism)
 _____ Richard T. Oliver (Legislative)

Current Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____ ODA Member Since: _____

Date of Birth: _____ Email: _____

NOMINATED BY

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Fax: _____

NATIONAL, STATE &/or LOCAL POSITIONS HELD

Organization/offices held: (please use additional pages as necessary)	Year
_____	_____
_____	_____
_____	_____

List all dental-related work experience in chronological order with dates: (please use additional pages as necessary)

Please attach letters of recommendation, references and other documentation as necessary.

Submitted by: _____ Signature: _____

DEADLINE FOR NOMINATIONS IS JANUARY 15, 2007

Please use a separate form for each award nomination. Photo copies of this original form will be accepted. A letter of nomination must accompany each nomination describing the nominee's accomplishments and other contributions.

Submit to: Oklahoma Dental Association, Attention: Member Awards, 317 NE 13th Street, Oklahoma City, OK 73104

Nominate someone TODAY!

OWN YOUR IDEAL PRACTICE

Successful, established practices want new dentists to join them and become owners over time.

Associate/Partner Wanted:

Tulsa OK — Well-established private pediatric practice in stand alone building. Fully computerized chairside stations, digital, open bay concept. 3000 sq. ft., 3800 charts, 7 ops plumbed, 2 unplumbed. Good transition plan for associate looking for equity position and eventual ownership.

Woodward, OK — Well-established family, esthetic, sedation, implant practice. Professional free-standing building. 8 ops/2,700 sq. ft. Digital X-ray; 10 cameras; Soft tissue laser. Progressive hygiene dept. Two partners interested in mentoring associate for eventual partnership.

For more information, visit

www.TransDent.com

or call Mercer's Associate Placement Service at **1.800.588.0098**.



Robert K. Wynne Public

Information Award – a member dentist who has worked to advance the knowledge of dentistry and dental health through public education and public relations efforts

Dan E. Brannin Professionalism Award – the dentist selected as having made significant contributions to the advancement of the principles and practice of ethics and professionalism in dentistry

Richard T. Oliver Legislative Award – for outstanding effort and leadership in the Oklahoma Legislative process on behalf of the Oklahoma Dental Association

Nominations are now being accepted for 2007 ODA awards.

Nominations will be accepted until January 15, 2007. Use the Oklahoma Dental Association Awards Nomination Form below to nominate an ODA member for an award. One form per individual nomination please. Nominations are only valid if the entire form is completed. Additionally, a letter of nomination describing the nominee's accomplishments for the award must accompany the nomination form. Nominations are not valid without this letter of nomination. Please fax completed nomination forms to the ODA at 405.848.8875; or mail to the Oklahoma Dental Association, 317 NE 13th Street, Oklahoma City, OK, 73104.



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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. Between now and next April, the *ODA Journal* will be running previews of the 2007 ODA scientific speakers, giving you an insight into the biographies of each speaker and what you can expect from their presentations at the 2007 meeting.

SALLY MCKENZIE, CMC

Ms. McKenzie is a Certified Management Consultant who has been involved with every aspect of the dental office for more than thirty years. She was a dental auxiliary and business office manager for several years prior to founding McKenzie Management in 1980. She is also the founder of the Center for Dental Career Development, which provides Advanced Education to Dental Professionals in La Jolla, California, and online. Sally has been an instructor of dental auxiliary utilization techniques with the Ohio State University College of Dentistry where she was an Adjunct Professor and is a Consultant to the Council on Dental Practice of the American Dental Association since 1991. She has lectured to dental societies, dental schools, study clubs, and state dental associations throughout the United States and Canada. Sally has also been a featured speaker for the nation's top dental meetings. Her informative articles are featured in every major dental publication and she is a Contributing Editor to *Dentistry Today* magazine. Sally is also the Editor of the McKenzie E-Management Newsletter, a weekly email newsletter providing management tips to the dental industry. McKenzie Management is a full service, in-office dental management company. Their clients include thousands of dental practices throughout the U.S.



Sally McKenzie, CMC



Sherrie Brown, RDH

“The Hidden Signals of System Erosion”

Six (6) Hours of CE Available!

Friday, April 27, 2007 8:00 am – 11:00 am and 2:00 pm – 5:00 pm

This seminar is designed for: Dentists, Assistants, Hygienists and Business Staff

LECTURE: The erosion of a practice is a silent process. Like decay, it quietly eats away at management systems until breakdown occurs...and often causes long-term negative effects. Typically, the environment that fosters such erosion is a “we’ve always done it this way” attitude. Although many practitioners and staff are resistant to change, it’s important to recognize that management systems used in the past are probably not right for use today. Sally brings to you techniques developed during 25 years of on-site consulting in practices throughout the U.S. Her analysis of dental practices has uncovered inefficiencies in management systems from scheduling to sterilization. Sally’s eye-opening statistics will help you establish a new way of looking at your practice and give you the yardsticks to measure the performance of you and your staff. You will benefit from Sally’s research of the mistakes and successes of your peers. Get the advantage of knowing what works and what doesn’t. Recognize the hidden signals, identify the causes and correct the breakdown of the top five management systems in dentistry:

Practice Collections – Accounts receivable is higher than 1 x monthly production – money to pay the bills is scarce

Scheduling Systems – Patients have to wait more than three weeks to get an appointment – working into the lunch break – empty treatment chairs

Hygiene Department – Hygiene salaries are more than 33% of their production – patients due now have to be appointed into the future – difficulty keeping the schedule booked

Production – Production is at a plateau – proceeding years, even with fee increases, show the production not increasing

Personnel – No motivation, conflict between staff/doctors, not working together, no team effort

SHERRIE BROWN, RDH

Sherrie Brown started working in the dental profession as an assistant in January 1968. After graduating from OUCOD in dental hygiene in 1978, Sherrie worked for several years as a hygienist in general dentistry and began teaching clinical dental hygiene at OU. Ms. Brown was one of the original full-time faculty members at the Tulsa campus, developing and teaching the curriculum for dental radiography, dental materials, as well as clinical dental hygiene. She started consulting full time in 1997. Through “Sherrie Brown Consulting, LLC”, she provides training in Medical Emergencies, HIPAA, Understanding and Improving Your Hygiene Practice, OSHA, and Infection Control. Sherrie travels to Texas, Kansas, Arkansas, Missouri, and Illinois on a regular basis to help clients. Considered an expert in dental hygiene, she absolutely loves her job, stating, “Oklahoma patients are so fortunate to have such outstanding offices taking care of their dental needs.”

