

Sandra A. Worman, DDS  
President and Delegate  
I. Rita Hurst, DMD  
President-Elect and Delegate  
Jeff Scott, DMD  
Vice President, Council Chair-At-Large  
and Alternate Delegate  
Gabriele Spinuso, DDS  
Council Chair-At-Large &  
Alternate Delegate  
Kristie Johnson, DMD  
Council Chair-At-Large &  
Alternate Delegate

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Executive Treasurer  
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Ethics Chairman  
Luis E. Martinez, DMD, PA  
Peer Review Chairman  
Mike D. Insoft, DMD  
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Gregory G. Langston, DMD  
Delegate  
Amy F. Anderson, DMD  
Delegate  
Alberto M. Bird, DMD – Immediate Past  
President and Alternate Delegate

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*You and a guest are invited to attend the  
Pinellas County Dental Association's  
Officer Installation & Glass Blowing Demonstration*

*Friday, September 9, 2016  
7:00 p.m. – 10:00 p.m.*

*Duncan McClellan Gallery  
2342 Emerson Ave. S, St. Petersburg, FL 33712*

*Dinner and beverages will be provided. Cash bar will also be available.  
Indoor/outdoor event, casual attire recommended.  
Free parking and lot security is available across the street from the gallery.*

*Please kindly RSVP to [smilepinellas@gmail.com](mailto:smilepinellas@gmail.com) or  
(727) 342-0374 by September 2, 2016.*

Click invitation to RSVP,  
email, [smilepinellas@gmail.com](mailto:smilepinellas@gmail.com)  
or call (727) 342-0374.

## Mark Your Calendar 2016-2017

### Wednesday, October 5, 2016

The Club at Treasure Island  
Barry Loughner, DMD, MS, PhD  
and Brian Fuselier, DDS  
*Idiopathic Neurologically Mediated  
Mouth Pain* - Staff is invited!

### Wednesday, November 16, 2016

PCDA/UPCDA Joint Meeting,  
St. Petersburg Marriott Clearwater  
Michael Pikos, DDS, *Guided  
Immediate Full Arch Reconstruction:*  
2016

### Wednesday, December 7, 2016

The Club at Treasure Island  
Jeff Goodis & Chandra Miller,  
Medical Malpractice Defense  
Attorneys, *What to do When You  
Get Sued (and What You Can do to  
Not Get Sued!)*

### Wednesday, January 4, 2017

The Club at Treasure Island  
Jeff Scott, DMD and Rick Sontag,  
RDT, *Implant Restorations –  
Surgeon, Restorative Dentist and  
Technician Connection*

### February 2017

Legislative Reception

### Wednesday, March 1, 2017

The Club at Treasure Island  
Pete Dawson, DDS,  
*A Lifetime of Success*  
Staff is invited!

### Wednesday, April 5, 2017

The Club at Treasure Island  
*Vendor Fair, Sponsored in  
part by Benco*  
Staff is invited!

[View the online PCDA  
Master Calendar](#)



# President's Message



Dr. Sandy Worman

Welcome to a new year for the Pinellas County Dental Association. It was wonderful to see so many of our members out in May to celebrate all of the PCDA's accomplishments as well as the association year coming to an end. I hope that you all had a good time at the Hollander Hotel and want you to get excited for the upcoming Installation Party at the Duncan McClellan Glass Gallery. I am excited to serve as President of this amazing group of professionals and can assure you that this is going to be a year full of education and fun. I cannot step into my new role, without first thanking those who performed this job so tirelessly before me. I now know how Tim Cook must have felt taking over the reins of Apple following Steve Jobs...certainly huge shoes to fill. A special thanks to Alberto Bird, our now immediate past president, for a job well done; and of course, Glen Jones, Susan Hudak Boss, and Ed Busch for their commitment and time over the last few years.

While I am thrilled to be your President this year, I could not do all that this job entails without the work of a dedicated group of Pinellas County dentists. Rita Hurst will assist me as President Elect. Jeff Scott, our Vice President, has worked hard to accrue a number of fantastic speakers whom I know you will all find informative and enjoyable. Jeff has even volunteered his own time and expertise to provide us with an informative restorative lecture in January. Our second year council at large, Gabe Spinuso and first year council at large, Kristie Johnson will help with various committees and access to care issues, such as Give Kids a Smile, that are so important to our organization. Lastly, Ken Grundset continues to give back by serving tirelessly as Executive Treasurer.

