

September - October 2017

Division of Insurance Sets October Date for Hearing on the Delta Transition

Last month, the Massachusetts Dental Society (MDS) was informed by the Massachusetts Division of Insurance (DOI) that it has scheduled a date for our long-awaited hearing regarding the Delta Dental of Massachusetts business transition from a not-for-profit to a for-profit entity and the plan change from its Premier-only product to the mandatory combined Premier and PPO product revealed in December 2016. The MDS initiated this request for a DOI hearing in January 2017. The hearing will take place on October 19, 2017, at 11:00 am in Hearing Room I-E at the Division of Insurance, 1000 Washington Street, Boston, MA.

The DOI has convened a Board of Review that will hear the petition the MDS submitted to the Commissioner of Insurance. The Board of Review will be comprised of: Jean Farrington representing the Commissioner of Insurance and

serving as Chair of the Board; Samuel Furgang, Esq., representing the Attorney General's office; and Samuel Leadholm, Esq., representing the Board of Registration in Dentistry. The hearing will be limited, at this time, to procedural matters that relate to the Division's jurisdiction over the dispute, including timeliness, standing, statutory authority, and the forms of relief each party seeks in this proceeding.

The MDS is encouraged by this action taken by the DOI, and we've submitted memoranda that address these matters, along with supporting documentation. (Find these documents at massdental.org/delta.) This hearing may be open to the public but only attorneys representing the MDS and Delta will be allowed to provide comments.

Additionally, dental legislation will be heard before the Joint Committee on Financial Services on



Monday, October 30, 2017. Although the committee has yet to release the specific bills on the agenda, the MDS anticipates An Act Concerning Dental Service Corporations will be heard on that day. The MDS filed this bill in response to the new Delta contracts. The hearing is public and any interested party will be allowed to testify. Members will be notified via email on how to engage in this hearing.

The MDS will continue to keep members informed on the Delta issue via email and postings on massdental.org/delta.

The MDS Goes to Beacon Hill to Talk Mid-Level Provider Legislation

On Tuesday, September 12, the Massachusetts Dental Society (MDS) visited Beacon Hill for a day of dental hearings before the Massachusetts State Legislature's Joint Committee on Public Health. This marked the dental community's first opportunity to publicly advocate in favor of House Bill 2820, An Act Relative to Graduate Education for Certain Professionals, legislation that the MDS proposed earlier this year.

To that end, the MDS presented a robust variety of testimony from a range of voices, including MDS President Dr. David Lustbader, general dentist Dr. Todd Belf Becker, and Tufts University School of Dental Medicine fourth-year dental student Alec Eidelman, as well as Dr. Marko Vujicic, chief economist and vice president of the American Dental Association Health Policy Institute. The MDS Board of Trustees firmly believes that this bill offers a unique opportunity to address inequitable access to high-quality dental care and improve preventive oral health through the promotion of community water fluoridation, mandated dental screenings for children prior to entering kindergarten, and the integration of oral health into Department of Public Health and MassHealth outreach efforts.

Our legislation also introduces a new class of paraprofessional called a public health dental practitioner (PHDP). This appropriately trained practitioner would be directly supervised by a licensed dentist and required to practice in areas of the state that are officially designated as "dental practice shortage areas" or in federally qualified health centers.

Across the country, the dental community has been confronted with the fallacy that the introduction of independent mid-level dental providers will increase access to routine and preventive care. This myth was perpetuated in a *Boston Globe* opinion piece by columnist Alex Beam ("Dentists to Poor People: Drop Dead," September 5). The MDS addressed the column through a carefully coordinated response from dental schools, legislators, members, and other voices.

The decision to refrain from direct rebuttal was not easy, but our ongoing strategy has been focused on messages and voices that will resonate with Governor Charlie Baker, House Speaker Robert DeLeo, Senate President Stanley Rosenberg, and other key lawmakers. To be clear: Alex Beam's voice is not

Continued on page 2



This Issue



Page 3
MDS Launches Mid-Level
Media Campaign

Page 7
Practice Management
Emergencies

Page 15
Past President Dr. Walter
Guralnick Passes Away

Page 15
MDS Offers Hurricane Relief
to Texas and Florida Dentists



Ethically Speaking

I recently read a report from Edge Research entitled *Member Loyalty Study: A Deep Dive into Member Retention and Preferences* that

referenced the importance of a Code of Ethics for professionals. Studies like this are important to professional societies, such as ours and other associations. The scope of the study included more than 1,000 associations and societies. It was conducted in June and July of this year, so the data is current. The recommendations are very helpful.

The membership base is comprised of four generations: Millennials, Gen Xers, Baby Boomers, and Matures. Each generation perceives the value of their membership in different ways; however, the study did identify some similarities among the four groups.

Our Strategic Plan calls for member engagement. We know we cannot use the same programs or tactics to engage each of the four generational groups effectively. We are in the process of developing more opportunities for District engagement to enhance recruiting and retention for District membership. The Districts are the closest to our members, and therefore we need to assist District leaders in their recruiting and retention efforts. Some of the recommendations and findings of this study will help enable my staff and District leaders to be better prepared to engage each of the four generations.

In October, the MDS will conduct another training session with our District Chairs and Chair-elects to make them aware of the current programs and strategies.

In the meantime, I'd like to focus on two of the "7 Key Findings" in the Edge Research report that may give some insight into the challenges we face in member engagement.

1. Members do not feel connected. Eighty-four percent are satisfied with membership; however, 55% reported that they do not feel connected to their professional organization. Therefore, we must increase our efforts at the District level to create connections to meet the needs of each of the four generational groups. After all, the Districts are the MDS.
2. Code of Ethics and consistent updates are must-haves for retaining members.

Why is a Code of Ethics important? Perhaps some of the responses from the study can explain:

- "It provides a common set of rules or standards for all the profession to adhere to"
- "It provides a legal standard for the profession"
- "It provides a 'seal of approval' that those outside the profession can look for when using/selecting our services"
- "It helps [serve] as a watchdog for the profession"

A Code of Ethics is something that each profession should hold high. It's a key reason why a professional joins an appropriate member association. The American Dental Association (ADA) states it very clearly: "The dental profession holds a special position of trust within society. Therefore, society affords the profession certain privileges that are not available to members of the public-at-large. In return, the profession makes a commitment to society that its members will adhere to high ethical standards of conduct." (See the ADA Principles of Ethics and Code of Professional Conduct, available at ada.org/about-the-ada/principles-of-ethics-code-of-professional-conduct.)

Members of the ADA voluntarily agree to abide by the ADA Code as a condition of membership in the Association. They recognize that continued public trust in the dental profession is based on the commitment of individual dentists to high ethical standards.

I think we all need to revisit the ADA Code

"... continued public trust in the dental profession is based on the commitment of individual dentists to high ethical standards."

from time to time. This is especially true during our recent events with the Delta Dental situation. The Society has gone to great pains and expense to research all legal aspects of this issue for our members in the face of ongoing concerns and contrary suggestions from members. These suggestions, if put in place, would have violated anti-trust laws. We repeatedly advised our members not to engage in such activities for fear of the Federal Trade Commission monitoring them and resulting in a serious legal situation.

We have asked our members weekly to trust and support what our legal and legislative teams are doing. Issues such as these do not get resolved quickly. You should trust that your elected Officers and Trustees, along with staff and our highly respected legal and legislative consultants, are doing everything they can within the law and regulations. We are doing it ethically.

Currently, we are awaiting a hearing with the Division of Insurance on October 19, 2017, in Boston to determine the next phase of our complaint. Our legislation is awaiting a hearing in the legislature.

Incidentally, in the Edge Research study mentioned here, all four generational groups ranked Code of Ethics as a number-one priority. I think we need to remind patients that, as a professional, you accept and follow the ADA Code of Ethics; that's why you maintain your membership in the ADA, the MDS, and your District Dental Society.



A Bimonthly Newsletter of the
Massachusetts Dental Society

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Massachusetts Dental Society

The MDS Goes to Beacon Hill, continued from page 1

one of them and his opinion of dentists has received minimal consideration on Beacon Hill. If anything, we see numerous indications that supporters of House Bill 2820 have been energized by the malicious attack on oral health providers.

The Society's publicity, lobbying, and advocacy efforts are making a difference on the mid-level issue. The MDS launched a media advertising campaign in support of House Bill 2820, including the placement of an ad in the *Boston Globe's* Sunday, September 17, edition (see page 3). Our public relations consultants have also briefed more than a dozen media stakeholders (e.g., State House media and editorial boards). And following extensive conversations between Dr. Lustbader and *Boston Globe* editors, it appears the *Globe* will refrain from taking any position on House Bill 2820, after twice endorsing the Pew Charitable Trusts' legislation since 2015.

The MDS continues to press forward with a clear focus on our primary goal: providing Massachusetts with appropriate standards of education and accreditation for any new mid-level dental professional, as well as mandatory oversight of these providers.

Follow us on:



The MDS Launches Media Campaign to Support H.2820

Earlier this year, the MDS filed comprehensive legislation to help address the lack of access to care in underserved areas of the Commonwealth. This bill, H.2820, An Act Relative to Graduate Education for Certain Professionals, includes the introduction of a new appropriately trained and supervised “mid-level” dental professional—public health dental practitioner (PHDP)—who would be required to practice in areas federally designated as dental practice shortage areas or in

federally qualified health centers. Working with our public relations consultants and legislative agents, the MDS has launched a media campaign in support of H.2820. The first step in this multi-pronged campaign, directed at legislators and the public, was the placement of an ad in the *Boston Globe's* Sunday, September 17, edition (see below) that detailed the goals of this legislation. For more on H.2820, see “Comparing the Two Mid-Level Provider Bills” on page 4.



Dentists to Massachusetts: We Always Work to Improve Your Oral Health

**EVERYBODY IN MASSACHUSETTS DESERVES THE HIGHEST QUALITY DENTAL CARE.
BAY STATE RESIDENTS SHOULD NEVER SETTLE FOR ANYTHING LESS.**

That's why the Massachusetts Dental Society (MDS) always fights for laws and regulations that deliver the safest, most effective oral health care found anywhere in the United States.