“Strands of Pearls...The Value of the Office Staff”

Six (6) Hours of CE Available!

Friday, April 27, 2007 8:00 am – 11:00 am & 2:00 pm – 5:00 pm

This seminar is designed for: The whole dental team

LECTURE: Every role in the dental office is vital to the function of the office. Sometimes the dentists and staff get so caught up in the daily routine, that they forget the value of each one there...a pearl of wisdom...a bright and shiny pearl holding the

others together. The morning session will focus on the role of every part of the dental office. What should be expected of the scheduling coordinator, the patient care coordinator, the dental assistant, the hygiene assistant, the hygienist, and the dentist? This session is for the entire office team.... you will leave with the understanding of walking in one another’s shoes and understanding the importance of your role. (Who knows, you might even want to HUG one another!)

The afternoon session will focus on understanding and improving your hygiene practice. The medical profession has recognized periodontal disease as a systemic problem...why are we sometimes reluctant in dentistry to discuss the responsibility of that to the patient? Focus will be placed on treatment planning, CDT 7 Insurance Codes, the new AAP referral recommendations, locally administered antibiotics, as well as the link between periodontal disease and systemic conditions (such as diabetes mellitus).

Ms. Brown’s presentation is co-sponsored by an unrestricted educational grant provided by Burkhart Dental Supply.





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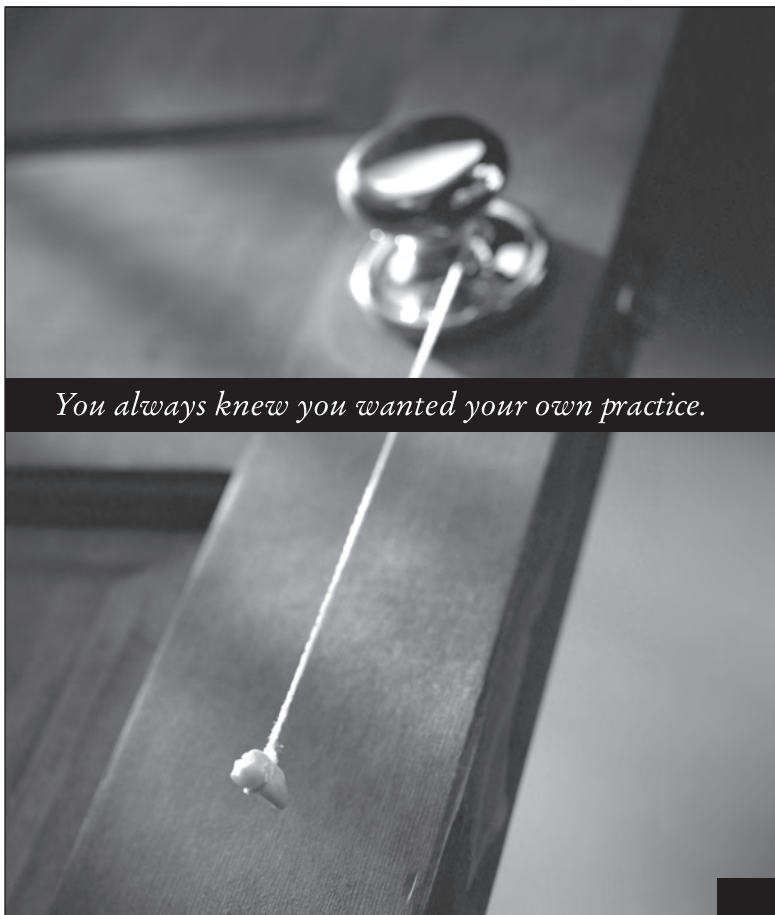
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Photo taken north of Piedmont, Oklahoma



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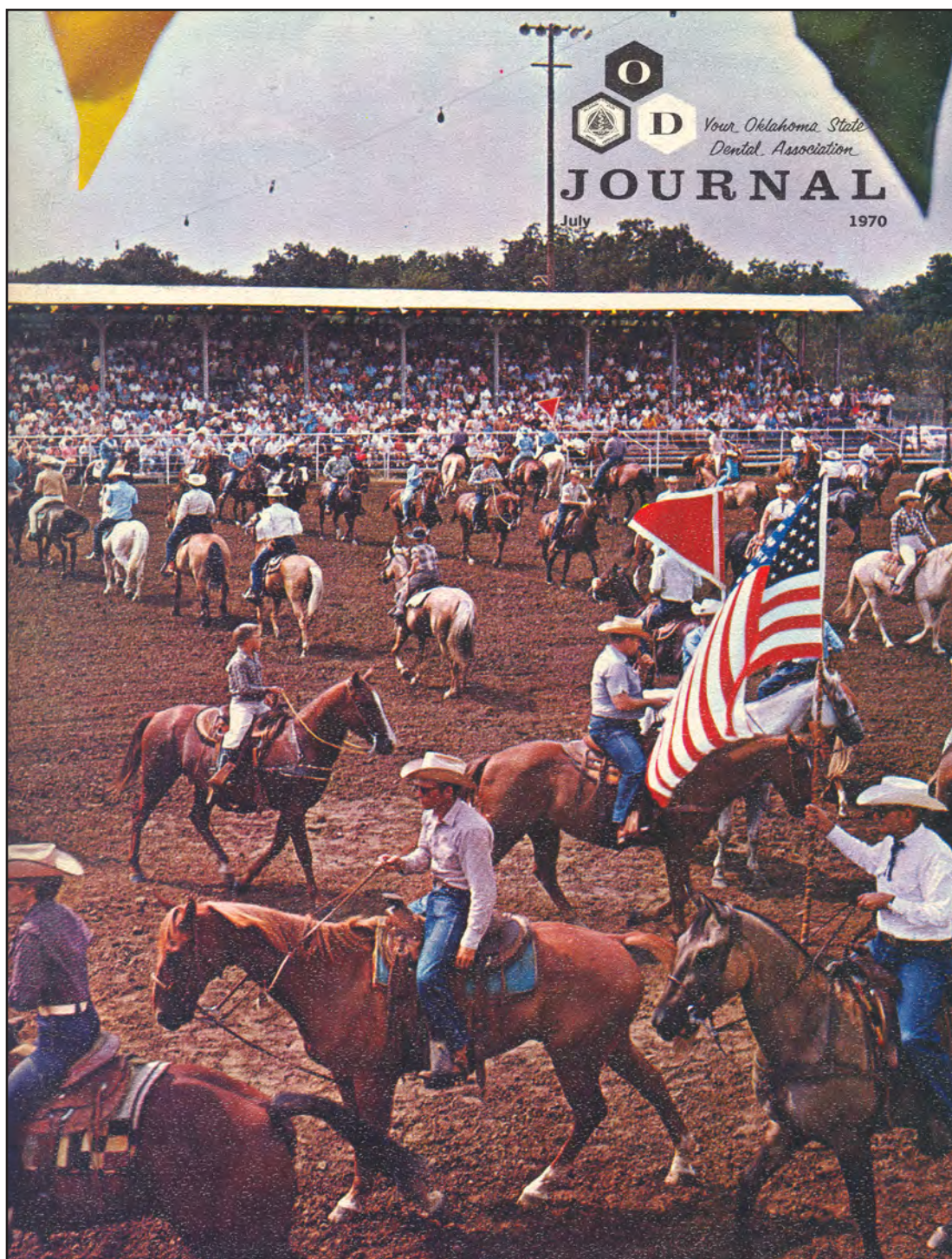
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FEATURES



