

NEWSLINE

PRESIDENT'S MESSAGE



This is my last message for the year and hoping that it will find you all well. It has been my pleasure to serve as this year's president and as a board member for the past 7 years but it's time for new blood as I'm losing hair and what little I have left is turning gray.

Organized dentistry however, continues to need your support to survive, we are losing members. It is understandable that everybody is making adjustments to their office finances but don't forget the fundamentals. Sometimes it is difficult to understand what organized dentistry (ADA, FDA, WCDDA and UPCDA) is doing for us and some may question when the dues statement is received at the end of the year. But what must be realized is that by the time we pay our dues it has been an entire year's worth of work, prevention and accomplishments on dentistry's behalf that those behind the scenes, volunteers and staff have achieved. We all receive the benefits of the time and work those dedicated volunteers put forth. The leaders of organized dentistry work so hard on a purely volunteer basis for the benefit of all within the profession and your continued support as a member is needed. Their dedication is certainly a reason for admiration. We must take some responsibility for the future direction of our profession. I understand this may be like preaching to the choir. If you are reading this it is likely that you are already a member and understand the importance of supporting organized dentistry. We must, therefore, help our oblivious colleagues understand, meaning those on the dark side that do not belong, that organized dentistry is just another important part of doing business. If you do not pay your rent or utilities you can not practice. Maybe some do not feel the same pressure when it comes to paying dues but if we don't we will be looking down the barrel at a different kind of practice. One in which we will lose our collective voice. The AMA has slipped with now just over 25% of physicians are members. Membership in organized dentistry has dropped dramatically within the past year alone and if you stop to consider, we are at a point in which this is more important to our individual practices than ever! The largest health care reform in our recent history has passed. The already low Medicaid and Medicare fees are going to be lowered! Patient outcome will be part of the equation for their compensation and we all know how well patients follow instruction or take responsibility for their health. Maybe a louder voice from the physicians might have made a difference. There is power in numbers and very few would be willing to argue that. We need to keep up the fight. It is crucial that you pay your ADA, FDA and WCDDA

APRIL 2010

MARK YOUR CALENDAR

UPCDA CE Schedule

April 21st

The LANAP treatment: On the frontier of 21st Century Periodontal Care
Dr. Jim Carazola
Dr. Gregory Langston
Bon Appétit

May 13th

End of the Year Party
Ozona Blue
Palm Harbor

Important Dates

June 10-12th

FNDC
Gaylord Palms Orlando

August 6-8th

WCDDA Summer Meeting
The Ritz-Carlton, Naples

October 9-12th

ADA Annual Session
Orange County Convention Center, Orlando

ADA Receives Member Inquiries About Brican

The American Dental Association (ADA) has received inquiries from some members about their experiences with Brican America LLC.

According to the company's web site, Brican America markets specialized computer and television screens that display "sophisticated clinical messages and promotional materials" in doctors' waiting rooms.

Members who have called the Association report that they agreed to lease television/computer systems as part of an overall transaction under which the members would also receive fees in return for running certain content on the leased television/computer system.

Lawsuits filed in the U.S. District Court in the Southern District of Florida by Professional Solutions Financial Services (PSFS), a division of the NCMIC Finance Corporation against Brican and a countersuit by Brican against PSFS were dismissed Feb. 23. The court dismissed each of the parties' claims against the other "with prejudice." The court did this based on the "Stipulation of Voluntary Dismissal With Prejudice," that the parties had together filed with the court. It is unclear why the parties agreed to dismiss their claims against one another.

In the initial lawsuit, PSFS alleged that Brican breached a contract pursuant to which PSFS "agreed to purchase certain goods from Brican for the purpose of leasing or financing those goods to customers of Brican," and as a result, "entered into 1,672 leases with customers of Brican." PSFS also alleged that Brican was obligated

to but did not reveal to PSFS the existence of any other agreements with the lessees [i.e., the doctors], and did not provide to PSFS the marketing agreements. PSFS further alleged that the value of the leases is more than \$38 million. Brican has maintained, among other things, that if there was any breach it was not material.

Dentists who have questions about this matter should look over their contracts to review their rights and obligations under the terms of their agreements, and may wish to consult with their attorney if they have specific questions.

Members with questions for Brican can contact their Brican representative, or contact the company using contact information offered on its web site: 1-866-588-6995 or 1-786-388-6995; fax 1-786-388-1489; or www.bricanamerica.com.

UPCDA

President's Message (cont'd)

dues. If you have not done so please contact the WCDDA office at 813-931-3018 and they will take your credit card information. You can even pay in installments.