This year, we're pushing for a comprehensive new law that will improve access to high quality oral health care for underserved populations such as elderly and low-income residents. Our bill offers everything from more preventive care to increased awareness about the benefits of fluoridated water to improved integration of dental hygiene within MassHealth and mandatory dental screenings of children prior to entering kindergarten.

Our latest bill is a “Made in Massachusetts” effort, with the MDS stepping up to deliver a new class of “mid-level” dental practitioner who can service communities designated as “dental practice shortage areas.” We are calling for mid-level dental practitioners licensed with the **highest possible level of education, training, and appropriate safeguards** such as direct supervision by a licensed dentist. These common sense precautions would mandate the same level of education, training, and supervision for the new class of dental professionals that's required of nurse practitioners and physician assistants in health care.

Massachusetts residents understand the importance of quality oral health care. Earlier this year, a statewide poll revealed that three out of four registered voters were uncomfortable with a proposal to allow mid-level dental practitioners to treat patients—including performing irreversible procedures like drilling and extracting teeth—without direct supervision by a licensed dentist. After all, a new mid-level dental provider will be charged with caring for underserved residents who are far more likely to have complex oral health problems than the average person in the Bay State.

For more than 150 years, the MDS has worked to deliver laws that benefit you and your loved ones. We've backed licensing for public health dental hygienists, opioid prescription limits, improved dental benefits for consumers, MassHealth coverage for low-income residents, increased awareness about the negative effects of tobacco and sugar-sweetened beverages, and much more.

Bay State dentists care about excellent oral health care for all, and will continue to work with lawmakers and key stakeholders to fight for high quality care that is safe, accessible, and trustworthy.

Sincerely,

A handwritten signature in black ink, appearing to read 'David P. Lustbader', followed by the letters 'DMD'.

David P. Lustbader, DMD
President, Massachusetts Dental Society



To learn more and take action on oral health in
Massachusetts, visit massdental.org/midlevel-providers

Strengthen Dentistry's Voice in Massachusetts: Donate to the **MDS★PAC**

MDS★PAC
Political Action Committee

The MDS Political Action Committee (MDS-PAC) is an independent, non-partisan, political organization solely dedicated to the advancement of the dental profession. With your help, the MDS-PAC is able to support candidates for elected office, attend fundraisers, and build relationships with political candidates. This ensures that the best candidates

for dentistry are elected. Only the MDS-PAC, not the MDS, is allowed to participate in the election process. Legally, the MDS is prohibited from using dues to support political candidates. That is why you need to make a contribution to the MDS-PAC today. Without your support, the MDS-PAC cannot work toward supporting pro-dentistry legislators, candidates, and

initiatives in an effort to promote positive public policy, and protect the interests of dentistry, such as the mid-level provider issue, at the State House while ensuring informed decisions are made on Beacon Hill. Support the profession by making a contribution to the MDS-PAC today at www.massdental.org/cart/PAC_Voluntary_Contribution.html.

Comparing the Two Mid-Level Provider Bills

In January 2017, the Massachusetts Dental Society (MDS) proposed legislation to address problems facing underserved populations—children in particular—who do not receive oral health care, including preventive treatments. Our comprehensive legislation is a sustainable commonsense alternative to bill S.1169/H.2474, An Act Authorizing Dental Therapists to Expand Access to Oral Health, sponsored by Senator Harriette Chandler (D-Worcester) and Representatives William “Smitty” Pignatelli (D-Lenox) and Kate Hogan (D-Stow). Both pieces of legislation introduce a new type of dental practitioner to the Commonwealth, but that’s where the similarities end.

Our bill—S.142/H.2820, An Act Relative to Graduate Education for Certain Professionals, sponsored by Senator Michael O. Moore (D-Millbury) and Representative Peter V. Kocot (D-Northampton)—will allow for a comprehensive approach to improved access and oral health care for underserved populations, including the introduction of a new class of appropriately trained and supervised “mid-level” dental professional called public health dental practitioner (PHDP) who would be required to practice in areas federally designated as dental practice shortage areas or in federally qualified health centers. Participation by dentists in employing PHDPs would be voluntary.

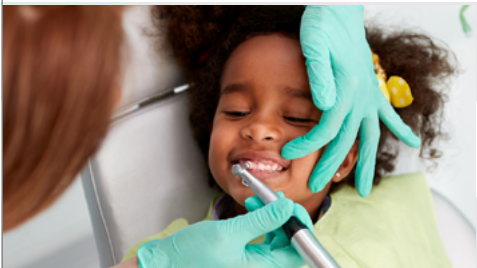
The MDS legislation also addresses broader oral health care issues that affect nearly every

resident in Massachusetts, including community water fluoridation, dental screenings for children prior to entering kindergarten, methods to improve the public health dental hygiene program, and oral health training for community health workers.

An Act Authorizing Dental Therapists to Expand Access to Oral Health has been aggressively supported by the Pew Charitable Trusts, an organization that has sought, with limited success, to bring a new type of dental provider to other states. These providers, called dental therapists, could have as little as three years of post-high school education and be able to perform irreversible procedures like extractions and fillings without any supervision. In addition to not requiring credentialing that mirrors that of physician assistants and nurse practitioners, as the MDS bill calls for, it also does not require dental therapists to work where they are needed, address additional barriers to oral health that disadvantaged populations face, or require direct supervision by a dentist.

With these stark differences in mind—and more detailed in the comparison chart below—the MDS urges all members to call or email their state legislators to educate and advocate for a complete strategy for providing high-quality care to the most disadvantaged patients in Massachusetts. To learn more, visit massdental.org/advocacy/legislation/midlevel-professionals.

Pew Legislation S.1169/H.2474— An Act Authorizing Dental Therapists to Expand Access to Oral Health	MDS Legislation S.142/H.2820— An Act Relative to Graduate Education for Certain Professionals
<ul style="list-style-type: none">Graduate from a CODA-accredited dental therapy program (three years post-secondary education)General supervision	<ul style="list-style-type: none">Graduate from a two-year, post-baccalaureate CODA-accredited program (graduate-level education)Direct supervision above RDH level; RDH supervision for RDH procedures
<ul style="list-style-type: none">Four dental therapists per dentistCODA procedures and more (i.e., formulation of treatment plans, non-surgical extractions of permanent teeth, etc.)	<ul style="list-style-type: none">Two public health dental practitioners per dentistCODA-only procedures, except extractions; all RDH procedures
<ul style="list-style-type: none">No practice setting or patient population limitations	<ul style="list-style-type: none">Must practice in federally qualified health centers (FQHCs) or dental provider shortage areasIf practicing outside of FQHCs, must see 100% MassHealth members
<ul style="list-style-type: none">Collaborative management agreement	<ul style="list-style-type: none">Community health workers must receive oral health trainingDepartment of Public Health must host community water fluoridation education seminars with local and regional health boardsRequires Department of Public Health to create the public health dental hygienist coordinator positionMandatory dental screenings for children prior to entering kindergarten



Massachusetts Sees First Signs of Decrease in Opioid-Related Deaths Since 2010

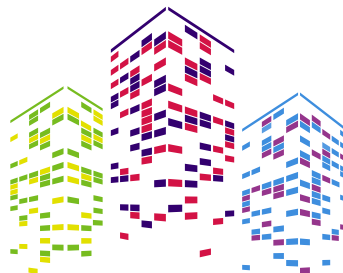
New data released by the Massachusetts Department of Public Health shows an estimated 5% decrease in opioid-related deaths in the first six months of 2017 compared to the same period in 2016. In the struggle to curb overdoses, this is indeed a positive sign, but there is still a long way to go.

For several years, both the state and the country had seen an increasing number of opioid-related overdose deaths. In Massachusetts alone, 2016 saw an increase of 276% annual opioid-related overdose deaths as compared to 2010.

Annual Opioid-Related Overdose Deaths	
2010 - 2011	Increased 17%
2011 - 2012	Increased 13%
2012 - 2013	Increased 29.5%
2013 - 2014	Increased 41.6%
2014 - 2015	Increased 32%*
2015 - 2016	Increased 17%*
2016 (first half) – 2017 (first half)	Decreased 5%*
*Totals for 2015, 2016, and 2017 are estimates	

Given the steady increase of overdoses year after year, Governor Charlie Baker proposed multiple measures to stem the rising opioid crisis in the Commonwealth in 2015. Those measures included limiting prescriptions to first-time adult patients and all children, requiring usage of the state’s prescription monitoring system, and enabling patients to partially fill prescriptions at the pharmacy. Other reforms, while not directly involving dentistry, were aimed at educating young people and providing more resources for those suffering from addiction. These initiatives seem to be helping prevent further increases in overdose deaths this year.

MDS members can access resources to help educate patients on how to keep prescriptions safe in the home, as well as information on federal and state prescription-writing regulations. Visit massdental.org/opioids.

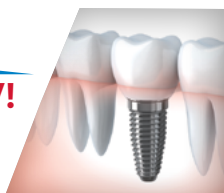


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PRACTICE TRANSITIONS PAVILION

In today's environment, it is a good business practice to establish an evaluation process or an exit strategy, depending on your objectives. Learn from industry experts how to ensure you are making the best decisions for your practice.



ALL THINGS 3-D

Discover high-tech 3-D technology that will transform your practice. Learn about 3-D printing and 3-D imaging and how they can give you better results.



DENTAL OFFICE PAVILION

Visit the Henry Schein Dental Office Pavilion to test drive cutting-edge dental equipment and technology that you can integrate into your practice today!



Colgate PAVILION

The Colgate Pavilion has a wide variety of topics to be discussed: tools to enhance patient communication, the new clinical practice guidelines (CPGs) and how to use maintenance protocols in private practice, prevalent oral conditions that affect the oral hard tissues, enamel, and dentin, and much more.

