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Medical Errors

Dr. Bill Robinson will present this mandatory CE course based on his experience of 15,000 cases. Actual case studies of interest will highlight Medical Errors in Dentistry which includes root cause analysis, reduction and prevention of errors and patient safety as required by 64B5-12 FAC. Recent serious cases will be discussed and questions answered.



Dr. William Robinson

December 2, 2015

Social begins at 6:00 p.m. and business begins at 7:00 p.m.

The Club at TI

400 Treasure Island Causeway, Treasure Island, FL 33706

RSVP by November 30th to smilepinellas@gmail.com

Be sure to include any dietary restrictions or requests you may have.

Membership dues must be current to attend the meeting. The cost for hygienists to attend the required course, Medical Errors, is \$45.00.

Meeting Sponsors

4Points Dental Designs, Inc.
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Mark Your Calendar 2015-2016

December 2, 2015

Medical Errors,
 Dr. William Robinson
 The Club at TI
Hygienists invited!

January 6, 2016

*How Occult Dental
 Problems Can Cause Systemic Illness,*
 Dr. David Minkoff
 The Club at TI

February 2016

Be sure to attend Dentists' Day on the Hill on February 2, 2016 since the Legislative Reception will NOT take place this year due to the early start of the legislative session for 2016.

March 2, 2016

HPV, Dr. Donald Cohen
 The Club at TI
*Hygienists and Certified Dental
 Assistants are invited!*

April 6, 2016

*Vendor Fair, Sponsored by
 Henry Schein*
 The Club at TI
All Staff is invited!

[View the online PCDA
 Master Calendar here](#)



Please remember to bring an unwrapped toy for Toys for Tots donation! The Marine Corps Reserve will then deliver those toys to less fortunate children in our community.



“El Presidente” Letter



Dr. Alberto Bird

For many, November marks the beginning of the holiday season. Just open your mailbox or go to any store and you will be reminded that the shopping season has started! Let us not rush through the holiday months... let's reflect on Thanksgiving Day first. We celebrate Thanksgiving to show admiration and appreciation for those who came before us. Our founding fathers lived in a different world. Their daily challenges like combating disease and fighting invading armies to protect their land and people, are among some of the reasons they didn't live much beyond the age of forty. They learned to share their new world with the natives that lived in this land for centuries. They laid the foundation for our country, sharing the principles of liberty and freedom. We are thankful that we can sit with our families and friends to celebrate this day of remembrance and grace. The horrific events that occurred in Paris last week are a strong reminder why we need to stick together as a community and remain strong and united, especially when our freedoms are challenged. I feel very proud to be part of a group that is aligned with these goals: protecting ourselves, our patients and helping those in need.

Last month's joint meeting was very successful with 147 dentists attending including 14 residents. A record number of vendors were on hand to support us. The highlight for me was seeing all the emerging dental professionals in attendance, eager to learn, share and network. This is proof that we have a very strong association and that we should continue to reach out to our young professionals.

The fundraiser for the Pinellas History book started on a high note at the joint meeting with **Dr. John Harrison, Dr. Charles Martin** and Dr. Bill Kochenour from UPCDA, reporting on why it is important to record our history. Please remember to send your checks and help fulfill the goal of this project.

PCDA will be returning to The Club at Treasure Island for our monthly meeting on December 2, 2015. Dr. William Robinson will speak on Medical Errors, a required course for this biennium. Dental hygienists are invited. This meeting fills fast, so please reserve your seat early. Remember that the CE credits for this biennium should be completed by February 28, 2016.

At the December meeting we will be collecting unwrapped toys to be donated to the Toys for Tots program of the US Marines Corps. These toys will bring smiles to the faces of the young citizens of our community.

Have a great week,

Alberto M. Bird DMD, MScD

Small Bites



Dr. Jeff Scott

The Importance of Continuing Education and CE Broker

I had an interesting conversation with one of my dental school professors concerning the changes and challenges of current dental education. He shared with me that their objective has always been that after years of rigorous education and testing, they want to produce a safe beginner. I had never really thought about that perspective, but it makes sense. After graduation and passing the board exams, each student is on their own as to what type of practice they pursue. We also agreed that a dental license is nothing more than a license to learn, thus beginning a life time of education and testing, based on our patient feedback and practice success. In fact, a basic amount of CE is a requirement

of license renewal. We in Pinellas County are blessed to have many opportunities for high quality CE available throughout the year. Many of those are highlighted in the PCDA newsletter, such as courses offered by the WCDDA and the FDC (formerly FNDC). In addition there are advanced lecture and hands-on courses offered by the Dawson Academy, the University of Florida- Seminole Campus, Dr. Bill Strupp in Clearwater, and others.

I encourage you to take advantage of these resources not just for the requirements of a license, but for the benefit of your patients and practice. Always striving for excellent patient care, you will find colleagues who share your passion for excellence. You will learn from each other as you share your personal experience and make lifelong friendships. What a wonderful profession!

