

THE OFFICIAL PUBLICATION OF THE OKLAHOMA DENTAL ASSOCIATION

# ODAJOURNAL

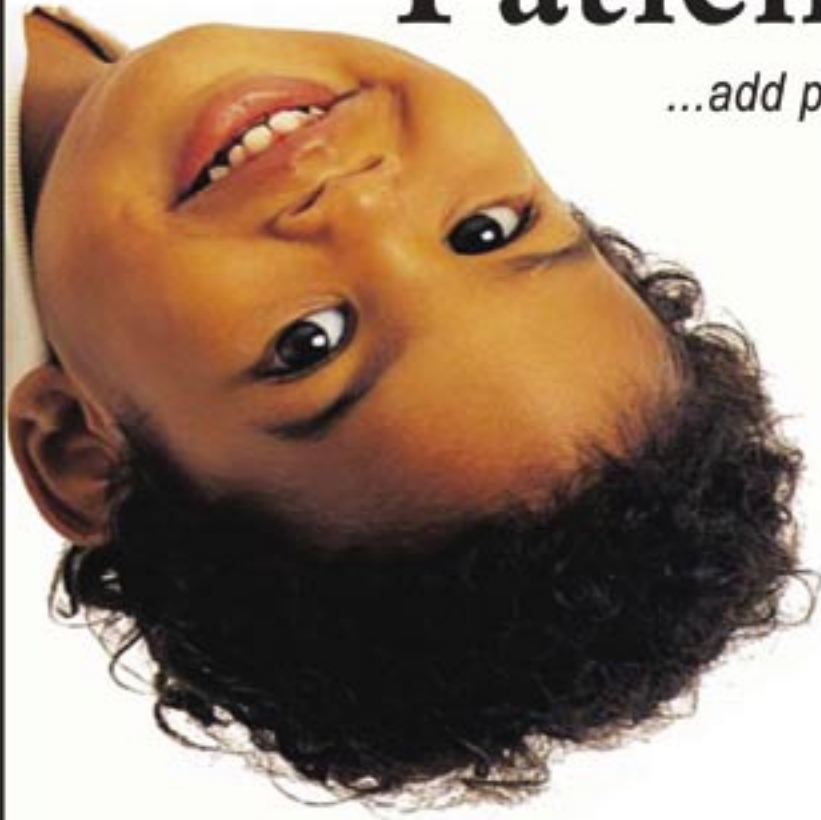
VOLUME 97/ISSUE 5 FEBRUARY 2006

OKLAHOMA  
DENTAL  
ASSOCIATION

1907 **100** 2007

# 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.

For a low annual fee of \$60 for individuals or \$84 for an entire family, more Oklahomans will now be able to access quality dental services from our network of participating **Patient Direct™** dentists. There are no maximums, no deductibles, no waiting periods, no claim forms, and everyone is eligible - regardless of preexisting conditions. Patients simply pay the participating dentist a discounted rate at the time of service according to the Patient Direct fee table.

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.

 **DELTA DENTAL**

## OFFICERS 2005-2006

### PRESIDENT

Sid Nicholson, DDS

### PRESIDENT-ELECT

Pamela Low, DDS

### VICE PRESIDENT

Krista Jones, DDS

### SECRETARY/TREASURER

Doug Chancellor, DDS

### EDITOR

Dennis Weibel, DDS

### EXECUTIVE DIRECTOR

Dana A. Davis

## JOURNAL STAFF

### EDITOR

Dennis Weibel, DDS

### ASSOCIATE EDITOR

Raymond Cohlma, DDS

### ADVISORY EDITOR

Frank J. Miranda, DDS

### MANAGING EDITOR

Dana A. Davis

### PUBLICATIONS/ADV. MANAGER

Stephanie Trougakos

## CORRESPONDENTS

### CENTRAL DISTRICT

Steven Powell, DDS

### EASTERN DISTRICT

Tyson Christy, DDS

### NORTHERN DISTRICT

Jandra Mayer-Ward, DDS

### NORTHWEST DISTRICT

Jimmy Smith, DDS

### OKLAHOMA COUNTY

Myron Hilton, DDS

### SOUTH CENTRAL DISTRICT

Juan Lopez, DDS

### SOUTH WEST DISTRICT

Kevin O'Halloran, DDS

### TULSA COUNTY

Wade Sessom, DDS

## ADMINISTRATIVE STAFF

### EXECUTIVE DIRECTOR

Dana A. Davis

### EXECUTIVE ASSISTANT

Shelly Murphey

### PUBLICATIONS/ADV. MANAGER

Stephanie Trougakos

### MEMBERSHIP RECORDS MANAGER

Emily Clarkson

### RECEPTIONIST

Kristin Lowe

### OKLAHOMA DENTAL FOUNDATION

Guillermo Gallegos

### ODASCO, Inc.

Kay Mosley

THE OKLAHOMA DENTAL ASSOCIATION JOURNAL (ISSN 0164-9442) is published ten times per year by the Oklahoma Dental Association, 629 NW Grand Blvd, Ste. A, Oklahoma City, OK 73118, (405)848-8873. Annual subscription rate of \$6 for ODA members is included in their annual membership dues. Rates for non-members are \$36. Single copy rate is \$6, payable in advance. Periodical postage paid at Oklahoma City, OK. POSTMASTER: Send address changes to OKLAHOMA DENTAL ASSOCIATION JOURNAL, 317 NE 13th Street, Oklahoma City, OK 73104. Opinions and statements expressed in the OKLAHOMA DENTAL ASSOCIATION JOURNAL are those of the author and are not necessarily those of the Oklahoma Dental Association. Neither the Editors nor the Oklahoma Dental Association are in any way responsible for the articles or views published in the OKLAHOMA DENTAL ASSOCIATION JOURNAL.



MEMBER PUBLICATION  
AMERICAN ASSOCIATION  
OF DENTAL EDITORS

# INSIDE

## ODA Today

Executive Director's Message / pg. 4

Dental Organization News / pg. 5

New ODA Vendor / pg. 5

Calendar of Events / pg. 6

Letter to the Editor / pg. 6

Medicaid Testimony / pg. 7

Coming and Going Luncheon / pg. 10

Letter to the Editor / pg. 10

In Memoriam / pg. 10

Ski-N-Learn Seminar / pg. 10

Dentist Day at the Capitol / pg. 11

ODF: On the Move / pg. 12

## Who & What

Profile: Dr. Mark Duncan / pg. 14

Bob Berry: Giving Back / pg. 15

Annual Meeting Preview / pg. 16

## Features

Journal Centennial Celebration / pg. 18

Five Questions Every Dentists... / pg. 24

## Classifieds

General Listing / pg. 26

Limited Practice / pg. 27

## ON THE COVER: ODA Centennial Logo

## ADVERTISER'S INDEX

Access Financial Resources / pg. 23

Alexander & Strunk Inc. / pg. 8

Blue Star Dental / BC

Delta Dental / IFC

Great SW Dental Lab / pg. 21

Jameson Management / pg. 13

Louisiana Dental Assoc. / pg. 22

MBNA / pg. 25

Melinda Lawrence Cons. / pg. 12

MIDCO Dental / IBC

ODASCO, Inc. / pg. 5

Stillwater National Bank / pg. 29

Tanner Consulting / pg. 17

Texas Dental Assoc. / pg. 15



## EXECUTIVE DIRECTOR'S MESSAGE

By Dana A. Davis

Happy New Year! I wish our members, their families, and staff a happy, healthy, and prosperous 2006. When I think that it is 2006 I realize how true the statements are that "the older you get the quicker time goes by" and "time flies when you are having fun." Both certainly apply to me. I can't believe I am beginning my fourth year with the ODA. It seems like yesterday that I made the big move to Oklahoma. The ODA Board of Trustees and I just renewed another three-year contract for me to continue as your Executive Director. We are very proud of how the ODA has evolved over the past three years and we look forward to the next three with the implementation of the ODA Strategic Plan.

You will be hearing more and more about the 2006 ODA Annual Meeting on our website, in the electronic newsletter and Journal, and through the pre-registration brochure. The Journal has been featuring speakers and will continue to do so. Mark your calendars for April 28-30 and plan to attend the dynamic meeting in Tulsa.

The ODA Council on Membership and Membership Services and the Board of Trustees have decided to have a one-time special Annual Meeting registration fee for non-ODA members of \$250. This past September the ADA did this for their Philadelphia

meeting and over 2,000 non-member dentists attended. The ADA then seized the opportunity to recruit these non-members to become ADA members. The effort was successful. The ODA has an 82% market share of licensed dentists and would like to show the non-members in Oklahoma what they are missing.

Happy birthday ODA! You will be hearing this going forward as the ODA prepares to celebrate its 100th year of existence. The ODA Centennial Year is 2007, the same as the State of Oklahoma Centennial. Dr. Pam Low, ODA President-Elect, is chairing the ODA Centennial Year Planning Committee. The Committee has been busy conceptualizing ideas and events that the ODA will conduct throughout the year. We have been working with the staff of the Oklahoma Centennial Commission to interface with the myriad of activities and events planned throughout Oklahoma in 2007. Most Oklahoma cities are planning festivals and parades. ODA would like our members to become part of the local planning committees and to participate in the events. Our members will be hearing from us as we work with the Oklahoma Centennial Commission to identify the events in each community. This is a great opportunity for our members to celebrate the great heritage of dentistry and show that dentists care about their communities, patients, and those less fortunate. Please keep this on your radar screen and look for more information in the future.

As always, I love to hear from our members so call me and let me hear your ideas for the ODA. ●

# NEW ODA VENDOR!

The Oklahoma Dental Association recently endorsed RBS Lynk. RBS Lynk is a single-source provider of electronic payment processing services (including credit, debit, EBT, gift cards, customer loyalty cards, checks and more). RBS Lynk utilizes proprietary technology providing scalability and superior service to its customers. RBS Lynk



is the ninth-largest merchant acquire in the U.S., the third-largest processor of ATMs in the U.S. and is a member of The Royal Bank of Scotland Group (RBS Group), one of the world's leading financial services companies.

RBS Lynk provides exemplary toll-free, 24/7 customer service. RBS Lynk customer service has been recognized for quality, consistency, reliability and speed! Among the supports available to RBS Lynk customers are:

- Technical Support/Help Desk
- 186 Native Languages Supported
- Installation Support – RBS Lynk reps walk each merchant through the install step-by-step.
- LynkAssist – Free, web-based transaction reporting.
- LynkAdvantage – Free repair or replacement of faulty POS terminals or peripherals, plus on-going provision of equipment support.

For Oklahoma Dental Association special pricing contact:

**Brent Stockwell**  
Senior Merchant Analyst  
405-476-5965  
bstockwell@saleslynk.net



## D-Dent

Shirley Harris

Hooray for D-DENT! We are looking forward to celebrating 20 YEARS of EXCELLENCE in providing totally free, comprehensive dental care for the low-income elderly and developmentally disabled starting in the spring of 2006. D-DENT was founded and received its 501(c)3 in the spring of 1986 through the efforts of several area dentists, the Black Caucus, and Variety Health Center. Plans are in the works for a BIG commemoration; we hope everyone in the Dental Community will watch their mail and join us to salute all the hard work and rewards this agency has enjoyed over all these years.

For the second year in a row, D-DENT was very proud to be nominated in the "Champion of the Uninsured" Category for the CHAMPIONS OF

contd. on page 7



OKLAHOMA DENTAL ASSOCIATION SERVICES COMPANY, INC.

A wholly owned for-profit subsidiary of the ODA.  
**ODA ENDORSED MEMBER SERVICES**  
**PRODUCTS AND VENDORS**

### FINANCIAL SERVICES



**MBNA America Bank**  
ODA Personal/Business Credit Card  
(800) 598-8791  
**MBNA Practice Solutions**  
Practice Start - Up, Expansion  
and Equipment Financing,  
Practice Sales and Acquisition  
Financing (800) 491-3623



**Bank of Oklahoma**  
\*section 125 Cafeteria Plan  
Contact John Foster  
(405) 936-3765 / (405) 230-4003

### INSURANCE

**ALEXANDER & STRUNK**  
**Alexander and Strunk, Inc.,**  
**Insurance Agency**  
Professional Liability, Business,  
Property Insurance, Workers  
Compensation, Medical Term  
Life, Disability, Business Office  
Overhead  
(405) 751-8356 or (800) 375-8356

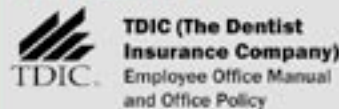


**Paid Dental**  
Freedom of Choice  
Dental Plan for  
employers.  
(800) 980-2230

### Direct Dental.net

Dollar Based, Direct Reimbursement  
Dental Plan for Employers  
(918) 455-1899

### PROGRAMS FOR THE OFFICE



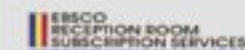
Development Kit  
(800) 733-0635 x7720



**PAYCHEX**  
Payroll Processing  
(405) 489-3279



**IC System**  
Account Collection Services  
(800) 685-0595



**EBSCO**  
Reception Room Magazine  
Subscriptions  
(800) 392-8016



**Televox**  
Message on Hold  
(800) 644-4266



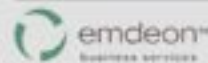
**TNT Dental**  
Web Hosting  
(972) 989-9137



**Telecheck**  
Electronic Check  
Acceptance



**Heart AED**  
Automated External Defibrillators  
(866) 554-3278



**emdeon**  
Electronic Claims Processing  
(770) 339-7754



**Solmetex Mercury**  
Waste Water Management  
(800) 216-5505

### Dell Computer

OK Member Dentist # HS29180512  
Office Computers  
www.dell.com/epppbuy  
(866) 467-3355

### DenTrek CE

www.DenTrek.com  
Continuing Education Online



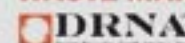
### Starwood

Hotel Discounts  
Westin, Sheraton, W Hotels &  
Four Points (866) 500-0380

### Hertz

Car Rental  
ODA Member Dentist Number  
#CDP#0042371  
(800) 654-2201

### WASTE MANAGEMENT



**DRNA - DENTALCARE**  
**WASTE MANAGEMENT**  
Bio-hazardous and sharps disposal,  
Amalgam, x-ray lead foils disposal, X-ray  
chemistry disposal, Delivery and pickup  
from your office. Affordable mail-back  
services.  
(800) 360-1001 mentioning you are an  
ODA member will immediately begin  
access to this expertise

We care what you think about our vendors!  
Call Kay at 405-848-8873 with any comments or concerns.



