Dr. Michael Dorociak Presents

Making Class II Resin Based Composite Restorations Predictable and Profitable

The Club at TI
400 Treasure Island Causeway, Treasure Island, FL 33706

Wednesday, October 1, 2014

Social begins at 6:00 pm / Business begins at 7:00 pm

Attendees are required to RSVP with Kelsey Tidler at smilepinellas@gmail.com or (727) 342-0374 by September 26, 2014.

Come learn real world tips on making Class II resins more predictable and profitable from Dr. Michael R. Dorociak, a practicing clinician who focuses on the best materials, devices, and techniques in dentistry.

As a Clinical Evaluator, Project Director and Chairman of the Board for Gordon J. Christensen Clinicians Report, Dr. Dorociak will present the latest research and cutting edge information in a practical, entertaining, and highly useful format. Dr. Dorociak has worked alongside Dr. Gordon Christensen for many years. The Clinicians Report is the original and only independent dental product testing organization.
Speaking of super – I hope you did not miss the fun we had at The Officer’s Installation Gala on September 5, 2014. The best costume design of the evening was awarded to Dr. Ruth Berry. With the help of Sha Na Na your top finalists for the dance contest were selected. Drs. Gregg Langston, Trudi Massaro, Daniel Bartling and Laina Holz danced their socks off. In the end, tearing up the floor with the best dance moves was awarded to Drs. Frank and Trudi Massaro. Congratulations to all of you greasers! Ruth Eckerd Hall awarded our winners tickets to RAIN, Flashdance, the Capitol Theatre, Peter Frampton, Chicago, The Beach Boys and Sha Na Na. The children won tickets to the Fresh Beat Band, Kids Bop and the Chinese Acrobatic Theater. Following our twist and shout party, many of us put toothpicks in our eyeballs and stumbled out of bed to hear a super presentation of oral surgery updates by Dr. Glen Jones. Thank you to Dr. Jones for organizing this class and providing us with CE on a Saturday morning. We sure are a dedicated group to forgo sun and sand for an indoor lecture! Sha Na Na wanted to stay for the interesting presentation but told me it would be too much money to change their early flight reservations.

On October 1, 2014, we will meet at the Club at TI for our general membership meeting. As in the past, we will have a delicious dinner and fantastic continuing education. But new to our dinner meetings this year begins the process of analyzing the association’s “strategic direction” that I spoke of in the previous newsletter. This is a first step towards a comprehensive analysis and evaluation of our current association and its future success. The information we gather will be forwarded to the leaders of both the West Coast District Dental Association and the Florida Dental Association. Both of these associations know how strong we are and want to hear your opinions and input in order to best guide their decisions locally and nationally. We will have another topic at our December, February, March and April meetings. So keep your thinking caps on throughout the year.

Our first topic will be: STRONG ORGANIZED DENTISTRY

Please let us know any problems or concerns that you’d like to address in any or all five subcategories listed below. We would then like to hear a solution(s) that you have developed and the amount of funding that would need to be allocated toward this solution. Your input may be in the form of open mike comments at the podium on October 1, 2014, in the form of a written comment submitted at our meeting, email communication to myself or Kelsey, phone/fax communication, and/or snail mail to our P.O. Box. We want to hear from you! Remember that your membership dues are to support the investment in your practice. Here are the subcategories for the first topic, Strong Organized Dentistry:

1. How to recruit and maintain members
2. How our constituent can best be heard at the FDA and ADA levels
3. How the WCDDA can better support the PCDA
4. How to develop strong leaders for all levels of organized dentistry
5. How to communicate effectively through social media

Lastly, I wanted to briefly update you on our access to care progress. I have written and forwarded a letter to the County Commission on behalf of our association (see attached). Various dental leaders in our community, along with the dental clinics and the non-profits that provide care and education to the indigent, have been meeting to formulate solutions to concerns brought forth by residents of Pinellas County. Dr. Amy Anderson and I have attended meetings to listen to the concerns and to assist in the development of some beneficial solutions for everyone involved. Please let us know if you have any feedback or would like to attend one of the meetings. A more in depth and up-to-date article will be posted in our October newsletter.

I look forward to seeing you on October 1st! Don't miss the excitement!

Rama Lama Ding Dong!

Dr. Susan Hudak Boss
PCDA President
Congratulations to Chris Anderson and Dr. Mendee Ligon for having the best seats in the house! Chris and Dr. Amy Anderson won tickets to see Peter Frampton at Ruth Eckard Hall and Dr. Mendee and Dr. Reginald Ligon won Capitol Theatre movie tickets!

