

President's Message

Greetings! This month we look forward to the end of winter and the start of spring. I don't think Punxatawney Phil's six more weeks of winter pertains to us here in Florida as we have been enjoying warmer weather.

I would first like to thank all of those who attended Dentists' Day on the Hill. A special thank you to Drs. Whitaker and Langston for taking the lead and organizing this event each year for the PCDA. Pinellas County was represented by Dr. Luis Martinez, Dr. Kristie Johnson, Dr. Brittany Pierpont, Dr. Joanna Magazine, Dr. Reza Iranmanesh and Dr. John Haley. These individuals not only gave up their time but also represented our community in an extremely professional manner. Most of our legislators were very attentive and supportive of our position on dental therapists. In addition, we were able to have a very cordial meeting with Senator Brandes, who sponsored SB 1498. All in all, things went very well. The House dental therapist bill, HB 683, was voted by the Health Care Appropriations Subcommittee to be temporarily postponed on 2/6/18.

As the FDA engages in hot button issues like dental therapy, there will be opinions shared on both side of the issue, and the media will often give different perspectives a platform to share their view. When an opposing viewpoint is shared in the media, there are a range of considerations taken into account when determining how or whether to respond. The FDA encourages members to reach out to it with local media coverage that may be of interest or concern. However, they ask that you work with their team, rather than responding directly to the media, to ensure that the association, members and industry are presented with an aligned voice that best supports our legislative and public relations goals.

The following are a few key factors that help guide our response strategy for media stories and opinion pieces, such as letters to the editor, op-eds and editorials.

1. Will a response impact our legislative strategy or priorities?

The FDA's Government Affairs Office works strategically to advance our organization and members' legislative priorities. How the FDA engages on an issue in the media may impact efforts that are being conducted to engage key legislators and support our legislative agenda items.



Dr. Rita Hurst

Continued on page 3

I. Rita Hurst, DMD
President and Delegate

Jeff Scott, DMD
President-Elect and Delegate

Gabriele Spinuso, DDS
Vice President & Alternate Delegate

Kristie Johnson, DMD
Secretary & Alternate Delegate

Brent Mayer, DMD
Council Chair-At-Large &
Alternate Delegate

Kenneth W. Grundset, DDS
Executive Treasurer

Charles L. Ford, DMD
Ethics Chairman

Luis E. Martinez, DMD, PA
Peer Review Chairman

Gregory G. Langston, DMD
Delegate

Amy F. Anderson, DMD
Delegate

Sandra A. Worman, DDS
Immediate Past President
and Alternate Delegate

PCDA Central Office

P.O. Box 1833
Brandon, FL 33509
www.smilepinellas.com
smilepinellas@gmail.com
P: (727) 342-0374
F: (727) 342-6842

March Meeting

Date: Wednesday, March 7, 2018
Time: Social at 6:00pm/Business at 7:00pm
Location: The Club at TI
400 Treasure Island Causeway
Treasure Island, FL 33706

Speaker: Dr. Annelise Driscoll, *Avoiding Embezzlement*
2CEUs

RSVP: **REQUIRED** By March 2nd. If your RSVP changes and you need to cancel or attend at the last minute, please email smilepinellas@gmail.com.

Send RSVPs, team member names and dietary requests/restrictions to smilepinellas@gmail.com or (727) 342-0374.

According to a recent study, 60% of dentists are or will be embezzled from in their career. Embezzlement is currently at an epidemic level within the dental industry. The average loss from embezzlement by a trusted employee is approximately \$150,000. Therefore, dentists should be addressing this epidemic in a proactive manner to protect their practice and their assets from a devastating loss incurred as a result of embezzlement. This discussion will focus on the profile of an embezzler, and the proactive steps a dentist can (and should) take to avoid this from happening within their practices.



Mark Your Calendar 2018

April 4, 2018
Vendor Fair, Sponsored in part by Henry Schein
Team members are invited!
The Club at TI, 400 Treasure Island Causeway
Treasure Island, FL 33706

[View the online
PCDA Master Calendar](#)



Other Important Dates

Give Kids a Smile
February 24, 2018
St. Pete/Mid-County/
Clearwater
Health Department locations

**FDA Mission of Mercy
FLAMOM**
March 9-10, 2018
Ft. Myers, Florida

WCDDA's President's Trip
April 21, 2018
Scotland

WCDDA's Summer Meeting
July 20-22, 2018
JW Marriott, Marco Island

President's Message (cont'd)

2. Does the piece warrant a response?

Not every article or opposing view warrants a response. We have to be strategic in determining when and how to respond, because if we directly respond to every opinion that doesn't align with ours, the FDA and dentists/dentistry in general may be perceived as self-serving and combative.

If a story or opinion piece presents information that directly and falsely references our organization, members or the dental industry and profession, then the FDA will likely if not always respond. If a piece shares a perspective on an issue that our organization and members may disagree with, then other factors will be taken into account.