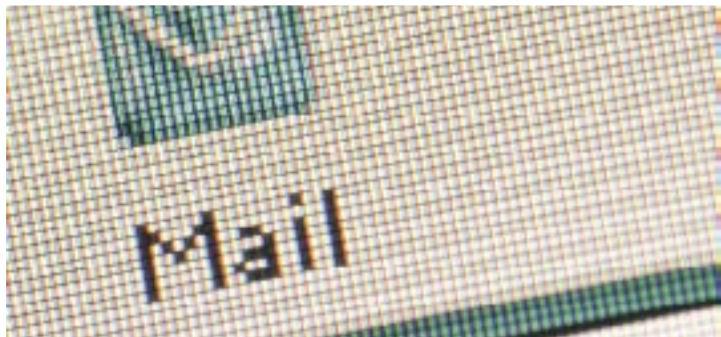
## FEBRUARY

- FEB 3** – Give Kids a Smile! Day
- FEB 6** – Nominations and Elections Council Meeting, 5:30 PM, ODA
- FEB 8** – Dentist Day at the Capitol, Oklahoma State Capitol/ODA Building
- FEB 10** – Oklahoma County Dental Society CE: Dr. Gary Radz
- FEB 10** – Membership and Member Services Council Meeting, ODA Building, 10:00 AM
- FEB 10** – ODF Board of Trustees Meeting, ODA Building, 1:30 PM
- FEB 20** – Retired Dentists Lunch, ODA Headquarters, 11:30 AM
- FEB 20** – Local Arrangements Committee Meeting, Double Tree Hotel, Tulsa, 6:00 PM
- FEB 28** – Oklahoma County Dental Society Board Meeting



## MARCH

- MAR 3** – TCDS CE with Dr. Gerald Chiche, Recipes for Predictable Anterior Esthetics
- MAR 14** – TCDS Awards Banquet and Installation of Officers, 6:00 PM, Renaissance Hotel
- MAR 17** – ODASCO Stockholder Meeting, ODA, 12:30 PM
- MAR 17** – ODA Board of Trustees Meeting, ODA, 1:30 PM
- MAR 20** – Retired Dentists Lunch, ODA Headquarters, 11:30 AM
- MAR 20** – Local Arrangements Committee Meeting, Double Tree Hotel, Tulsa, 6:00 PM
- MAR 30** – OCDS General Assembly Meeting, 8:00 AM



**ARE YOU RECEIVING THE ODA  
UPDATE NEWSLETTER VIA EMAIL?**

If not, contact [strougakos@okda.org](mailto:strougakos@okda.org) to sign up!

# Letter to the Editor

**David J. Drummond DDS**  
November 22, 2005

I read with interest the article about Dr. Shiver's horrendous experience with a patient that had the mother's vendetta against him. In the words of an ex-President "I feel your pain." I usually don't feel the need to respond to articles, but this time is an exception.

Some parts of the article bother me. Not necessarily about Dr. Shivers in particular, but about our profession in general.

The Dentist in this article agrees to see a 5-year-old patient, who apparently has seen several other dentists. This alone should be a tip off. (Strike One) Rather than getting the child's records directly from the previous dentists and thus opening a channel of dialogue with them, he accepts radiographs from the patient's mother. (Strike Two) During the first procedures, the child's behavior reaches a point where the treating doctor feels that a specialist should be involved. (Strike Three) The doctor "urged" the mother that the child should be taken to a specialist. The doctor continued to treat the patient after that point. (You should have been OUT of THERE).

Clearly, a specialist should have seen this patient, but the doctor gave into parental pressure. Sure, we all do it. We give into patient pressure. Why? Why is it that we as a profession are so darn afraid of telling a patient "NO"? Why is it that as a profession we are so afraid of dismissing a patient from our practice and saying "I won't treat you any more"? Why is it that we as a profession are so afraid of saying "I can't treat you"? Where is it written that we must treat every patient that comes through our door? Where is it written that we must keep treating every patient that we have ever seen?

Disclaimer: I'm not a lawyer. I don't even play one on T.V. I don't pretend to be one. I did like watching Perry Mason as a kid.

In the case of Dr. Shivers I think that two things should have happened. Would either have helped? One, maybe, the other I don't know.

As soon as he felt that a pediatric dental referral needed to be made, it should have been made. Period. "Mrs. Patient's mother, I am truly sorry but your child really needs to be seen by someone with more advanced training in how to handle his/her case. Part of my job is to know when someone other than myself can do a better job than I can. And even though that doesn't happen often, this is one of those cases. If this was my child, they would be seeing the "specialist." DONE. Have the staff make an appointment for the mother and child, document to whom the referral was and the reason, and document the time and date of the child's referral appointment.

If the parent re-contacts you about the case a month later, then you can say "We made your child an appointment

contd. on page 8

# MEDICAID TESTIMONY

Dr. Wavel Wells, Pediatric Dentist - Lawton, spoke to the Medicaid Reform Task Force on December 7, 2005 on behalf of the ODA. The testimony can be found below.

**Oklahoma Dental Association**  
Oklahoma House of Representatives  
Task Force on Medicaid Reform  
December 7, 2005

Dana A. Davis, MEd, ODA Executive Director  
Wavel Wells, DDS, Lawton, Oklahoma



*Dr. Wavel Wells speaking to the Task Force on Medicaid Reform.*

Good morning. I am Dr. Wavel Wells and I am a Pediatric dentist with a private practice in Lawton. I have been practicing dentistry for 30 years and am pleased to have this opportunity to meet with you today regarding Dental Medicaid in Oklahoma since 50 percent of my practice is Medicaid patients. I am here on behalf of the Oklahoma Dental Association. The ODA represents 1,550 licensed dentists in the state or 85% of all Oklahoma dentists. The Association has been in existence for 98 years and will celebrate its Centennial year in 2007 along with the great state of Oklahoma. ODA's purposes are to promote public health and health services, advance the art and science of dentistry, represent the interests of its members, and foster an awareness of the obligations and responsibilities of the dental profession to society. It is with these purposes in mind that I am here today to provide comments regarding the Dental Medicaid program in Oklahoma.

First let me make a few comments about oral health care and dental disease.

- The first ever Oral Health in America: A Report of the U.S. Surgeon General authored by Surgeon General Dr. David Satcher, provided three policy themes: 1.) oral health means much more than healthy teeth; 2.) oral health is integral to general health – you cannot be healthy without oral health; and 3.) safe and effective disease prevention measures exist that anyone can adopt to improve oral health and prevent disease.

contd. on page 11

contd. from page 5

HEALTH AWARDS sponsored by BlueCross and BlueShield of Oklahoma. There are ten (10) categories for these prestigious awards, which are presented at the elegant Awards Banquet held each year in the National Cowboy and Western Heritage Museum in Oklahoma City.

John Gladden, CEO of Delta Dental of Oklahoma and long-time D-DENT Board Member and supporter, was also nominated in the "Education and Awareness Champion" Category. It is hard to believe there is any organization that does more for Health Education and Awareness than the Delta Dental Foundation. Mr. Gladden and the Delta Dental Foundation will always be winners with D-DENT.

Also for the second year, D-DENT held another Fundraiser at the Jewel Box Theatre's Opening Night for their first play of the season, "A Grand Night for Singing". What a grand night for theatre it was indeed, with a large turnout of community residents who had read about the event in the newspaper. The play was an innovative musical arrangement from such Rodgers and Hammerstein's hits as Oklahoma!, The King and I, South Pacific, Carousel, and Flower Drum Song. It made everyone want to sing along.

"The Catering Center" served a fabulous "Polynesian"-themed buffet, honoring several of the famous musicals, of Hawaiian Chicken, Oriental Coconut Rice (with beautiful colored peppers), Almond Green Beans, and fluffy Spring Rolls. Jessie Brown, one of D-DENT's special volunteers of three years, hand-made a huge variety of tempting desserts, artfully decorated and arranged in pretty little foil cups. She and her mother, Dorita Brown, who is now a part-time employee for D-DENT, served the desserts to each guest individually from large trays. They were so delicious, everyone was going back for seconds and there were hardly any left for the intermission. Jewell Mathes, a friend of Phoebe and Jessie Brown's, did a lovely job playing the piano during dinner, filling in for Phoebe who entertained everyone last year.

As of the writing of this article, D-DENT is preparing for one of their favorite "working" days of the year, the United Way Day of Caring. Hundreds of volunteers from businesses all across the community donate one day of their time to complete many different projects for all the United Way Partner Agencies. These are tasks that would never get attended to by the agencies for lack of time and staff, but are jobs that are still hugely important to the continuation and missions of the agencies.

D-DENT would like to give a BIG THANK YOU to the GM Plant and United Auto Workers for allowing the "Community Services Committee" to donate their time for the Day of Caring. Eight (8) employees worked very hard physically helping clean out, clean up, and re-organize the offices and building for D-DENT; it is so wonderful to have everything all neat and organized. Also a BIG THANK YOU goes to Southwestern Bell Yellow Pages for allowing their staff to assist with several "out-sourcing" projects at their offices. D-DENT is very grateful for the several thousand Toothbrush Kits and D-DENT applications they put together. Finally, a BIG THANK YOU to United Way of OKC for this Day of Caring – "It's a Very Good Thing".

On a sad note, D-DENT will sorely miss Dr. Robert Kennedy who passed away in September of 2005. He was an ardent supporter and long-time Board of Directors member who was also very instrumental in helping found the D-DENT program. We wish he could have helped us celebrate our 20 years of progress; he certainly deserved the recognition and appreciation.

Another poignant piece of information D-DENT was requested to pass along was from Dr. Jim and Beverly Limestall. Dr. Limestall is the immediate Past President of the D-DENT Board and Beverly is a dearly loved friend by all who know her. They wish to thank everyone who has called with support and also those who have prayed for Beverly, who has been undergoing chemo treatment for her cancer. All thoughts and concerns have been greatly appreciated. ●

with Dr. Pedo on Day X. Did they not help you?" If you feel compelled to manage the patient's discomfort until they can get back into Dr. Pedo, fine. But don't jump back into the frying pan.

If necessary, follow up the conversation with a letter that says "Mrs. Patient's Mother, on Day X I saw your child for dental treatment and recommended that your child be seen by a Children's Dental Specialist. My office made an appointment for your child with Dr. Pedo on Day Z that you failed to keep. It is apparent that you have chosen not to comply with the treatment recommendations made by this office. This letter is to inform you that given the circumstances, I am withdrawing from further professional responsibility regarding your child's dental status."

I talk to my fellow dentists and the fear that I see and hear from them about getting rid of patients astounds me. The word that I hear over and over again is abandonment. "Ohhh, I can't dismiss that patient. They might sue me for abandonment."

OK, here are some questions for you legal beagles out there. Especially the legal department. When was the last time that abandonment was used as the primary reason for a lawsuit against a dentist? What is abandonment? How easy is it for you to get an attor-

ney to sue someone for abandonment? Have you ever talked to your insurance carrier about what constitutes abandonment?

My understanding of abandonment is this: If I get up in the middle of a surgery and say "I'm done, go find someone else and stop bleeding on my carpet" that is abandonment. If I get up in the middle of a surgery and say "I'm in over my head. I've made you an appointment with an Oral Surgeon to finish removing that tooth. Here is a prescription for discomfort. Here are post-surgical instructions. Here are directions to his office. He is expecting you", that is the correct protocol. If I have a patient that I did a pulpectomy on and temporized, and they give me a ration of "brown applesauce" and refuse to pay their bill and I say, "There is the door. Find another dentist. I'll treat your pain for the next 30 days on a space available cash-only basis", that is correct protocol. That is not abandonment.

We all have patients that we would prefer went somewhere else. What stops us from helping them along the way? Dismiss them. Get a good dismissal letter, send it and sleep better.

Still have worries? Let me relate a story. A close relative of mine was in a nursing home. She had more medical problems than you can believe, dementia, hypertension, COPD, CHF,

diabetes, and emphysema to name a few. She was completely dependent on others for transportation, feeding, cleaning, prescriptions, etc. On two separate occasions, my wife and I got a letter from her physician: "Dear Mrs. X, effective in 30 days I will no longer be your physician." No reasons given. No "I'm Sorry." No "Here is a list of doctors who might take you on." No "Here are your other options." Nothing. Nada. Zero. Zilch.

I contacted the MD's in both cases. So sorry, too bad. Not interested. Not treating nursing home patients anymore. Not those exact words, but close. I actually did contact an attorney. Several different ones, in fact. The answer that I got almost universally was "So? They didn't do anything illegal." Maybe morally wrong, but that is it. And NOT ONE attorney was interested in taking a case based on abandonment.

I think that we would all be a lot happier if we learned that we cannot be everyone's dentist. And not everyone can be our patient. Get rid of the ones that are a problem and you will feel better. So will your staff. ●

# ALEXANDER AS STRUNK

We know what it means to invest in your business's future.

Why not rely on an insurance agency you can trust.

Local, loyal, long standing...we're here  
to advise you on insurance, not just sell it...

Professional Liability. Business Package. Builders Risk.  
Workers' Compensation. Disability. Business Overhead. Life.  
Health. Long Term Care.  
Automobile. Home. Personal Umbrella.

10305 North May Avenue, Oklahoma City, Oklahoma 73120

405.751.8356

800.375.8356

fax 405.755.5859

www.strunkinsurance.com

# THE FUTURE IS NOW...

## THE NEW ODA HEADQUARTERS

Be a part of the headquarters for organized dentistry in Oklahoma

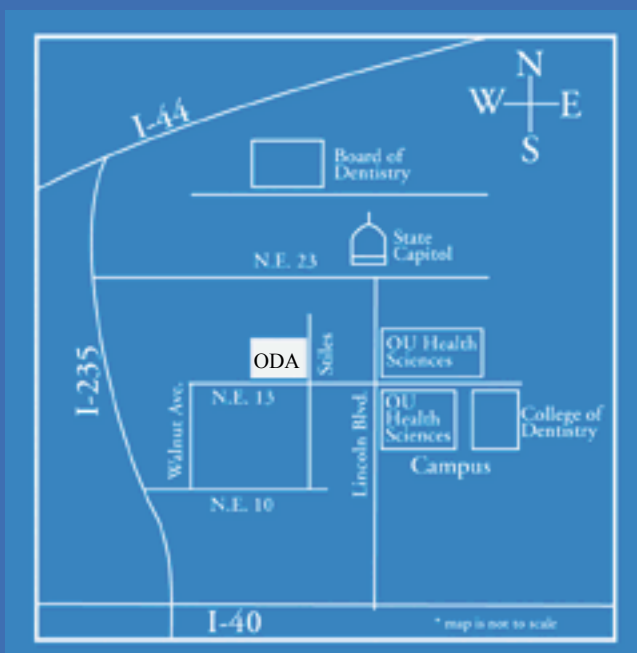
by making a pledge to the

ODA Centennial Membership Section.