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 July 1970 issue of the Oklahoma Dental Association's *Journal*.

Features





President's Message

There was probably a time when dentists could limit their area of concern to the four walls of the dental office, but this is no longer true.

Today, we have a greater burden of responsibility and that is to see that the dental needs of the state and nation are met with competence. We must learn to expect the unexpected and to sometimes learn to accept what to us would be unacceptable.

The challenges are upon us . . . it is the challenges that pull us on to greatness. This association does not necessarily run on dollars, skills, and natural resources. It runs on motivation or aspiration, or on a vision of what might become.

This association requires challenge and you members must want something better for dentistry, and society, and for yourselves.

With these thoughts in mind let us strive to continue to be aware of the positive programs and projects of your association.

Ben H. Benson, B.S., D.D.S.

GIVE KIDS A SMILE DAY / CHILDREN'S DENTAL HEALTH MONTH

TWO ODA MEMBERS SHARE TIPS FROM THEIR SUCCESSFUL PROGRAMS...

February is National Children's Dental Health Month and on Friday, February 2, 2007, we'll celebrate Give Kids A Smile! Day. Drs. David Deason, Yukon, and Joe Maltsberger, Oologah, both very involved in these programs each year, were kind enough to share some of their ideas on how they, their staffs and other volunteers, over the years, have created highly successful programs. Hopefully, you will be motivated to start a program in your area, or will be able to incorporate some of their ideas into the program you already have in place.

YUKON & PIEDMONT PROGRAMS

Children's Dental Health Month

Dr. Deason is involved in a program that was started in Yukon and Piedmont 32 years ago. They work with the area Helping Hands Program. Volunteers from Helping Hands assist the dentists by taking care of scheduling with the schools and printing all the paperwork.

Planning begins in November with scheduling a date for the school visits, usually the 1st Thursday in February, and this group targets the 1st grade classes in Yukon and Piedmont. In early January, Helping Hands provides Dr. Deason with a list of all the schools and the number of classes/students in each class. Dr. Deason contacts the dentists in Yukon and Piedmont each year to compile a list of who is available to visit the schools.

At the schools, area dentists and their staffs give short presentations on good oral hygiene, proper nutrition and the dangers of tobacco and lip and tongue piercing. Crest provides free home care kits for the children; Helping Hands places the order each year. They do a visual screening exam with a tongue depressor and flashlight to check for any obvious caries and future orthodontic needs. If a student presents with obvious

dental needs, the dentist discretely asks the teacher if the child is underprivileged. If he/she is, the dentist tells the teacher to encourage the child to visit their free dental program.

Yukon's Free Dental Program for Children

Almost every dentist in Yukon takes part in their free dental program for needy children. Helping Hands is also the central coordinator for that program and sends a letter annually to each elementary school principal and counselor, introducing the program. If a child is referred to the program by the school administrator, Helping Hands will refer the child to the next dentist on the list (area dentists see the children on a rotational basis). The dentist addresses the child's needs, and if additional work is needed, the dentist either sets an additional appointment(s) and completes the work later, or he/she can refer the child back to Helping Hands, and back into the rotation.

Give Kids A Smile! Day

Helping Hands volunteers deliver letters to each school to be distributed to each child to take home to their parents, announcing Give Kids A Smile! Day. The letter also informs parents of the Free Dental Program for Children. Dr. Deason will contact the Yukon and Piedmont dentists to prepare a list of those participating that year. Parents contact Helping Hands to schedule an appointment for their child to see an area dentist on Give Kids A Smile! Day. Appointments are made for the dentists, 8:30 a.m. – 12:00 noon. Helping Hands simply faxes each dentist's schedule to him/her. The children are seen in each individual dentist's office that day. And, again, the dentist can reappoint the child to complete additional needed work later, or refer the child back to Helping Hands for future work through the Free Dental Program for Children.

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Give Kids a Smile!®

Who: Many dentists across Oklahoma will take time from their practices to help underserved children who aren't getting the oral health care they need. Will you join us?

What: Give Kids A Smile!® is an annual one-day volunteer initiative to provide free educational, preventive and restorative services to children from low-income families.

When: February 2, 2007

Why: To provide oral care to disadvantaged children and teach them how to take care of their teeth. It will also provide you an opportunity to

educate the parents about the importance of regular visits to the dentist.

