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Susan E. Hudak Boss, DMD – Immediate Past President and Alternate Delegate

## Innovative Management of the Periodontal Patient

With periodontitis considered to be a major chronic inflammatory disease, methodologies to manage the disease process have changed to balance the anti-microbial approach with an anti-inflammatory direction. Systems will be investigated to include risk assessment data collection. Evidence will be provided for developing “realistic” non-surgical/surgical therapies and the respective re-evaluation with emphasis on “new” anti-inflammatory systems including micro-ultrasonics, laser technology, and nutraceuticals as probiotics and anti-oxidants. Attention will be placed on patient engagement in the process for compliance including user friendly oral hygiene devices.



Dr. Sam Low

### November 11, 2015

The Hilton at Carillon Park, 950 Lake Carillon Dr, St Petersburg, FL 33716

RSVP by November 4<sup>th</sup> to [smilepinellas@gmail.com](mailto:smilepinellas@gmail.com) or (727) 342-0374.

You will have a choice of Chicken Provençal or Mahi. Please include your option when you RSVP. Also, be sure to include any dietary restrictions or requests you may have.

### Joint Meeting Sponsors

TD Bank  
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 Coastal Networks  
 4Points Dental Designs, Inc.

Digital Doc  
 Philips Sonicare & Zoom  
 Whitening  
 Glaxo Smith Kline  
 Mettler Marketing  
 Southern Refining  
 Zimmer Dental  
 Geistlich Biomaterials

## Mark Your Calendar 2015-2016

### November 19, 2015

*Dentists & Diamonds  
 Networking Event*  
 Diamonds Direct,  
 Sundial in St. Petersburg

### 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

Legislative Reception  
 Location TBD

### March 2, 2016

*HPV, Dr. Donald Cohen*  
 The Club at TI  
*Hygienists invited!*

### April 6, 2016

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

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



# “El Presidente” Letter



**Dr. Alberto Bird**

Flu season is rapidly approaching. I am going to get my flu shot this Friday because I don't want to get sick like last year! Do these thoughts seem familiar? Well, last year I started to feel strange with a sore throat, minor body aches and teary eyes. “Maybe I have an allergy to pollen”, I thought. So I took an allergy pill and went to work. By the end of the day my symptoms were worse with sniffles and a runny nose. I went home, took some cold relief pills and went to bed early. The next morning I woke up and my symptoms were worse. Every joint in my body hurt and I had a low grade fever. No problem... I have Dayquil. I took a dose and went to work. I had a full patient schedule and my staff and hygienist were counting on me. By mid-morning I was sent home by my staff with the order to not come back until I felt better.

A South Carolina dentist, Dr. Davis Moss, presented an article in JADA about the ethical implications of working sick or as he called it “Presentism”. I found his article very interesting because we all, at some point, have done it. Whether due to avoiding an increased workload when we return to work or facing the financial implications of missing work and not able to generate income. Ethics and professional conduct are important aspects of practicing dentistry and, unfortunately, these codes are not followed as they were originally written. Dentists are obligated to follow this code of conduct. “Do no harm” applies to this situation and we all should consider the older and young patients that come to see us and are more susceptible to respiratory illness. We should also consider our staff, as they will respect the dentist more if he stays home to show that he cares for his patients and staff and not only the financial component. Following this code of conduct proves that the dentist is fair and trustful. Most importantly, we should consider that working sick will impair our decision making and could delay a response to an emergency situation. Go get your flu shot and if you get sick anyway, take the day off! While in bed, consider reviewing the ADA Principles of Ethics and Code of Professional Conduct. You may find it simple and fulfilling to follow these professional guidelines.

Save the date for November 11, 2015. PCDA will be hosting our annual joint meeting with the Upper Pinellas County Dental Association at the Hilton at Carillon Park. Dr. Sam Low will be presenting an interesting lecture on Innovations in Periodontics. This meeting is always a great opportunity to talk to and share ideas with our friends from North County. Dental vendors will be there with their latest products. Please sponsor our exhibitors, as they make these meetings possible. Dentists' Day on the Hill is scheduled for February 2, 2016. PCDA is sponsoring dentists for this activity and we are paying for the trip (including lunch) thanks to the Florida Dental Association. Reserve the date and invite a new dentist. This trip helps everyone understand how politics in Tallahassee function, to show appreciation for our legislators and to support and promote the views of our dental professionals. You won't be sorry you took a day off to attend!

Have a great week,

**Alberto M. Bird DMD, MScD**

PCDA President

# PCDA Mini-MOMs Event: A Great Expression of Giving

*“Volunteers are seldom paid; not because they are worthless, but because they are priceless.” Anonymous*



**Dr. Rita Hurst**

Volunteering is the ultimate expression of human relationships. It is about giving, contributing and helping other individuals and the community as a whole. It is coming together to make a meaningful contribution toward a better community. It is a powerful and sustainable way to help tackle poverty in our community. The intrinsic value of volunteering is not in the monetary amount but in the hours served. As said by Albert Einstein, “Not everything that counts can be counted. And not everything that can be counted, counts.”