Your contribution to the new ODA Headquarters is **tax deductible** as a business expense. Paying for the new ODA Headquarters now instead of later helps build the financial strength of the ODA by **eliminating an annual interest payment of \$25,000**, **decreasing the annual operating budget by \$65,000**, and **creating a one million dollar asset** for the Association.

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

**Contact the ODA today to make your contribution to the new building**  
**405-848-8873 / 800-876-8890**



## 2006 Coming & Going Luncheon

### Looking for an Associate? Selling a practice?

The Oklahoma Dental Association will be hosting the 2nd Annual Coming and Going Networking Lunch for junior and senior dental students during the 2006 ODA Annual Meeting in Tulsa. The luncheon will target dentists who are looking for an associate or interested in selling their practices.

The one-hour luncheon will include a presentation on practice transition, what to look for when taking in an associate, selling practices, and purchasing practices. Additionally, it will include information on what to expect when becoming an associate or buying a practice. ●

## Letter to the Editor Sent to the Tulsa World

### Report too negative:

A television station reached an all-time low recently with its "exposé" on dentists. The station has gone from producing Emmy award-winning news to a fear-mongering reporting style. It presented few facts and lots of innuendo.

Fact - the dentists mentioned were reprimanded, voluntarily completed rehab and have turned their lives around. Fact - the Oklahoma Dental Association and the Board of Dentistry work hard to maintain the highest standard of professionalism for dentists and consumer protection for all dental patients.

Consider a positive report on Oklahoma dentists. The Tulsa County Dental Society held its annual food drive to restock the empty shelves of Neighbor for Neighbor. Eastern Oklahoma Donated Dental Services provide free dental care to elderly, disabled and poor patients. The Oklahoma Dental Foundation purchased two mobile dental units to bring free dentistry to poor rural areas. The latest attempt by the TV station to grab viewers' attention with negative reporting has made me do something as a consumer that I can control - I can turn the channel. I love my dentist!

*Armella Glenn, Tulsa*

## IN MEMORIAM

**Dr. Rivers E. Paul**  
Death: December 5, 2005  
*Oklahoma City, Okla.*

**Dr. Delbert Trotter, Jr.**  
Death: November 11, 2005  
*Claremore, Okla.*

**Dr. Glen Albright**  
Death: November 10, 2005  
*Grove, Okla.*

## ODA CO-SPONSORS SKI 'N LEARN SEMINAR

The Oklahoma Dental Association and the Alabama Dental Association (ALDA) join eight other states in hosting a Ski 'n Learn Seminar at Big Sky Resort in Big Sky, Montana, March 18-25, 2006. Other state dental associations co-sponsoring the trip include Colorado, Indiana, Kentucky, Maryland, Montana, South Dakota, Tennessee, and Virginia.

**March 18-25, 2006    Big Sky Resort    Big Sky, Montana**

## CONTINUING EDUCATION

The Ski 'n Learn Seminar offers 16 hours of continuing education held Monday, March 21 through Thursday, March 24. 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](http://www.okda.org) for more information.



- Oral health care is cost-effective and saves money in the long run, because dental disease is highly preventable at minimal costs. Lack of access to basic preventive and restorative treatments creates a cycle in which dental problems that could be treated easily and inexpensively instead worsen.
- Dental disease generally progresses slowly but, unlike many diseases, it does not heal without therapeutic intervention. It is chronic, progressive and destructive, becoming more severe and painful over time.
- Oral pain is particularly severe because nerve tissue is connected directly to the brain.
- Untreated oral diseases affect economic productivity by compromising one's ability to function at home, at school, or on the job. Untreated cavities result in absence from school. Over 51 million school hours are lost due to dental-related illnesses – poor children suffer nearly 12 times more restricted activity days than children from higher-income families. Untreated decay also results in pain, dysfunction, reduced weight/poor nutrition, and poor appearance problems that can greatly reduce a child's capacity to succeed in life.
- Social stigma among children and even adults has a profound effect on social success which is in direct correlation to personal and professional growth. One of the first things you notice about people is their smile.
- Children eligible for Medicaid are 3 to 5 times more likely to have untreated tooth decay.
- Nationally, dental care accounts for about 20 percent of all children's health care expenditures. Medicaid children's dental care expenditures are estimated to be 2.3 percent of the program's overall children's health care spending. This is similar to Oklahoma Dental Medicaid expenditures.
- Dental caries (tooth decay) is the most common chronic childhood disease according to the Centers for Disease Control and Prevention; it is 5 times more common than asthma and 7 times more common than hay fever. By age 17, 78 percent of young people have had a cavity, and 7 percent have lost at least one tooth.
- Only dentists can provide comprehensive dental care. Efforts to increase access to dental care can only succeed if patients are in a continuum of care supervised by a dentist.

What are the barriers to dental care for the indigent?

- Misdistribution of dentists. Economic conditions discourage dentists from practicing in some inner city and rural areas, creating location-specific dentist shortages.
- Low levels of oral health literacy lead to often severe dental disease that could otherwise be prevented cheaply and easily.
- Medicaid reimbursement rates are often so anemic and administrative burdens so onerous, as to discourage provider participation. Medicaid reimbursement rates in many cases fail to cover the dentists' overhead costs in providing care.
- Even when care is available, programs often fail to provide

case management services needed to help people get to a dental appointment and comply with post-treatment instructions and oral hygiene protocols.

- Missed dental appointments add to the financial burden dentists experience when providing services to Medicaid recipients. Greater incidences of missed appointments occur in the Medicaid population.

There were significant changes in the Oklahoma Dental Medicaid Program in 2004 that have helped to address some of these barriers.

- OHCA employed its first full-time dentist to administer the dental services program.
- OHCA transitioned from using managed-care organizations to a single benefit manager administered by OHCA. By using electronic data services and a fee for service program OHCA has established a record of timely payments to dental providers. These efforts have eliminated many of the administrative burdens previously faced by dentists.
- OHCA has dedicated staff members who provide outreach to dentists by providing assistance in program enrollment and responding quickly to inquiries about billing and policy issues.
- OHCA has improved its eligibility and verifications systems. Dentists have 24-hour access via the web to member

contd. on page 13

## Dentist Day at the Capitol

**Dentist Day at the Capitol has been scheduled for February 8, 2006. Be sure to mark your calendars.**

The Dentist Day at the Capitol preliminary schedule:

**9:00 am**

Alliance members meet at ODA Headquarters to receive legislative gift kits and disbursement instructions. Travel to the Capitol will be available via a shuttle bus provided by DENPAC.

**1:00 pm – 2:30 pm**

Come and go educational session and lunch at ODA Headquarters to learn about legislative issues. Lunch provided by DENPAC

**2:30 pm – 5:00 pm**

Dentists meet with legislators. Schedule an appointment with your legislator to meet during this time. Ride the shuttle bus to the Capitol.

**5:30 pm – 7:30 pm**

ODA Legislator Reception at ODA Headquarters.  
Hors d'oeuvres and drinks provided.

# ODF On The Move

Dr. Lisa Grimes

In case you haven't heard about the changes the Oklahoma Dental Foundation has been recently undergoing, this article is a "must read." One of the most exciting revisions has been the adoption and implementation of a new set of By-laws and Certificate of Incorporation. The Foundation also has a well-defined Strategic Plan. We are not only "On the Move," but we are traveling full speed ahead in a very positive direction. All of these changes share one goal: To help meet the future needs of the dental professionals as well as the general public.

The Foundation needed to focus on becoming a stronger and more helpful organization and to this end, the restructuring efforts continue. New committees and task forces are tackling issues the board considers to be the most pressing to the future of the Foundation. Participating members concluded that the following should be priorities:

- Professional Dental Education
- Public Information/Education
- Access to Care
- Technology
- Fundraising

With all these changes one might ask; "Well what's being done now?" We're glad you asked.

We are excited to announce the creation of a new Executive Director position. Guillermo Gallegos is doing an outstanding job spearheading all of these new Task Forces, Committees and projects. Other recent accomplishments include: revamping of various standing committees, the make-up and size of the new Board of Trustees, programs featuring mobile dental units, and a user-friendly website are just a few.

The ODF website is now up and running. To get the latest Foundation information via the internet you can log on to [www.okdf.org](http://www.okdf.org). There you can also view the 2006 expanded duty course schedule for dental hygienists and assistants and download the actual application forms.

As mentioned above, the new program involving the Mobile Dental Units, as part of the Access to Care committee is literally putting the Foundation "On the Move." This program is designed to serve the indigent, non- or underinsured, underserved, low income, medicaid and gap populations in the state. The program will be going full force later this year.

The units were purchased from a US government auction via a closed bid. One unit is a 2001 5th Wheel that extends to 40 ft with nothing but dental equipment ready to serve the public. The other unit is a 2004 35ft Winnebago equipped with state of the art dental chairs, digital x-ray and panoramic machines, and sterilization machines among other new equipment. This unit was picked up with only 1,052 miles on it.

Once this final program is approved by the Board of Trustees, these units will begin to visit targeted areas defined as the most underserved in the state. Currently, an effort is underway to staff, fund and supply the units in order to make them fully functional. If you are interested in volunteering a day, would like to donate to this noble cause or know of areas or communities in need of these services please contact the Foundation staff at 800-876-8890 or [ggallegos@okda.org](mailto:ggallegos@okda.org).

It is one thing to read about these units, but to really appreciate their value and capabilities we encourage you to come out and take a tour. The Winnebago will be on display throughout the year at several locations as a part of the promotional aspect of this program. The next scheduled viewing is from 5:00 pm to 7:00 pm on February 8, 2006 at the Association Building during the legislative reception following Dentist Day at the



The new ODF Mobile Dental Units.



(L-R) Dr. Jandra Mayer-Ward, Dr. Lisa Grimes and Dr. Stephen Mayer check out the inside of the new dental units.

Capitol. This is a great opportunity to visit with your state representatives and help us garner interest for legislative funding of this program. After this date, the Winnebago will be on display at the ODA Annual meeting in the exhibit hall. Please come visit and check out the Foundation of the future.


As you can see, the Oklahoma Dental Foundation is indeed "On the Move", and its success has been the result of the countless time, energy, and enthusiasm of the volunteers within our professional community. Thanks to all, our mission statement truly is a living document. ●

*The mission of the Oklahoma Dental Foundation is to improve the oral health of Oklahomans by funding scientific research, supporting dental education and increasing patient access to care.*

A FRESH APPROACH TO


# Success & Growth

PRACTICE MANAGEMENT FOR NEW AND EXISTING DENTAL PROFESSIONALS



Serving 34 years in the dental field, **Melinda Lawrence** offers a unique, distinct understanding of patient care, staff motivation and well managed business systems, making her the perfect "partner" for any dental practice who is looking to separate themselves from the average. Find out more at

**[melindalawrence.com](http://melindalawrence.com)**



To begin your personal relationship with Melinda call **405.285.8192** or e-mail **[mellokc@cox.net](mailto:mellokc@cox.net)**

eligibility and patient information.

- OHCA has improved its claims process, reducing paperwork yet maintaining an accuracy rate of over 90%.
- In 2003 only 286 dentists were Medicaid providers. Since the improvements nearly 550 dentists are now in the program, an 80% increase.

The members of the ODA have and continue to provide programs and services to address the needs of the elderly, indigent, and special-needs populations in Oklahoma

- In 2004 ODA members donated \$19,500 per member in free dental services which equates to \$ 2.2 million dollars.
- Dentistry Cares, an ODA program focused on denture care for the elderly and dental services for the "gap" population, facilitated the treatment of 400 patients per year.
- Dentists who volunteer for the D-Dent and EODDS programs treated 2,400 patients in a year.
- The Oklahoma Dental Foundation recently purchased 2 mobile dental units and will begin treating patients throughout the state, especially those in underserved areas.
- The OU College of Dentistry's annual Kids' Day has provided over \$ 200,000 in free dental care.
- In 2005 the annual ODA Give Kids a Smile! day treated 500 children in a one day period.
- During National Children's Dental Health Month, ODA members screened and educated 3,000 children.

- The ODA is developing a program to help recruit dental graduates to the highest need areas in the state. This is entitled the "Dental Student Loan Repayment Program" and you will be hearing more about it in the near future.

The dentists of Oklahoma are committed to continuing our partnership with both the State Legislature and the OHCA to ensure that all Oklahomans have access to quality dental care on an ongoing basis. We are acutely aware of the federal budget cuts in the Medicaid program, the increased demand for Medicaid services, and the soaring health care costs.

We have 3 final comments regarding the Oklahoma Dental Medicaid program:

- First, "it ain't broke so don't fix it." Do not undo the many positive changes that have been made in the past 2 years. Keep dental care carved out.
- Second, do not decrease funding. Dental Medicaid dollars are a very insignificant amount of the overall Medicaid budget.
- Third, when financially feasible, expand the dental Medicaid program to provide care to adults.

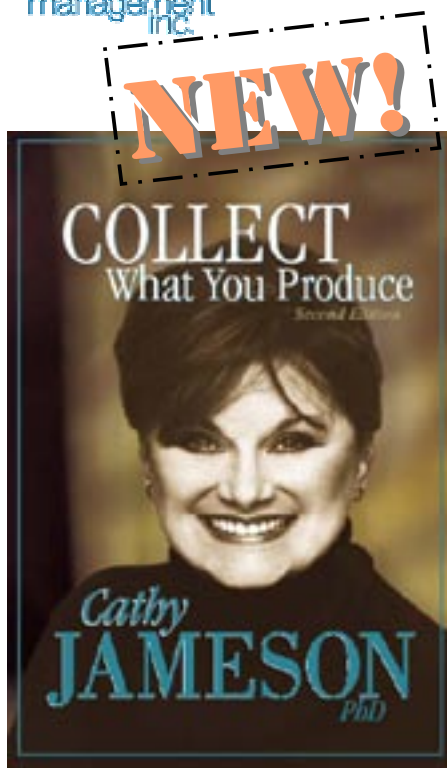
I thank you for this opportunity to meet with you today and I welcome any questions. ●



The NUMBER ONE REASON people DON'T COME to the dentist is COST.

according to ADA survey results

Learn to help patients overcome that fear of cost as you & your team begin to **Collect What You Produce**.