How: You can volunteer to participate in a number of ways:

- 1) Offer free educational, preventive and restorative services to children from low-income families in your practice on February 2, 2007.
- 2) Open your practice to allow other local dentists to provide services in your practice with you on February 2, 2007. We will direct volunteers to contact you.
- 3) Volunteer your services in another practice on February 2, 2007. We will put you together with dentists who are looking for help that day.
- 4) Make a donation to Give Kids A Smile! so other volunteer dentists will have help with the supplies they'll need on February 2, 2007.

The ODA will have a limited number of toothbrushes and toothpaste, etc., available to help you and special Give Kids A Smile!® t-shirts for the volunteers to wear that day. Return the form below by **December 31, 2006** to have priority.

To volunteer please complete the short form below and return it to:

Give Kids A Smile!®/Oklahoma Dental Association
317 NE 13th Street
Oklahoma City, OK 73104
Or fax to: 405.848.8875

To learn more please visit www.okda.org or call Lynn Means at the ODA at 848.8873 or 800.876.8890; or email lmeans@okda.org

PLEASE TELL THE ODA WHAT YOU HAVE PLANNED!

Give Kids A Smile!® Volunteer Form

List full names of all participating dentists: _____

Name of your practice if different from above (for press release): _____

Address _____ City _____ Zip _____

Phone _____ Fax _____ E-mail address _____

Please mark all that apply:

YES! I am planning to participate in GKAS! in my office. Here is what I have planned:

Please send me some supplies. I realize the ODA's inventory is limited.

No, I do not need any supplies from the ODA.

YES! I am planning to participate in GKAS! and would welcome a colleague from another office to participate in my office on February 2, 2007.

YES! I want to participate in GKAS! and would like to volunteer in a colleague's office.

YES! I would like to make a donation to the ODA to assist in purchasing GKAS! supplies. My check is enclosed. Make check payable to the ODA and send with this form.

Even if you participate in GKAS! every year, and do not need supplies or t-shirts, the ODA still wants to know about it! The ODA will send a press release to the hometown newspaper of every participating dentist and will list the names of all participating members in a future issue of the *ODA Journal*. Please take pictures of the activities that day and send them to us! Thank you for volunteering for Give Kids A Smile!®

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Publicity

Dr. Deason calls the local newspapers in early January to inform them of the specifics of their Children's Dental Health Month and Give Kids A Smile! Day activities. The newspapers are always helpful by publishing the information before the events, helping to boost community participation. He also contacts the Yukon and Piedmont city councils, requesting a proclamation for Children's Dental Health Month. That results in an additional story and more photos, further publicizing the events.

Also in early January, Dr. Deason contacts their state representatives and senators, the city mayor and manager, their child advocate judge, and school superintendent and invites them to scheduled photo opportunities prior to the school visits and Give Kids A Smile! Day. (First Lady Kim Henry even participated last February!) All of the participating dentists and invited dignitaries gather for the photos. The elected officials are happy to participate and it shows them that their area dentists are doing their part to provide access to quality oral health care. Dr. Deason advises that personal phone calls, rather than emails or letters, are better received and are much more successful in encouraging participation.

Budget

According to Dr. Deason, the budget for all of these events is minimal:

- Crest home care kits are free.
- Printing cost for the letters and other paperwork is approximately \$175.00. Helping Hands handles the printing and the area dentists all pitch in to reimburse them.
- Tongue depressors and flashlights are provided by the participating dentists
- The excitement from the children and the good feeling it gives the dental team members – priceless. (He just had to throw that in!)

OOLOGAH PROGRAM

Give Kids A Smile!

Dr. Maltzberger heads up a highly successful Give Kids A Smile! Day in his office every year. He offers the following ideas and tips for getting organized and executing your own program:

First, he puts together a steering committee made up of staff members, key members of the community, school nurses and other volunteers that can assist in making the program successful. The committee meets in his office for a few planning meetings and Dr. Maltzberger provides them lunch. He usually taps a staff member to direct the planning and be ultimately "in charge" of the event. This committee handles patient scheduling, orders/requests supplies and donations, contacts the media, etc.

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The committee puts together a marketing plan, contacting local newspapers to solicit free advertising space and contacting local school nurses to help publicize the event. The committee develops an “advertisement” promoting the services that will be provided that day and sends it to the local newspapers. The papers have traditionally run the “ad” at no charge. The committee also includes a representative from the local Girls and Boys Club who is very instrumental in helping spread the word. Parents schedule appointments for their children directly with Dr. Maltzberger’s office. The committee contacts the Oologah mayor each year, asking him to deem the day “Give Kids A Smile! Day”. Dr. Maltzberger suggests asking your local government officials to serve on your steering committee. This will go a long way in publicizing your event!

The age of children served that day is limited to 6 – 12 years old. On the day of the event, Dr. Maltzberger and his staff conducts screenings the first two hours of the morning. They reschedule follow-up work for many throughout the rest of the day, with a few being completed at that time, depending on patient flow. Volunteers take groups of children to a back area for some oral hygiene instruction and other activities and every child is sent home with a toy.

The budget is set annually by Dr. Maltzberger and the committee chairperson. It is very minimal. Free dental supplies are provided each year from Sullivan-Schein, and food for the volunteers that day is donated by many of the local restaurants. Toys are donated by the local dollar general store and tooth brushes are donated by Oral B. In addition, Dr. Maltzberger purchases additional toothbrushes to give away if they run out of the Oral B brushes. There are some copy costs for the flyer that is sent home to all the 6 – 12 year-olds in their area. Dr. Maltzberger takes advantage of the ADA and ODA dental supplies that are available at that time. (In order to be eligible for supplies for your program, please complete the Give Kids A Smile! form on page 19). He also provides a special t-shirt, designed each year by his staff, to the volunteers to wear that day.