BENCO PAVILION



In an effort to deliver a painless and innovative customer experience that improves the business engines, life balance, and patient care of dental professionals, Benco Dental presents seven speakers who offer insightful solutions.

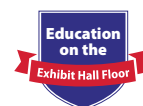
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Presented by the Massachusetts Dental Society in cooperation with the Dental Societies of Connecticut, Maine, New Hampshire, Rhode Island, and Vermont

Patient Financing Helps Grow Your Practice



When patients have an out-of-pocket cost for their dental needs, having special financing available through MDS Member Savings Program partner CareCredit's health care credit card may help more accept recommended care. Did you know:

- 47% of patients who did not have CareCredit said that they would have considered financing if it enabled them to get care immediately*
- 43% of patients said they were very likely or extremely likely to apply for or use CareCredit for treatment fees of \$600*—that percentage increased as cost increased
- Of patients who used CareCredit, had it not been available 29% said they would have gone to another provider and/or 39% would have chosen not to purchase the dental services*

To help make financial conversations with your patients easier, CareCredit provides free training and resources, many developed in conjunction with leading dental educators, including:

- Insights, ideas, and proven strategies that help solve key practice issues such as failed appointments, overhead, and attracting new patients
- A free script kit called "Let's Talk—Tips for Great Patient Financial Conversations"



Has your practice not yet joined the more than 100,000 dental teams who accept CareCredit as a financing solution? MDS members can get started for only \$25 (a savings of \$170!) by calling 800.800.5759 or visiting carecredit.com/dental.

Do you already accept CareCredit? Get connected to free resources by calling your CareCredit Practice Development Team at 800.859.9975, option 1, then 6.

*Source: Patients' Decision Path to Purchase Dental Care Study. Rothstein Tauber Inc. (2014) for CareCredit.

MDS Roster Available Online

Need to find a colleague's address, office phone, or email?

Use the Find-a-Member function on the MDS website at massdental.org/find-a-dentist to locate members by last name, specialty, or city/town.

Log in to the member-only section to access members' email addresses at <https://my.massdental.org/core/user/login.aspx>.

Responding to Online Complaints



When a patient posts a negative comment about your office online, the first thing you should do is stay calm and not respond hastily and with emotion. Instead, read the review several times and think about the feedback. Try to understand the reason the reviewer posted the negative comments and the points he or she is trying to make. Then check with your staff to better understand the context of the review. One thing you shouldn't do is ignore the review; you should answer all reviews—the good ones *and* the bad ones. Formulate your response in a general, concise, and professional manner—steering clear of the temptation to go point by point—and offer a simple apology. Here are some sample responses:

Complaint About Procedure

"Our practice maintains strict patient confidentiality standards to ensure HIPAA compliance. As a result, we are unable to comment on the details of the statements made in this review; however, we'd like to discuss this situation with you privately. Please call us at xxx.xxx.xxxx or email us at _____ at your convenience."

Delayed Appointment

"Please accept my apology for your appointment delay. We are usually very punctual, but there are times when we get behind schedule due to unexpected care needs of our patients. All of our patients receive the same high quality of care, which on occasion may require additional time. We recognize that your time is important and we will do our best to adhere to our scheduled appointments whenever possible in the future. Thank you for being our patient."

Dental Practice Insights Insurance Audit Requests



If you participate with an insurance plan (i.e., dental benefits plan), chances are that the contract you signed provides the insurer with the right to audit your patient records within its contracted network upon request. If you are not part of a contracted network, you are not required to comply with a patient records audit request.

The MDS Dental Practice Committee recommends that if you receive a request to submit patient records for an audit from a benefit plan you do not participate with and if you do not wish to comply, send a written letter to the requester declining the audit request. The letter can simply state: "As a non-participating provider, I am not obligated to honor your request, and I respectfully decline your request for patient records documentation."

Every Monday, the MDS Dental Practice Committee emails *Dental Practice Insights*, a weekly tip that members can immediately incorporate into their practices. These helpful practice management tips include everything from billing and coding to regulations and personnel issues. Don't miss out on this member benefit; be sure to check your inbox! If you've missed any of the emails, all *Dental Practice Insights* are archived on the MDS website at massdental.org/insights. Have a tip to share? Submit it to membership@massdental.org.

Practice Management: Emergencies

Clarification on Staff Emergency Kits

The MDS *Dental Practice Insights* tip “Staff Emergency Management” published and emailed to members on August 7, 2017, erroneously stated the required contents of the staff emergency kit that practices should have on-site in the event that an employee is injured on the job. (Note: The staff emergency kit is not to be confused with the medical kit that the Board of Registration in Dentistry requires all practices to keep on-site for injuries/emergencies involving patients or the public.) While the original *Dental Practice Insights* email was correct in that dental offices need to have a staff emergency kit, there is no one-size-fits-all kit for dental offices, which the email suggested. Instead, the contents of your dental office’s staff emergency kit should reflect the degree of hazards, practice location and size, and amount of staff training and availability of professional medical services related to your specific practice. The MDS Dental Practice Committee apologizes for this confusion.

According to the American National Standards Institute (ANSI) standard, which the Occupational Safety and Health Administration (OSHA) references, first-aid kits should provide a basic

range of supplies to handle most types of injuries encountered in workplaces, including dental practices. In addition, an employer must ensure prompt first-aid treatment for injured employees by ensuring the availability of either a trained first-aid provider at the workplace or emergency treatment services within reasonable proximity of the workplace.

The MDS Dental Practice Committee recommends that dental offices assess their own practice and procedures to determine whether additional supplies or kits are needed, based on the size and complexity of your workplaces. In order to meet ANSI standards, your staff emergency kit should provide a basic range of supplies to handle most types of injuries encountered in workplaces such as the dental practice.

The MDS Dental Practice Committee stresses that you should take the time to inform your entire staff as to the location of this emergency kit and discuss their roles during an emergency. Advance preparation can go a long way in keeping your staff calm during an emergency and potentially avoiding a tragedy in your office.

Basic First-Aid Kit (Guidelines)

- 1 Absorbent compress (4" x 8")
- 16 Adhesive bandages (1" x 3")
- 4 Sterile pads (3" x 3")
- 1 Triangular bandage (40" x 40" x 56")
- 1 Adhesive tape (2.5 yd.)
- 10 Antiseptic applications
- 6 Burn treatment applications
- 6 Antibiotic treatment applications
- 2 Pairs exam gloves

ANSI provides suggestions for other optional supplies to include in a first-aid kit. Based on your own hazards assessment in the dental practice, you may want to consider including:

- Oral analgesic (Note: it should not cause drowsiness)
- Bandage compress (2" x 36" minimum)
- Breathing barrier, single use
- Burn dressing (12 sq. in. minimum)
- Cold pack (4" x 5" minimum)
- Eye covering (¼" thick minimum)
- Roller bandage (2" x 4 yd. minimum)



HealthFirst

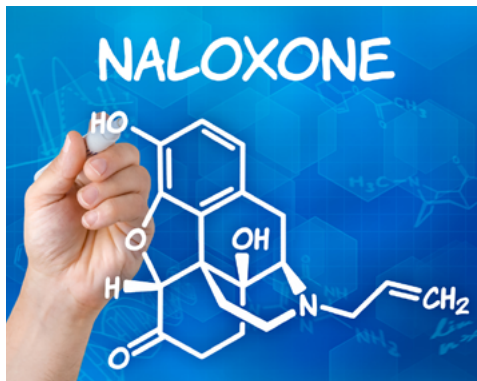
Joins the MDS Member Savings Program

Need an emergency medical kit for your office? The MDS Member Savings Program’s new partner HealthFirst is here to help. Through the program, MDS members can get a discount of at least 10% on all HealthFirst emergency medical kits, ranging from the basic SM Series kits to the advanced Mobile ACLS kits.

HealthFirst, which has provided emergency medical kits for more than 40 years to 40,000-plus dental offices across the country, also offers an optional automatic refill program to help dental practices ensure that their kits are always up-to-date.

HealthFirst’s compliance counselors will help make sure that each office receives the appropriate kit based on the members’ specific state requirements, as well as the mix of patients and procedures performed in each office. Learn more about HealthFirst at massdental.org/healthfirst.

Opioid Addiction Results in Overdose Emergency at Dental Office By Don Cohen, DMD



As the epidemic of opioid addiction spreads throughout the United States, dental offices increasingly are finding themselves in the position of needing to respond to patient overdose. As this example shows, having naloxone on hand is a must.

The *Sacramento Bee* reported in April 2016 that a patient took a prescription opiate pill before visiting his dentist (see sacbee.com/news/local/health-and-medicine/article69574602.html). After the patient apparently overdosed, medical aid responders arrived and administered naloxone before taking the patient to the ER. The newspaper retells the experience of Dr. Keith Rosing of Mercy General Hospital:

“Rosing recently treated a young man who had collapsed in a dentist’s office from an apparent opiate overdose. He told doctors he had swallowed one Norco tablet before going to the dentist. When paramedics arrived, they treated him with naloxone, an antidote used to restore breathing. At the hospital, he received several more doses before he was placed in the intensive care unit with an intravenous drip of the drug. The hospital declined for privacy reasons to disclose whether he survived.”

Some opiate overdose patients are lucky that first responders have naloxone readily available. Dental and medical professionals need to be prepared to encounter someone who is overdosing on an opioid medication. HealthFirst provides an antidote, equipping dental practices with the right naloxone medication essential to treating opioid effects. HealthFirst offers naloxone to qualified purchasers and sells emergency medical kits that contain it.

As an MDS Member Savings Program partner, HealthFirst is here to help you ensure patient safety by providing the medications and equipment you need to respond to emergencies. For more information, contact HealthFirst at 800.331.1984.

Article courtesy of MDS Member Savings Program partner HealthFirst.

Practice Management

Native Advertising Benefits for Social Media Marketing

By Melody Gandy-Bohr

Ms. Gandy-Bohr is marketing content writer at MDS Member Savings Program partner Officite.