"I am so excited about our current and total account receivable figures! In addition, we already have an amazing number for production scheduled and it's only the 7th of the month! Our last collection percentage was 102%. We ARE collecting what we're producing and having a blast. **It can be done with Jameson Management systems,**" said Consulting Clients Drs. Mori & Teri White of Woodward, Oklahoma.

For a sneak preview of the Jameson Method and the difference it can make in YOUR life, **order your Collect What You Produce book today by calling 877.369.5558.**

Mention this ad for a **special reward** when you order!



## Profile: Mark Duncan, DDS

“We can do so much to help people. The magic of dentistry is that we can touch individual people’s [lives]”, says Dr. Mark Duncan. Dr. Duncan grew up in Miami, FL and moved to Tulsa in high school. He now has a practice in northwest Oklahoma City where he focuses on ideal treatment options and comprehensive care. When Dr. Duncan performs teeth whitening procedures, he donates the profits to the Women In Need (WIN) Foundation.

*Emily Clarkson, ODA Staff*

**ODA:** What does the WIN Foundation do, and how did you get involved in this particular charity?

**MD:** The WIN Foundation was started by the Mrs. Globe pageant and it is their charity to provide support and life coaching for women who are getting out of abusive relationships. It has been well documented that abuse is cyclic and that generally women either don’t get out of the relationship or get out only to get into another similar situation. The statistics are alarming and disgusting and it is one of the hidden wounds in America. Abuse is one of the leading causes of death in the US and it almost always affects the children in the relationship as well.

Luckily I don’t have any direct personal experience with abuse; this charity is really just a way that I can give back. A smile is such a huge part of who and what we are and it is critical that it is something that we can be proud of. The ramifications of a bad smile touch every part of a person’s life. Being that dentists are uniquely able to give a person their smile back – how could I resist?! The program that WIN provides is in need of funding. WIN has online and live coaching classes that help women to change the choices that they make so that they don’t end up back in the hospital or worse...

**ODA:** As a result of your donation, how is the WIN Foundation helped?

**MD:** We have pledged \$10,000 for the year (August – July) but when I got back to the office and told my team, they wanted to double it so we are set for \$20,000. WIN uses the money to fund their programs and the life coaching.

**ODA:** How long have you been donating to the WIN Foundation and what made you decide to donate in

this particular method?

**MD:** I just started to work with WIN this year. I tried to get the program going a couple years ago, but we never got it off the ground here. Fortunately, my team is on board now and we are excited about our future work. I try to give back as much as I can and this is a wonderful way to do so.

We also are involved in the American Academy of Cosmetic Dentistry’s Give Back a Smile as well as the American Association of Women Dentists’ program which advocates getting women back to work.

**ODA:** How do you think Dentistry can help various charities?

**MD:** We have the opportunity to change a person’s life.

We can help people gain self-esteem and realize their full potential as they become the persons they feel like on the inside. I was inspired to become better with cosmetic dentistry by a case that Bill Dickerson, a fellow cosmetic dentist, worked on. A mother of a high school student took her son to the dentist because the enamel of his teeth was rotting off. Their dentist thought that maybe he could crown them. The boy’s mother sent several cosmetic dentists a letter asking them to sponsor the fee for one crown. Bill said that not knowing the skills of the dentists involved he couldn’t justify paying for a crown, but if she could get to his office he would rebuild her son’s mouth for free. After the work was done the student wrote such a touching thank you note that could bring tears to your eyes. I wanted to be able to do that for people as well. Luckily my training allows me to do that kind of dentistry and luckily my team is on board. Dentists have a chance to dramatically impact people and their lives. ●

# Giving Back

After 34 years of continued service to the Oklahoma Dental Association and the profession of dentistry, Bob D. Berry, CAE retired in January 2003.

The ODA awarded Berry an honorary membership and presented him with an Indian war bonnet and the Seminole Nation Honorary Indian Chief name Muh Espe Ho Phony Awt, which means Person Who Stands Long. Berry's war bonnet resides at the ODA in the Berry Conference Room where it is held by a bust of Tecumseh on loan from Berry.

Throughout his years at the Association Berry acquired three beautiful Remington bronze sculptures which he loaned to the ODA for display. "The dental profession is a good friend to me and it's my philosophy to give back for the gracious opportunities it has afforded me."

In the spirit of giving back, Berry recently donated a new telescoping flagpole that can now be seen in



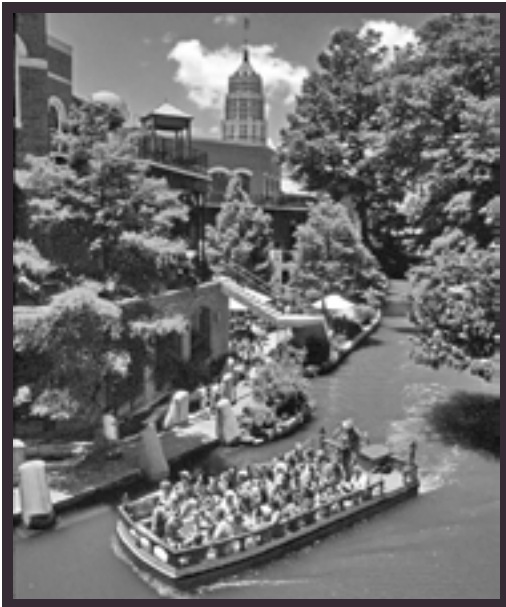
Bob Berry and Dr. Lee Beasley in front of donated statues.



Bob Berry and Dr. Lee Beasley standing beside the donated flag pole.

the donor garden at the ODA building.

Besides battling wild fires, Berry has been busy tending the Cash Western Store in Seminole where he specializes in boot and hat shaping. "Dentistry occupied many chapters in my book, but now I'm working on new chapters," said Berry. From dealing art and writing short stories to harvesting pecans, honey bees, cattle, goats and hay, Berry has indeed just begun new endeavors. He is currently the President of the Seminole Rotary Club, Board member of the Seminole Chamber of Commerce, Chair of the Seminole Chamber of Commerce Membership Committee, and in July 2006 he will become Sheriff of Westerners International. "I am as busy as ever." ●



Photograph taken by Al Rendon

## The TEXAS Meeting - May 11-14, 2006 - San Antonio, TX 136th Annual Session of the Texas Dental Association [www.texasmeeting.com](http://www.texasmeeting.com)

### Session Highlights.....

*The TEXAS Party*

*Over 90 speakers with more than 180 sessions*

*Specialty Tracks*

*More staff programs for 2006*

*Online Housing*

*Online Registration*

*Exhibit Hall Happy Hours & Designated Lunch Time*

*Largest Dental Tradeshow in Texas*

### San Antonio Highlights.....

*Alamo, Riverwalk, Market Square, Missions, Six Flags Fiesta Texas, Sea World, San Antonio Zoo, San Antonio Botanical Gardens, La Villita, Rivercenter Mall, Hemisfair Park and much more!!!*

### Outstanding Speakers.....

*Steve Adair, David Ahearn, Kare Anderson, Robert Anderton, Russell Baer, David Baird, Karen Baker, Thomas Beckett, Judy Bendit, Joseph Blaes, Charles Blair, Patricia Blanton, Suzanne Boswell, Nancy Bouchard, Dennis Brave, Jeff Brucia, Steven Buckley, Sherry Burns, Tana Busch, Joe Camp, Gerard Chiche, Gordon Christensen, Sarah Conroy, Robert Cooley, Marc Cooper, Jean Corcoran, Mary Costello, Louis DePaola, Joe Dillon, James Dunn, Robert Edwab, Larry Emmott, Nels Ewoldsen, Robert Fazio, Barry Freydberg, Joseph Giovannitti, Fay Goldstep, Theresa Gonzales, Alex Gonzalez, Anne Guignon, Susan Gunn, Van Haywood, Sally Hewett, Harald Heymann, Randy Huffines, Cindy Ishimoto, Arthur Jeske, Michael Johnson, Warren Karp, Laney Kay, Kenneth Koch, Michael Koczarski, James Kohner, Linda Lakin, Karl Leinfelder, Annette Linder, Mark Lingen, Robert Lowe, Stanley Malamed, Louis Malcmacher, Mark Mayberry, Kevin McBride, Pamela McClain, Thomas McDonald, Ray McLendon, Vicki McManus, Jeffrey Meltzer, Cindy Novotny, Jeffrey Okeson, Ray Padilla, Edwin Parks, Kelly Peters, Gregory Psaltis, Mary Ellen Psaltis, David Pumphrey, Gary Radz, Tim Rainey, Brenda Reed, David Roberts, David Rosenberg, Maria Ryan, Michael Ryan, Laurie Semple, Lou Shuman, Paul Sletten, Jon Suzuki, Keith Thornton, Brian Vence, Kelli Vrla, Udell Webb, Joel White, Rick Willeford, Gail Williamson, Olya Zahrebelny, and Susan Zunt*

# COME TOGETHER: 2006 Annual Meeting Preview



## Linda Miles, CEO of Linda Miles and Associates

Linda Miles, CEO of Linda Miles and Associates, a premier speaking and consulting business in Virginia Beach, VA, has enjoyed twenty-seven years of speaking success in all 50 states and on four continents. She is known as the speaker who instinctively understands the business and communication sides of dentistry.

She has written three best-selling books, and numerous Audio, DVD and Video productions on practice and staff development. In 1997, Linda founded the Speaking/Consulting Network, an Annual Conference for those wishing to start or enhance their own speaking, consulting and writing businesses. She's a 24-year member of the National Speakers Association, a member of the Institute of Management Consultants, the Academy of Dental Management Consultants and the American Academy of Dental Practice Administration. She serves on the Editorial Advisory Board of Dental Practice Report and the ADA's Foundation Board. Today, Linda is sought after as an advisor to dental companies and many associations, and serves as an advisor to military dental clinics worldwide.

In March 2005, Linda received the Distinguished Service Award at the Hinman Dental Meeting in Atlanta. This Distinguished Service Award has only been presented 24 times in 93 years to the Legends of dentistry such as Doctors LD Pankey, Gordon Christensen and Peter Dawson, to name a few.

### **COMMUNICATION, the FOUNDATION of SUCCESS**

So many dental practices struggle with success due to ineffectively communicating with patients and coworkers. It is amazing how much more productive and less stressed these practices are with effective communication as a high priority. "You are only as strong as your weakest link", which means every member of the team must be verbally skilled. These communication skills include leadership communication skills, telephone techniques, chairside communication, financial discussions, scheduling strategies, collections, insurance management, case presentations, staff meetings, and practice evaluations to name a few.

*The 2006 ODA Annual Meeting is right around the corner! The 2006 meeting will be held April 27-30 at the Tulsa Convention Center.*

*One of the highlights of the ODA Annual Meeting is the renowned Scientific Sessions that take place throughout the meeting.*

*Between now and April, the ODA Journal will be running previews of the 2006 ODA scientific speakers, giving you an insight into the biographies of each speaker and what you can expect from their presentations at the 2006 meeting.*

### **ORGANIZATION, the KEY to EFFICIENCY**

Once a practice becomes successful, there is no guarantee it stays that way. Changes in staff means changes in systems such as scheduling, hygiene department effectiveness, patient reactivation, collections, insurance management, office guidelines in dealing with patients, and the use of computers and other technology. This lively and informative program outlines ways to be so efficient that not only will productivity increase, but also the work environment will become a fun and professional place and stay that way.

### **TEAM BUILDING, the PEOPLE SIDE of SUCCESS**

"An office full of all followers goes nowhere. An office full of all leaders succeeds". Leadership filters from the owner/dentist to the team. This course outlines the challenges and joys of change and outlines why "information without motivation is frustration". And each participant will return to his or her practice ready to use their new and enthused attitude the very next day.

### **CUSTOMER/PATIENT SERVICE at IT'S BEST**

Many practices focus on getting more new patients into the practice yet their marketing efforts are fragmented with the shotgun versus the rifle approach. This lively course outlines how to sit down with the total team to devise a marketing plan that will not only bring warm bodies into the practice, but will bring the types of patients the doctors and staff wish to see more of. The course also focuses on not only how to attract but to also retain patients to become tremendous referral sources for the practice.

Marketing is not only a plan but also an image of what patients see and hear. "Patients read dentists and their teams like a book". Make sure your book is worth reading! What does your facility, the doctors and staff image have to do with marketing? Everything! Learn what to say when patients insist on trying to make dentists and staff members feel bad by making comments on how the practice spends "their money" on facility and technology. Last and certainly not least, realize how important it is not to take dentist employers, staff, or patients for granted. ●

Linda Miles  
Hal Crossley  
Harald Heymann  
ADA Oral Cancer  
Seminar  
Real World Endo  
featuring Dennis Brave

\*\*schedule subject to change

2006  
Oklahoma Dental  
Association  
Annual Meeting

Tulsa Convention Center  
DoubleTree Hotel  
Downtown Tulsa

April 27 – 30, 2006

*Oklahoma Twister*  
featuring local  
practitioners

# Need a better Place to keep your tools?

Who can you call when you outgrow your current facility? Tanner architect, Matt King has made a career of designing buildings for the health care community.

Tanner is Oklahoma's only medical architecture provider with all land development services under one roof. We can take your project from initial planning, engineering, zoning and surveying to final construction without the need to hire multiple consultants.

Call Tanner today to discuss your plans for a new office or clinic.

ArchitectureTulsa.com  
918.745.9929





In the spirit of celebrating our 100th birthday the *ODA Journal* will be featuring articles, trivia and advertisements from past Journals over the course of the next two years. Join with us now as we rewind to the January, 1941, Oklahoma State Dental Society's *The Bulletin*, later known as the *ODA Journal*.