My experience with CE Broker = 14 minutes total! For those of you who may have put off signing up with CE Broker, which is now a requirement for February 28, 2016 licensure renewal, I want to encourage you to do it today. I just finished signing up myself and wanted to let you know exactly how easy it is. Go to CEBroker.com to begin the process. There is a free basic subscription. I chose the \$29.00/year Professional level. Once I entered my information, I was happy to see that most of my courses were already listed! It showed me that all of my requirements were met except that I was missing a CPR course. My office was recertified in April, but I had not submitted the documentation. The website prompted me to download the app for CE Broker on my phone, which I did, and took a photo of my CPR card and uploaded to my record. Green check mark! Done, in literally 14 minutes from start to finish.

I look forward to seeing all of my esteemed CE junkie colleagues at future meetings!

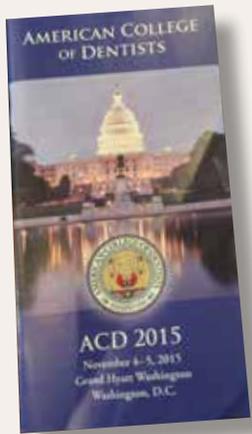
Jeff Scott, DMD

ADA Released Guidelines for Practice Success

The [ADA News](#) (11/12, Soderlund) reports that “the ADA has released its first set of practice management guidelines,” called “The Guidelines for Practice Success”, which will eventually include a series of practice management modules developed by the ADA Council on Dental Practice with input from dental practice management consultants and content authorities. Dr. Jean L. Creasey, chair of the ad hoc advisory committee overseeing the project, said, “These guidelines represent the Council on Dental Practice’s latest, innovative response to members’ demands for practice management information. Each module will be written so members can quickly access the information they need, regardless of whether they want a complete overview of a topic or are looking to review information on one aspect.” The first module is “Managing Patients,” and future modules will include “Managing Finances; Managing the Dental Team; Managing Marketing; Managing the Regulatory Environment; and Managing Technology.” The first module is now available through the [ADA Center for Professional Success website](#).

American College of Dentists 2015

Our very own **Dr. Amy Anderson** was recently inducted into the American College of Dentists! Congratulations, Dr. Anderson! The American College of Dentists (ACD) is the oldest major honorary organization for dentists. Its members have exemplified excellence through outstanding leadership and exceptional contributions to dentistry and society. In response to serious problems facing the profession, the American College of Dentists was founded August 20, 1920, by the then leaders of dentistry to elevate the standards of dentistry, to encourage graduate study, and to grant Fellowship to those who have done meritorious work. The American College of Dentists is nonprofit and apolitical, and has long been regarded as the “conscience of dentistry.”



The College has played a vital role in positively shaping the profession. Early accomplishments include being the first organization to promote what we today call “continuing education,” organizing and incorporating the American Association of Dental Editors, and essentially saving the Journal of Dental Research during the Depression. The College is currently involved in a wide range of activities, nationally and locally, to accomplish its mission. These efforts include ethics summits, online courses in dental ethics, the Professional Ethics Initiative, an entry level ethics course, online leadership courses, leadership symposia, a multimedia dental history resource, resource materials for dental schools, a variety of award programs, and more.



Drs. Amy Anderson and Betty Hughes line up for the ACD induction ceremony in Washington, D.C.

It's that time of year again... No, not the holidays... Planning for Give Kids a Smile!

Come one, come all to one of the best events of the year! Our program will take place on Saturday February 27th 2016 from 9:00 - 1:00 at three different locations: the St. Pete Health Department, the Mid-County Health Department and the Clearwater Health Department. We need approximately 15 dentists this year since we've added another clinic. Please do not hesitate if you're not used to restoring children's teeth. There will be plenty of things you can do - exams, prophys, treatment plan, sealants, etc. Feel free to bring your assistant and your hygienist too! More details will follow, but please email me at smilesbyamy@msn.com if you are interested in helping this year. You won't regret it!!!

*Thank you,
Dr. Amy Anderson*



PCDA Membership

NEW MEMBER WELCOME

The PCDA would like to extend a warm welcome to the newest PCDA members, **Dr. Ivo Bushati** of St. Petersburg, **Dr. Thuy Nguyen** of St. Petersburg, **Dr. Ronak Shukla** of St. Petersburg, **Dr. Rebecca Orsini** of St. Petersburg, **Dr. Ana Marai Vales** of St. Petersburg and **Dr. Courtney Worlinsky** of Clearwater!

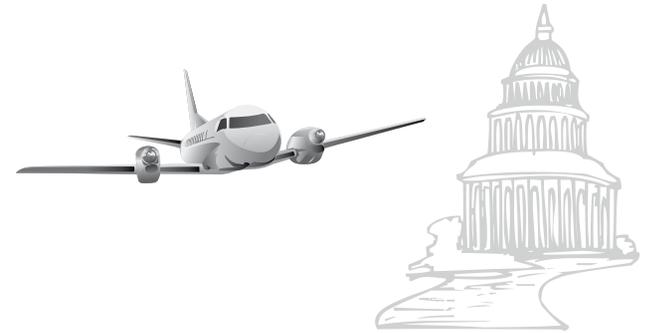
We look forward to you being a part of organized dentistry for years to come.