Like many of you, I grew up loving and playing sports. Now, as I watch my daughters play club soccer, I have come to see that there are so many life lessons to be learned from various sports. One of the most important is that of teamwork. In order for PCDA to be as successful as we have, we must depend on those around us. While I will rely on my executive board to be by my side this year, for our organization to run effectively, each and every one of us must step in to educate, inform, assist, and volunteer when called upon. Many opportunities may present themselves this year. There may be volunteer or service opportunities that you feel are beyond your comfort or skill level; however, there are always other opportunities that fit into your abilities and goals. This is why organized dentistry is so important to the future of dentistry, to play our own roles for a common goal, to move our profession forward in the right direction and to leave it better for the new graduates behind us.

As we prepare for the year ahead, your board and I look forward to working with each and every one of you. Please feel free to contact any of us with any concerns or ideas that we can assist you with to make this year flow smoothly. We are here for you and plan to be your voice whether it be on the local, state or national level.

Regards,

Sandra Worman, DDS



In June, at the Florida Dental Convention in Orlando, the PCDA Board graciously accepted the Florida Dental Association's *Public Service Award!* Congratulations to the members of PCDA for their hard work, dedication and service throughout the Pinellas community.



PCDA End of the Year Party at Hollander Hotel



# 5 Tips for Marketing Yourself as a Dentist

Everyone knows that social media, blogging and your online presence MATTERS more than it ever has before. Maybe you have a Facebook business page or maybe you have an e-mail list of all of your patients...Either way, the online space is facilitating an incredible landscape for practitioners of all sorts to easily get their name out, sell products and get more patients. Here is what you really need to know....

**1. Start with what you're passionate about!** This may sound like a given but many practitioners struggle with focusing on certain topics that move them when building their online presence. Rather than trying to do it all, hone in on what you really are an expert in. Ask yourself what really moves you and what excites you when you wake up in the morning? Ask yourself what makes you feel complete and why you do what you do each day?

**2. Be yourself.** Be authentic. One of the best pieces of advice you can follow is to stay true to what you believe in and what you are passionate about. Ask yourself what sets you apart from others in your space? Your strongest power is that you are you and that no one else is. You have something unique that defines you and makes you special! Use this to your advantage. Be a leader and an expert in whatever you decide is your place in this world. Importantly, keep in mind that people want to connect to WHY you do what you do. They want a personal story of love, healing and resiliency. What can you share with your audiences that allows them to connect with you? You have one chance to make a good impression online, how will you be remembered?

**3. Back to basics-**why online marketing? Online marketing is an opportunity to engage, converse and create a name for your legacy. What you put out into the digital world has the opportunity to reach thousands if not millions of people! Imagine seeing 20 patients a day and then writing a blog that can be read by ten thousand people...the opportunities are really endless. Everyone has different goals and whatever those may look like, an online campaign can and should be tailored to help you get there.

**4. Have a website that WORKS for your patients.** This is hands down one of the most important pieces. Your website is home base. It's where everything you create lives and where everyone will go to learn more about you and keep up with you. Is it fresh, modern and user friendly? Do consumers know where to go to find the content they are looking for when they visit the site? Do you have free content and free opt-ins to convert your visitors into e-mail subscribers? It's an investment of your time, energy and finances up front but absolutely worth it.

**5. Write, write, write and write some more.** Content is king of the internet. I think there tends to be a stigma with the word "content" or "blog" but let me break down some of those possible fears for you. A piece of content can be ANYTHING you feel compelled to create - a tip, a video, a 500 word update on your latest research, a review etc. Don't hesitate to create around what you feel passionately about. Additionally, consistency is so integral. Creating content each week gives your readers a reason to come back to your site. It also gives you an opportunity to share more on social media and in your newsletter which drives traffic back to your site.

Online marketing is a beautiful thing. It can be fun and drive your creative juices in addition to helping you grow your practice and sell your products. Every effort you put in opens new doors and new opportunities. While all of this may sound like a lot, keep in mind that you can take it piece by piece. Have a team that can support you and help move you forward.

*This article was written by Daffnee Cohen. Daffnee is an online marketing expert, dog mom, Zumba instructor, writer and Crossfitter enjoying the Florida sunshine. She writes for Huffington Post, MindBodyGreen and her own site. [Learn more about on her website](#) and follow her on Instagram @Daffnee.*



## CMS Delays Enforcement of Medicare Part D

Dentists now have until Feb. 1, 2017, to take action; otherwise Part D prescription drug claims for Medicare eligible patients will not be covered. If dentists want Part D plans to continue covering drugs prescribed for their Medicare patients, they must either enroll as an ordering/referring provider by filling out form 855O or enroll as a Medicare provider through form 855I. Otherwise, they must opt out of the program.