The PCDA has over 600 wonderful photos from the Sock Hop on September 5th at the TradeWinds Resort! All photos are available on a disc to purchase for only $25.00. Please contact Kelsey at smilepinellas@gmail.com or use the payment form attached to this newsletter email.

Best Costume Winner: Dr. Ruth Berry

Dr. Glen Jones accepted his award for his tenure as 2013-2014 President.

Congratulations to Drs. Trudi and Frank Massaro on winning the dance contest!

Dr. Wade Hancock and Francine Hancock

Sock Hop attendees preparing to Shake, Rattle and Roll!

Dr. Ed Busch and Adrienne Busch

Dr. Nicholas Williams and family
October 1, 2014  
Making Class II Resin Based Composite Restorations Predictable and Profitable, Dr. Michael Dorociak – The Club at TI  

November 19, 2014  
To Graft or Not to Graft, Dr. Craig Misch – Joint Meeting with UPCDA - Hilton St. Petersburg Carillon Park  

December 3, 2014  
Tax Strategies for the Self Employed, Maine Shafer – The Club at TI  

January 2015  
Legislative Reception  

February 4, 2015  
EvoraPlus: Its Uses in Dental Practices – The Club at TI - 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  

View the online PCDA Master Calendar here  

PCDA Membership  

Congratulations to the following members for their continued commitment to membership! This year, 2014 marks their major milestone in supporting organized dentistry.  

Life Members: Joseph Craig, Jonathan Feltham  
25 Years: Robert Chuong, John Ferullo, David Kailing, Sandra Lilo, Robert Williams  
35 Years: Joseph Craig, Glenn DuPont  

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 on October 1, 2014 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. The Board is developing many networking and social events for this year and we welcome new members!  

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.  

The PCDA would like to extend a warm welcome to the newest PCDA members, Dr. Todd Britten of Clearwater, Dr. Remal Patel of St. Petersburg and Dr. William Pantazes of St. Petersburg! We look forward to you being a part of organized dentistry for years to come.  

Other Important Dates  

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADA Annual Session, San Antonio</td>
<td>October 9 – 14, 2014</td>
</tr>
<tr>
<td>40 &amp; Under Event, TBD</td>
<td>October 16, 2014</td>
</tr>
<tr>
<td>WCDDA Annual Meeting, Saint Petersburg</td>
<td>January 16, 2015</td>
</tr>
<tr>
<td>Dentists’ Day on the Hill</td>
<td>March 25, 2015</td>
</tr>
<tr>
<td>WCDDA Divas in Dentistry, Networking Event, Neiman Marcus, Tampa</td>
<td>Spring 2015</td>
</tr>
<tr>
<td>Florida Dental Convention, Gaylord Palms, Orlando</td>
<td>June 12-14, 2015</td>
</tr>
<tr>
<td>WCDDA Summer Meeting, Naples</td>
<td>August 7-9, 2015</td>
</tr>
</tbody>
</table>
**Small Bites**

**DEA Tightens Rules on Hydrocodone**
The U.S. Drug Enforcement Agency (DEA) published a Final Rule putting additional restrictions on hydrocodone-containing drug products, moving them from Schedule III to Schedule II of the federal Controlled Substances Act, effective October 6, 2014. Earlier this year, the ADA joined several other health organizations in expressing concern over the move, which imposes additional regulatory controls and administrative, civil, and criminal sanctions on persons who handle or propose to handle hydrocodone combination products, since hydrocodone drugs are often used to treat severe pain related to dental surgery. ADA is assessing the Final Rule and will provide more information on its impact on ADA members and the patients they serve. Click [here](#) for the DEA's press release and [here](#) for the Final Rule.

*In case of emergency:* Within 7 days after authorizing an emergency oral prescription, the prescribing individual practitioner shall cause a written prescription for the emergency quantity prescribed to be delivered to the dispensing pharmacist. In addition to conforming to the requirements of §1306.05, the prescription shall have written on its face “Authorization for Emergency Dispensing,” and the date of the oral order. The paper prescription may be delivered to the pharmacist in person or by mail, but if delivered by mail it must be postmarked within the 7-day period. Upon receipt, the dispensing pharmacist must attach this paper prescription to the oral emergency prescription that had earlier been reduced to writing. For electronic prescriptions, the pharmacist must annotate the record of the electronic prescription with the original authorization and date of the oral order. The pharmacist must notify the nearest office of the Administration if the prescribing individual practitioner fails to deliver a written prescription to him; failure of the pharmacist to do so shall void the authority conferred by this paragraph to dispense without a written prescription of a prescribing individual practitioner.