Officite
Web Presence Solutions
for Dental Practices

Consumers are burnt out on advertising, and that's no surprise. From billboards to pop-ups and display ads, advertising is hard to escape. In fact, the usage of online ad-blocking programs has risen 41% globally over the past four years. In an ad-heavy world, native advertising is a great way to advertise to potential patients. Native ads are paid ads that blend in with the content on a given page, providing users with a seamless online experience. With social media, native ads appear in a user's feed in the same style and format as a social media post. Here are three reasons why your practice should add native ads to your social media marketing strategy.

Native Ads Are Relevant

If you have never noticed native ads in your feed before, it's simply because they blend in so well. Unlike traditional paid ads on social media, native ads are more in line with subjects that your followers are already interested in. According to HubShout, 85% of Internet users don't mind native ads. For example, social media users who have shown an interest in dentistry won't feel like their online experience has been sullied by your practice's ad.

Native Ads Boost Engagement

Whether you're creating content for your website or social media accounts, the content needs to be engaging. By targeting a specific audience that is already interested in your field, your native ads are likely to have increased

engagement. In fact, native ads are clicked on 53% more frequently than typical display ads. Increased engagement from your followers on social media can quickly spread to a new audience eager and ready to read your practice's valuable content. That's the beauty behind native ads—they're beneficial to both your practice and your followers.

Native Ads Help Drive SEO

Another great benefit of native advertising is the effect it has on your practice's search engine optimization (SEO) strategy and search ranking. Many marketers believe that social media does have influence on search engine ranking, which means that Google is definitely paying attention to your trending social media posts. Your practice's strong native ads on social media have the potential to drive traffic back to your website, boosting your practice's SEO performance and online visibility. Native ads can improve almost all aspects of your online marketing campaign.

Successful native ads are baked into your social media content like chocolate chips in a cookie. They blend in just enough to complement the cookie without taking over, and provide a sweet end result for your practice's online marketing. Contact MDS Member Savings Program partner Officite today at 866.889.4067 or visit massdental.org/officite for more resources that can benefit your dental practice.

Practice Management Q&A

Question: Is There a Regulation That Prohibits a Dentist from Sending a Patient to a Dental Lab for Color-Matching Services?

Answer: Since dental labs are not licensed or regulated by the Commonwealth, there's nothing in the Board of Registration in Dentistry's regulations that specifically prohibits this practice. Although uncommon, if a dentist is having difficulty matching colors for a patient, he or she can send a patient to a lab for matching assistance, provided the lab does this kind of service.

RISK MANAGEMENT Out of the Office?

Dentists are required to make reasonable arrangements to provide emergency service for a patient of record. In the event a patient is not of record, reasonable arrangements to treat the patient must be taken into consideration. If treatment is provided, the dentist should return the patient to his or her usual dentist unless otherwise stated by the patient.

Do you have other risk management questions like this? Visit the Risk Management section of the MDS website at massdental.org/Member-Resources/Peer-Review/Risk-Management-and-Standards-of-Care.

Dental financing promotions

Q3 2017



Let's talk

To apply, contact your Practice Solutions specialist:

Call **800.428.2847**
Or visit bankofamerica.com/practicesolutions

* All programs subject to credit review and loan amounts are subject to creditworthiness. Some restrictions may apply. The rates, amounts, terms and conditions offered for your loan and any product features, including interest rate locks, may vary depending on your creditworthiness and the debt being refinanced or consolidated for your loan.
† Periodic payment schedule may vary. Payment schedule is negotiable. Not eligible with interest only or payment on loan. Not rate after the promotional period ends will be fixed for the loan term.
‡ Bank of America will pay the appraisal fee at the time the commercial real estate loan is closed.
§ On terms 60 months or greater. Property must be owner occupied commercial real estate. Owner occupied commercial real estate is defined as property occupied by the borrowing entity or any affiliate. The primary source of repayment must be dependent on the cash flow generated by the property and the loan. 5% or less cash flow may come from third party nonaffiliated loans. The owner occupying required. This offer does not apply to construction loans or lines of credit secured by real estate in equipment.
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Debt consolidation promotion 2.99% for the first 24 months

- Pay off high interest rate business loans, and consolidate into one loan
- Flexible loan terms up to 15 years to improve cash flow of practice
- You'll also get a competitive rate through maturity, and you'll know the rate up front
- Debt consolidation applications must be received by October 31, 2017 and close loan by December 31, 2017

Practice acquisition promotion 1.89% for the first 12 months

- Eligibility includes practice acquisition, partnership buy-ins, and second location purchases
- Flexible loan terms up to 15 years to improve cash flow of practice
- You'll also get a competitive rate through maturity, and you'll know the rate up front
- Debt consolidation and practice acquisition applications must be received by October 31, 2017 and close loan by December 31, 2017

Established dentists project promotion 1.89% for the first 12 months

- Loan types that qualify are expansions, practice remodels, relocations, and additional locations
- Flexible loan terms up to 15 years to improve cash flow of practice
- You'll also get a competitive rate through maturity, and you'll know the rate up front
- Established project loan applications must be received by October 31, 2017 and interim project opened by January 31, 2018 to be eligible for promotion

OOCRE/Equipment Promotion 0% for the first six months

- Loans from \$150,000 to \$2,500,000
- We'll pay your appraisal fee when you close a commercial real estate loan¹
- 0% interest rate for the first six months and then lock in a competitive rate through maturity²
- Apply by October 31, 2017 and close by January 31, 2018

Practice Solutions

Bank of America

Membership

Bank of America Offers Museum Discounts for MDS Members



MDS Member Savings Program partner Bank of America is offering discounts on museum admissions for MDS members through its Museums on Us 2017 program. Simply present your Bank of America® or Merrill Lynch® credit or debit card and a photo ID on the first full weekend of every month for one free general admission. (Free general admission is limited to the cardholder at participating institutions. Museum hours and participation varies. Excludes special exhibitions, ticketed shows, and fundraising events, and cannot be combined with other offers.)

The Museums on Us program includes renowned institutions from across the country, such as the **Museum of Modern Art** and the **American Museum of Natural History** in New York, the **Art Institute of Chicago**, and the **International Tennis Hall of Fame** in Newport, RI. Locally, participating museums include the **Museum of Fine Arts, Boston**, the **Isabella Stewart Gardner Museum**, the **MIT Museum** in Cambridge, the **Fitchburg Art Museum**, the **Springfield Museums**, and the **Worcester Art Museum**.

Learn more about Bank of America's Museums on Us program and see the full list of participating museums at <https://about.bankofamerica.com/en-us/what-guides-us/arts-and-culture/partners.html>.

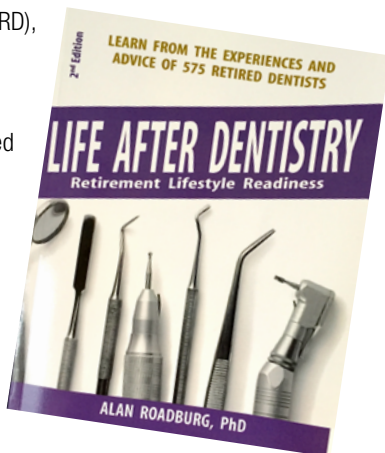


MIT Museum

Learn About Life After Dentistry at ARD Annual Meeting

The Association of Retiring Dentists (ARD), along with the American Association of Disabled Dentists, is holding its 9th Annual Meeting on October 27, 2017, in Manchester, NH. The event's featured speaker is Alan Roadburg, PhD, who will present on "Life After Dentistry: Making It Happen."

Dr. Roadburg is a retirement planning expert and social gerontologist who has spent his entire career studying and conducting workshops on retirement. He is the author of *Life After Dentistry: Retirement Lifestyle Readiness*, a survey of 575 American and Canadian retiring dentists. All attendees will receive a copy of *Life After Dentistry* as part of their registration. Registration is \$179 for ARD members, \$139 for ARD member-guests, and \$219 for non-ARD members. The deadline for registration is October 19. Learn more and register at <http://retiringdentists.com/9th-annual-meeting-registration-is-now-open/>.



LANDS'END BUSINESS

Why Choose Lands' End Business?

Here's how MDS Member Savings Program partner Lands' End helps dental practices create custom uniforms that work:

- Wear-tested quality clothing with a guarantee that won't expire
- A range of colors to complement every logo and Colors You Can Count On—10 shades that will stay in their color palette across a variety of styles
- Custom online storefronts let your employees place their own orders, according to the style and budget limitations you specify, branded with your logo throughout
- Clothing that fits every body. You'll find clothes made just for him. Complementary styles designed to flatter her. Even maternity sizes in some lines.

As an MDS member, you'll receive up to 10% off products and another 10% off embroidery—with no minimums! Learn more at ada.landsend.com or call 800.990.5407.

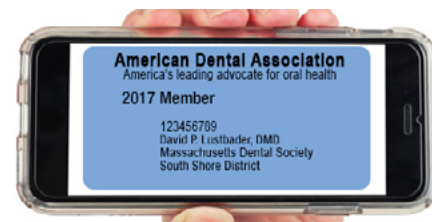
MDS Membership Renewal Made Easy

Thank you for being a member of organized dentistry. The annual memberships for the MDS, the American Dental Association, and your District Dental Society will be up for renewal this fall. You will receive a renewal statement in the mail. If you haven't already submitted your dues, you can easily renew online at massdental.org or by calling the MDS at 800.342.8747.

To make things even easier for our members, the MDS also offers a 12-month dues plan, which allows you to conveniently pay for membership throughout the year for no extra fee. Enroll by visiting massdental.org/12monthplan.

This is also a great time to update your MDS profile and add important information about your practice (such as languages spoken, evening and weekend hours, etc.), social media links, and your photo. Review how MDS members and the public see your MDS profile at massdental.org/find-a-dentist.

For questions regarding your membership or profile, or help logging in, call the MDS at 800.342.8747.