On a personal note, my very personal thank you to this year's board, **Bob Haller, Oscar Menendez, Kristin Burch, James Pitts** for all your support, commitment and outstanding work. Thank you also to **Jim "Magic Bowler" Carazola** for trying to keep the numbers together and to **Raed Kasem** for keeping UPCDA's membership growing. I know the financial compensation is not great and it also takes time from your personal lives, but be proud that you are keeping your profession alive. My encouragement to those who are showing their unconditional commitment and continuous leadership, **Robert Ettleman, Ed Hopwood, Jeremy Albert** and **Bill Layman** among others. My special recognition to those who have continued the leadership journey in the component, state and national positions, true friends of the profession like **Hugh Wunderlich, Nolan Allen, Bob Churney, Bill Kochenour** and of course our dedicated **Lisette Zuknick**. Thank you for making it happen!

See you at the next meeting

Reinaldo

APRIL 2010 M e e t i n g

RSVP prior to April 19th for the
April 21st meeting:

by phone: (727) 449-1232
or by e-mail: lissette@wcdental.org

*Invite Your
Hygienist*

When: Wednesday, April 21st
Where: Bon Appétit Restaurant
Time: 6:00 p.m. - 7:00 p.m. Social Hour
7:00 p.m. - 8:00 p.m. CE Meeting
Speaker: Dr. James Carazola and
Dr. Gregory Langston
Course: "The LANAP treatment: On the frontier
of 21st Century Periodontal Care" 1 CEU

Discussion of the use of the Nd:YAG
Laser in the treatment of inflammatory
periodontal disease.
Sponsors: Insurance & Financial Advisors
Marketing, Inc., Integrity Retirement
Systems, Zimmer Dental

HYGIENIST REGISTRATION FORM – UPCDA APRIL 21ST

\$35.00/Hygienist Check Visa MasterCard

CC# _____ Exp. _____ CVV Code _____ Billing Zip Code _____

Please postmark by April 14!

Name _____ Phone _____

Address _____

Please Mail CHECKS to: **UPCDA** • PO Box 611 • Brandon, FL 33509 • 727-449-1232

UPCDA

Pinellas County Volunteers for Health Program Awareness Survey

Diligence Analytics is seeking input from the Pinellas County medical and dental community to determine the level of awareness about the Pinellas County Health Department "We Care: Volunteers for Health" program.

Your participation in this survey is important, because you have a unique perspective that will contribute to a more comprehensive understanding of how the program is perceived and how it can be improved. It will take less than 10 minutes to complete this survey.

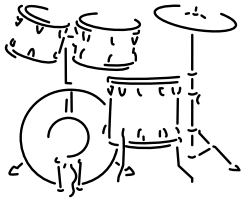
All answers are strictly confidential and will be used only in aggregate by Diligence Analytics for tabulating results of the survey.

To participate, please respond to the following the survey by April 16th:
<http://www.surveymonkey.com/s/volunteerdentist>

If you have any questions, feel free to contact Liz Roop at (813) 902-3578 or liz@npccs.com.
Thank you for your participation!



UPCDA End of the Year Social



Thursday, May 13th, 5:30 p.m.



Ozona Blue
125 Orange St. N. • Palm Harbor, FL 34683

Happy hour, dinner buffet and live band.

Free for UPCDA members and \$35.00 per guest

UPCDA will provide 2 drink tickets per person.

RSVP by May 3rd (727) 449-1232 or
lissette@wcdental.org

Mail Check payable and mail to:
UPCDA • P.O. Box 611, Brandon, FL 33509



Department of Health Warns of Telephone Scam

The Department of Health (DOH) Division of Medical Quality Assurance (MQA) notified the Florida Dental Association about a telephone scam in which more than \$10,000 was fraudulently charged to a licensee's credit card. As part of the scam, a woman identifying herself as an MQA worker called the licensee saying she needed a new set of fingerprints on file. She then recorded two credit card numbers for a \$25.37 "processing fee." After becoming suspicious, the doctor contacted his credit card companies and discovered more than \$10,000 in charges.

According to recent communication from the DOH, the MQA will never request personal credit card or bank account information over the telephone. If information is required from you, you will be notified in writing.

WCDDA Summer Meeting

August 6-8, 2010

The Ritz-Carlton, Naples Beach Resort

Featured Speakers:

Dr. Glenn Kidder will present "Occlusion in Everyday Dentistry"

Michael A. Siegel, DDS, MS, FRCSEd

Current Concepts In Oral Medicine: 2010-Diagnostic Pearls

Current Concepts In Oral Medicine: 2010-Common Oral Lesions

**Visit www.wcdental.org
or call (813) 931-3018**