Children’s Dental Health Month

Although Dr. Maltzberger has not been involved in other activities during the month in a few years, he offers the following advice and ideas when planning your school visits during Children’s Dental Health Month:

“The key is spending some time with the school nurses because they are the key to a successful event. You will be surprised at how much cooperation you can get if it is approached correctly. The biggest thing that schools are sensitive about, in my experience, is that they want the dentist to be concerned about the children’s dental education...not about marketing their office. I always sent a flyer home that did not promote my office but was very professionally done, for example, ‘This screening is brought to you by the ODA. If you have questions you can contact the doctor at _____.’”

Dr. Maltzberger conducted annual screenings during the month of February in one of the elementary age groups, usually 4th or 5th grade, using tongue blades and pocket flashlight. One year they found a skit written by Crest. As an activity during the school visits, they gave a group of students a written copy of the skit and had them practice it and present it to the whole elementary and middle school later that day. It was so well received that they were asked to present the skit at neighboring schools! One year, they also invited all the Kindergarten Oologah students to come to their office for a tour. They were bussed to the office on a day when they were not seeing patients. The children were given rides in the chairs and were shown the dark room. And, of course, they were all good “patients” and got to visit the toy chest. “It was fun and many referrals were generated from those little ambassadors”, said Dr. Maltzberger.

Sample letters, flyers and other helpful information are available on the ODA website at www.okda.org/pages/about/cdhm.htm

THE FOLLOWING IS A “BEST PRACTICES” CHECKLIST COMPILED FROM BOTH PROGRAMS:

- Begin now! October / November is a good time to start planning for each year's events.
- Assign one of your staff members to be the “chair” of the steering committee. This person will coordinate steering meeting dates / times and will be the overall person in charge of the event.
- Set up a steering committee of volunteers. Assist the chair in getting commitments from other dentists and dental team members from your community, local teachers and school administrators and nurses, and link arms with a children's charity such as Helping Hands, Girls & Boys Clubs of America, Big Brothers/Big Sisters, etc. Have each committee member volunteer to spearhead an aspect of the event (working with the school(s), publicity, ordering supplies, contacting area dignitaries, etc.).
- Determine what type of event(s) you're organizing. Will it be a city-wide event involving school visits during Children's Dental Health Month? Will you treat children in your office on Give Kids A Smile! Day, Friday, February 2, 2007? Will you invite other area dentists to visit schools that month and treat children in your office with you that day?
- Contact other dentists in your area. Tell your colleagues about your plans and encourage them to either partner with you, or start their own program, as well!
- Set a budget. Determine how many supplies you will need for your event. What can you get donated and how much will you have to purchase?
- Order supplies. You can request supplies and special Give Kids A Smile!® t-shirts from the ODA by completing the Give Kids A Smile!® form on page 19. The deadline is December 31, 2006, in order to have priority. You can also request dental supplies from the ADA website at www.ada.org/goto/gkas. The deadline is November 15, 2006. Note: The ODA and ADA inventories are limited and not guaranteed.
- Order educational materials. You can order educational materials by visiting www.adacatalog.org. You can also download free coloring and other activity sheets by visiting www.ada.org/goto/ncdhm.
- Register your event(s). Register your plans with the ODA by completing the form on page 19. Register your plans with the ADA by visiting www.ada.org/goto/gkas. This is the only way you will be considered for dental supplies and we will assist you in publicizing your event.
- Contact the school(s). You can obtain a list of schools and school principals from the Superintendent's office in your area. Decide on an age group to target (i.e. all the first grade classes in your area). Schedule a time for you to come to the school and conduct screenings and provide oral health care information.
- Notify the parents. Obtain permission from the appropriate school administrator(s) to send information home with

the students. Develop a flyer or letter to be sent home with the children, notifying their parents of the program. Be sure to provide as much information as possible, including any restrictions on care, any eligibility requirements (if any), contact information, and instructions on how to make an appointment for their child.

- Contact the media. Many local newspapers provide free ad space or will run promotional photos and articles to help promote your event. Provide the media with as much information as possible and always include a contact person's name and phone number(s). Invite the media to be present during all or part of the event. Be sure to obtain written permission from parents for photos or video of their children!
- Contact your local dignitaries. Make personal phone calls to invite the mayor, city council members, your state representatives and senators, etc. to participate in publicity photos and visit your office or the school with you. This will help in the promotion of your events and also serves to put a positive “face” on dentistry to decision-makers in your area! Ask the appropriate officials if it can be deemed “Give Kids A Smile! Day” in your hometown.
- Visit the school and have fun! Take age-appropriate dental informational materials with you. Share information about proper oral hygiene and the dangers of tobacco and oral piercings. Make it entertaining and informative!
- Schedule your patients. Make sure your office staff is informed of all aspects of the program so they are prepared to answer questions and assist parents when they call.
- See your patients and have fun!
- Thank your volunteers and pat yourself on the back for a job well done!



CHILDRENS DENTAL HEALTH MONTH PHOTO ALBUM



The staff at Freeman Family Dentistry in OKC sporting their ODA Give Kids A Smile! Day t-shirts



Dr. Tamara Berg, Yukon, shares proper oral hygiene information with 1st graders



"All in all it is a difficult day but rewarding for all involved!" Dr. Joe Maltzberger, Oologah, and his staff on Give Kids A Smile! Day

Give Kids A Smile
National Children's Dental Access Day

WHAT IS IT??
A day of **FREE** dental care, instruction and education for underserved children from ages 6 to 13.

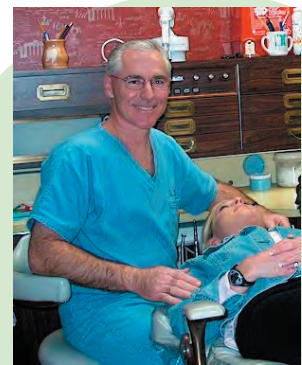
WHERE?
Dr. Maltzberger's Dental Office
Hwy. 169 & Atlas Ave.
Oologah, OK

February 6th, 2004
8:00 am-5:00 pm

Registration from 8:00 am-10:00am

FOR MORE INFORMATION Call: (918) 443-2431 OR Go to www.maltzberger.com

One of Dr. Maltzberger's Give Kids A Smile! Day free ads in the local newspaper



"We are blessed with a great bunch of dentists, who are willing to cooperate with each other for a common good. It only takes a little time to make a few calls to get everyone organized. It's worth the effort!" Dr. Deason, Yukon, with a Give Kids A Smile! Day patient

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FIVE QUESTIONS DENTISTS SHOULD ASK ABOUT THEIR MONEY--

Question 4: How do the communities (family, practice, profession, culture, neighborhood, etc.) in which I live affect my financial decisions?