Two Members Announce Candidacy for MDS Vice President

Currently, two candidates are running for the position of MDS Vice President. According to the Massachusetts Dental Society (MDS) *Constitution & Bylaws*, the Nominations Committee will meet at a future date to interview both candidates and make a recommendation to the House of Delegates on Friday, June 8, 2018. Below are position papers from both candidates.



Mary Jane Hanlon, DMD, MBA

It is with sincere pride and humility that I accept the nomination of the Middlesex District Dental Society for the office of Vice President of the Massachusetts Dental Society.

My journey in the field of dentistry started at a very young age (14) and has led me through every position within the profession, including dental assistant, dental hygienist, dentist, and now administrator at Tufts University School of Dental Medicine. My love of this profession and the ability to change the lives of patients on a daily basis is what

has always fueled me.

Over the course of my 24-year involvement in organized dentistry, I have been very fortunate to hold many leadership positions. On the state level, I am proud to have been a Trustee for the Middlesex District for the last six years, representing the needs of the Middlesex District at Board meetings of the Massachusetts Dental Society. In addition to my responsibilities as Trustee, I was privileged to have been chosen this past year to be General Chair of Yankee Dental Congress 2017 by Dr. Raymond Martin, who is now Immediate Past President of the Society. I will continue to be involved in helping to run Yankee in any area that I am needed. Other positions I have been involved in over the years include Chair of the Council on Public Affairs, Chair of the Council on Dental Education, liaison to the Council on Membership, and Delegate to the ADA House of Delegates.

Nationally, I currently serve as the First District Representative to the ADA Council on Membership. It is an incredibly exciting role to work with dentists

from all over the country to make sure our membership remains viable and that we focus on the needs of the young dentists entering the profession. Furthermore, I was honored to be asked to Chair the Reference Committee on Membership at last year's ADA House of Delegates. I am also a dental examiner with both the Commission on Dental Competency Assessments (CDCA) and the Western Regional Examining Board (WREB).

As an administrator and examiner, I get to see firsthand the impact that the licensing exam process has on our students. Recently, I had a troubling experience with one of my students that made me sit down and think about where the profession is going and how much it is going to impact these young people over the course of their lives. As I'm sure you all recall, dentists must take a licensing exam to become licensed in the state of Massachusetts. We are still using the live patient exam that brings with it the ethical dilemma of not restoring a patient's "perfect" lesion until the exam rolls around in the spring of the student's senior year. The student I referred to earlier spent \$2,250 on the first exam, only to fail one section. For an additional \$1,080, the student took the exam a second time and failed again. Finally, after another \$1,080, the student passed on the third try.

Now, this story is not the usual scenario, but the impact on the student was significant from a monetary standpoint. All of this on top of moving to another state to start a residency and graduating with more than \$500,000 in debt. The average increase in the amount of debt for a dental school graduate is four times as great as it was in 1990, with the average student debt at \$261,149. The student I spoke of is well over that due to the increased cost of living in a metropolitan area.

This student's plight highlights two areas I am interested in trying to improve during my tenure as Vice President through Immediate Past Presi-

Continued on page 11



Tofigh Raayai, DMD, MScD

It is with great pride and honor that I announce my candidacy for the office of Vice President to the Massachusetts Dental Society commencing in June 2018.

When I began my career in Iran 46 years ago and extended it to the United States, I realized that my future in dentistry will be serving the profession as a leader in the community, to educate my colleagues, and to serve my patients to the highest standard of care. These commitments during my long-term tenure

in the profession have allowed me to serve as president of the American Association of Women Dentists, president of the Women's Dental Society of Massachusetts, Chair of the East Middlesex District Dental Society, and for the last seven years, representing the East Middlesex District as its Trustee to the Massachusetts Dental Society Board of Trustees. I have also served as president of the Tufts University School of Dental Medicine's Alumni Board. These opportunities have given me the unique opportunity to travel across this state and this country, and to listen to members' concerns, hopes, and ideas. My experience as a woman from Iran allowed me to witness diversity and

inclusion, and understand how different perspectives, ideas, and differences can enable us to achieve mutual goals and develop unity that is paramount to the relevance in our profession.

The future of dentistry continues to be faced with difficult changes involving the Affordable Care Act, access to care, third-party intrusions, crippling student debt, declining membership, mid-level providers, and the changing models of practicing dentistry. These are but a few issues that organized dentistry faces. These issues are but simple. Unification of our diverse membership and creating membership-driven solutions with effective communications will enhance the profession's future. The strategic goals of the Massachusetts Dental Society that were set forth in 2015 provide continuance to the framework of guidance till 2020. Progressive forward thinking of the Massachusetts Dental Society continues to be a work in progress, paving the path of our success into 2025. Our relevance in our profession will be the vision, "For all members to succeed."

As I continue my passion to serve the profession for all of our membership and patients, I will pledge my best efforts to successfully face these challenges for our Dental Society to be recognized as the only authority of oral health and this nation's flagship Dental Society. I respectfully ask for your support and vote to represent the Massachusetts Dental Society as the next Vice President.



FIRST DISTRICT TRUSTEE REPORT

Judith M. Fisch, DDS

One of my assignments as Trustee on the ADA Board is liaison to the Dental Lifeline Network (DLN) Board, which you may be familiar with as the Donated Dental Services (DDS) Program. DLN facilitates donated, comprehensive treatment to vulnerable people with disabilities, the elderly, or those who are medically compromised. The need for dental care in the United States is great. In 2016, more than 2 million U.S. emergency room visits were attributed to dental pain. DLN needs volunteers to help serve the more than 11,000 people on its wait list. It has recently begun a volunteer recruitment campaign titled "Will You See One?" with the goal of the campaign being to increase the network of volunteer dentists and their staff to see just one of the many patients in need. This is volunteering made easy, as a Donated Dental Services coordinator screens the patient to confirm eligibility, helps ensure that the patient shows up for appointments, coordinates lab work and specialty care, and serves as a liaison between your staff and the patient. The program requires patients to arrive on time for their appointments or risk being disqualified from the program.

Give it some thought. As the saying goes, "One person can't do everything, but every person can do one thing." Learn more about this charitable program at dentallifeline.org/willyouseeone.

Another assignment I have is liaison to the ADA Library and Archives Board. The ADA has done an amazing job digitizing the library in recent years. It is a wonderful resource for our members, and I encourage you to explore what is available to you by going to ada.org/library. Library staff are available to help you by any means, whether you need information to help you search on your own or whether you would prefer someone do the searching for you. I am amazed at the caliber of the library staff and their graciousness while assisting our membership. Believe me, they are there for you!

In the age of digital, you may have overlooked the ADA Library's capabilities, so I have included a synopsis:

- eJournals & eBooks Browse List (ada.org/en/member-center/ada-library/a-to-z-redirect) is a customized subscription list that allows browsing and reading full-text journal articles from your desktop.

- DynaMed Plus (dynamed.com) is an evidence-based information database for use at the point of care. DynaMed Plus is updated daily, and provides access to thousands of evidence-based clinical topic summaries, clinical calculators, images, and more.
- Dentistry & Oral Sciences Source (DOSS) (ada.org/en/member-center/ada-library/dental-and-oral-science-source-redirect) is the definitive place to conduct online dental literature research. DOSS offers an extensive collection of important full-text journals, as well as full-text monographs.
- ADA Library and Archives Online Catalog (<http://a60005.eos-intl.net/A60005/OPAC/Index.aspx>) helps you easily discover what books and journals are available (print and electronic).
- In addition to the links above, the ADA Library and Archives provides access to the Cochrane Library for high-quality, systematic reviews of primary research in dentistry, human health care, and health policy.
- The ADA Library maintains a book collection of 15,000 titles on general and specialty clinical dentistry topics and the history of dentistry, which can be viewed in the ADA Library reading room.
- More than 600 journal titles are available in print only. Articles may be requested from these titles, and can be scanned and emailed or photocopied and sent by mail. Call the Library for more information.
- PubMed/MEDLINE (<http://www.ncbi.nlm.nih.gov/pubmed/>) is the National Library of Medicine's (NLM) searchable database of almost 20 million citations from more than 5,400 medical, dental, health, and scientific journals. Approximately 200 dental journals are included in this group.
- Health Business Elite is a database containing more than 600 full-text journals detailing all aspects of health care administration and practice management. Titles include *Harvard Business Review* (back to 1922), *Marketing Health Services*, and *Modern Healthcare*.

I must say, the ADA Library is impressive and supportive to all members, no matter what the need might be. Check it out—it is a valuable member benefit!

As fall approaches, the ADA Board is busy working with resolutions and the budget for the ADA House of Delegates, which will take place at the ADA Annual Meeting in Atlanta. I hope you will attend the 2017 ADA Annual Meeting, October 19–22, as the lineup of CE and exhibitors is phenomenal! From the New Dentist meeting to the Association of Retiring Dentists meeting, all of this takes place during the ADA Annual Meeting. You can't beat it! I hope to see you there.

As always, please feel free to contact me with any questions or concerns at fischj@ada.org.

Dr. Mary Jane Hanlon's Vice President Position Paper, continued from page 10

dent. First, the amount of student loan debt that the students are graduating with is enormous. We need to be looking at ways to combine the issues of access to care and paying down this debt. As a dentist, I have often wondered why so many would go overseas to provide free care while we have children and adults in our own backyard that cannot afford care. Combining the paying down of debt while simultaneously improving the oral health of our destitute population makes sense to me.

Secondly, the licensing examination process of working on a live patient to prove competency and proficiency seems to me to be outdated. The Council on Dental Accreditation sets the educational standards for the dental schools to teach the students, while the Joint Commission on National Dental Examinations provides an independent assessment of cognitive knowledge, skills, and abilities of applicants. We rely on third-party regional/national testing agencies to provide an independent practical assessment of the applicant's skill. Each one of these exams has a cost and an increasing amount of stress associated with it. While I do believe that these exams should exist, the question in my mind is: If we are teaching to competency, and we are an accredited school, what can we do that might eliminate some of the redundancy that we see? Finally, the profession of dentistry and that of hairdressers are the only two professions that maintain a live patient exam. That should give us pause to reflect.

