



Monthly THE INCISOR

JANUARY

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Evora Plus: Its Uses in Dental Practices

Peter Maroon and Orogenics, Inc.

Mr. Maroon has extensive experience in the dental industry and has been servicing dentists and dental professionals for over 17 years. Mr. Maroon was brought on by Orogenics to launch the EvoraPro line of oral care probiotics as the Dental Channel Director and is now the company's Director of Domestic and International Sales.

Orogenics is the world leader in oral care probiotics for humans and companion pets and novel antibiotics for the treatment of resistant infectious diseases. Orogenics is a publicly-traded biopharmaceutical company with a pipeline of unique proprietary technologies. Offerings are based on Orogenics Patented ProBiora3® technology and brands include EvoraPro® a new, one-of-a-kind probiotic mint that naturally supports gum and tooth health while freshening breath and whitening teeth. Orogenics has a number of products in discovery, preclinical and clinical development, with a concentration in the main therapeutic area of infectious diseases, in diagnostics, and in oral health.



The Club at TI

400 Treasure Island Causeway, Treasure Island, FL 33706

Wednesday, February 4, 2015

Social begins at 6:00 pm / Business begins at 6:45 pm

Be sure to bring your hygienists! The cost to attend for non-members and guests is \$45.00.

Attendees are required to RSVP with Kelsey Tidler at smilepinellas@gmail.com or (727) 342-0374 by January 28, 2015.

Thank you to all who donated to the Toys for Tots foundation on December 1st. It was a huge success. Two massive boxes were filled to the brim with toys! Thanks to Staff Sergeant Recruiter Elvin M. Fernandez Torres for his service and diligence!



Meeting is sponsored
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Dr. Susan Hudak Boss

From The Desk of the President

Happy New Year!

Are your New Year's resolutions still intact? Did you make sure to include being a strong participant in organized dentistry among your resolutions?

WE HOPE YOU DID!!

Initially, I began the New Year with a trek to Staples for organizational stuff. You know, the typical “purge out the old” end-of-year clean up? You would think after 20 years in practice that I would have the system down pat. Needless to say, I am still practicing this task. After my Staples excursion, my eyes briefly scanned the nearby new building construction and much to my surprise and dismay, I saw the development of another dental clinic in my practice area. My crisis button immediately began going off – like the Staples EASY button but NOT so pleasant. This alarm button was more like the sirens announcing the attack on Pearl Harbor. You know, BEEDOO, BEEDOO, BEEDOO! This will be “doc-in-the-box” number five surrounding my esteemed colleagues, **Dr. James Horner, Dr. Alberto Bird and Dr. John Haley**. What poor soul, once again, is going to sell out on our profession to feed these hungry sharks? What poor soul is going to try to survive in these very unfamiliar seas? I am all too familiar with the personal sacrifices that our very own PCDA dentists have made to develop their dental practices with their unyielding honor and kindness. Fortunately, their ships stand tall in the shark-infested waters of the nearby upselling hooligans.

In order for all of our ships to continue to sail through these tumultuous waters, the mission, values and goals of organized dentistry must be heard. For to lose this treasure would be like watching yourself fade away. Imagine pieces of you vanishing, so that you grow ever smaller and more helpless until there is nothing left of your profession, except the tiny heart that once knew its own existence but can do little to change the chartered waters. Your freedom to speak and unite as one would be gone for good. So, it is time for the PCDA brand to be heard!! **Dr. Glen Jones** has been working diligently around the clock to bring PCDA's message to the forefront and protect all of our tall ships. We can't wait for his big marketing campaign reveal at our next meeting!

Please join us February 4, 2015 at The Club at TI as we begin aiming for the stars in the New Year. We will present some new ideas and goals for PCDA at this meeting.

Please bring your thoughts on our next Strategic Goal of **Advocacy and the Right to Practice** to the February 4th meeting.

We will address the following:

1. Protecting, improving and strengthening the viability of your practice with State and Federal influence.
2. Supporting the ADA and FDA through political action in a professional way.
3. How can our affiliate best communicate your needs to the West Coast level, the FDA level and/or the ADA level?
4. What is the best use of social media?
5. What is the best way for us to maintain relations with the Board of Dentistry?
6. Are there changes you would propose to the Dental Practice Act?
7. What small business issues do you have? And how can we help you with those issues?