## Reminiscences of an Early Dental Practitioner in Western Oklahoma

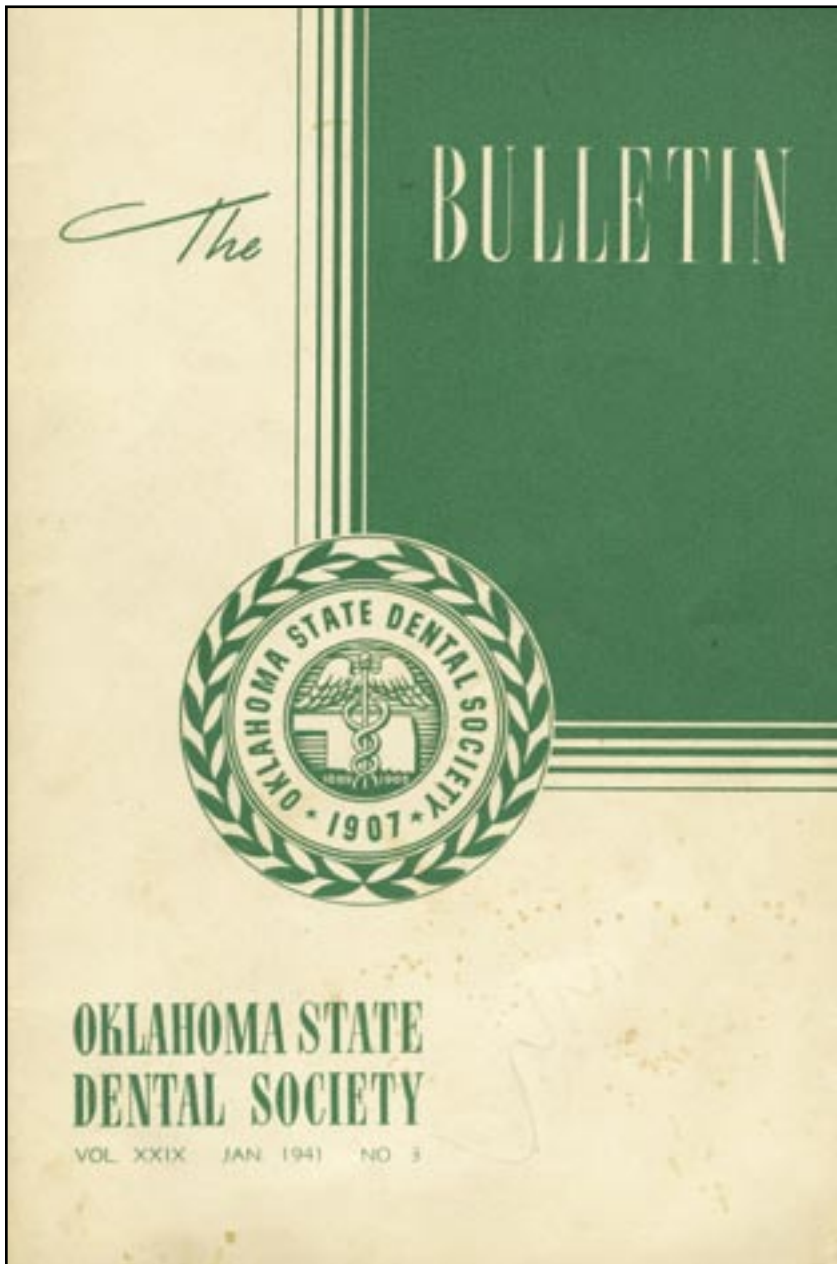
By Dr. F. C. Holmes, Mangum, Okla.

When I located in Mangum in the spring of 1900, the town had a population of about seven hundred. Some of the people lived in tents and some in dugouts. The town had been called 'tin can town' by the cow men because many of the box houses, then the prevailing style of architecture, had been weather-stripped with tin cans flattened out and nailed over the cracks.

A few traveling dentists coming through the country at long intervals provided the only dental service for the community. And unfortunately some of the dentists had not dealt fairly with the people, exacting large fees for inadequate service, departing between suns, leaving their board bills unpaid and defaulting on other obligations.

By the time I arrived, the people were becoming rather suspicious of the traveling practitioner and would usually ask me how long I intended to stay in Mangum before entrusting their work to me. Realizing that I would have this distrust to overcome, I would look the questioner straight in the eye and tell him in a very solemn manner: "I expect to remain here for seventy-five years." This statement seemed to restore confidence; it amused those who had a sense of humor, and properly impressed those who could never take a joke. So they quit traveling several hundred miles to find a dentist and came to me, their first resident dentist.

Dr. Laird, who recently died in Oklahoma City, was known as a picturesque street vendor and is remembered by many. He wore a ten-gallon hat and long hair



hanging down over his shoulders. He extracted teeth with his fingers, the teeth having previously been loosened by pyorrhea, before the awed crowd. He was a force to be reckoned with in the early days as people accredited him with all but supernatural power because of his ability to use his fingers rather than the "dreaded" forceps.

I cultivated the doctor's acquaintance to learn if possible the secret of his success as an extractor. I was just beginning the use of cocaine, which did not give perfect anesthesia in many cases and often caused nausea and fainting. I could hear occasionally one of my patients going to Dr. Laird for an extraction. He confided in me that he depended more on rapid skillful technique, using a little campho-phenique on the gum for its psychological effect.

He injected no anesthetic and if extracted on the street before a crowd, who were eagerly waiting to give the victim the 'horse laugh' at the first sign of weakening, his black-face artists kept a running fire of jokes. The doctor's wife, a pretty little woman wearing a fancy costume, stood in front of the victim urging him to keep smiling. All this served to keep the patient's mind diverted until, suddenly, the tooth was out without one having had time to dread it.

The doctor never preformed a difficult extraction before the

crowd if he could help it. And should a tooth break, he would conceal the fact from his audience. Some dentist would get the patient later and remove the roots with the aid of cocaine as an anesthetic.

One of my patients was having all of her teeth extracted. They were so hard to remove that I dreaded to see her come into the office. Many of them fractured and she was extremely nervous.

I had removed about half of them by using cocaine when Dr. Laird came to town in his private car. The car served him as his office.

A few days after his arrival, the lady returned to my office with all of her teeth out. She said: "Dr. Laird removed them without an anesthetic but his forceps were so hot from the boiling water that he had taken them out of, that I dreaded the heat worse than the pain of ex-

traction." Dr. Laird was a master psychologist, a skillful extractor, and I must give him praise for the good he did in relieving human suffering in those early days when no other help was available and local anesthesia was in its infancy.

Speaking of anesthesia - the wonderful strides we have made

**"NO THANKS!  
I'LL STICK TO  
MY DENTIST!"**

*Is this your patient . . . expressing her appreciation of your work? . . . her confidence in you?*

Small things — if they are the *right things*—can play a big part in fostering such loyalty . . . and they can go a long way toward strengthening the bond between you and your patients.

**PYCOPE**—"Council Accepted" TOOTH POWDER can't melt a brush . . . is immediately soluble . . . contains no glycerin, grit, acid, soap . . . no sodium perborate.

**PYCOPE** BRUSHES have small heads, rigid handles . . . scientifically spaced bristles, wedge-cut tufts . . . a two-month guarantee. Educational folder included.

For instance, one of the wise things you can do is prescribe Pycopé Tooth Powder and Pycopé Tooth Brushes. This is your powder—your brush—*never publicly advertised!*

Because recommendation of these ethical products represents your special knowledge in the dentifrice and tooth brush field . . . they readily become symbols of your concern for your patients' well-being . . . a thoughtfulness which patients are quick to appreciate.

PYCOPE, Inc., 2 High St., Jersey City, N. J.

**IT'S GOOD PRACTICE TO PRESCRIBE**

**PYCOPE**  
PY-KO-PAY

TOOTH POWDER & TOOTH BRUSHES

in the last forty years. Dentistry of today takes anesthesia for granted. The younger members of our profession know nothing of the suffering of humanity from toothache before the days of local anesthesia. People would suffer for years before they would submit to an extraction. General anesthesia was dangerous and few dentists were equipped to use it. And local, with cocaine, was imperfect and dangerous.

I remember having three patients stretched out on my office floor at one time recovering from the toxic effect of cocaine. They belonged to one family who had come by horse and buggy about seventy-five miles to have their work done and were anxious to return as soon as possible. They seemed to possess an idiosyncrasy for cocaine. In those days, dental offices were not equipped with retiring rooms. I had to let my patients lie on the floor until they recovered.

About 1914, Dr. Fisher's book on "Conductive Anaesthesia and the Use of Novocaine - Suprarenin" was published in America. We invited Dr. Ruethmuller, the American translator of the book, to lecture to our State Society. Later, Dr. Arthur Smith came to us on the same subject. I am proud of the fact that Oklahoma dentists were quick to take advantage of these new methods which marked an important milestone in the conquest of pain.

As to dentures, I once took a trip from the railroad back in Alabama. I accompanied an older dentist, Dr. Bradley, who made occasional visits to the community. Dr. Bradley, while there, made several sets of teeth which he vulcanized in an iron teakettle hung over an open fire in the fireplace of his patient's home. As I remember, he kept the pot boiling for about a half-day. The dentures came out with a tough and springy texture that is unexcelled today. He used porcelain block-teeth with platinum pins, the best available at the time.

While we were in this community a young man came into our office to have some dental restorations and before the examination was made, apologized to Dr. Bradley for not having brushed his teeth. He asked of the doctor his toothbrush which was on the wash stand. Whereupon, presuming on his acquaintance with the doctor, he stepped to the wash stand and carefully brushed his teeth with the doctor's brush. After the patient departed, Dr. Bradley threw the toothbrush out the window.

I once made an upper denture for a lady, from the rural districts, whose main regret was that she would have to lose her 'tobacker' tooth. She used one of them to bite off a piece of plug-tobacco. Her son, a tall rawboned gentleman from Arkansas, advised me that he did not want Maw's teeth to project out so much that she could bite a pumpkin through a crack in a brush-fence, nor did he want them set in so that she couldn't bite a cork out of a bottle. This admonition indicated the son had proper perception of esthetic values. By avoiding either extreme I was enabled to make her a very presentable restoration. But, how crude were our methods and how little did we know in those good old days of the factors which make dentures suc-

cessful today!

In answer to the almost invariable question as to how long it would take them to learn to eat with their new teeth, I used to tell them "six months." That gave me time to make adjustments and afforded them time to practice. There was a current saying among dentists that "a denture that is not paid for, never fits." I do not think that is true today with any but the extremely difficult cases.

Speaking of root fillings. We remember the time when methods of filling root canals was a matter of paramount importance. Much of the space in dental journals was devoted to that subject. It was our daily practice to treat nerves and abscessed teeth. We were taught to save teeth and attained a remarkable degree of proficiency in so doing.

Many material and medicinal agents were advocated and sold by the manufacturers for root-canal filling which we never hear of now. I remember discussing with Dr. C. L. White, about thirty-five years ago, the method of soaking hickory pegs in creosote and forcing them into root canals as a permanent filling. The two of us had tried the method and considered it of value at the time.

My usual method was to roll cut a wax point with my cement spatula on my slab incorporating a little idoform powder as it was formed. Then after drying out the canals with a hot smooth broach made from a tapered hair pin, place the wax points in the canals, then plunge the hot broach into the wax-filled canal and break it off quickly, (the broach had previously been semi-cut for proper length), leaving the broach incorporated in melted wax with idoform for the antiseptic value - a hermetically sealed root. I mention this method as a relic of bygone days. It was used for many years when we took our root-fillings seriously. Then came Dr. M. L. Rhein from New York City to show us the way. His method was to force chlorapercha through the end of the root, previously enlarging the apical foramen, if necessary, for that purpose and thus encapsulating the root-end. He finished the filling with gutta-percha points. Dr. Rhein mentioned putting in eighteen hours work on one root-canal filling and stated that the fee was proportionate to time spent. Dr. Rhein had a wealthy patronage. The fee was easy for him to obtain but would have been impossible for most Oklahoma dentists of that day.

At the same meeting, Dr. Tom Hinman of Atlanta, Georgia, was with us showing on the screen, pictures of patients suffering from arthritis. Deplorable examples of the result of focal infections from root ends, a brand new theory, and soon we ceased to wear ourselves out with tedious root-canal technique and began extracting instead, especially following the advent of novocaine which rendered the operation less dreaded by both patient and operator.

With the wonderful advances made in dental knowledge in the last fifty years, we realize that the "world do move" and wonder what will come next in our rapidly advancing progress. ●

# Fun Facts

from the January, 1941, Oklahoma State Dental Society *The Bulletin*

---

“A number of vacancies will occur in the Civilian Conservation Corps within the next few months. The salary starts at \$2,600 per year with an increase of \$100 a year to those whose services receive satisfactory ratings. Those staying in camp and taking meals there are under an expense of about \$25 per month.”

“Oklahoma Dentists in the Service: To date 26 Oklahoma dentists have availed themselves of the services of the State Society in military affairs.”

“Dues for Members in U.S. Service: We (OSDS)

are of the opinion, which agrees with others, that the men who are in the service can better afford the regular dues as their income is certain and probably more.”

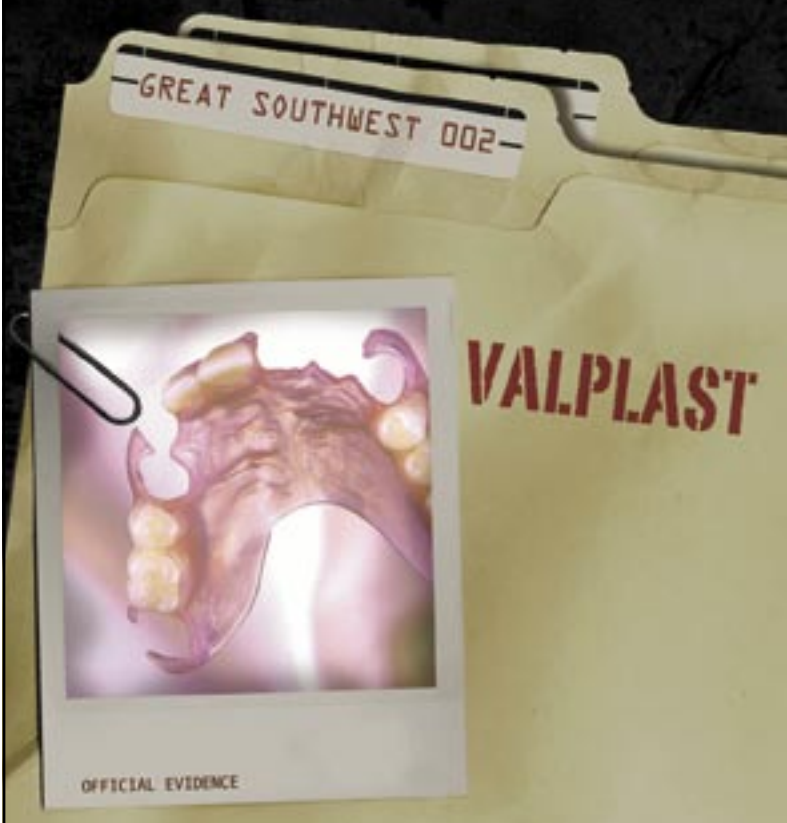
“The American Dental Relief Committee Asks Co-Operation: Please participate in this worthy cause. Help a brother in distress. One dollar will help, but give more if you can.”