3. Have we recently or are we planning to engage with the editorial department?

Media outlets, particularly editorial departments, do not typically give multiple opportunities for the same organization to share a similar opinion on an issue within a short time frame. If the FDA has recently engaged or is working to engage an outlet's editorial department on an opportunity, then it may hurt the chances of getting a piece published in timing with a key legislative decision or may impact that editor's likelihood of reading our pitches.

Additionally, the FDA encourages you not to post or comment on opposing viewpoints via social media, as this engagement will only further the reach and drive more discussion and attention to the issue or message. It may also be leveraged by issue opponents in their communications with legislators, stakeholders, etc.

If the media calls you, you shouldn't respond until you reach out to the FDA so they can connect you with Moore Communications. The Moore team can then reach out to the reporter, find out more information on what he or she is looking for, assist you in responding and prepare you for an interview, etc. All you need to do is call the FDA at [850-681-3629](tel:850-681-3629) and ask for Jill in Communications. If she's not available, anyone in Leadership Affairs can assist in connecting you with Moore Communications.

Remember to move you clocks forward on March 11. This may be the last time we as Floridians do this. Bills are moving through the Florida Legislature that call for Florida to remain in Daylight Saving Time all year, instead of limiting it between March and November. A House panel on Thursday approved the bill (HB 1013) sponsored by Rep. Jeanette Nunez and the legislation is now heading to the full House.

I look forward to seeing you all at The Club at Treasure Island on March 7, 2018 at 6 pm.

Dr. Rita Hurst
PCDA President



Dentists' Day on the Hill



Aphthous Ulcers

Aphthous ulcers are a recurring pain for many of our patients for which we do not have a good, fast acting solution. Yes, we can give them Kenalog and orabase; however these take time to work. I am not sure there is any real increase in healing time or if the patients are just happier they are doing something. Now, there is a video that goes through the research that tells us that the fastest and therefore the best treatment for aphthous ulcers turns out to be honey. This is a little difficult to believe but the video goes through the research and seeing is believing. The video is found here:

<https://nutritionfacts.org/video/topical-honey-for-canker-sores/>

I hope there are many that try this. If you do, please let me know your experience .

Dr. Ken Grundset
PCDA Treasurer



Invite a Colleague!

Have you met a new dentist in the area? Invite them to our upcoming meeting on March 7, 2018 at the Club at TI. 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 for more information about attending a meeting or becoming a member. Membership applications may also be located online at www.smilepinellas.org.

Volunteer Time

Do you volunteer your time? Do you provide in-office pro-bono care to patients? Let PCDA know! Submit information to smilepinellas@gmail.com.

Worthy Websites

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

Direct all classified and ad inquiries to:

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

CLASSIFIED:

Pinellas Technical College, St. Petersburg will be providing low cost dental care at our clinical facility to members of the community. We are asking for dentists to volunteer their time, 3 Fridays a month from 8:00 am-12:00 pm. Please call as soon as possible to schedule the Friday that will work for you to participate in our Community Dental Services Program. 727-893-2500, ext.2578 or ext.2573

New Graduate: Soon to be new graduate from St. Petersburg seeking a full time associateship as a General Dentist in the Tampa Bay Area. The University of Florida has given me a solid educational and clinical foundation that I am excited to expand upon. I am looking forward to beginning my career and establishing myself as a clinician. Please contact me, Kelly Kidwell, at kkidwell@dental.ufl.edu



fda foundation
FLORIDA DENTAL ASSOCIATION

PRESENTS
FLA-MOM
MISSION OF MERCY

A HIGHER STANDARD ... A HIGHER CALLING

2018 FLA-MOM

March 9-10, 2018

Lee Civic Center
Fort Myers, FL

REGISTER TO VOLUNTEER AT
WWW.FLAMOM.ORG
QUESTIONS: 800.877.9922 OR
FLAMOM@FLORIDADENTAL.ORG



fda **MEMBERS ONLY!**
TOP 5
LEGAL RESOURCES

- **DIRECTOR OF THIRD PARTY PAYER & PROFESSIONAL AFFAIRS**
LOOKING FOR HELP in the complex arena of managed care? Contact Casey Stoutamire, Director of Third-party Payers and Professional Affairs: 800.877.9922; 850.681.3629; cstoutamire@floridadental.org
- **YOU WANT ME TO SIGN WHAT?**
A Florida Dentist's Handbook on Managed-care Contracts is a comprehensive reference.
- **HIPAA & FLORIDA PRIVACY LAW**
FDA members have a comprehensive collection of FREE forms that comply with federal and Florida law.
- **FDA LEGAL FAQS**
The FDA website houses the answers prepared by the FDA's experienced legal counsel.
- **ADA CONTRACT ANALYSIS SERVICE**
This service is available at no cost to FDA members. Simply call the FDA for this free service.

Find FDA legal resources online at: www.floridadental.org/member-center/member-resources/legal-resources.

Escape to the Extraordinary



JW MARRIOTT
MARCO ISLAND

WCDDA Summer Meeting

✧ July 20-22, 2018 ✧