Come join the Past Presidents of PCDA as we celebrate all that our association has accomplished to date, and the many successes we strive for in the future. All PAST PRESIDENTS out there – we look forward to celebrating YOU on February 4th! Please RSVP to Kelsey with your attendance.

If you have a friend or colleague that is new to organized dentistry, please invite them to our celebration – hygienists are invited too! Until then, I hope the wisdom from our continuing education that **Dr. Sandy Worman** vigilantly arranges for you, provides you many days of smooth sailing!

Wishing you calm waters and gorgeous sunsets,

Dr. Susan Hudak Boss

PCDA President

Botox and Dentistry



Dr. Ken Grundset

Treating patients with Botox is becoming more and more common. Our goal is to take a look at what it is, how it works, when it works, how it benefits dentistry and finally, who can administer it. Botox is a trade name for botulinum toxin, which comes in the form of a purified protein. Botulinum toxin A is the most commonly used form. Botox is well studied with over 1800 articles in the scientific literature. The safety records of Botox treatment are nearly unparalleled by just about any other delivered medication on the market. Botulinum toxin effects and blocks neurotransmitters between the motor nerves that innervate muscle fibers. How many muscle fibers are affected depends on the dose or amount of Botox injected and where it is injected.

Botox does not affect the sensory fiber, so there is no loss of feeling in the muscles. Once the motor nerve endings are interrupted, the muscle fiber cannot contract. This effect can last for up to 4 months. When a muscle is activated, load or resistance, determines how many fibers are activated. If some of the fibers are inactivated by Botox the muscle will still work. How much work the muscle can do will depend on how many fibers are inactivated. How many fibers we want to inactivate will be determined by what we are trying to achieve. Wrinkles of the forehead many times are not wanted at all, so the muscles are completely inactivated. Partial inactivation can work for a gummy smile where we want the lip to function but to a lesser degree so that the patient can still speak, drink, and eat. There are guidelines to help with dosing and location of the injections. These can be found on Botox Cosmetic sites and courses. Understanding that Botox reduces the ability of the muscle to contract to varying degrees means that we can think of Botox as a muscle relaxer.

The applications for its possible use are:

- Reducing wrinkles of the face - as we relax the muscles of the face we reduce the lines and wrinkles
- Relaxing the upper lip of someone who has a gummy look so that the lip does not retract and go up as far, decreasing the gummy smile
- Relaxing muscles around the mouth to expand dental arches for orthodontics or for new denture adaptation
- Relaxing elevator muscles so that parafunctional contractions are less intense, decreasing the severity of wear or decreasing muscle pain

One of the limitations of Botox injections is a possibility of developing antibodies that would render treatments less and less effective over time. This resistance could be delayed by using the lowest effective dose possible over the longest intervals of time.

Who can inject Botox? We asked Graham Nicol, attorney for the Florida Dental Association this very question. In our profession, only dentists can inject Botox. A dental hygienist cannot, even if they have their certification in local anesthetic administration. It would be advantageous to have a rider for your liability insurance if you plan on injecting Botox. There is a rider available through FDAS which is very reasonable.

Dr. Ken Grundset

PCDA Executive Treasurer

Small Bites

Legislative Contact Dentist (LCD) Needed for Representative in Largo

The Florida Dental Association's (FDA) Legislative Contact Dentist (LCD) program is essential to building strong relationships with Senate and House members and educating them on the FDA's legislative priorities. As a result of the 2014 elections, there are many newly elected legislators who will need a contact dentist. The goal is to have at least one contact dentist for every legislator. Please contact the FDA Governmental Affairs Office at (800) 326-0051 if you would like to serve as an LCD for District 67 Rep. Chris Latvala (R-Largo). Currently, he is the only legislator in our area without an LCD.