On Saturday, September 19, 2015, twenty-five PCDA members joined together for a day of fellowship and fun to provide services to those in the community with dental needs. Services were provided at two locations: the St. Petersburg Health Department (MLK) and the Mid-County Health Department (Ulmerton). Fifty-five patients were scheduled at the St. Petersburg Clinic and 13 composites, 25 extractions, 11 prophies, and 23 other procedures were performed. Twenty-five patients were scheduled at the Mid-County Clinic and 17 composites, 11 extractions, 2 prophies and 6 other procedures were performed. A special thank you to those who donated their time and talents to make this day a success, as well as **Drs. Susan Hudak Boss** and **Amy Anderson** for all their time coordinating this wonderful event.

For those who were unable to attend, there are always opportunities available in our community to help those with dental needs. Although the PCDA is not directly involved in the events listed below, here are two ways dentists can provide for the underprivileged:

- 1) **MORE HEALTH:** MORE HEALTH is a nonprofit organization which provides health and safety education to children, teens and adults in the Tampa Bay Area. Last year, they partnered with the Pinellas County Oral Health Coalition to provide dental screenings and sealants to second grade students in Pinellas County Schools. They are currently seeking funds to help finance the dental health literacy component of this year’s program. If anyone is interested in making a donation, please contact Karen Buckenheimer, RN, BSN at 813-287-5032.
- 2) **RAM (Remote Area Medical):** This national organization will be providing free medical, dental and optometric care to over 1000 uninsured patients on November 21 and 22. This event will be in Manatee County at the Manatee Technical College. They are looking for anyone interested in volunteering. If anyone is interested, please contact Suzie Prabhakaran at [suzie.prabhakaran@drsforamerica.org](mailto:suzie.prabhakaran@drsforamerica.org).

*“Alone we can do so little, together we can do so much.” Helen Keller*

**Dr. Rita Hurst**  
PCDA Vice President



## Pinellas County Dental Association

You and a guest are invited to attend

### Dentists and Diamonds

Please join us for a networking event at Diamonds Direct located in the beautiful Sundial, Downtown St. Pete.

Hors d' oeuvres and drinks will be provided.

One guest will be the lucky winner of an elegant watch provided by Diamonds Direct.

Thursday, November 19, 2015

6:00 p.m. - 7:30 p.m.

117 2nd Ave. N., St. Petersburg

RSVP to Kelsey by November 12th.

[smilepinellas@gmail.com](mailto:smilepinellas@gmail.com) or (727) 342-0374

## Other Important Dates

ADA Annual Session, Washington DC	November 5-8, 2015
Dentists & Diamonds Event, Diamonds Direct, St. Pete	November 19, 2015
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

## 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](mailto:smilepinellas@gmail.com)

or (727) 342-0374

# Remote Area Medical Volunteer Corps



Many people live in fear of sickness and injury simply because they have little or no access to basic medical care. RAM responds to this need by providing free, quality dental, vision, and medical care to those who cannot afford it. RAM is committed to providing all services and support at no charge to the patient. RAM provides the equipment and organization coupled with community medical, dental and vision providers, along with general support volunteers to serve those in need. The video link below, aired by **60 minutes**, which gives a wonderful orientation to the scope of service RAM provides: <https://vimeo.com/753559>.

RAM has been invited to host a clinic at Manatee Technical College on East SR 70 in Bradenton on November 21-22, 2015. For more information please visit the RAM web site [www.ramusa.org](http://www.ramusa.org) or contact the Volunteer Chair, at [ramflvolunteer@gmail.com](mailto:ramflvolunteer@gmail.com).

## PCDA Membership

### NEW MEMBER WELCOME

The PCDA would like to extend a warm welcome to the newest PCDA member, Dr. Deborah Lowry of St. Petersburg!

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. Meeting attendance will be denied until membership dues have been fully paid. 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!

#### PCDA Council Chair-at-Large Nomination

The PCDA is accepting nominations for a Council Chair-at-Large position, which is the entry level to serve on the PCDA board. Any PCDA member may be nominated. Please send your nomination by November 4<sup>th</sup> to the PCDA office at [smilepinellas@gmail.com](mailto:smilepinellas@gmail.com).

#### Invite a Colleague!

Have you met a new dentist in the area? Invite them to our upcoming general membership meeting on November 11, 2015 at the Hilton at Carillon Park. 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](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).

#### 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](mailto: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!



# WEST COAST DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE  
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

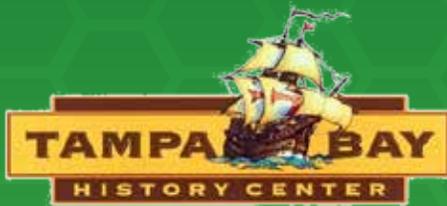
Visit Downtown Tampa and enjoy a Tampa Bay Lightning game, mingle with your colleagues at the President's Reception at the Tampa History Museum or at our networking/cocktail social at Hatrick's!

# 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/drqdwn](http://www.cvent.com/d/drqdwn)

Questions?

Contact the WCDDA at 813.654.2500 or visit [www.wcdental.org](http://www.wcdental.org)