[Continue reading...](#)

## Medicare Opt in/Opt Out Requirement Affects Medicare Advantage Plans Differently, Webinar Available

Medicare Advantage Plans provide Medicare-covered benefits to members, and sometimes offer extra benefits that Medicare and Medicare Part D don't cover, such as dental services. You must enroll in Medicare to have drugs you prescribe covered by your patient's Medicare Advantage plan. You can either enroll as a Medicare provider using form 855I or as an ordering and referring provider using form 855O. If you opt out of Medicare, your patients may not receive reimbursement from a Medicare Advantage plan. For more information, the American Dental Association (ADA) presented a webinar discussing the basic differences between Medicaid and Medicare; the three options available to you so that your Medicare patients can receive their prescription drug coverage; resources available to help you make the best decision for your practice, and frequently asked questions. To listen to a recording of this webinar, please [click here](#). Please note that the webinar recording is available for ADA members only so please have your login information ready.



## How Much You Can Charge to Copy Records Has Changed

The U.S. Department of Health and Human Services, Office for Civil Rights has just interpreted HIPAA to mean that covered entities should copy electronic records for free but must charge no more than a \$6.50 flat rate unless they document actual or average costs to justify a higher rate. Few covered entities are going to take the time to produce the documentation needed to justify the actual or average costs so, in practical effect, billing to copy electronic records regardless of their size or the staff time it takes to search and sort through the records to get information responsive to the request will gravitate to the \$6.50 flat rate. Watch for Graham Nicol's breakdown of the changes and how to comply with the new interpretations of HIPAA by the Office for Civil Rights in his next "Legal Notes" column coming in the July/August issue of the Florida Dental Association's publication, *Today's FDA*.

## Are YOU a Dental Voter?

Do you vote? It's a simple question, but 31% of ADA member dentists are not even registered to vote. As dentists, we are health care providers, business owners, employers, and leaders in our community. We have an obligation to our patients, our practice, and our profession to exercise our unique perspective in November. [Check out the "I Am a Dental Voter" video here](#). ADPAC seeks and encourages you to take a moment and ensure you know what the rules are in your state for voter registration and absentee and early voting by checking out the [2016 Election Center](#).

## Florida Department of Health Division of Medical Quality Assurance License Renewal Information

The FL DOH MQA Online Services has launched an upgraded licensing and renewal system. You will be required to complete a one-time account registration process before you can renew your license. To begin, visit <http://www.flhealthsource.gov/mqa-services> to set-up your account. After you register, you may begin loading your CE courses into CE Broker by visiting, <http://www.flhealthsource.gov/ayrr>.

# Other Important Dates

ADA Annual Session ..... October 20-23, 2016  
Denver, Colorado

ADA New Dentist Conference .....October 22-23, 2016  
Denver, Colorado

WCDDA's Annual Meeting ..... February 3, 2017  
CAMLS, Tampa

FDA Mission of Mercy - FLAMOM..... March 24-25, 2017  
Pensacola, Florida

FDA's Dentists' Day on the Hill.....April 3-4, 2017  
Tallahassee, Florida

WCDDA's President's Trip ..... April 28, 2017  
Disney Cruise, Bahamas

## Endo Post

My name is Brittany Pierpont. I graduated from the University of Maryland Dental School May, 2014, and completed a 1 year AEGD residency from East Carolina University Dental School in Greenville, NC. I recently finished an associateship for one year in Lakeland, and am looking to move to the Tampa / St. Petersburg area. I am available to work as soon as possible, and enjoy all aspects of general dentistry including prosthodontics, operative, endodontics (molar and single canal), simple/surgical extractions, bone graft and implants. I am looking for an associate position, either with a group practice or solo practitioner, with a possible buy in or partnership in the future. If interested, please contact me via email: [Brittany.pierpont6@gmail.com](mailto:Brittany.pierpont6@gmail.com). Thank you!