Dentists' Day on the Hill 2015

Register today for the 2015 Dentists' Day on the Hill (DDOH), scheduled for Wednesday, March 25th. The legislative briefing is scheduled for Tuesday, March 24th at 6:30 p.m. at the Aloft Hotel - Tactic 3 meeting room. The hotel room block for DDOH is now open! Contact the Aloft Hotel, located at 200 North Monroe Street, at (850) 513-0313. The room block price is \$154 per night with a \$5 parking fee per night. Click here to reserve your room or call (850) 513-0313. For more information and to register for DDOH, [click here](#).

Dentists Must Choose to Opt In or Out of Medicare Enrollment

Any dentist who treats Medicare beneficiaries must either enroll in the program or opt out in order to prescribe medication to their qualifying patients with Part D drug plans, according to the federal government. Either way, dentists who fit this requirement must take action by June 1, 2015. They either have to opt in or opt out. The Centers for Medicare and Medicaid Services published a final rule in May that requires all physicians and eligible professionals, including dentists, who prescribe Part D covered drugs to be enrolled in Medicare or opt out for those prescriptions to be covered under Part D. By signing an affidavit opting out of the program, and entering into private contracts with patients as appropriate, dentists are out of Medicare for two years and cannot receive any direct or indirect Medicare payment for services provided to Medicare patients. It's a change the ADA does not agree with. ADA President Charles Norman and Executive Director Kathleen O'Loughlin sent a letter to CMS asking that dentists be excluded from the requirement because it "places an unnecessary burden on dentists and their Medicare eligible patients," and it will not address the underlying rationale for a portion of the law, which is to stop fraud and abuse in the Medicare program. Read the full ADA article [here](#).

Give Kids a Smile (GKAS)

GKAS will take place February 6th at three health departments around the county (see dept. location info below). We do not need any volunteers on that day but what we DO need are dentists and specialists that would be willing to provide a service (or services) in their private offices. Please email **Dr. Amy Anderson** at smilesbyamy@msn.com any services you are willing to provide. The most needed services are root canals, space maintainers, orthodontics and sedation dentistry. It would be much appreciated and will contribute to our amazing PCDA tradition of participating and supporting this annual event.

The PCDA applied for a grant from the ADA for dental supplies for the GKAS program. The grant was approved for 14 boxes of various dental supplies to assist the Pinellas County Health Department. In addition, PCDA is funding the purchase of lunch for the volunteers participating in GKAS that day.

Participating Health Departments:

Clearwater Health Department

310 North Myrtle Avenue
Clearwater, FL 33755
(727) 469-5800

Pinellas Park Health Department

6350 76th Avenue North
Pinellas Park, FL 33781
(727) 547-7780

St. Petersburg Health Department

205 Dr Martin Luther King Jr St N
St Petersburg, FL 33701
(727) 824-6900

Dr. Amy Anderson
smilesbyamy@msn.com



Our sincere condolences go out to PCDA member, **Dr. Greg Engelman** and his family for the loss of his beloved wife, Jill Engelman



Mark Your Calendar

2014-2015

January 29, 2015
Legislative Reception

February 4, 2015
EvoraPlus: Its Uses in Dental Practices
– The Club at TI - Past Presidents and Hygienists are invited!

March 4, 2015
Facial Dysmorphology: A Dentofacial Evaluation and Treatment Strategy, Dr. Pat Ricalde – The Club at TI

April 8, 2015
Vendor Fair, Sponsored in part by Patterson Dental, The Club at TI

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



Other Important Dates

FDA House of Delegates	January 23-24, 2015
Dentists' Day on the Hill	March 25, 2015
WCDDA Divas in Dentistry, Networking Event, University Club, Tampa	April 2, 2015
Florida Dental Convention, Gaylord Palms, Orlando	June 12-14, 2015
WCDDA Summer Meeting, Naples	August 7-9, 2015

PCDA Membership

Invite a Colleague!

Do you have a colleague or a friend who is not a member of PCDA? Have you met a new dentist in the area? Invite them to our upcoming general membership meeting February 4, 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.

Become a Member

Please contact Kelsey at smilepinellas@gmail.com or PCDA Membership Chairman, **Dr. Mike Insoft** at minsoft@tampabay.rr.com for more information about attending meetings or becoming a member.