The American Student Dental Association has two major platforms that it has focused on the last few years: elimination of the live patient exam and reciprocity in dental licensure. Recently, the ADA announced that it is looking into the development of the Dental Licensure Objective Structured Clinical Examination (DLOSCE). This is a critical step in the right direction of supporting our young dentists. My vision is to see this become a reality so that we can teach our students and residents how to treat patients the way they are supposed to be treated: in an efficient and comprehensive manner, not tooth by tooth.

In order for our Society to remain viable at the local, state, and national levels, we must meet the needs of the younger dentists entering the profession. We must be sensitive to the amount of time we ask of them and the amount of money it costs them to be out of the office in order to volunteer. We must become more nimble as we enter the next 10 to 15 years as Baby Boomers head out of the profession and Millennials continue to enter. I know that my day-to-day involvement with Millennials will help navigate the future of our Society. I am so thrilled to have the opportunity to serve our beloved profession. I respectfully ask for your support as I bring my inspiration and leadership qualities to a higher level at the Dental Society. Thank you for your consideration.

CONTINUING EDUCATION



GRAND SLAM RESTORATIVE DENTISTRY

Friday, October 13 • 9:00 am - 12:00 pm • LECTURE • 3 CE Hours



David M. Bonner, DDS

SATISFY THE BORID AND STATUTORY BIENNIAL REQUIREMENTS AND SAVE

Wednesday, October 18

AHA/BLS FOR HEALTH CARE PROVIDERS

8:30 - 11:30 am • WORKSHOP • 3 CE Hours

INFECTION PREVENTION AND CONTROL: 2017

12:00 - 2:00 pm • LECTURE • 2 CE Hours



PAIN MANAGEMENT FOR THE DENTIST

2:30 - 4:30 pm • LECTURE • 2 CE Hours



Kelly Hartman, MEd



Steve Marble



David A. Keith, BDS, DMD

TWO-SESSION PROGRAM • DENTAL INSURANCE 101

Thursdays, October 19 and 26 • 5:30 - 8:30 pm • LECTURE • 6 CE Hours



Marcia Richter



Nancy Kagan, RDH

BUILDING YOUR FIRST DENTAL PRACTICE

Friday, October 27 • LUNCH & LEARN 12:00 - 2:00 pm • LECTURE • 2 CE Hours



Greg Whitmer

WHEN, WHY, AND HOW TO BIOPSY ORAL LESIONS

Friday, November 3 • 9:00 am - 12:00 pm • HANDS-ON • 3 CE Hours



Mark A. Lerman, DMD

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Jeff Carter, DDS



Pat Carter

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INTRAORAL X-RAY SENSOR REPAIR: We specialize in repairing Kodak/Carestream, Dexis Platinum, and Gendex GXS 700. Repair and save thousands over replacement cost. We also buy and sell dental sensors. Visit www.repairsensor.com or call 919.924.8559.

JOB OPPORTUNITIES AVAILABLE

GENERAL DENTIST: General dentist needed to join our family practice in Danvers. Potential candidate must possess a solid work ethic and have a friendly and confident chair-side manner; 3–4 days/week. Email CV to sal-chris@comcast.net.

GENERAL DENTIST: Are you a motivated, quality-oriented licensed general dentist? Do you want to work in a state-of-the-art environment in a prestigious Boston location at 1 Huntington Avenue? Want to be part of a growing practice that offers cutting-edge treatments and products? Trinity Dental, PLLC, is a growing practice offering a fantastic opportunity to a general dentist with a minimum patient base of 400, willing to relocate with those patients to our modern, technologically advanced setting with experienced support staff. We're committed to the success of our business and our focus is the connection between dentistry and overall health. We'd love to have you join us. Days will be based on size of patient base you bring with you. Compensation will be based on percent and qualifications. Dentrix experience is helpful and you must provide your own malpractice insurance. Email resume to Trinitydental.smile@gmail.com.

ORAL & MAXILLOFACIAL SURGEON (PART-TIME)—MASSACHUSETTS: Come lead our specialty team as an oral & maxillofacial surgeon in Massachusetts! Dr. Paul Kim is seeking a part-time (8–10 days per month) oral & maxillofacial surgeon to work at our established MA practices located at: 567 Southbridge Street, Unit 7, Auburn, MA 01501; 274 Barnstable Road, Hyannis, MA 02601; 5 Cheshire Road, Suite 16, Pittsfield, MA 01201; 2141 Boston Road Wilbraham, MA 01095. Aggressive compensation package with high production potential, full/dedicated staff, and consistent schedule with a strong referral network of local offices. Compensation: high compensation opportunity; strong base salary vs. competitive percent of production; attractive sign-on or relocation possible as well! Benefits/perks: Practice leadership—clinical freedom and treatment autonomy. Patient focus: established and growing patient foundation. Multispecialty office setting. Partnership model—doctor career path/investment opportunities. Malpractice coverage assistance. Continued education reimbursement, paid ADA & state society dues. Group practice camaraderie—study clubs, chair-side mentoring, GEDC University courses. Please view our Doctor Career Path video at <http://www.screenecast.com/t/M3xWM5CYN>. Apply via this ad to learn more about Great Expressions. For more information, please contact Molly McVay, Sr. Clinical Recruiter, Great Expressions Dental Centers, PSC-North, 29777 Telegraph Road, Suite 3000, Southfield, MI 48034. Phone: 248.430.5555, ext. 72467. Fax: 248.686.0170. Web: www.greatexpressions.com. Must have a DDS/DMD from an accredited university and active state dental board license, and oral and maxillofacial surgeon license and certifications. Apply Here: <http://www.Click2apply.net/4h394c5f9dbkm2rn>. P198232992.

PEDIATRIC OR GENERAL DENTIST OPPORTUNITY: We are looking for an energetic and friendly part-time pediatric or general dentist to join our office! We are offering 2–3 working days. Compensation is based on collection and buy-in opportunity is possible. We provide exceptional specialty dental care for infants, children, adolescents, and persons with special needs. If this is an environment for you, please apply to kim@milestonespediatricdentistry.com.

PEDIATRIC DENTIST DESIRED: Opportunity for a pediatric dental specialist in a private, multispecialty practice is available. Office is located in Western Massachusetts, 30 minutes from Worcester and 5 minutes from I-90. Associateship leading to partnership for right candidates. Interested candidates, please contact 413Dentist@gmail.com.

GENERAL DENTIST: Well-established family practice located in Central MA looking for a full-time dentist. New digital X-ray, sensors, and intraoral camera. Office is paperless. Exceptional long-term clinical team. Outstanding salary with six-month bonus. Lodging available. Contact MDS Box 1413.

CHAIR OF COMPREHENSIVE CARE, TUFTS UNIVERSITY SCHOOL OF DENTAL MEDICINE: Tufts University School of Dental Medicine is inviting applications and nominations for a full-time faculty member at the Associate Professor or Professor level for the Chair of Department of Comprehensive Care. The Department includes the Divisions of Operative Dentistry, Medicine, Inter-professional Education, Nutrition and Oral Health, and the Emergency Clinic. The department, through its group practice structure, is responsible for the oversight of all clinical education within the DMD program. The chair is expected to demonstrate experience and excellence in curriculum development and implementation in both clinical and didactic predoctoral education, administration of faculty and staff, mentoring of junior faculty, scholarly activities and research, public health/community outreach initiatives, leadership and communication skills. The successful candidate will also need to demonstrate a vision for innovative approaches to pre-doctoral dental education and have highly developed academic leadership skills, outstanding academic credentials and have established a significant professional reputation. Requirements include a DDS/DMD degree or equivalent. An advanced degree and eligibility for licensure in Massachusetts are preferred. Salary and academic rank will be commensurate with the candidate's qualifications and experience. Interested parties should submit their current curriculum vitae along with a statement describing vision and philosophy in creating an environment that would advance learning, patient care and collaboration, as well as scholarly and clinical accomplishments and interests. In addition, please provide names and contact information of at least three references. Please submit application documents electronically via the following link: <https://apply.interfolio.com/41259>

ASSOCIATE GENERAL DENTIST Looking for a dentist 1 to 3 days a week with Mondays a must. Busy, modern office with a great staff. New dentist or retirees welcome to apply. Dayville, CT. Please contact info@dentaldesigns.org.

FULL-TIME GENERAL DENTIST OPPORTUNITY IN FRANKLIN, MA: Well-established private multispecialty dental office is looking for an outgoing and friendly dentist. Great community reputation, busy schedule, highly visible location. Our long-term associate is retiring and we are looking for a skilled and caring associate dentist to join our team. The ideal candidate should have at least one year of experience and be comfortable with all aspects of general dentistry. One night per week and every other Saturday strongly preferred. Must have a valid MA dental license in good standing. Competitive compensation. Please send cover letter/resume to dentaloffice508@gmail.com.

ORAL SURGEON WANTED PART-/FULL-TIME: Highly regarded, private, multispecialty group practice located in Southern New Hampshire is seeking a motivated and caring oral surgeon to join our professional family. With a strong referral base, our multispecialty group practice seeks an individual with excellent communication and interpersonal skills to collaborate with us. Experience after

How to Reply to an Ad with a Private MDS Box Number

Reply to an MDS Box classified ad by emailing ghanlin@massdental.org (include the Box Number as your subject line) or mail your response to: MDS CONNECTION Classified Box _____, Two Willow St., Suite 200, Southborough, MA 01745. All responses will be promptly forwarded to the advertiser.

residency, including facility with pediatric sedation, helpful but willing to consider excellent new graduate. Join us in a beautiful, spacious, modern facility to practice in the suburbs—close to the mountains, the seacoast, and Boston. Outstanding career opportunity for the right like-minded individual. Please send resume and absolutely confidential inquiry to OMFSNH@gmail.com.