**Digital X-Ray Compliance**
Emailing digital x-rays must be encrypted to comply with HIPAA and risk-management. There is an encryption service called Direct Secure Messaging that was developed by AHCA and the Florida Health Information Exchange. To register go to [floridahie@harris.com](mailto:floridahie@harris.com). More information is available at their website [www.florida-hie.net](http://www.florida-hie.net).

**FDA Successfully Lobbies BOD to Postpone Records Rule**
At the Board of Dentistry (BOD) meeting in Orlando, the BOD voted to send its proposed changes to the dental records rule back to the Records Task Force for further discussion and review. The current rule has not been changed. So what happens now? The BOD’s Records Task Force is holding a conference call in the near future to discuss the proposed changes to the dental records rule. These calls are open to the public and the FDA is participating to continue to advocate on your behalf. If you have any questions, please contact Casey Stoutamire at (850) 224-1089 or [cstoutamire@floridadental.org](mailto:cstoutamire@floridadental.org).

**FDA Member Webinar: Leveraging Social Media to Market Your Practice**
The FDA's public relations counsel, Moore Communications Group, will host a webinar on Thursday, Oct. 2 at 6:30 p.m. EDT to provide FDA members with best practices and tips to develop or elevate your practice's social media efforts. Key topics will include: Facebook and Twitter engagement, targeted paid advertising (or promoted posts), and using social media to boost traffic to your website and practice. Please see below how to join this webinar:

- Dial-in: (877) 366.0711
- Login: [www.readyshow.com](http://www.readyshow.com)
- Click “Join” under Web Conferencing LotusLive Meetings
- Passcode: 35726979

**Reminder**
Just a reminder for those of you who are unaware... There is a state rule that specifically requires each practicing dentist in the state of Florida to provide emergency services 24/7 to your patients. If you do not currently have a phone number on your office voice mail that a patient can call during non-business hours, you need to add it to your message! The ruling is as follows:

**64B5-17.004 Emergency Care.**
It is the responsibility of every dentist practicing in this State to provide, either personally, through another licensed dentist, or through a reciprocal agreement with another agency, reasonable twenty-four (24) hour emergency services for all patients under his continuing care.
Welcome to the Pinellas County Dental Association 2014-2015! As your program chair this year, I look forward to providing you with an interesting, informative, and yes, enjoyable series of education and camaraderie amongst our great group. My responsibility this term, presenting high-quality, multidisciplinary continuing education, is one of the most important goals of the association. Another goal is to be well organized to provide a voice of advocacy for our patients in city hall, the county commission, and the state capital. As I thought about this society and my goals for this year, I began to think about my own personal experiences with PCDA. We all have unique reasons to be active members of the PCDA. Some of you enjoy the clinical forum we provide and take advantage of our lecture series to stay current. Many of us look forward to the meetings in order to network with our peers and tweak the details of running a complicated, small business that is the modern dental practice. The society fosters the development of not only business but also social relationships that are decades old. Finally, who amongst our group doesn't enjoy the good times that inevitably result when highly trained (and highly stressed!) professionals get a chance to unwind amongst their colleagues?

Hopefully you have benefitted from many of the elements that make our group of Pinellas-based dentists a special organization. For me, appreciating the collective wisdom of our members has been the most personally rewarding experience. It was through talking to one of our members last year that I became convinced, ironically, that spending more time immersed in our specialty and my work was not always in my best personal interest.

Last September, as we all gathered at the Birchwood Hotel to celebrate a new year, I was lucky enough to engage in a conversation with a dentist whom I knew of, but had never spent much time in conversation with. After discussing our respective summers and the vacations that came with them, I mentioned that I had been offered the opportunity to travel to Africa to experience a safari with my extended family. Unfortunately, this trip was planned for the middle of June, when pediatric dental practices kick into high gear. This trip was absolutely not an option for me. However, this conversation I was engaged in, had turned from maximizing office and personal productivity into maximizing family time providing life experiences. Even after twenty minutes of dialogue, I still wasn't convinced that leaving my practice during the height of my busy season was a good idea. Undeterred by my “guilt,” my colleague pressed on, emphasizing that my patients and my work would still be there when I returned, but if I passed on the trip, that chance would be gone forever.

I thought it over, and eventually came to agree with this dentist's persuasive arguments. The rest, as they say, is history. The trip was incredibly rewarding for us as a family, but it also reenergized my drive to provide better care for my patients and further respect what it means to be in a profession like ours. After watching the Tribal Kenyans work together with so few resources, I began to feel very confident that our organization, when working as a cohesive unit, could be capable of doing amazing and productive things for the people of Pinellas County.