Reminder: Membership Dues are Past Due!

Membership dues are past due. **To avoid a lapse in membership, please remit your dues payment before the December meeting. Membership dues must be current to attend December's meeting.** Mail a check/credit card to: P.O. Box 1833, Brandon, FL 33509 or contact (727) 342-0374. For those who have already paid, thank you for your continued membership and support!

Funds Available to Attend Dentists' Day on the Hill

Don't miss this great opportunity to attend Dentists' Day on the Hill for FREE. The purpose of this fund is to provide first time attendees a fully funded trip to Dentists' Day on the Hill. If you have never attended Dentists' Day on the Hill, this is your time! For this chance of a lifetime, be the first to call today! Contact Kelsey Bulnes at smilepinellas@gmail.com.



Invite a Colleague!

Have you met a new dentist in the area? Invite them to our upcoming general membership meeting on December 2, 2015 at The Club at TI. They will quickly learn the benefits of strong organized dentistry! It is important to keep our voices strong and loud so that our politicians have our best interests at heart.

Endo Post

FOR SALE:

RVG 6100 2015 CARESTREAM KODAK Digital Dental X-Ray Sensor #2 with warranty information. New in box, never used RVG 6100 Size 2 sensor. Warranty until January 16, 2016. Includes all accessories. No software included. Contact Randy Griffin at (727) 787-4005 for additional information.

DENTAL ASSISTANT NEEDED:

Looking for a pediatric dental assistant with expanded functions and some clinical experience. We are a new practice with a general dentist and a pediatric dentist in the office. Part-time available (Tuesdays and Thursdays) or a full-time position is available with the ability to help our front desk. Please call Dr. Karen Burns at (727) 201-9950.

EQUIPMENT AND SUPPLIES NEEDED:

If anyone is selling dental supplies or lab equipment, please call Dr. Karen Burns at (727) 201-9950.

Direct all classified and ad inquiries to:

PCDA/Kelsey Bulnes: smilepinellas@gmail.com

or (727) 342-0374

Other Important Dates

Dentists' Day on the Hill, Tallahassee	February 2, 2016
WCDDA Annual Meeting, CAMLS, Tampa	February 19, 2016
End of Biennium	February 28, 2016
FLA-MOMS, Jacksonville	April 22-23, 2016
Florida Dental Convention (FDC), Orlando	June 16-18, 2016

Laser Meeting

The Academy of Laser Dentistry
April 14-16, 2016 • The Caribe Royal in Orlando

Register on the website www.laserdentistry.org

Lasers are incorporated into so many areas of dentistry, why not learn more about them from the experts at the annual meeting in Orlando! I've attended this international meeting in the past (which is usually held in California), and was very impressed at the vast knowledge of the speakers, let alone the educational interactions between the attendees. I encourage you to read their web-site and see what this meeting entails. Last years' topic on laser activation of the pulp and generating a dentin bone-like substance in the molars of rats made my jaw drop. A Chinese dentist and first-timer to the U.S. commented to me that she only came because of the laser meeting, and hadn't intended on visiting any other places! I hope you enjoy this meeting as much as I know I will.

Dr. Kathy Divito

JOIN THE TEAM

CHECK THE BOXES

on your dues statement to contribute to the FDAPAC Century Club and ADPAC Basic Membership levels.

Your support allows FDAPAC and ADPAC to protect the dental profession and have a seat at the table with policymakers in Florida and Washington, D.C.

fdA
political action committee
FLORIDA DENTAL ASSOCIATION

ADPAC
American Dental Political Action Committee
ADA American Dental Association

FDAPAC is a state-registered political committee that makes contributions to state candidates and committees. Contributions to FDAPAC and ADPAC are voluntary and any member has the right to refuse to contribute without reprisal. The contribution guidelines are merely suggestions and a member may contribute more or less or not at all without concern of favor or disadvantage by the association. Corporate donations to ADPAC will be used exclusively to pay for the administrative and operating expenses of ADPAC. Contributions are not deductible as charitable contributions for federal tax purposes.



WEST COAST DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

Visit Downtown Tampa and enjoy a Tampa Bay Lightning game, mingle with your colleagues at the President's Reception at the Tampa History Museum or at our networking/cocktail social at Hatrick's!

2016 ANNUAL MEETING February 19, 2016 Tampa

Dr. Jeff Brucia – Restorative Materials Update 2016
Dr. Rhonda Savage – Verbal Skills Workshop and
The Savage Front Desk – an Entire Team Approach!



Register Today...

www.cvent.com/d/drqdw

Questions?

Contact the WCDDA at 813.654.2500 or visit www.wcdental.org

