

NEWSLINE



PRESIDENT'S MESSAGE

Welcome back to the Upper Pinellas County Dental Association meetings. As you can see we are finally in cyberspace. Thanks to the efforts of our WCDDA executive director and secretary for our UPCDA, Lissette Zuknick, who spent a great amount of time despite her busy schedule working with the IT gurus to put together our new web site.

Before I get started with our first cyber message I would like to thank all of you for allowing me the opportunity to be part of the UPCDA board for the past seven years. It's been a great experience and I have certainly learned a lot about the value of organized dentistry. My road has been well paved by the previous presidents, board members and true supporters of this organization.

This year we have an exciting agenda with a great line up of volunteer speakers. We will break the ice with Dr. Jeff Scott discussing our bread and butter, "Restorative Dentistry". The January meeting should help us with our license renewal as we are bringing to you the two biennium mandatory courses of Domestic Violence and Medical Errors, hygienists are also welcome.

Keeping up with the tradition of some old-schoolers, in November we will again take on the Pasco County Dental Association in a merciless battle on the softball field. So start your training because I heard that **Jeremy Albert** has his team on a boot camp run by MLB undercover coaches. The fun will continue through December with the end of the year party at the beautiful Safety Harbor Spa. In February, we will be launching our first interoffice bowling tournament with prizes that will range from Arm and Hammer toothpaste, bubble gum flavored dental floss and, who knows, we may throw in a surprise coupon for a dental bleaching at the Countryside Mall* (* X-rays and exam not included. CDTcode to be announced). In addition, for those of you who enjoy the outdoors, **Bob Ettleman** will be coordinating a golf tournament on October 16th to benefit the Gulf Coast Dental Outreach clinic.

This year, more than ever, we need your help and support in organized dentistry. This was evident at the West Coast District Dental Association's Summer Meeting in Naples. An update on the status and importance of the

AUGUST 2009

MARK YOUR CALENDAR

UPCDA CE Schedule

September 16th
East Lake Woodlands C.C.
Restorative Dentistry
Dr. Jeff Scott

October 21st
Bon Appétit Restaurant
Swine Flu Update
Health Department
Peer Review and Ethics Update

November 4th
Joint meeting with
Pinellas County

December 3rd
Holiday party at Safety
Harbor Spa

2010

January 20th
East Lake Woodlands C.C.
Domestic Violence
Medical Errors

February
UPCDA Bowling Event

March 17th
East Lake Woodlands C.C.
Dentistry's Role in the
Recognition & Management of
Snoring & Sleep Apnea
Dr. Gy Yatros

April 21st
Bon Appétit
Dr. Jim Carazola

PRESIDENT'S MESSAGE (cont'd)

Florida Board exam was given by Dr. William Robinson. He brought up the concerns of the legislative decisions that have taken place in our warm neighbor state of Minnesota. To fix the issue of access to care, the governor of the famous winter vacation paradise just signed a bill that allows the creation of what is known as an "Oral Health Practitioner (OHP)", a person who is allowed to fill and pull permanent teeth and the "Dental Therapist" which is allowed to perform basic restorative work, both under the supervision of a dentist. However, with some additional training the therapist can get an "advanced" degree and perform procedures with the "permission" of a supervising dentist outside of the dental office.

This issue of access to care has placed our profession in a vulnerable position. If you don't want to be told that your years of training were not necessary or be told how to run your practice, who to treat and how much to charge, you should really take a serious look into organized dentistry and spread the word to those non-members. To help UPCDA members report pro-bono care easier, you can click on the 'Report Pro-Bono Hours' line on our website or request a form and fax or mail to UPCDA. Reporting pro-bono care is important to show legislators, dentistry is pro actively addressing access to care. All of our members, I'm sure, give some free or discounted dentistry. All this dentistry goes undocumented because our goal is not to get recognition but to truly help those in need. My advice is to keep the "Dr." out of the equation and assign a trustworthy staff member to help complete the reporting process.