### Direct all classified and ad inquiries to:

PCDA/Kelsey Bulnes, CMP: [smilepinellas@gmail.com](mailto:smilepinellas@gmail.com) or (727) 342-0374

## PCDA Membership

### Membership Dues

Membership dues are past due. If you have not paid your dues, please remit payment of \$350. Check made payable to PCDA. P.O. Box 1833, Brandon, FL 33509. Credit cards are also accepted. Your continued membership is valued and important to the future of PCDA! If you have already submitted payment, thank you! Questions or phone payment, please contact Kelsey Bulnes at (727) 342-0374.

### Invite a Colleague!

Have you met a new dentist in the area? Invite them to our upcoming Officer Installation at Duncan McClellan Gallery in St. Pete. Potential members will have a great time and 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](mailto:smilepinellas@gmail.com) or PCDA Membership Chairman, **Dr. Mike Insoft** at [minsoft@tampabay.rr.com](mailto:minsoft@tampabay.rr.com) for more information about attending a meeting or becoming a member. Membership applications may also be located online at [www.smilepinellas.org](http://www.smilepinellas.org).



*PCDA would like to welcome the following  
new members into the WCDDA District!  
We look forward to your continued membership  
for years to come!*

**Dr. Rachel Caldwell of St. Petersburg  
Dr. Jennifer Fernandez of St. Petersburg**

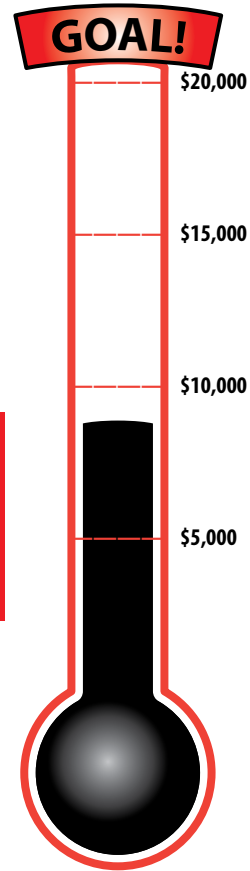


# History Book Progress

## Pinellas County History Book Fund

**August 2016**  
**\$13,340**

**\$20,000**  
**Goal**





**WEST COAST DISTRICT DENTAL ASSOCIATION**  
A COMPONENT OF THE AMERICAN & FLORIDA DENTAL ASSOCIATIONS

## ANNUAL MEETING

February 3, 2017

Dr. John Burgess  
*Dental Materials & Current Restorative Techniques*

Dr. John Kalmar  
*You Make the Diagnosis*



Register Today @ [wcdental.org](http://wcdental.org)


### President's Trip

**3-night Bahamas Cruise Aboard the Enchanting Disney Dream**  
**April 28, 2017 from Port Canaveral, FL**

Submit a Reservation Request TODAY by emailing  
[sara@wishuponastarwithus.com](mailto:sara@wishuponastarwithus.com) or call (813) 671-1199.  
*6 hours of CE will be provided.*

FOR MORE INFORMATION CONTACT:  
[Kelsey@wcdental.org](mailto:Kelsey@wcdental.org) or call (813) 654-2500


## Dentists' Day on the Hill 2017



Save the date!  
April 4, 2017


MARK YOUR CALENDAR.

<p><b>BRIEFING</b> Monday, April 3, 2017 Tallahassee</p>	<p><b>LEGISLATIVE VISITS</b> Tuesday, April 4, 2017 Capitol in Tallahassee</p>
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For more information, please contact the FDA Governmental Affairs Office at 800.325.0051 or [ga@floridadental.org](mailto:ga@floridadental.org).





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FLORIDA DENTAL ASSOCIATION  
™

PRESENTS



A HIGHER STANDARD ... A HIGHER CALLING

**SAVE THE DATE!**

**MARCH 24-25, 2017**

**VOLUNTEER!**

**PENSACOLA, FLA.**  
**WOODHAM MIDDLE SCHOOL**

ROOM BLOCK: SPRINGHILL SUITES-PENSACOLA  
457 Creighton Road • Pensacola, FL • \$115.00 to 125.00/night  
1.5 miles from Woodham Middle School • Call 888.236.8427  
and request the "FDAA Mission of Mercy Block."



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**QUESTIONS? 800.877.9922 OR FLAMOM@FLORIDADENTAL.ORG**



**ALL U.S. LICENSED DENTISTS MAY PROVIDE CARE IF REGISTERED BY JAN. 15, 2017.**

Licensed dentists and hygienists do **NOT** need their own malpractice insurance to practice at the FLA-MOM. The FDAA's insurance through The Doctors Company will cover licensed dentists and licensed hygienists at FLA-MOM.