LOOKING FOR ASSOCIATE DENTIST/PARTNER IN SOMERVILLE: Looking for a kind and experienced general dentist with excellent chair-side manner and a focus on delivering quality patient care to join a family practice in Davis Square. 3–5 years experience required, with partnership potential. Full-time. Please contact MDS Box 1414.

PT ENDODONTIST POSITION—SOUTHERN NH: Northeast—Well-established Southern New Hampshire group practice is seeking a motivated and caring endodontist to join our professional family for a 2-day-per-week position with excellent long-term potential. With a strong referral base, our multispecialty group practice seeks a colleague with excellent communication and interpersonal skills to collaborate with us. Experience in private practice ideal but willing to consider excellent new grad. Join us in a beautiful, spacious, modern facility to practice in the suburbs, close to the mountains, the seacoast, and Boston. Please send resume and confidential inquiry to dentists@LindnerDental.com.

GENERAL DENTIST PART-TIME—STURBRIDGE: Come work part-time in a great practice! The practice is well-established and carries a strong patient count, robust income potential, and offers a great work/life balance. Midwest Dental's comprehensive support team takes care of all of the administrative details, providing you the freedom to practice with full clinical autonomy in a comfortable setting. We also offer health, 401(k), and CE benefits in addition to a sign-on bonus and competitive comp plan. Please contact Brett Blough at bblough@midwest-dental.com or 774.670.8875.

PART-TIME ORTHODONTIST: We are looking for a part-time per diem orthodontist to replace our current doctor who will be leaving to concentrate on his own practice. We have quite the busy practice. We have two locations (Framingham and Somerville). The ideal would be to continue with the schedule the way it currently is, but we are open to changes and can be flexible. We would like an orthodontist that could give us one day a week, preferably Thursday 8:00 am to 6:00 pm, twice a month, rotating the locations. Contact Danielle Leite, office manager, via email at danielle@dentplant.net or call 617.591.9888.

DENTIST ANESTHESIOLOGIST: BOSTON AREA—Immediate need. Our anesthesiologist works closely with our pediatric dentists and clinical support team to provide exceptional care to our diverse patient population. Responsibilities include providing a full range of sedation services. Exhibiting compassion and a patient-first mentality is a must! We offer a comprehensive compensation and benefits package, including medical, life, long- and short-term disability insurance, flexible spending account, and 401(k). Please visit DentistryandBraces.com for more information. Contact GBufo@NewEnglandFamilyDentistry.com.

DENTIST (PART-TIME)—PITTSFIELD: Join our terrific team in Western Massachusetts as a lead dentist! Great Expressions Dental Centers is seeking a part-time associate or senior dentist to join our highly

productive Pittsfield, MA, dental practice located at 5 Cheshire Road, Suite 16, Pittsfield, MA 01201. Enjoy a rewarding role with a dedicated staff in this beautiful office with an established patient base. Compensation: high compensation opportunity; draw vs. competitive percent of production. Benefits/perks: Practice leadership: clinical freedom and treatment autonomy. Patient focus: established and growing patient foundation. Multispecialty offices. Doctor Career Path: partnership/investment opportunities. Malpractice coverage assistance. Continued education reimbursement, paid ADA & state society dues. Please apply via this ad for consideration to Molly McVay, Sr. Clinical Recruiter, Great Expressions Dental Centers, PSC-North, 29777 Telegraph Road, Suite 3000, Southfield, MI 48034. Phone: 248.430.5555, ext. 72467. Fax: 248.686.0170. Web: www.greatexpressions.com. Must have a DDS/DMD from an accredited university and active state dental board license. P198668333. Apply here: <http://www.Click2apply.net/sf9wtb6k2mf5qrg>.

DENTIST—WESTERN MA: Associate dentist opportunity. Join our team in our Holyoke, MA, private practice. Great team, excellent pay and benefits including paid vacation, holidays, malpractice, and CE. Medical and dental insurance and 401(k). This is a tremendous opportunity for income and growth. Full-time and part-time available. Please contact GBufo@NewEnglandFamilyDentistry.com.

ORTHODONTIST—Our multispecialty practices in Springfield, MA, and Hartford, CT, are looking to hire an orthodontist with high standards of customer service and great clinical knowledge. Guaranteed compensation plus structured commission. Great full-time benefits: vacation, paid malpractice and association dues, and medical/dental insurance plus 401(k). Please contact GBufo@NewEnglandFamilyDentistry.com or call 617.308.5361.

PEDIATRIC DENTIST: Milford, MA. Pediatric dentist opportunity in the Greater Boston area. We are seeking a pediatric dentist to join our amazing team. Practice in a state-of-the-art facility alongside a highly motivated team with a great patient base. Our comprehensive compensation and benefits package includes: paid holidays and vacation, medical, dental & vision insurance, flexible spending account, professional and licensure dues, malpractice insurance, short- and long-term disability insurance, and 401(k) allowance. For more information on our practice, please visit our website at ThePediatricDentalGroup.com and send your resume to aylabellucci@yahoo.com.

PART-TIME ENDODONTIST NEEDED 2–3 days per month for multispecialty practice in the MetroWest area. Please email resume and cover letter to drohriandassociates@hotmail.com.

DENTAL ASSOCIATE FOR SOUTHERN MAINE SEACOAST PRACTICE: Dental associate position available 3–4 days per week in well-established practice. Seeking an enthusiastic, personable dentist who genuinely cares about their patients and quality of work. Our practice has a friendly and experienced staff and is seeking an individual who is a team player. Modern equipment: digital radiographs, CAD-CAM, diode laser, and in-house lab tech. Located in the beautiful Southern Maine Seacoast, close to Portsmouth, NH. Please send resume to kingstonmgr@comcast.net or call 207.439.0779.

SEEKING PART-TIME DENTIST: Nashua Implant Reconstructive Center is currently seeking a part-time NH licensed general dentist for 1–2 days per week to provide all phases of general dentistry. Salary negotiable. Please contact drashokpatel2013@gmail.com or call 603.888.8100.

ASSOCIATE—NEW HAMPSHIRE: Full-time/part-time associate position available in modern, progressive NH Seacoast general practice treating all ages and offering comprehensive dental services including endodontics, surgery and implants. Office within 90 minutes from Boston. For more information, please visit us at www.alldentalcare.com. All inquiries are confidential. Please send CV to tdusett@alldentalcare.com.

GENERAL DENTIST OPPORTUNITY IN WEST SPRINGFIELD: Our two-doctor general dental practice is seeking an associate for a part-time position with the expectation that it will grow to a full-time position and partnership opportunity. We are seeking someone who has a minimum of two years' practice experience and/or successful completion of an AEGD or GPR program, and who loves dentistry as much as we do. Please send resume and cover letter to info@healthy-mouth.com.

GENERAL DENTIST FOR UPPER CAPE COD DENTAL PRACTICE: Sandwich. General dentist opportunity for caring and kind individual with excellent chair-side manner. Our office is focused on delivering quality patient care in a friendly setting. We are looking to fill a full-time position but will consider part-time as well. Long-term equity position potential. Three years of experience or AEGD/GPR. We are located just off Rt 6A, 1 mile from the Sagamore Bridge. Please contact Debbie at 508.888.3232.

ASSOCIATE DENTIST P/T OR F/T DANVERS: Our state-of-the-art practice is looking for a general dentist with a minimum of two years of experience to join our growing office. The practice is well-equipped with the latest technology, such as CEREC Omni Cam, Galileo 3D cone beam, digital X-ray, soft tissue lasers, and fully digitized operatories with electric handpieces. The position can lead to buy-in or buy-out opportunity if you are the right person for the practice. Candidates must have the desire for professional growth and a commitment to continuing education. Please email your CV with a cover letter describing your visions and plans for your career development and telling us more about you as a person to dremmawu@verizon.net. We look forward to hearing from you.

PEDIATRIC DENTISTRY ASSOCIATE—MONDAYS: We are looking for a pediatric dentist to join our team on Mondays in Northborough. We are a multispecialty practice with a focus on pediatric dentistry. Our facility is brand new as we moved to a new location in August. We offer digital X-rays, paperless charts, and ensure to use the best care during sterilization. Experience with Dentrix software is a plus. New graduates are welcome to apply. Please send a resume with cover letter to drmacdonald@mychildrensdentist.com.

GENERAL DENTIST—NORTON AND RANDOLPH: Looking for a general dentist in Norton and Randolph, MA. Either one full-time dentist for both locations or two part-time dentists. Both offices are paperless and digital; mostly restorative dentistry. Generous compensation. Please contact drsnorton@yahoo.com.

SEEKING AN ENDODONTIST FOR THURSDAYS for high-end multispecialty practice located in North Andover. Must be able to perform retreats and apicoectomies. Office has a microscope and cone beam scanner. Email resumes to doctors@northandoverdentist.com.

JOB OPPORTUNITIES WANTED

EXPERIENCED, BOARD-CERTIFIED PERIODONTIST looking for a part-time position to join a multispecialty/periodontal practice in the Greater Boston area. Thoroughly trained and exceptionally proficient in all aspects of periodontal treatments (10 years in private practice and teaching experience). I am interested in joining a practice that is genuinely concerned about its patients' care. CV and references available upon request. Please contact amerang1@hotmail.com or 617.990.6987.

HAVE AN EMPTY CHAIR? I AM LOOKING TO RENT IT: Looking to rent from an established dental office. Need one or two operatories one day a week. Could also be every other week. Following communities preferred: South Shore, Needham, Newton, Brookline, Norwood, and Dedham, but will consider other locations, too. Will bring own staff, own materials. Will discuss details in private. Thank you—Daniela Sever, DMD. Please email 4dsever@gmail.com or call 617.921.8219.