“The annual dues of active members of the Oklahoma State Dental Society shall be five dollars (\$5.00).”

## GREAT SOUTHWEST ...on the case

**THE CASE:** patient who is prone to breaking partial dentures

**CLUE:** a nylon thermoplastic that is virtually unbreakable



**At Great Southwest Dental Laboratory, we consider the metal-free flexibility of Valplast® critical to our partial denture services. Through tissue-bearing retention, Valplast greatly reduces unnatural stresses on remaining dentition. Although thin and lightweight for optimum comfort, Valplast is extraordinarily strong, offering the ultimate in durability.**

- flexible thermoplastic partial dentures
- thin and lightweight yet virtually unbreakable
- excellent tissue-bearing retention
- natural esthetics with tissue blend effect
- promotes health of gums and remaining teeth
- resistant to chemical breakdown
- can be added to existing partial frames

**Call 1-800-777-1522 today!**



GREAT SOUTHWEST DENTAL LAB

3824 North MacArthur • Oklahoma City, OK 73122  
405.787.5852 • 800.777.1522 • 405.787.4525 fax • [gswdental.com](http://gswdental.com)

Valplast® is a registered trademark of Valplast Corporation.  
© 2006 Great Southwest Dental Laboratory

# **Louisiana Dental Association 2006 Annual Session: "Self-Help Recovery Initiative" An All-Star Lineup, An Incredible Price!**

Dr. Blair

Dr. Suzuki

Dr. Dawson

Dr. Webb

Dr. Hyman

Thursday, March 23, 2006, Holiday Inn Select, Baton Rouge, La.

Dr. Peter Dawson: "Functional Occlusion from TMJ to Smile Design"

Dr. Jon Suzuki: "Contemporary Clinical Periodontics: Update in Diagnosis and Treatment Planning 2006"

Friday, March 24, 2006

Dr. Mark Hyman: "Beauties and the Beasts: The Greatest Hits and Misses of Cosmetic Dentistry"

Dr. Del Webb: "Increase Collections, Production and Acceptance – BIG TIME – via UCR and Insurance Code Management"

Saturday, March 25, 2006

Dr. Charles Blair: "Focus on Profitability for the Efficient Practice, PLUS, Tax, Retirement and Transition Tips"

In the wake of the devastation of Hurricanes Katrina and Rita, the LDA will be expanding its 2006 Annual Session. It will be bigger and better than ever (and at an incredible price) as several of the country's top dental continuing education speakers agreed to come at drastically reduced costs to us as their contribution to our recovery effort. It is also your opportunity to help the LDA recover financially, since 30-40 percent of LDA members may receive dues waivers for 2006.

**For more information and the official schedule, go to [www.ladental.org](http://www.ladental.org) or call (800) 388-6642.**



R. Lee Woody, MBA

Troy E. Jones, CFP®

W.P. "Bill" Atkinson, III, CFP®, JD

## Think you know financial planners? Think again.

### Meet Access Financial Resources.

AFR planners specialize in financial planning for dentists. Celebrating 25 years in business, AFR serves more dentists than any other independent financial planning firm in the state.

### They give you all the facts.

Registered Investment Advisors are different than "financial advisors." RIA's are legally bound to act in your best interest and to reveal all fees and potential conflicts of interest.

Their business is personal financial planning for business owners. AFR planners integrate the business of dentistry with your personal needs, hopes and dreams.

### Call 405.848.9826

Find out why other legal and financial professions say AFR's holistic approach is unique.



**TROY E. JONES AND ASSOCIATES**

3621 NW 63rd, Suite A-1 • Oklahoma City, OK 73116

405.848.9826 phone • 888.942.3933 toll-free

[www.afradvice.com](http://www.afradvice.com)



# THE FIVE QUESTIONS DENTISTS SHOULD ASK ABOUT THEIR MONEY AND WHY

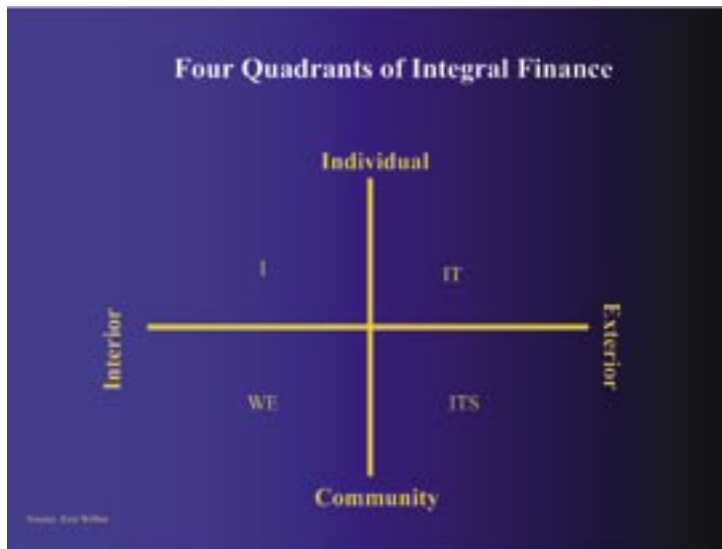
Troy E. Jones, CERTIFIED FINANCIAL PLANNER™ practitioner

With all the money out there, why isn't there more happiness?

That's a question I often have asked myself during my 25 years in the financial planning profession. We all know the United States is one of the most affluent countries in the world. So, why isn't there more happiness?

I believe people don't build their lives from their hearts. Each life is unique. And we all know we hold deep emotional connections to money. Therefore, each financial tapestry should be specific to the person. Instead, I find many people build the lives they think they "should" have. Right neighborhood, right school, clothes, cars, friends, travel, etc. They work on the look, the appearance – external issues.

Most money conversations and media stories address only the mechanical or external perspective. Financial interchanges almost exclusively revolve around investments, taxes, insurance and the like. Layer over this societies' "shoulda, woulda, couldas" and you don't have a well-balanced, personalized approach. Very rarely do planners and clients discuss the human drivers behind financial planning in a meaningful, ongoing way. Often I find people think they're getting a financial plan, but they're working solely with an investment or insurance



Graphic 1

salesperson. I contend the time is now to take an integral, holistic approach.

I use Graphic 2 to initiate discussion with people about integral financial planning.

The two left-hand quadrants address the interior (immeasurable aspects) of the individual and community. The two right-hand quad-



Graphic 2

rants address the exterior (measurable aspects) of the individual and community. Working within this matrix helps ensure a more complete analysis of your financial decisions.

Now, let's look at the second graphic. All money is spent on the right side or exterior. However, money is spent because of the beliefs and values of the individual or community. In MasterCard terms, the exterior is the golf club; the interior is the "priceless" hole-in-one. Believe me, the marketing people get this stuff.

If you're only working from the quadrants on the right, you're missing personal hopes and dreams and real community issues that need to be addressed. First, internal needs are real...just ask the psychologists. You cannot ignore needs and feel whole. Money is the leading cause of marital issues and there is a reason why. Couples have a tough time communicating their hopes and dreams and negotiating and balancing those dreams with the reality of their situations.

Second, you must be aware of community trends and forces that do affect and will affect our lives and our children's lives.

Think about this: In 2001, 75% of the U.S. population paid taxes on just \$56,086! The top 1% of the population paid taxes on \$292,913. This tells me those who can pay always have and always will. Those who can't pay never have and never will. We do support and will continue to support those who cannot pay. Recent statistics show baby boomers currently average \$43,000 in savings. Scary, isn't it?

There are other external forces that must be considered when building your personal plan: social security issues, escalating health care costs of an aging population, globalization, environmental concerns, and technology that is eliminating jobs. In short, dental business leaders who have more income and assets have more at stake and more

responsibility to those they serve. That means we need to address money issues in a more complete way.

Bernard Lietaer, author of "The Future of Money", says these trends are converging in three to seven years, and we must become aware of them NOW. I encourage my clients to do this by digging deep within themselves and building their financial plan with intention. I encourage them to match internal and external forces and then begin to create a plan that supports a life worth living. This requires you to ask yourselves the right questions.

But what are those questions?

Well, one day I was having lunch with a newspaper business editor and she asked me what I thought the five questions were everyone should ask about their finances. I said, "Sure, no problem, I can get those for you." I had never been asked that question before. So, I went to the national Financial Planning Association (FPA) and numerous discussion groups, and not one had that answer. Then a beautiful thing happened. Using two theoretical models, the five questions magically became clear to me. They have been vetted by some of the world's leading experts. They're very simple, yet very complete. And they fall into each of the four quadrants.

The five questions you need to ask yourself are:

- Who can I trust to help make money decisions? (objective integrator)
- What are my personal beliefs and values? (Interior individual)
- Do I know and understand my numbers? (Exterior individual)
- How do the communities – family, neighborhood, religious, country, business – in which I live affect my financial decisions? (Interior community)
- Am I familiar with the many different strategies, resources, products and laws available to implement my financial

plan? (Exterior community)

Recognize that these questions address the four quadrants and apply to any dentist no matter where you are in your practice or life.

Over the next year, I will address each question individually, the issues I believe reside in each, and how to apply them in your lives as dentists. In the meantime, I ask you to reflect on these questions and begin to see where you may be strong and where you may have gaps. Please balance interior and exterior, individual and community and the social trends facing all of us.

At the end, I hope you feel a sense of urgency and responsibility, and appreciate the significance of the heart as it relates to you and your money. ●

*Troy E. Jones, a CERTIFIED FINANCIAL PLANNER™ practitioner is the President and founder of Access Financial Resources, Inc., one of Oklahoma's oldest and largest independent financial planning firms ([www.afradvice.com](http://www.afradvice.com)) Troy has served on the 29,000-member board of the national Financial Planning Association ([www.fpanet.org](http://www.fpanet.org)) He's also the past chairman of the Oklahoma State Association of Certified Financial Planners®, and the past President of the Central Oklahoma Society of Certified Financial Planners. He's served as an adjunct professor at Oklahoma City University. He currently teaches financial planning classes at the University of Oklahoma College of Family Medicine and College of Dentistry.*

## MBNA Practice Solutions



## practicefinancing & more

THE TOOLS YOU NEED TO FINANCE AND MANAGE YOUR PRACTICE

**Great products with great service.**

**We are known for our commitment to providing the right solutions and superior Customer service.**

- Practice Improvement Financing
- Practice Sales and Acquisitions
  - New Practice Start-Ups
  - Practice Equity Loans\*
  - Equipment Financing

Call today  
**800-491-3623**  
Hours: Monday - Friday  
9 a.m. - 6 p.m. Eastern Time

Endorsed by:



[www.mbna.com](http://www.mbna.com)

All programs subject to credit review and loan amounts subject to credit review. Some restrictions may apply. MBNA, the MBNA logo, the logo and MBNA are service marks of MBNA Finance Group, N.A.  
\*MBNA requires use of a separate finance account to pay off any debt under MBNA account.  
©2007 MBNA Finance Group, N.A.



# CLASSIFIED ADVERTISING

**TEMPORARY COVERAGE:** We have more jobs than we have dentists! Help! Just name your flat daily fee. Paid weekly, like clockwork. Bread-and-butter procedures. Maternity, disability and personal leaves. FFS practices, not mills. But we can't call you until you FIRST call us. Say hello sometime. No strings or obligations, ever. Doctors per Diem, Inc., 800-600-0963. Temporary and permanent professional placement, nationwide, since 1997. Ask us the secret to working out of state occasionally or as often as you wish, in state. Email: docs@doctorsperdiem.com or visit <http://www.doctorsperdiem.com>

OFFICE SPACE FOR LEASE, NW OKC DENTAL COMPLEX, 840 SQ FT FULLY EQUIPPED. FOR MORE DETAIL AND VIRTUAL TOUR GO TO MOJOFABULOUS.COM OR CALL DR. J. ROBERT RENEAU 405-840-3363.

## **VINEYARD CLIMATE CONTROL STORAGE**

DRIVE INDOOR UNLOADING AND MOVING  
COMPETITIVE RATES - 24 HOUR VIDEO SURVEILLANCE  
PHONE 752-8585 - LOCATION - 2208 W. HEFNER, OKLAHOMA CITY, OK ALMOST NEW!

Golden opportunity for progressive pediatric dentist. Well-established Medicaid and private-pay pediatric practice in stand-alone building looking for associate to become co-owner. Fully computerized, open bay concept, digital x-rays, performs hospital dentistry and conscious sedation. Good clinical skills, a desire to learn and a lifetime commitment to continuing education and serving others are essential. Please send your inquiries/resumes to: Pediatric Dentistry, Attn: Laura, 1421 East 13 Street, Tulsa, OK 74120 or e-mail: [laura@crteethline.com](mailto:laura@crteethline.com).

Expanding dental office needs full-time or part-time Associate Dentist with salary of 100k guaranteed plus production-based bonus. Also, looking for part-time General Dentist practicing Orthodontics. Commission basis, benefits available (401k). Please call for more information. Dr. Quint

Whitefield 580-762-5624 or send resume to: 1618 N 5th, Suite 2, Ponca City, OK 74601.

**SMALL TOWN CHARM WITH BIG CITY OPPORTUNITIES.** Well-established, fee-for-service practice located in southwest Missouri is seeking a full-time dentist. Carthage is located within one hour of five major lakes and 1-2 hours of four large metropolitan areas. Partnership potential for the right individual. Four-day work week with excellent compensation and benefits. Please fax your resume to (417) 359-5002.