Another hot topic during the Naples meeting was membership. Our strength as a profession will ultimately lie on the numbers. The American Medical Association has lost its voice because less than 25% of the physicians in the nation belong to organized medicine. We certainly do not want to run the risk of the same fate. Not only are we trying to get new members but we are trying to keep the current ones and bring back the old ones. We all have families and understand that "one more meeting to go" can be a burden. We also understand that you "can get CE credits somewhere else" or that you "belong to such and such study club who give CE credits" and for sure we all have heard about the famous "economy". But what we are trying to achieve is to keep your office open. If you do not make your voice count, somebody else will speak up in your absence. We know that "it is an extra expense". Believe me you're not alone, but you should consider it as one more expense needed to keep your business afloat. Do not kill the goose of your golden eggs. If you still feel that money is an issue, the **tripartite membership (ADA, FDA and WCDDA) can be paid in installments as long as you pay before APRIL**. Your dues statement will arrive in November, once received and if you are interested in paying in installments contact the FDA or Lissette.

If not for the fun and the camaraderie, do it for your business and the future of your profession. I look forward to seeing you all at the next meeting.

– Reinaldo

UPCDA



Check Out UPCDA's Website – www.upcda.org

- RSVP for the monthly meeting
- Report your pro-bono care/reduced fees
- Utilize your membership directory (password protected)
Username = 727smileup • Password = upcda727dds
- Post classified ads for employment, equipment or office space

SEPTEMBER 2009

M e e t i n g

RSVP prior to September 10th for the
September 16th meeting:

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

When: Wednesday, September 16th
Where: East Lake Woodlands Country Club
Time: 6:00 p.m. - 7:00 p.m. Social Hour
7:00 p.m. - 8:00 p.m. CE Meeting, 1 CE
Speaker: Dr. Jeff Scott

*Maximizing Your Potential as a Restorative
Team Utilizing the Latest Technologies and the
Dawson Academy Philosophy of Treatment*

RESTORATIVE DENTISTRY

Jeff Scott, DMD

With an increase in demand for all-ceramic restorations, technicians should expect more questions from their doctors about protocols for each type of restoration. Continual advances in materials and techniques make laboratory communication vital to success, now more than ever. This presentation will cover the fundamentals of CR dentistry including the importance of bite registrations, facebow transfers, approved provisional models and incisal edge matrices in order to ensure predictable function and esthetics. With this foundation we can incorporate the latest in CAD/CAM technology and digital photography to minimize problems and maximize your esthetic potential as a restorative team.

ABOUT THE SPEAKER

Jeff Scott, DMD, attended the University of Kentucky, College of Dentistry and completed a General Practice Residency at the Medical College of Georgia School of Dentistry. He maintained a private restorative practice in Ft. Myers, FL before becoming a partner at the International Center for Complete Dentistry with Glenn DuPont, Witt Wilkerson, Ken Grundset and Kim Daxon in St. Petersburg, FL, which is the continuation of the practice of Drs. Pete Dawson and Pete Roach. Dr. Scott lectures nationally on restorative and cosmetic dentistry and implementing complete dentistry into private practice. He is a member of the American Academy of Restorative Dentistry, American Academy of Cosmetic Dentistry, ADA, FDA, West Coast District, and Pinellas County Dental Association. He is a Fellow in the International College of Dentists and is a faculty member of the Dawson Academy in St. Petersburg.

IMPORTANT INFORMATION

BOD Maintains Three Patient Procedures For Dental Exam

At the July 31 Board of Dentistry (BOD) meeting, the Board decided to keep the Florida clinical exam as is, which means there will still be three patient procedures, a demonstration of periodontal skills and two restorations (a class II amalgam and a class III composite).

In addition, the BOD voted against adopting a national clinical exam and will work to improve Florida's exam. Also, the Board referred proposed rules regarding providing sealants and prophylaxis without any supervision in a health-access setting to BOD sub-committees.

The Florida Dental Association (FDA) believes the law would have to change to allow this and a rule change will not suffice.

Red Flag Rule

The Federal Trade Commission (FTC) has issued another 90-day delay in the enforcement of its Red Flags Rule, which would have gone into effect Aug. 1. The FTC announced the delay, until Nov. 1, 2009.

The rule would require financial institutions and creditors to develop written plans to prevent and detect identity theft. The FTC originally deemed dentists and physicians as creditors who are subject to the rule when they don't receive payment in full from their patients at the time of treatment. The ADA believes that characterizing dentists as "creditors" in this context is incorrect. For more information, visit the FTC website at

<http://www.ftc.gov/opa/2009/07/redflag.shtm>.

