Mark Your Calendar 2013-2014

View the online PCDA Master Calendar here

Oct. 2, 2013  Anticoagulant Therapy in Dentistry
Matthew Dennis, DDS, The Club at TI

Nov. 13, 2013  PCDA/UPCDA Joint Meeting
William Layman, DMD
Hilton St. Petersburg, Carillon Park

Dec. 4, 2013  Medical Errors in Dentistry
William Robinson, DDS, The Club at TI
Hygienists invited!

Feb. 5, 2014  Domestic Violence
Pinellas County Sheriff’s Office
The Club at TI
Hygienists invited!

Mar. 5, 2014  Advances in DNA Technology to Diagnose Dental Diseases
Debra Zafiropulos, RDH, The Club at TI

Apr. 9, 2014  Vendor Fair
Sponsored by Benco, The Club at TI

OTHER IMPORTANT DATES:

WCDDA’s 40 & Under Event
Aqua, Tampa • Oct. 17, 2013

ADA Annual Session
New Orleans, LA • Oct. 31 - Nov. 3, 2013

Divas in Dentistry Networking Event
Neiman Marcus, Tampa • Nov. 9, 2013

WCDDA’s Annual Meeting
St. Petersburg Hilton Bayfront • Jan. 17, 2014

FLA-MOM, FDA Mission of Mercy
Florida State Fairgrounds • Mar. 28 - 29, 2014
www.flamom.floridadental.org

Dentists’ Day on the Hill
Tallahassee, FL • Apr. 2, 2014

Anticoagulant Therapy in Dentistry
Matthew Dennis, DDS
Wednesday, October 2, 2013

Social Hour 6:00 pm
Lecture/Dinner 7:00 pm

THE CLUB AT TI
400 Treasure Island Causeway
Treasure Island, FL 33706

Meeting is sponsored in part by

Geistlich
Cornerstone
PNC Bank
Synovus Bank
Smile Reminder

Attendees are required to RSVP with Kelsey Tidler at smilepinellas@gmail.com or (727) 342-0374 by Friday, September 27, 2013.
Margie and I want to thank everyone for making our Installation of Officers Gala one for the history books! The turn-out (142 guests!) and participation was better than we could have ever imagined. Your board and I are confident the gala accomplished its goal of re-energizing our association’s commitment to organized dentistry and in the process, we were able to gain so much needed public recognition for our role as a service oriented organization.

As promised, the night was a return to a speakeasy in the roaring 1920’s. We were entertained by a world renowned 1920’s jazz musician, Dan Levinson, and his band along with vocalist Molly Ryan. The raid and dance routines by Event Show Productions were out of this world! Margie and I were blown away by not only how many members actually dressed-up but how phenomenal and authentic the costumes looked! Ty and Lori Schweiger received the best dressed trophy, but an unbelievable number of couples could have tied for first place. Unfortunately, we only had one trophy! Mike Fernandez won the high-roller award for winning over $92,000 in “illegal gambling”.

Despite the fun, we were able to perform our duties and install the new 2013-2014 board. We recognized Dr. Ed Busch for his dedication and service to our organization during his reign as president. We had a truly stellar year as a result of his leadership. Kelsey Tidler, our new Executive Secretary, was introduced along with Dr. Rita Hurst who is serving as our newest PCDA board member. We are fortunate to have them “aboard”. They are both energetic and motivated to move our organization forward, full throttle.

Dr. Amy Anderson accepted the new position as newsletter editor and Dr. Ty Schweiger accepted the board’s nomination to run for the secretary’s position on the WCDDA’s board. Ty’s representation of Pinellas County at the West Coast level is desperately needed. We wish him the best of luck in his journey over the next few weeks!

At the party, I tried to emphasize the importance of organized dentistry. Remember, there is strength in numbers. The more members, the stronger organized dentistry becomes. The stronger organized dentistry is, the better we can protect our profession and the better we can serve our community. Invite a potential new member to our next meeting on October 2nd at 6:00 pm. We are fortunate to have Dr. Matt Dennis, an Oral and Maxillofacial Surgeon (a prior PCDA member) from the University of Florida to speak to us about Anticoagulant Therapy in Dentistry. Don’t forget to RSVP with Kelsey. Either call, email or simply just hit REPLY to this email and say you’re coming (don’t forget to give the name of your potential new member that you’ll be bringing!).