GREAT OPPORTUNITY to share space in Northwest Oklahoma City practice with the potential to share equipment and staff. If you are wanting to move out of an existing space, start a practice from scratch, or circumvent an associateship arrangement then this is a wonderful opportunity. Please call 405-819-3456 for more information.

## **Associate/Partner**

Duncan - well-established orthodontic practice in top 5% of Invisalign practices. 3,000 sq ft, 6 ops, Orthosoft with four work stations; digital camera with Vistadent; workstation for Invisalign and case presentations. Great community and excellent integration plan. For more information, call Mercer's Associate Placement Service 480.471.5522

## **Associate/Partner**

Tulsa - Well-established 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. Visit [www.mercertansitions.com](http://www.mercertansitions.com) to view or call Mercer's Associate Placement Service 480.471.5522

## **Associate/Partner**

Oklahoma City - Established family practice with emphasis on esthetics and removable prosthetics. 1800+ charts. 3500 sq. ft., 7 ops. Visit [www.mercertansitions.com](http://www.mercertansitions.com) to view or call Mercer's Associate Placement Service 480.471.5522

Small General Practice - 2800 sq. ft. bldg., 4 operatories, 3 private offices. Located on S. Western, Okla City, OK. on 2.2 acres, 405/632-7611.

**PRACTICE FOR SALE: SOUTH-TULSA.** \$403,000 gross. Four operatories, two of which are hygiene. Excellent equipment. High visibility. Huge growth potential.

**PRACTICE FOR SALE: SOUTH-TULSA,** \$542,000 gross in 24 hour week. Three doctor operatories and one hygiene. Beautiful 2,150 Sq. Ft. suite. Abundant high-tech equipment.

**PRACTICE FOR SALE: SOUTHEAST OKLAHOMA.** \$502,200 gross in four day week. Priced below appraised value for rapid sale. Three operatories. Huge patient base. (405) 720-2093

**PRACTICE FOR SALE: SOUTH-TULSA.** Entry-level or satellite opportunity. Four equipped operatories. Near affluent Oral Roberts University area. (405) 720-2093

**PRACTICE FOR SALE: WESTERN OKLAHOMA.** Grossing \$896,500. For Sale or ASSOCIATE. Large drawing area and huge patient base. High profit margin. (405) 720-2093

**PRACTICE FOR SALE: NEAR TULSA.** Grossing \$309,000 in 26 hour week. Low overhead. Three operatories. Available immediately. (405) 720-2093

**PRACTICE FOR SALE: NEAR OKLAHOMA CITY.** Grossing \$216,800 in twenty-six hour week. Three operatories. Affordable. (405) 720-2093

**PRACTICE FOR SALE: NORTHEAST OKLAHOMA.** For Sale or Associate. New office building and equipment. Grossing \$543,000 in four day week. (405) 720-2093

**PRACTICE FOR SALE: NORTHERN OKLAHOMA.** Beautiful condominium office. Four doctor operatories plus two hygiene chairs. Grossing \$400,000 in a 3 day, 26 hour week. Exceptional practice. (405) 720-2093

**PRACTICE FOR SALE: TULSA.** Superior facility and location. Four doctor operatories and two hygiene operatories. Grossing over \$686,000 in four day week. (405) 720-2093

**THE OFFICES LISTED ABOVE MAY BE SEEN AT** [www.ppa-brokers.com](http://www.ppa-brokers.com) OR CALL PROFESSIONAL PRACTICE ASSOCIATES AT (405) 720-2093. FINANCING AVAILABLE.

# LIMITED PRACTICE

## ENDODONTICS

### Endodontic Associates

*Wm. Lee Beasley, DDS, MS, PC*  
4500 West Memorial Circle  
Oklahoma City, OK 73142  
8101 S. Walker  
Oklahoma City, OK 73139  
405-748-6000

*Dayna S. Duke, DDS*  
4500 West Memorial Circle  
Oklahoma City, OK 73142  
8101 S. Walker  
Oklahoma City, OK 73139  
405-748-6000

*Leslie B. Hardy, Jr., DDS*  
4500 West Memorial Circle  
Oklahoma City, OK 73142  
8101 S. Walker  
Oklahoma City, OK 73139  
405-748-6000

*Myron S. Hilton, DDS*  
4500 West Memorial Circle  
Oklahoma City, OK 73142  
8101 S. Walker  
Oklahoma City, OK 73139  
405-748-6000

### Endodontic Practice Associates

*Fred W. Benenati, DDS, MEd*  
Diplomate American Board of  
Endodontics  
707 24th Ave., S.W., Suite 100  
Norman, OK 73069  
405-329-7936

*John T. Biggs, DDS, MEd, MS*  
Diplomate American Board of  
Endodontics  
707 24th Ave., S.W., Suite 100  
Norman, OK 73069  
405-329-7936

*James B. Roane, DDS, MS, Inc.*  
Diplomate American Board of  
Endodontics  
707 24th Ave., S.W., Suite 100  
Norman, OK 73069  
405-329-7936

### Edmond Endodontics

*Jackson L. Sullivan, DDS*  
609 South Kelly Ave, Suite E-1  
Edmond, OK 73003  
405-844-8444

*Edward W. Grimes, DDS, Inc.*  
Diplomate Am. Board of Endodontics  
6112 East 61st Street  
Tulsa, OK 74136  
918-492-9415

*Ben Johnson, DDS*  
5010 East 68th, Suite 104  
Tulsa, OK 74136  
918-493-3880

*David L. Maddox, DDS, Inc.*  
Diplomate Am. Board of Endodontics  
5010 E. 68th Stret, Suite 202  
Tulsa, OK 74136  
918-493-3500

### Norman Endontics, P.L.L.C.

*Steven E. Powell, DDS*  
Diplomate Am. Board of Endodontics  
410 24th Ave, S.W.  
Norman, OK 73096  
405-307-8200

### Oklahoma Endodontics

*Dennis A. Leseberg, DDS MS, Inc.*  
Practice Limited to Endodontics  
Grand Park Commons  
1008 NW Grand Blvd., Suite A  
Oklahoma City, OK 73118  
405-843-9330 800-522-0160

*David B. Shadid, DDS, MSD, PC*  
Practice Limited to Endodontics  
Grand Park Commons  
1008 NW Grand Blvd., Suite A  
Oklahoma City, OK 73118  
405-843-9330 800-522-0160

*David W. Pedicord, DDS, MS*  
Warren Clinic  
4606 E 67th Street, Bldg 7,  
Suite 208, Tulsa, OK 74136  
918-491-5888

## ORAL & MAXILLOFACIAL SURGERY

*James A. Baker, DDS*  
Diplomate, American Board of Oral  
and Maxillofacial Surgery  
North Shore Office  
10900 Hefner Pointe Dr, Suite 204  
Oklahoma City, OK 73120  
405-463-0004  
8301 South Walker, Suite 101  
Oklahoma City, OK 73139  
405-636-4230

*R. Todd Boone, DDS*  
Diplomate, American Board of Oral  
and Maxillofacial Surgery  
1414 Arlington, Ada, OK 74820  
580-332-3010  
301 N 2nd, Suite 201  
McAlester, OK 74501  
918-426-3244

*M. Edmund Braly, DDS*  
Diplomate, American Board of Oral  
and Maxillofacial Surgery  
Medical Plaza, Suite 302  
620 South Madison  
Enid, OK 73701  
580-242-2800

*Perry L. Brooks, DDS*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
620 24th Avenue, S.W.  
Norman, OK 73069  
(405) 364-6777

*Lester L. Cowden III, DDS*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
3100 West Britton Road, Suite A  
Oklahoma City, OK 73120  
(405) 751-3321

*Neil M. Glass, DDS, MD*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
4320 McAuley Boulevard  
Oklahoma City, OK 73120-9307  
(405) 755-4826

*Ron L. Graves, DDS*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
1119 Walnut Drive, Suite #2  
Ardmore, OK 73401  
(580) 226-1727  
720-C Bryan Drive

Durant, OK 74701  
(800) 773-1727  
100 Valley Drive  
Pauls Valley, OK 73075

*Jay A. Harlan, DDS*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
8101 S. Walker Ave., Suite E  
Oklahoma City, OK 73139  
(405) 632-9726

*Edwin E. Henslee, III, DDS*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
8811 East Reno, Suite 103  
Midwest City, OK 73110  
(405) 733-1701

*Douglas S. Hoy, DDS*  
Doctor's Park  
500 East Robinson, Suite 1500  
Norman, OK 73071  
(405) 329-3113

*Richard L. Johnson, DDS*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
7509 N.W.23rd St.  
Bethany, OK 73008 (405) 787-7814  
340 W. Vandament Ave.  
Yukon, OK 73099 (405) 354-6999  
228 Chickasha Ave. #710  
Chickasha, OK 73018 (405) 222-0900

*David M. Lindley, DDS*  
Board-Certified Oral & Maxillofacial Surgeon  
Main Office: 1315 West Gore Blvd.  
Lawton, OK 73501 (580) 353-7037  
2nd Office - Thursday Afternoons  
1002 Chestnut, Duncan, OK 73533  
(580) 255-7537

*Robert J. Livingston, DDS, Inc.*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
1331 South York, Muskogee, OK 74403  
(918) 687-5462

*Steven D. Meltzner, DMD*  
Oral and Maxillofacial Surgery  
The Plaza, Suite 201  
4140 W. Memorial Rd.  
Oklahoma City, OK 73120  
(405)749-4267

### Oral and Maxillofacial Assoc., Inc.

Diplomates, American Board of Oral and  
Maxillofacial Surgery  
*Paul C. Brown II, DDS*  
3727 N.W. 63rd, Suite 300  
Oklahoma City, OK 73116  
(405) 848-7994  
2828 Parklawn, Suite 3  
Midwest City, OK 73110  
(405) 733-4296

*Kent Cohenour, DDS*  
3727 N.W. 63rd, Suite 300  
Oklahoma City, OK 73116  
(405) 848-7994  
2828 Parklawn, Suite 3  
Midwest City, OK 73110  
(405) 733-4296

*William M. Croom, DDS*  
3727 N.W. 63rd, Suite 300  
Oklahoma City, OK 73116  
(405) 848-7994

*Michael T. Duffy, DDS*

3727 N.W. 63rd, Suite 300  
Oklahoma City, OK 73116  
(405) 848-7994  
8301 S. Walker, Suite 101  
Oklahoma City, OK 73139  
(405) 636-4230

*Vincent E. Montgomery, DMD*  
112 Rambling Oaks  
Norman, OK 73072  
3727 N.W. 63rd, Suite 300  
Oklahoma City, OK 73116  
(405) 292-8900/(405) 848-7994

*Scott Searcey, DDS*  
3727 N.W. 63rd, Suite 300  
Oklahoma City, OK 73116  
(405) 848-7994  
8301 S. Walker, Suite 101  
Oklahoma City, OK 73139  
(405) 636-4230

### Oral and Maxillofacial Surgeons of Okla.

*Sam P. Jones IV, DDS, MD*  
10900 Hefner Pointe Dr, Ste 204  
Oklahoma City, OK 73120  
(405) 463-0004  
1218 E 9th St., Ste 7  
Edmond, OK 73034  
(405)285-7466

*Zeneida G. Vasquez, DDS*  
8301 S Walker, Ste. 101  
Oklahoma City, OK 73139  
(405)636-4230  
1218 E 9th St., Ste 7  
Edmond, OK 73034  
(405)285-7466

*David L. Schwartz, DMD*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
11317 S. Western, Suite 100B  
Oklahoma City, OK 73170  
(405) 691-0100  
905 C NW 24th Ave.  
Norman, OK 73069  
(405) 579-9800

*C. Ken Templeton, DDS*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
404 S. Mustang Rd.,  
Yukon, OK 73099  
1204 E. Main, Suite B.,  
Weatherford, OK 73096  
(405) 577-7744 or  
Fax: (405) 577-7747  
www.yukonoralsurgery.com

*Patrick L. Wallace, DDS*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
1119 Walnut Dr., Suite #2  
Ardmore, OK 73401  
(580) 226-1727  
720-C Bryan Dr., Durant, OK 74701  
(800) 773-1727  
100 Valley Dr., Pauls Valley, OK 73075

*Craig A. Wooten, DDS*  
Diplomate, American Board of  
Oral and Maxillofacial Surgery  
13301 N. Meridian, Bldg. 100  
Oklahoma City, OK 73120  
(405) 751-7600  
801 East Tamarack Rd  
Altus, OK 73521  
580-482-5424/866-370-6812

**University Oral and Maxillofacial Surgeons**

*Steven M. Sullivan, DDS*  
*Kevin S. Smith, DDS*  
*Alan Miyake, DDS, MD*  
 College of Dentistry  
 1001 Stanton L. Young Blvd., Ste. 206  
 Oklahoma City, OK 73104  
 (405) 271-4955

**ORTHODONTICS**

*Jeff T. Cohlma, DDS, MS*  
 Diplomate, American Board of Orthodontics  
 13313 North Meridian, Suite D-4  
 Oklahoma City, OK 73120  
 (405)751-0300  
 2909 Azalea Park Dr.  
 Muskogee, OK 74401  
 (918) 687-3111

*Terry Linda Cotterell, DDS, MSD*  
 1382 S. Douglas Blvd.  
 Midwest City, OK 73130  
 (405) 741-1962

*Craig A. Gerken, DDS*  
 2401 N. Commerce, Suite D2  
 Ardmore, OK 73401  
 (580) 226-8868

*E. Vann Greer, DDS*  
 Diplomate, American Board of Orthodontics  
 2816 West Hefner Rd.  
 Oklahoma City, OK 73120 (405) 751-7007  
 1600 East 19th, Suite 201  
 Edmond, OK 73013 (405) 341-9071

*Michael J. Kierl, DDS, MS*  
 Diplomate, American Board of Orthodontics  
 5818 NW 50, Ste. 500  
 Oklahoma City, OK 73122  
 (405) 787-2001  
 112 N. Oak Pauls Valley, OK  
 (405)238-2192

*Herbert A. Klontz, BA, DDS, MS*  
 3621 N.W. 63rd St.  
 Oklahoma City, OK 73116  
 (405) 848-4809

*Kelly J. Klontz, DDS*  
 9721 South Penn  
 Oklahoma City, OK 73159  
 (405) 691-8100  
 3621 N.W. 63rd St.  
 Oklahoma City, OK 73116  
 (405) 848-4809