The question examines how others shape your beliefs about money. It is important to first note that dentists are members of many different communities – ethnic, cultural, family, social, neighborhood, professional, religious, and many others. Each group has opinions about money – its surplus and its shortage.

Although cultural norms can provide great insight, how an individual dentist may perceive himself or herself as being influenced by them will provide a more complete and personalized inquiry. How do you segregate your personal beliefs from those of your communities? What affect do your beliefs have on those around you?

Many Americans believe we live our lives according to our beliefs. Many call it freedom. However, many times, people aren't living their beliefs, but the "expectations" or "marketing" of society.

If you are satisfied with the way the world is working, and you believe it doesn't matter what communities believe to be true about money, then stop here. However, if you believe that you can have an impact on, and are impacted by the larger community, then please continue. This process is not a judgment, complaint or criticism. Increased awareness of community money beliefs allows you to make more fully-informed financial decisions and be better prepared for change.

It is important to segregate the PRACTICE of dentistry from the BUSINESS of dentistry. The numbers are more about the business. The values, culture, communication and relationships are more about the practice. Personal values are commonly discussed. However, community beliefs seem to be taken for granted and are less understood.

Some examples of community cultures connected to money are:

Politics — conservatives think the problem is with the person, liberals think the problem is with the system.

Religion — a recent *Time Magazine* cover story discusses the fact that some mega-churches think being rich is good, while others do not.

Agreements — do you take payments from some insurance companies but not others due to philosophical differences?

Here are a few questions that might help shed some light on how communities affect your financial decisions:

- How was money used as a motivator in your childhood? How do you use money with your children?
- What unstated but understood agreements do you have with employees and associates?
- What was it about the dental profession that attracted you in the first place?
- What expectations does society have on the "you" that is a doctor?
- Do you regularly compare yourself with others? How can you enlarge the group to which you compare?
- Can you identify the communities that might influence your financial decisions?
- How do you and your spouse communicate and relate about money?
- If you had a magic wand and could make anything happen, what cultural values would you want to create in your office? (marriage, family, profession, country...?)
- What process (es) do you use to keep the conversation alive among members of your communities? (e.g.—recall system for patients, staff meeting, family meetings, etc.)
- What are the non-financial factors that go into how you get paid for dental work performed?

Summary:

Communities, and the personal value you place on them, affect all your spending, both business and personal. Once you begin questioning and analyzing how they affect your financial decisions, you will begin making more complete choices – the better-informed, the greater chance of success. Society has attached many financial expectations to dentists – both good and bad. By participating in this part of the Five Questions process, you will be able to separate the business of dentistry from the practice of dentistry and your personal beliefs from the beliefs of your communities'.

Troy E. Jones, a CERTIFIED FINANCIAL PLANNER™ practitioner is the President and Founder of Access Financial Resources, Inc. (www.afradvice.com). He currently teaches financial planning courses at the University of Oklahoma Colleges of Family Medicine and Dentistry.



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ODA CO-SPONSORS SKI 'N LEARN SEMINAR

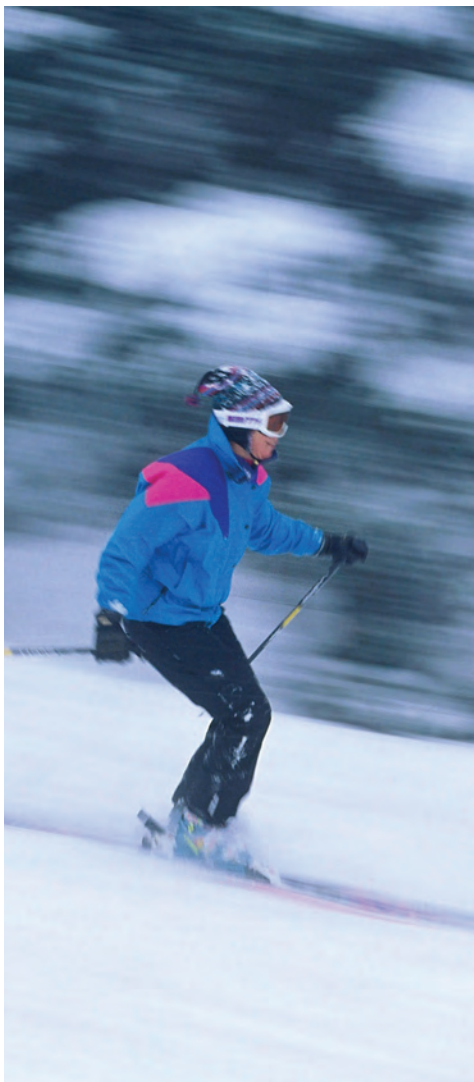
The Oklahoma Dental Association and the Alabama Dental Association (ALDA) join ten other states in hosting a Ski 'n Learn Seminar at Big Sky Resort in Big Sky, Montana, March 17-24, 2007. Other state dental associations co-sponsoring the trip include Colorado, Indiana, Kentucky, Maryland, Missouri, Montana,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



First, the bad news. (I thought that might get your attention). The Annual Survey of Colleges, conducted by The College Board, a New York City nonprofit

education association, found that the average cost for the 2005-2006 school year is \$29,026 at four-year private colleges and \$12,127 at four-year public institutions.

These estimates include tuition, fees and room and board. They do not include transportation, books, supplies and personal expenses.