SB 1122 Signed Into Law

Governor Charlie Crist signed into law **CS/SB 1122**. The bill went into effect on July 1, 2009. With the passage of this bill, patients covered by preferred provider organizations (PPOs) regulated by Florida law will now have the right to assign payment to out-of-network providers and certain insurance companies will have to honor that assignment.

Dentists, and other health care providers, will be able to receive payment directly from insurance companies for services rendered on behalf of the patient. This is a huge victory over the efforts of the big insurance industry, who invested money in television advertisements and print campaign to fight against this bill.

The FDA made several attempts to generate action on this issue from FDA member dentists such as getting at least 1,000 FDA-member dentists to e-mail the governor urging him to approve **CS/SB 1122**. However, only 300 FDA-member dentists reached out to the governor by e-mail. The FDA would like to thank all dentists who e-mailed the governor and wrote personal letters asking him to sign **CS/SB 1122** into law. Some in the profession made sure that their voice was heard and helped make a difference. But issues of this magnitude should elicit maximum appeal and response from membership. Please be sure to reach out to your fellow colleagues and remind them that the dental profession is only as strong as it is perceived by lawmakers in Tallahassee. Their involvement is in their own business interest. Legislative initiatives can provide great benefits to the dental profession; however, if ignored, these issues can be harmful to dentistry and patients.

"Play for Care" Charity Golf Outing

Gulf Coast Dental Outreach invites you to participate in or sponsor the first annual "Play for Care". Your generous assistance will help low-income, Bay-area patients receive dental care. All proceeds go directly toward patient care.

- **What:** Golf outing benefiting Gulf Coast Dental Outreach and the underserved population of the Pinellas, Pasco and Hillsborough county areas.
- **When:** Friday, October 16, 2009 at 12:30 p.m.
- **Where:** East Lake Woodlands Golf and Country Club (North Course), 1055 E. Lake Woodlands Pkwy, Oldsmar, FL .
- **What's included:** Round of golf, lunch, dinner, on course drinks, contests, raffle, silent auction, and plenty of free golf gear.
- **Cost to attend is \$150/person, or \$500 per foursome (a 20% savings!)**

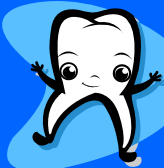


To register or receive information on sponsorship contact Gulf Coast Dental Outreach Executive Director Robert Ettelman now at 813-389-3748 or Email Rob at DrRettie@aol.com.

VOLUNTEERS NEEDED!



The Homeless Emergency Project **Dental Clinic** is a community based program which provides access to dental services for the homeless and uninsured populations of Pinellas County. The clinic is in need of volunteer dentists and dental supplies to assist the growing clientele. For further information, please call Susan at 727-442-9041 x 112 or visit the HEP website www.ethep.org



Volunteer Experience Offers:

- Sovereign Immunity
- Relaxing slow paced environment
- Work as many or as little hours as you like
- Growing clientele
- Appreciative smiling faces

CLINIC HOURS: Monday - Friday, 9am - 5pm

Homeless Emergency Project, Inc. (HEP)

1120 North Betty Lane | Clearwater, FL 33755
Phone: 7274429041 | Fax: 7274461516 | www.ethep.org

UPCDA

Important Dates

October 16, 2009

Gulf Coast Dental Outreach Golf
Tournament
East Lake Woodlands

February 28, 2010

End of the biennium

August 6-8, 2010

WCDDA Summer Meeting
The Ritz-Carlton, Naples

February 5, 2010

WCDDA Annual Meeting
St. Petersburg Hilton Bayfront

June 10-12, 2010

FNDC – Gaylord Palms Orlando

October 9-12, 2010

Orange County Convention Center,
Orlando

The Upper Pinellas County Dental Association (UPCDA) newsletter is published 8 times a year. The president and staff organize, print and mail to membership. The newsletter may publish signed articles relating to all phases of dentistry, but assumes no responsibility for opinions expressed by the contributors. Publication in the newsletter does not imply the UPCDA endorse any products or services that are advertised. Views, editorials, news columns and/or articles are those of the author's and not necessarily of the president, staff or members of the UPCDA.