Sponsor a Potential Member

As a member of PCDA, do you have an interest in sponsoring a potential new member's dinner at a PCDA general membership meeting? If so, please contact Kelsey at smilepinellas@gmail.com to be placed on a list of members who are willing to sponsor a potential new members' meal. One "free" general meeting will be sure to get them hooked on our organization!

New Member Welcome

The PCDA would like to extend a warm welcome to the newest PCDA members, **Dr. Amir Daoud** of Feathersound! We look forward to you being a part of organized dentistry for years to come.

Endo Post

New UFCD Graduate Looking for an Associate Position

- I am looking for an associate position in an office with high ethical standards and, hopefully, a mentor.
- I am from St. Petersburg and would like to reside in St. Petersburg long term.
- Contact Courtney R. Worlinsky, DMD at (727) 470-8554 or CWorlinsky@dental.ufl.edu

Looking for a Registered Dental Hygienist?

- 6 yrs. experience
- Available to work weekends
- Certified to administer local anesthesia
- Proficient in Eaglesoft and digital x-rays
- Complete resume available upon request
- Bilingual (Spanish/English)
- Contact: disrael_calderon@yahoo.com

Dental Assistant with 23 Years Experience

- Expanded & Temp certification from UF
- CPR certified
- Available temporary or permanent; available on Tuesdays, Wednesdays and Fridays
- Contact Shannon Parham (727) 692-4106

Direct all classified and ad inquiries to:

PCDA/Kelsey Tidler:
smilepinellas@gmail.com

or (727) 342-0374

DENTISTS' DAY ON THE HILL 2015

FDA Action for Dental Health

Advocating for the oral health and the resulting overall health of Floridians



BRIEFING

Tuesday, March 24, 2015
Aloft Hotel

LEGISLATIVE VISITS

Wednesday, March 25, 2015
Capitol in Tallahassee

SPONSORED BY



ALLIANCE

Aloft Hotel Room Block: \$154.00 per night
(with a \$5.00 per night parking fee).
The block closes on March 1, 2015.

Daniel Bertoch Leadership Award

On January 15, 2015, **Dr. Glen Jones** proudly received the Daniel Bertoch Leadership Award. This award is given annually by the West Coast District Dental Association to a doctor that has exemplary leadership and service to their affiliate organization. **Dr. Glen Jones** has proven his leadership skill for organized dentistry by serving as a PCDA board member for seven years including PCDA President 2013-2014 and currently as the PCDA Past Presidential Advisor and a delegate to the Florida Dental Association. During his term as president, Dr. Jones focused much of his attention to increasing membership in PCDA and WCDDA, FDA and ADA.



Dr. Glen Jones

While attending the FDC in Orlando, he listened intently to the message of the ADA leadership and their goal of a new branding message for dentistry. He embraced this need for giving value to membership in organized dentistry. Prior to the Florida Dental Association logo development, **Dr. Glen Jones** singlehandedly created a new logo and branding message for PCDA. To further increase the value of PCDA membership, Dr. Jones voluntarily designed and is in the process of developing and implementing a new website and promotional campaign to benefit PCDA members now and in the future. In addition, he volunteered his time at the FLAMOM event in Tampa during his presidential year. Dr. Jones understands the importance of organized dentistry for the members of PCDA now and in the future. His forward thinking and enthusiasm for retaining and increasing membership is never-ending. We are very proud of him for his extensive volunteer efforts on behalf of organized dentistry and we congratulate him on being the recipient of this year's Daniel Bertoch Leadership Award.

“TREATING CLIENTS LIKE FAMILY IS JUST SECOND NATURE.

I GREW UP IN MY FATHER’S DENTAL PRACTICE. ”

Not just any broker can say this.



Greg Auerbach, MBA
greg@ADSFlorida.com
727.498.5670

And, not just any broker has this said about him.

“Greg made a very complicated process understandable – always ready to answer any questions or concerns. I truly felt he was my advocate and made the whole experience pain free (important in business as well as dentistry).”

– Greg Dickinson, DDS
Sarasota

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