Since 1980, education costs have increased by an average of 7% per year – faster than the overall rate of inflation. (Source: The College Board)

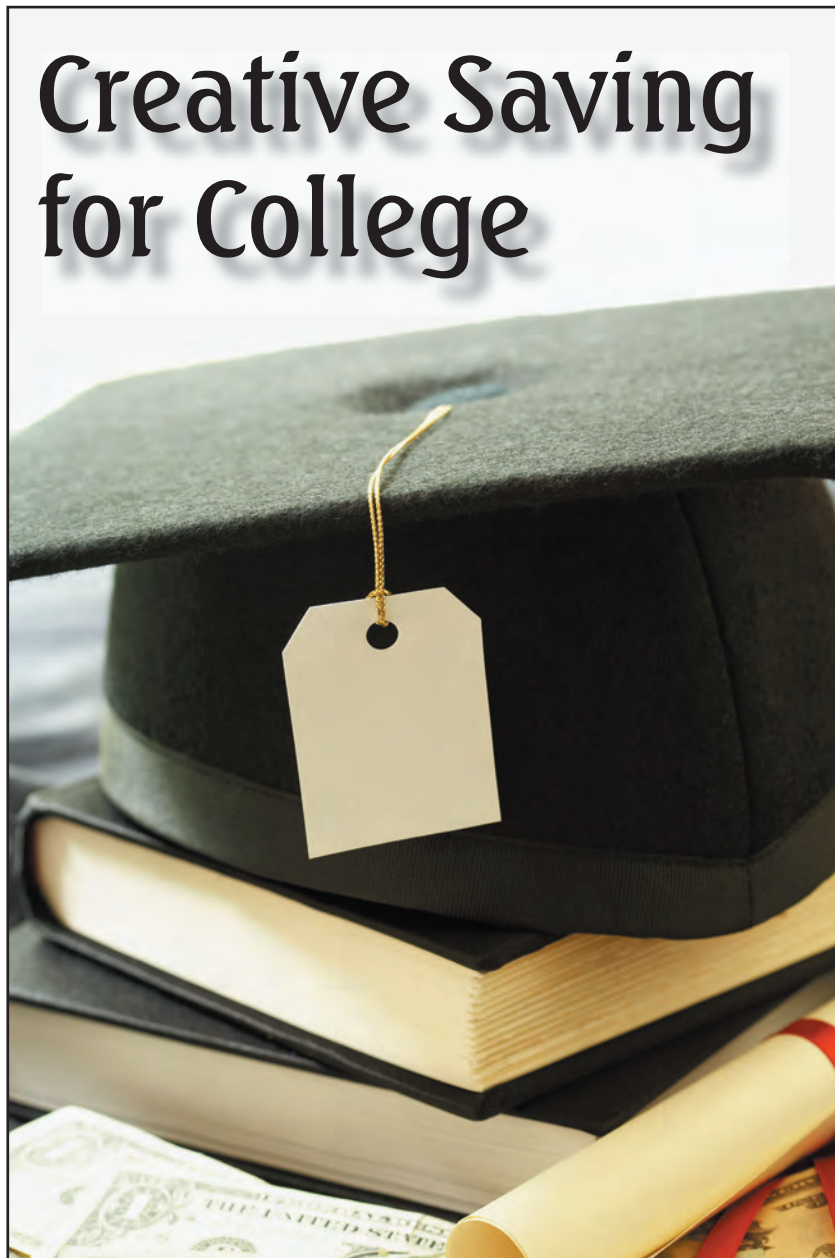
Now the good news. I have divided the good news into traditional and non-traditional. (As a preacher's son I usually divide the good news into three points, but that is a different article). The traditional college savings options are the custodial accounts (UGMA/UTMA), 529 plans, and saving personally, which I will review later. The non-traditional options are available to you as a dentist. You have several advantages to consider for funding your child's college education.

1. As an owner of a small business you can hire your child to work. You are able to deduct their wage and then use the wage to put into their college savings.

2. Businesses can not only pay children salaries for things like office chores, cleaning and basic computer work, but the children

also can earn rental income from the business. For example, your child can be given fully depreciated office equipment as a gift, which can then be leased back to the company. This creates an income stream for your child, who then puts aside the money for college. This creates a couple of advantages. Your child will be in a lower tax bracket than you and the lease payments also are a tax-deductible expense for the business.

3. Children can also use their salaries to fund an IRA, the proceeds of which can be withdrawn without penalty for college expenses. The portion of the distribution used for qualified higher education expenses is exempt from the 10% early distribution penalty.



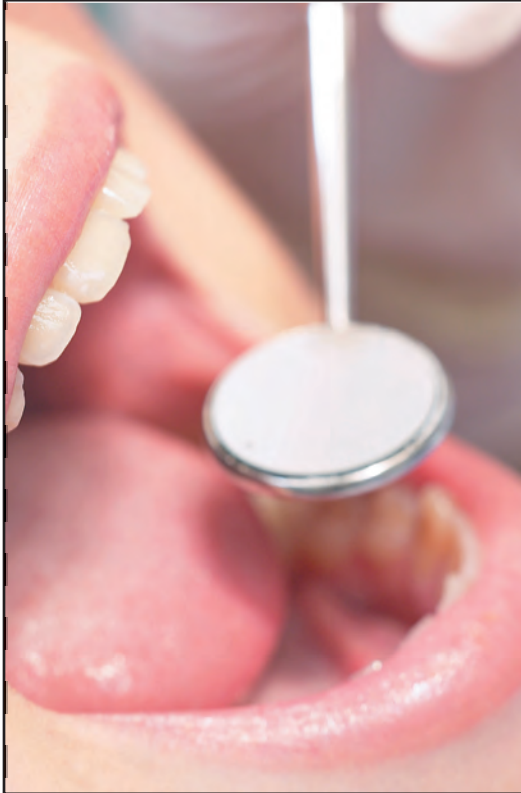
Creative Saving for College

They will still pay income tax on the portion of the distribution that would otherwise have been subject to income tax. Qualified higher education expenses include tuition, fees, books, supplies and equipment, as well as room and board if the student is enrolled at least half time in a degree program.

The traditional college savings options. Now more than ever before, there are some excellent programs that do not limit you because of your income.