To Dr. Jim Pascia, I thank you for your words of wisdom, which inspired me to travel so far away. This exemplifies what being a part of a group provides: a chance to learn from each other and support our friends in various ways. Even in our busy days, we come together once a month, to work as a team in many different manners.

I look forward to seeing you this year at our association meetings as we educate ourselves, call for political actions in our patients’ interests and our own interests, share the latest in management tips, and celebrate our good fortune. I am even more excited about hearing what may inspire you, and where the PCDA might take you.

Here's to a great year ahead,

Sandy Worman, DDS
PCDA Vice President
PTEC Scholarship Recipient

My name is Valliya Shirley and I received a $2500 scholarship from the Pinellas County Dental Association. This $2500 is going towards my tuition for Pinellas technical college. I am going to Pinellas technical college for the dental assisting program. I am so grateful for the Pinellas County Dental Association and them awarding me this scholarship because now I get a great education that I wouldn't have been able to afford on my own. Thank you so much!

Valliya Shirley

Endo Post

Lost and Found
A black jacket was left behind at the Sock Hop party on September 5, 2014 at the TradeWinds Resort. For more information, please contact Kelsey at smilepinellas@gmail.com or (727) 342-0374.

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
- Also available Sept. 29th-Oct. 3rd to fill in all week
- Contact Shannon Parham (727) 692-4106

Direct all classified and ad inquiries to:
PCDA/Kelsey Tidler: smilepinellas@gmail.com or (727) 342-0374

West Coast District Dental Association
A component of the Florida and American Dental Associations

93rd Annual Meeting
January 16, 2015
St. Petersburg Hilton Bayfront

The Dynamics and Function of the Masticatory System: The Multiple (Inter)faces of Occlusion
Henry A. Gremillion, D.D.S.

Some Days You’re the Pigeon, Some Days the Statue!
Dave Weber

The X Factor: 12 Keys to Set Your Practice Apart (the power of setting goals)
Dave Weber

Register Online
www.wcdental.org

Make 2015 your best year yet...
Gulf Coast Dental Outreach “Play for Care” Classic

Gulf Coast Dental Outreach, a 501(c)(3) nonprofit organization, invites you to participate in or sponsor our sixth annual “Play for Care” Charity Golf Outing. Your generous assistance will help low-income Bay-area patients receive quality 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:** October 24, 2014 at 1:00 p.m. Registration starts at 11:30 a.m.
- **Where:** East Lake Woodlands Golf and Country Club (North Course), 1055 E. Lake Woodlands Pkwy, Oldsmar, FL
- **What’s included:** One round of golf at one of the area’s most well-respected courses, boxed lunch, multi-entrée buffet dinner, golf contests and customized balls, tees and other “goodies”
- **Cost to attend:** $150/person, or $500 per foursome (a $100 savings!)
- **Don’t play golf? It’s a Scramble! Play anyway!**
- **Consider making a donation to a worthy cause! We will also raffle off prizes including golf rounds and hotel stays!**

Raffle tickets can be purchased at the door.

**Become a Sponsor**

Don’t miss your chance to “drive” home your organization’s commitment to our area’s most needy. Sponsoring the Gulf Coast Dental Outreach “Play for Care” Charity Golf Classic will advertise your business’ or organization’s dedication to the fight for access to quality care, while directly assisting Gulf Coast Dental Outreach in its mission to help those in need. The following sponsor levels are available:

- **Tee sponsor:** $250 - Your sign will be on a tee box or near the green
- **Silver sponsor:** $1,000 - Your sign will be on a tee box and one foursome will be included.
- **Gold sponsor:** $2,500 - Your sign will be on a tee box & on the front of all golf carts. One foursome will be included.

All sponsors will be mentioned in a slide presentation that will be playing when golfers come in at the end of the outing. We are also looking for individuals or organizations to sponsor beverage carts, donations of water or other beverages in coolers, and lunch. **Thank you for your generous support.**

**For details contact:**

- Harry Gross, Executive Director 813-579-3935 ext. 105 or harry@gulfcoastdentaloutreach.org
- Or, simply print and fax this registration to 813-891-0335

**UPCDA Golfers are the current champs. Defend your title against PCDA, WPDA, and HCDA**

<table>
<thead>
<tr>
<th>Foursome #1</th>
<th>Handicap</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Foursome #2</th>
<th>Handicap</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Foursome #3</th>
<th>Handicap</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Foursome #4</th>
<th>Handicap</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
“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