*Stephen K. McCullough, DDS, MS*  
 Diplomate, American Board of Orthodontics  
 508 W. Vandament, Suite 200  
 Yukon, OK 73099  
 (405) 350-1343

**Orthodontic Associates**

*David J. Birdwell, DDS*  
 Diplomate, American Board of Orthodontics  
*John N. Archer, DDS, MS*  
*Brian D. Amy, DDS, MS*  
*Geoff D. Sparks, DDS, MS*  
*P. Justin Power, DDS, MS*  
 10914 Hefner Pointe Dr.  
 Water Oak, Suite 300

Oklahoma City, OK 73120  
 (405) 947-1526

*Phillip R. Parker, DDS, MS, MS*  
 Member, American Assoc. of Orthodontics  
 3700 W. Robinson, Suite 102  
 Norman, OK 73072  
 (405) 329-8853

*C. Edwin Polk, DDS, MSD*  
 Diplomate, American Board of Orthodontics  
 1518 West 8th  
 Stillwater, OK 74074, (405) 372-1300

*Timothy M. Shannon, DDS, MS*  
 Orthodontics Exclusively  
 114 S. Berry Rd., Norman, OK 73069  
 (405) 321-2735  
 708 N. Cedar, Perry, OK 73077  
 (580) 336-2227 \* Fax: (405) 321-7877

*J. Michael Steffen, DDS, MS*  
 Diplomate, American Board of Orthodontics  
 1601 South Blvd., Edmond, OK 73013  
 (405) 341-2587  
 114 South 5th, Clinton, OK 73601  
 (580) 323-3098

*Tom R. Stewart, DDS, MS*  
 Diplomate, American Board of Orthodontics  
 Practice Limited to Orthodontics  
 607 South Orchard Lane  
 Stillwater, OK 74074  
 (405) 624-1005

*Tony Stretesky, DDS*  
 Diplomate, American Board of Orthodontics  
 Practice Limited to Orthodontics  
 1119 Walnut Dr., Suite 4  
 Ardmore, OK 73401  
 (405) 226-2331

*James S. Torchia, DDS, MSD*  
 Diplomate, American Board of Orthodontics  
 6565 S. Yale,  
 Tulsa, OK 74136, (918) 492-4822  
 217 South 5th, Henryetta, OK 74437  
 109 North Fairland, Pryor, OK 74361  
 120 West Delaware, Vinita, OK 74301

*Thomas P. Weirich, DDS, MSD*  
 Diplomate, American Board of Orthodontics  
 4320 McAuley Blvd.  
 Oklahoma City, OK 73120  
 (405) 755-8151

*Thomas H. Williams, DDS, MS*  
 Diplomate, American Board of Orthodontics  
 2424 North Milt Phillips Ave.  
 Seminole, OK 74868, (405) 382-2877

*Mark L. Youngker, DDS, MS*  
 North Oklahoma City:  
 4401 West Memorial Rd., Suite 113  
 Oklahoma City, OK 73134  
 (405) 752-0301  
 South Oklahoma City:  
 7421 South Western Ave.  
 Oklahoma City, OK 73139  
 (405) 634-4700

*Christian G. Zylinski, DDS*  
 1400 S.E. 4th, Suite B,  
 Moore, OK 73160, (405) 799-7711  
 3727 N.W. 63rd, Suite 100,  
 Oklahoma City, OK 73116

**PEDIATRIC DENTISTRY**

*Bobby Don Cheatham, DDS*

2800 North Kelly, Suite 200  
 Edmond, OK 73003  
 (405) 562-2222  
 1501-A Brookwood  
 Duncan, OK 73533  
 (580)255-4940

*Thai-An Doan, DDS*  
 11318 N. May Avenue, Suite B  
 Oklahoma City, OK 73120  
 405-752-KIDS

*Tim Fagan, DDS, MS, PLLC*  
 Practice Limited to Pediatric Dentistry  
 423 N. Van Buren, Enid, OK 73703  
 (580) 233-0043

*Barry J. Farmer, DDS*  
 806 North York  
 Muskogee, OK 74403  
 (918) 683-3451  
 info@DrBarryFarmer.com

*Andrew Guthrie, DDS*  
 Pediatric Dentistry  
 3616 N.W. 50th St.  
 Oklahoma City, OK 73112  
 (405) 946-0686

*Donald W. Haskins, DDS, MSD*  
 5222 N. Portland, Suite 10  
 Oklahoma City, OK 73112  
 (405) 947-1525  
 2828 Park Lawn, Suite 10  
 Midwest City, OK 73110  
 (405) 733-2525

*Gene Litteken, DDS*  
 Pediatric Dentistry  
 1103 Walnut Dr., Ardmore, OK 73401  
 (580) 226-6290  
 Diplomate, Am. Board of Pediatric Dentistry

*Janna McIntosh, DDS, MPH*  
 Pediatric Dentistry  
 321 South Third St., Suite 3  
 McAlester, OK 74570  
 (918) 423-2897

*Brent Moody, DDS*  
 Pediatric Dentistry  
 Dental Specialties Center  
 4320 McAuley Blvd.  
 Oklahoma City, OK 73120  
 (405) 755-8020

*Phillip R. Parker, DDS, MS, MS*  
 Diplomate, Am. Board of Pediatric Dentistry  
 3700 W. Robinson, Suite 102  
 Norman, OK 73072  
 (405) 329-8853

*Donald H. Roberts, DDS, MSD*  
 Pediatric Dentistry  
 1001 24th Ave. NW  
 Norman, OK 73069  
 (405) 360-5233

*Wavel L. Wells, DDS*  
*Nicholas J. Chelenza, Jr., DDS*  
 4417 West Gore, Suite 11  
 Lawton, OK 73505  
 (580) 248-8418

*Tamara Worthen, DDS*  
 Pediatric Dentistry  
 1103 Walnut Dr., Ardmore, OK 73401  
 (580) 226-6290  
 Diplomate, Am. Board of Pediatric Dentistry

**PERIODONTICS**

*Michael D. Allen, DDS, MS*  
 Practice Limited to Periodontics  
 3621 N.W. 63rd St.  
 Oklahoma City, OK 73116  
 (405) 840-2834

*Terry D. Blackburne, DDS, MSD*  
 Periodontics  
 Professional Building  
 707 24th Ave. S.W., #202  
 Norman, OK 73069 (405) 329-6106

*Robin D. Henderson, DMD, MS*  
 Practice Limited to Periodontics/Implants  
 3330 NW 56th St., Suite 110  
 Oklahoma City, OK 73112  
 (405) 947-0486/Fax: (405) 942-4392  
 1908 South Post Rd., Bldg #1  
 Midwest City, OK 73130  
 (405) 869-0700/Fax: (405) 732-2109

*G. Conrad Hornbuckle, DDS, MS*  
 Practice Limited to Periodontics  
 8203 South Walker, Oklahoma City, OK 73139  
 (405) 636-1411 or (800) 525-9355

*Timothy E. Moore, DDS, MS*  
 Diplomate, Am. Board of Periodontology  
 Executive Center II  
 7134 South Yale, Suite 400  
 Tulsa, OK 74136-6351  
 (918) 494-7676

*Gregory S. Shanbour, DDS, MS*  
 Diplomate, Am. Board of Periodontology  
 Practice Limited to Periodontics  
 Oklahoma City Office  
 8117 South Walker  
 Oklahoma City, OK 73139  
 (405) 634-2239

*Paul Sommer, DDS*  
 6465 South Yale, Suite 722  
 Tulsa, OK 74136  
 (918) 481-7755

*Howard G. Johnson, III, DDS, MS*  
 Practice Limited to Periodontics  
 Oklahoma Dental Group  
 4801 Richmond Square  
 Oklahoma City, OK 73118  
 (405) 840-5600

**PROSTHODONTICS**

*Roman Lobodiak, DDS*  
 3232 East 31st Street  
 Tulsa, OK 74105  
 (918) 743-1558

*Thomas J. McGarry, DDS*  
 Practice Limited to Prosthodontics  
 Implant and Prosthodontic Associates  
 4517 Memorial Circle  
 Oklahoma City, OK 73142  
 (405) 755-7777

*L.E. Shelton, DDS*  
 Removable Prosthodontics  
 3223 East 31st St., Suite 206  
 Tulsa, OK 74105-2444  
 (918) 747-5817

*Dr. J. Robert Reneau*  
 Prosthodontist  
 2751 NW Expressway Suite #5  
 Oklahoma City, OK 73112  
 (405)840-3363 (405)840-3494/fax

# Financial Solutions That Make You Money.



*Jason Osborn*  
Senior Vice President  
Commercial Lending  
405.427.4624  
jasonosborn@banksnb.com

*Specialist focusing on the dental industry.*

- Unique Financing Structures for:
  - Practice Start-up
  - Buy-in Financing
  - Real Estate
- Traditional Commercial and Personal Financing
- Equipment Leasing
- Document Imaging & Lockbox
- Personal Financial Services
- Benefit Planning & Consultation\*
- Home Loans
  - 1<sup>st</sup> & 2<sup>nd</sup> Mortgages
  - Fixed & Adjustable Rates
  - Customized to fit your needs



STILLWATER NATIONAL BANK  
& TRUST COMPANY

6301 Waterford Boulevard, Suite 101 • Oklahoma City, OK • 427.4000 • Member FDIC



\*Securities are offered exclusively through Raymond James Financial Services, Inc. • Member NASD/SIPC, an independent broker/dealer.  
Not FDIC Insured • Not Guaranteed by SNB • May Lose Value • Subject to Risk



## THE BUCCAL PIT STUDY CLUB #4

It was almost too much to believe. The envelope bore the ominous letterhead of the Oklahoma Board of Dentistry and Dr. Ed Lebiew knew what was in it before he even opened it. It would be another in a long series of inquiries from Oklahoma City about the certification of the Buccal Pit Study Club as a recognized provider of continuing education. Seeing as how the entire membership had been counting on Board approval for all their hours to count towards licensure renewal, it was no little thing that the issue still hadn't been resolved. Not that he hadn't tried, either, as the file folder on his desk would now be too thick to get back in the cabinet with the addition of this new letter to all the others written over the last three years. For some reason word had filtered back to the Board office that the Buccal Pit bunch down in Gator Crossing were pushing the envelope just a little too hard on the definition of what constituted legitimate continuing education. Must have been that last meeting at the Long Branch where they all had submitted 8 hours of participation credit for the clinic put on by that rep who claimed to be from Dentsply and had the new biolaser that looked a lot like the one in "Goldfinger". Claimed it would cut a crown prep in 15 seconds if you could stand the heat generation. It was painfully evident that usual tactics wouldn't solve the problem, so Dr. Ed did what he always did in situations like this and headed down the street to the Long Branch.

Wanda was in her usual bad mood for so late in the afternoon, and Dr. Ed and his now famous dog K-Flex showing up just before her dinner break was enough to really set her off. The back booth was already filling up with study club members as they finished up their office hours, and she had had enough of their backtalk. Orders weren't usually taken at the Long Branch as Wanda knew from years of regretful experience what everyone liked, so Dr. Ed's Guinness Stout was poured and on the table when he sat down. K-Flex took up residence in his usual spot under the table and the impromptu meeting was quickly called to order. Dr. Ed passed on the news about the Club's third and final rejection for approval by the State Board, which was met with not a whole lot of surprise, especially by the two members who practiced

in the second floor office just above the Long Branch. The Dentsply rep had put on such a convincing show that they had put down a deposit on a slightly used biolaser, and it was to be delivered sometime tomorrow. UPS had called ahead to let them know that the whole shipment would top out at just over 3 tons and asked if they were sure the floor joists could take the installation. Opinions varied from strong support and encouragement to those who saw impending destruction, and it was decided that they would all meet back here tomorrow to see how things worked out. The meeting broke up and members wandered home while Dr. Ed and K-Flex were left to pick up the tab. He still had no

clue as to what to do about getting the Study Club certified, and it looked like the only option was a long-overdue trip to Oklahoma City to settle the matter once and for all.

Around noon the next day found Dr. Ed walking back to his office after dropping off the truck at Sid's Garage to get the oil changed before his big trip. His normal route wouldn't take him past the Long Branch, so he detoured north and turned the corner on to Main to the sounds of the EMS unit from Idabel streaking towards a column of black smoke coming up from behind the Long Branch building. Running around back, it became painfully evident what had happened.

Not only was the UPS truck in flames, but the whole back side of the second floor dental office had been seared off and the scene littered with singed dental equipment, office furniture, and stunned staff and patients. In their eagerness to try out their new piece of equipment, both practitioners had failed to read the fine print in the operating manual or notice that the words "Industrial Use Only" had been airbrushed off the side of the packing crate. Although disappointed in the trial run of their new biolaser, they both gave it high marks for speed and showmanship. Dr. Ed made a mental note to check with the Dentsply folks about their rep working the Gator Crossing territory while he was in the City. That evening he picked the truck up, installed K-Flex at shotgun, and headed west out of town past the lake for his six-hour drive. It was do or die time for the Study Club, so he set his jaw and floored it. ●



Cartoon copyrighted by Mark Parisi, printed with permission

# MIDCO DENTAL INC.

**OKLAHOMA CITY – TULSA – DALLAS**

**800-657-7324**

**FAX 405-381-4559**

**OKLAHOMA CITY: 405-381-4308 – TULSA: 918-369-2680 – DALLAS: 214-349-0007**

---

## **FOR YOUR DENTAL EQUIPMENT NEEDS**

**Sales & Service, Dental Office Design & Construction,**

**Family Owned & Operated, Rick & Taylor Owens**

**26 Years Service to the Dental Community**

---

**DENTECH • BELMONT • SUMMIT DENTAL • BEAVERSTATE • PROGENY X-RAY  
XGENUS X-RAY • PAXORAMA IMAGING • APOLLO • MATRX • DENT-X  
MIDMARK • STATIM • BIEN AIR • HANDLER • TUTTNAUER • MARUS  
BOYD • TPC DIGITAL CAMERA • BREWER • VELOPEX • CYGNUS TECHNOLOGIES  
• TPC ADVANCED TECHNOLOGIES •**



# BLUE STAR DENTAL



Excellent turnaround in Oklahoma

[www.bluestardental.com](http://www.bluestardental.com)

624 SW "D" Ave.  
Lawton, Oklahoma  
73501

"If you have a lab - consider us for the hard cases."  
Consultations welcome.

1-866-231-7336