Traditional College Saving Options

Type of Account	Tax-Advantaged Growth	Income and Contribution Limits	Control	Flexibility
Oklahoma 529 Plan	Earnings grow tax free from federal and state taxes. Able to deduct up to \$10,000 per year from your Oklahoma income. Couples filing jointly can deduct up to \$20,000 per year. (The previous limit was \$2,500 per contributor per account). Tax-advantaged status is set to expire on Dec. 31, 2010 unless extended by Congress.	You can invest no matter what your income. Each designated beneficiary in the plan has a maximum account balance of \$300,000	Owner maintains control and decides when withdrawals will be made. Able to change beneficiary, but must be within the same family.	Payment can be made to virtually any eligible educational institution in the country that is eligible for federal financial aid programs. Pay for tuition, fees, supplies, certain room & board costs, books, etc. Funds also approved for trade and technical schools.
UGMA/UTMA	Children do not pay taxes on the first \$850 in annual income (due to the standard deduction). Before a child reaches 18, the next \$850 is taxed at the child's tax rate. Earnings above \$1,700 are taxed at the parent's marginal rate. All income (after the first \$850) for children age 18 and older is taxed at the child's rate.	No income limits. Contributions are subject to gift tax rules (\$12,000/year for individuals or \$24,000 for married couples) to any individual without gift tax consequences	For Oklahoma UGMA'S when the child reaches 21 the custodian must relinquish control and retitle the account in the name of the child. UTMA's the child is in control at age 18	Once a UGMA/UTMA account has been setup the ownership cannot change, even if later invested in a 529. Starting July 2006 UGMA/UTMA assets held within a 529 plan will no longer be included with student-owned assets to determine the expected family contribution
Parents' account	Dividends, interest, gains are taxed to the owner at their tax rate.	No income limits. Contributions are not counted against your annual gift limit if you pay for someone else's tuition no matter how large your payments as long as those payments are made directly to the school	Parent maintains control and decides when withdrawals will be made	



If you occasionally experience a sudden flash of pain, or a mild tingly feeling when you bite into sweet or sour foods, or drink hot or cold beverages, you may have sensitive teeth. Pain from sensitive teeth is not always constant; it can come and go.

OUCH! Doctor, my teeth sure are sensitive!

What Is Tooth Sensitivity?

Tooth sensitivity is discomfort in one or more teeth that is triggered by hot, cold, sweet or sour foods and drinks, or even by breathing cold air. The pain can be sharp, sudden, and shoot deep into the nerve endings of your teeth.

What Causes Tooth Sensitivity?

Tooth sensitivity occurs when the underlying layer of your teeth - the dentin - becomes exposed as a result of receding gum tissue (the protective blanket that covers the tooth roots). The roots, which are not covered by hard enamel, contain thousands of microscopic tubules (small hollow tubes or canals) leading to the tooth's nerve center (the pulp). When the dentin loses its protective covering, these dentinal tubules allow the stimuli - for example, the hot, cold, or sweet food - to reach the cells and nerves in the tooth, which results in the pain you feel. There are many factors that may lead to the development of tooth sensitivity, including:

- Brushing too hard. If you brush your teeth incorrectly or brush too aggressively, you may injure your gums and expose tooth roots.
- Recession of the gums. As gums move away from a tooth due to conditions such as periodontal disease, the root surface becomes exposed.
- Periodontal disease (an infection of the gums and bone that support the teeth). If the disease is left untreated, gum tissues can separate from the teeth and form spaces called pockets that provide a home for bacteria.
- Cracked teeth. Chipped or broken teeth may fill with bacteria from plaque and enter the pulp causing inflammation.
- Teeth grinding. Grinding or clenching your teeth may wear down the enamel and expose underlying dentin.
- Tooth whitening products or toothpaste with baking soda and peroxide. These products are major contributors to teeth sensitivity.
- Your age. Tooth sensitivity is highest between the ages of 25 and 30.
- Plaque build-up. The presence of plaque on the root surfaces can cause sensitivity.
- Mouthwash use. Long-term use of some mouthwashes. Some over-the-counter mouthwashes contain acids that can worsen tooth sensitivity if you have exposed dentin (the middle layer of the tooth). The acids further damage the dentin layer of the tooth. If you have dentin sensitivity, ask your dentist about the use of a neutral fluoride solution.

- Acidic foods. Regular consumption of foods with a high acid content, such as citrus fruits, tomatoes, pickles and tea, can cause enamel erosion.
- Recent routine dental procedures. Sensitivity can occur following teeth cleaning, root planing, crown placement, and tooth restoration. Sensitivity caused by dental procedures is temporary, usually disappearing in four to six weeks.

What Can I Do to Reduce Tooth Sensitivity?

- Maintain good oral hygiene. Proper oral hygiene is the most important step in preventing tooth decay, periodontal disease and pain from sensitive teeth.
- Use a soft-bristled toothbrush. This will result in less toothbrush abrasion to the tooth surface and less irritation to your gums. Brush gently and carefully around the gum line so you do not remove more gum tissue.
- Use desensitizing toothpaste. These toothpastes contain compounds that help block sensation traveling from the tooth surface to the nerve and usually require several applications before the sensitivity is reduced. Another tip: spread a thin layer of the toothpaste on the exposed tooth roots with your finger or a Q-tip before you go to bed.
- Watch what you eat. Frequent consumption of highly acidic foods can gradually dissolve tooth enamel and lead to dentin exposure. They may also aggravate the sensitivity and start the pain reaction.
- Use fluoridated dental products. A fluoride gel or special desensitizing agent may be applied to the sensitive areas of affected teeth. Ask your dentist about available products for home use or in the dental office.
- Avoid teeth grinding. If you grind or clench your teeth, use a mouth guard at night.
- See your dentist regularly. Get professional tooth cleaning, oral hygiene instructions, and fluoride treatments every six months. Regular dental checkups are important so that tooth decay, periodontal disease and other problems may be detected and treated in the early stages.
- Surgical gum graft. A procedure sometimes recommended by your dentist designed to cover the root, protect the tooth and reduce the sensitivity.
- Endodontic treatment. In cases in which your tooth sensitivity is severe and persistent and cannot be treated by other means, your dentist may recommend endodontic (root canal) treatment to eliminate the problem.

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