Make sure you check out the photos of the party on the link below. Although I felt like Jay Gatsby in my dapper jacket, many people thought I was an ice cream salesman at Disney World. I may take the advice of some and wear it to every monthly meeting and pass it along like a Master’s green jacket! Thanks again for your membership in the PCDA. I am proud to serve as your 2013-2014 President. Don’t forget to call or email me with any questions or concerns.

Glen
727-515-7885
glenjones@mac.com

Members of the Pinellas County Dental Association stepped back in time for a Roaring ‘20s gala focused on celebrating community service through dental health charities for all ages.

More than 140 costumed guests, flappers, gangsters and other guests danced in the transformed speakeasy of the Birchwood ballroom. President Glen Jones installed officers over the roar of a prohibition raid, and they “defended” the goals of the dental community with toy tommy guns instead of dental drills.

The group announced its 10th year of participation in Give Kids a Smile, providing free dental care to eligible kids in February. Members also have launched the PCDA Dental Mission, to offer dental care to underserved adults.

Article featured in the Tampa Bay Times - September 12, 2013
Important Information

Change to FL Statute
A dental hygienist under the direct supervision of a dentist may administer local anesthesia, including intraoral block anesthesia, soft tissue infiltration anesthesia, or both, to a non-sedated patient who is 18 years of age or older, if the following criteria are met: The dental hygienist has successfully completed a course in the administration of local anesthesia which is offered by a dental or dental hygiene program accredited by the Commission on Dental Accreditation of the American Dental Association or approved by the board. View the entire BOD article at the following link, http://www.floridasdentistry.gov/latest-news/dental-hygienists-administering-local-anesthesia/

ACA and Fair Labor Standards Information
By October 1st all employers covered by the Fair Labor Standards Act (which includes dental offices with employees) should furnish each employee with a notice that informs the employee that there are new health insurance marketplace coverage options available. Department of Labor notices designed for this purpose are available for printing. One notice is for employers who offer a health plan to some or all employees and the other is for employers who do not. Please note: There is no penalty or fine under the law for failing to provide the notice. The requirement has no effect on whether an employer offers health care coverage. Visit http://www.ada.org/news/9010.aspx for more information.

CE Online Course Helps With New HIPAA Rules
New rules under the Health Insurance Portability and Accountability Act require covered dental practices to make changes to how they comply with the law. The new rules took effect March 26, 2013 and dental practices must be in compliance with most of the new rules by September 23, 2013. ADA CE Online is offering a new online course to assist dental practices with compliance. Dental Practice HIPAA Compliance: An Overview of Changes in the 2013 Omnibus Final Rule was developed by the ADA's legal division and will be offered by ADA CE Online. For more information on HIPAA, visit www.hhs.gov/ocr/privacy. To take the CE Online course, visit www.adaceonline.org.

Florida Mission of Mercy (FLA MOM) is Florida Dental Association’s two-day event that will provide free dental care to well over 1,600 residents of the Tampa Bay area March 28-29, 2014, at the Florida State Fairgrounds in Tampa. It is estimated that we will need 300+ Dentists, Dental Specialists, Registered Dental Hygienists, and Physicians and 1000+ support volunteers. We welcome the support of dental professionals, as well as college students, family members, and staff. Additional information and volunteer registration is available at www.flamom.floridadental.org. Volunteers will also earn CE credits.

Dr. Chris Beach, from the Pinellas County Health Department, has agreed to chair Give Kids a Smile® this year. He, along with the Pinellas County Oral Health Care Coalition’s Access to Care task force, and MORE Health, Inc. are working together to make this year’s event a huge success! Please stay tuned for more details, including the dates for this February 2014 event and volunteer opportunities!
Your FDA Peer Review Program: How It Works

By Luis E. Martinez, D.M.D., P.A.
Chairman, Peer Review
Pinellas County Dental Association

For more than ten years, I have been involved in the Peer Review Committee of the Pinellas County Dental Association (PCDA) and would like to give some insight into this valuable benefit that is only available to FDA members. You can often avoid costly legal fees and all the stress and headaches involved in a malpractice suit just by taking part in this process. Here is how Peer Review at the Pinellas County Dental Association works:

Usually, a patient calls the PCDA office with a complaint about a dental care outcome they are not satisfied with. Many times our secretaries can resolve the issue over the phone. As Peer Review chairman, I don’t see a lot of complaints until they are beyond minor mediation.

Once I get involved, I generally review the patient’s complaint and the dentist’s records; then, I begin using my mediation skills to try to resolve the issue. Generally, it involves money – as in, the refunding of money.

If the complaint is not resolved by refunding all or part of the money, the next step is arbitration. This involves bringing the patient into my office, usually after hours. A team of three dentist evaluators interviews the patient and examines the treatment in question. After the patient leaves, the dentist comes in and explains his side of the dispute and treatment.

The Peer Review team then recommends a solution, which could involve not only returning the money, but also what it would cost to correct the issue. But, conversely they can also find the treatment to be acceptable. A recommendation is made to both sides that neither the dentist nor the patient has to abide by.

I have learned a lot from my involvement in the Peer Review program, including improving my own record keeping and communication skills. I don’t always have the same evaluators, so listening to how they present things to the patient is always eye-opening. I offer a few recommendations gleaned from my decade of experience.

Peer Review doesn’t always have to be started by a disgruntled patient. A frustrated dentist who feels that everything has been done to satisfy the patient, with no success, also can recommend Peer Review.

Although it’s a natural reaction and I sometimes feel like an IRS agent calling, a phone call from me (or your district’s PR chair) shouldn’t be looked on as a bad thing. This is a service we provide to our members to help mediate problems, and most of the time avoid costly and emotionally draining litigation or Board of Dentistry complaints.

Don’t let your ego get in the way when trying to resolve the issue. It is not a direct reflection of your abilities as a dentist – and returning fees paid for service is much less troublesome than possibly having to pay someone else to re-treat along with refunding the original fee on top of that.

Be assured that when the evaluators review a case, it is in strict confidence. We all treat the situations as if we were the one who had the complaint against them.

Always keep in mind that when someone comes into your office complaining about another dentist’s treatment ó next week, a disgruntled patient could be in a colleague’s chair complaining about you. Do your best to not pass judgment and give the dentist a courtesy call. It could make a real difference.

Peer Review is only possible when members work together to support each other. Look for more information in the Florida Dental Association’s November/December issue of Today’s FDA.

IMPORTANT WEBSITES

www.smilepinellas.com
www.keeppinellasfluoridated.org
www.wcdental.org
www.floridadental.org
www.ada.org
www.floridasdentistry.gov

Chris Lee Update

I am still recovering from chemo and radiation treatment and I am waiting for the next round of scans in October. I am staying busy with a new online business making fashion pillows and covers. I appreciate any prayers for successful treatment.

Chris Lee
View the photos from the Installation of Officers Gala by visiting https://pcdaphotos.shutterfly.com/pictures/5.

Do you have a colleague or a friend who is not a member of PCDA? Invite them to our next meeting on October 2nd at The Club at TI or have them contact Kelsey at smilepinellas@gmail.com or Dr. Susan Hudak Boss at (727) 595-4525 for more information about attending meetings or becoming a member.
The Endo Post
PCDA Dental Advertisements • September 2013 •

PCDA MEMBERSHIP DUES
It is not too late to pay your dues! Please remit payment to:
PCDA
P.O. Box 1833
Brandon, FL 33509
or to pay with a credit card, call (727) 342-0374.

Please welcome
DR. JESSE JAKUBOWSKI
as our newest PCDA member.

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

WCDDA Annual Meeting
JANUARY 17, 2014

• Hilton St. Petersburg Bayfront •

Nasser Barghi, D.D.S., M.A.
All-Ceramic Restorations in 2014: Clinical Steps

David A. Beach, D.M.D., M.S.
Cutting Edge Endodontics: Advances in Instrumentation and Irrigation - Sponsored by Dentsply

Cynthia Fong, R.D.H., M.S.
Formulating the Ultrasonic Debridement Treatment Plan and Ultrasonic Instrumentation Simplified

Wayne Kerr, D.D.S., M.A.G.D.
Stuff Worth Knowin Bout Money, Practice, and Life and NOW What!!

Mary O’Neill, M.A., M.F.T.
Leadership Challenge Workshop and THE EQ EDGE: Emotional Intelligence and Star Performance

Visit www.wcdental.org for more info!

PCDA NEWSLETTER EDITOR - Amy F. Anderson, DMD • CO-EDITOR Kelsey M. Tidler
Go with confidence.

Go with ADS Florida.
Call ADS Florida first – we’ll show you the way.

Greg Auerbach, MBA
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greg@adsflorida.com
ADSflorida.com

“Greg Auerbach did an excellent job leading me through a highly complicated process and ultimately securing the deal on our terms. It would not have happened without his help.”
Matthew Holtan, DDS