PRACTICES AND OFFICES FOR SALE OR RENT

PRACTICE FOR SALE: North Shore, two locations, same staff, 2-1/2 days each, \$600K, all specialties referred out, both have 3 ops, pan, digital, 1,600 active, Delta, BC/BS, Altus, Cigna, should be collecting \$800K+. Please contact Arthur Gordon, Northeast Dental Consulting, at 978.774.2400 or arthur@thedentalbroker.com.

HIGHLY PRODUCTIVE DENTAL OFFICE FOR SALE IN AVON; RE INCLUDED. Dental practice in Avon with average 30% annual growth over last two years. The practice did \$800K in FY2016 with no digital marketing campaigns. Seller is only looking to sell because of geographic barriers with other practices owned by him. Please contact Farshad at farshadgo@hotmail.com.

DENTAL OPERATORIES AVAILABLE FOR RENT—LEXINGTON & NEEDHAM: Locations have four fully equipped and fully functional dental operatories available for sublease/rent per day or per month. Each operator is equipped with digital radiography and is paperless. You are responsible for your own patient payments and office administration. The Lexington office is located minutes from Lexington Center and Interstate 95/Route 128 with ample parking and has a sedation permit D-A. The Needham office is located minutes from Needham/Newton Center and Interstate 95/Route 128. Both locations are available for rent Thursday through Sunday. Please email dmds2014@gmail.com for more information.

GREAT OPPORTUNITY FOR MINIMAL INVESTMENT: Seeking partner for general dentist office in downtown Waltham office. Ready to start working immediately. Preference for multi-lingual general dentist to serve multi-cultural patient population. Email drvillacorta@gmail.com.

DENTAL PRACTICE FOR SALE: Dental office for sale close to Boston. Fully digital. Please contact 401.835.4050.

BEAUTIFUL EAST CAMBRIDGE GENERAL DENTAL PRACTICE: Doctor relocating, but willing to transition practice over a period of time to acclimate new dentist and ease patients into new situation. Practice established in 2007 with continued growth every year. Paperless, digital X-rays, intraoral cameras, and recent third operatory completed. Willing to send pictures and set up meeting with interested buyers. Email tsilvadmd@outlook.com.

DENTAL OFFICE SPACE FOR SPECIALIST: Dental office space for rent in Newton Centre. Ideal for specialist that is looking for one to three days per week. Please contact MDS Box 1411.

To place a classified ad, visit massdental.org/classifieds to submit an ad online or contact Jennifer Hanlin at 800.342.8747, ext. 276, for ad contract. Payment in advance, covering number of insertions, is required.

50 words or less (per insertion) . . . \$55

50¢ each additional word
(Rate includes immediate Web posting.)

MDS Box \$15 extra

Upon processing, all classified advertisements are posted on the MDS website at massdental.org.

Issue Ad Deadline
March-April February 1
May-June April 1
July-August June 1
September-October August 1
November-December October 1
January-February December 1

Although the Massachusetts Dental Society believes that advertisements published in the MDS CONNECTION are from reputable sources, the Society neither investigates the offers made nor assumes responsibility for them. The MDS reserves the right to decline and/or withdraw advertisements at its discretion.

BEAUTIFUL BOUTIQUE GENERAL DENTAL PRACTICE FOR SALE: Hyannis. Owner works 3–4 clinical days every other week. Collections average \$400K. Owner would stay on as necessary at reduced hours. Fee-for-service only/insurance. Potential for growth is there. Reply to cell 774.994.1068, email jmrco@gmail.com.

SERVICES

BUYERS: We offer more than 25 years of dental experience in the Greater Boston area to provide you with confidential professional advice to help locate and finance the proper practice for you, the buyer. We will guide you and the seller through the entire process, helping to structure a transition that makes sense. Because a practice worth buying should not have to be advertised, we have never had to advertise a practice. We make every attempt to show you only those practices that may be of interest to you, and all fees are paid by the seller. Please contact Arthur B. Gordon, Northeast Dental Consulting, Ltd., at 978.774.2400. Fax: 978.750.1444. Email: arthur@thedentalbroker.com.

SELLERS: If you are considering the sale of your dental practice, we offer more than 25 years of dental experience to provide you confidential expert advice. We work closely with you, the seller, and your professional advisors to help mediate a transaction that makes good common sense while keeping professional fees as reasonable as possible. We take pride in the fact that we have never had to advertise a practice in order to sell it. We have sold some of the premier practices in the Greater Boston area and we look forward to helping you. Please contact Arthur B. Gordon, Northeast Dental Consulting, Ltd., at 978.774.2400. Fax: 978.750.1444. Email: arthur@thedentalbroker.com.

START-UP PRACTICE CONSULTANT: Unsure of where to open a scratch start office or don't know how to open a scratch start practice? Or unsure of how to negotiate the lease or don't know what questions to ask the contractor? I am a start-up consultant with years of experience starting up and rehabbing failing dental practices and turning them into gold. What you don't know will cost you money. Don't start up or buy a practice without a trusted advisor. Free consultation. Please contact amdmd2008@gmail.com.

MEMBER SAVINGS PROGRAM



At Your Service

Take Advantage of the MDS Discounts

Based on the combined buying power of its membership, the MDS has secured a variety of business discounts for its members.

A full list of MDS business services is available at massdental.org/atyourservice.

REAL TALK

PRESIDENTIAL UPDATES

In an effort to keep Massachusetts Dental Society (MDS) members better informed on the issues affecting organized dentistry and the practice of dentistry, MDS President Dr. David Lustbader is presenting a new video series, Real Talk Presidential Updates. These short videos, which are posted on a regular basis on the MDS website (massdental.org/real-talk), cover a wide range of topics that impact Massachusetts dentists. The first three videos in the series focused on the MDS legislative agenda, the importance of wellness, and mid-level providers. Future video topics include the upcoming Division of Insurance hearing on the Delta Dental issue. Be sure to check the MDS enews and website for updates on when new videos have been posted.

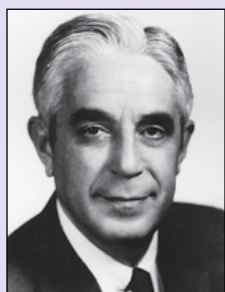
MDS CONNECTION Wins Prestigious Award

The MDS CONNECTION, the Society's bi-monthly membership newsletter, has been recognized by the International College of Dentists (ICD) with the 2017 Newsletter, Division 1 Award. The ICD accepts submissions from across the country for its Annual Journalism Awards, now in its 46th year. The Newsletter Award is presented to the editor of a newsletter that demonstrates an overall quality of graphics, design, and content.



Last year, the MDS began to only offer the MDS CONNECTION as a digital newsletter. Current and past issues are posted on the MDS website at massdental.org/MDS-Connection. Be sure to stay up to date with all the practice management and organized dentistry news provided by your award-winning MDS CONNECTION.

The MDS Mourns Passing of Past President Dr. Walter Guralnick



MDS Past President Dr. Walter Guralnick passed away on Wednesday, September 6, 2017, in Boston at the age of 100 due to complications from congestive heart failure. The oral and maxillofacial surgery (OMFS) education pioneer held the MDS's highest office from 1969 to 1970. Dr. Guralnick graduated from the Harvard School of Dental Medicine (HSDM) in 1941; he joined HSDM's faculty in 1954 and had a lasting impact on dental education in the United States. Believing that oral and maxillofacial surgeons should have the same training as other surgical subspecialties, Dr. Guralnick encouraged the Harvard Faculty of Medicine in 1972 to implement the two-degree OMFS program. This program, which allows HSDM graduates to earn an MD degree with a residency in OMFS and general surgery, along with a DMD degree, became a model for OMFS training nationwide. "It really was a program that changed the field," HSDM Dean Dr. Bruce Donoff told the *Boston Globe*. "He was ahead of his time." Dr. Guralnick also chaired the OMFS department at the Massachusetts General Hospital from 1966 to 1983.

As MDS President, Dr. Guralnick was instrumental in seeking legislative approval to establish the state's first public dental insurance program, the Massachusetts Dental Service Corporation, which is now part of Delta Dental. Dr. Guralnick was predeceased by his wife, Betty, and is survived by his three children, five grandchildren, and five great-grandchildren.

The MDS Board Approves Donations to Hurricane Relief Efforts

As you are aware, two devastating hurricanes, Harvey and Irma, wreaked havoc in Texas and Florida in August and September, leaving thousands of people, along with homes and property, battered in their wake. In reaching out to the Texas Dental Association (TDA) and the Florida Dental Association (FDA), the MDS learned about the vast impact the storms have had on dental professionals in these two states. At its September 20 meeting, the MDS Board of Trustees voted to donate \$25,000 to the TDA Relief Fund and \$25,000 to the FDA Foundation Disaster Relief Fund on behalf of MDS members through the MDS Relief Fund. The relief funds provide financial assistance to members of the dental profession who have immediate, basic needs as a result of a natural disaster or catastrophe.

"We have learned that the needs of our Texas and Florida colleagues are great," says MDS President Dr. David Lustbader. "The MDS is in a position to help, and we do so with the hope that our colleagues will be able to provide dental services in the near future to patients in the communities impacted by the hurricanes. We continue to keep our colleagues in our prayers."

If you would like to make a personal contribution, you can donate directly to the TDA Relief Fund at <http://www.tda.org/Hurricane-Harvey> or the FDA Foundation Disaster Relief Fund at <http://donate.floridadental.org>. Additionally, the ADA Foundation offers disaster relief to members through its Disaster Grants Program. Learn more and donate at adafoundation.org/en/how-to-help.

Questions? Contact the MDS Member Assistance Center

The Massachusetts Dental Society's mission is to help all members succeed. With that in mind, we created the MDS Member Assistance Center (MAC), a member-only service designed to help MDS members get the most out of their membership. The MDS's call center enables members to speak directly with a MAC advisor.

Call if you:

- ▲ Need practice management advice
- ▲ Have a question on dental billing or coding
- ▲ Require information on regulations
- ▲ Wonder if a marketing mailer is legitimate
- ▲ Want guidance on Peer Review
- ▲ Face a situation in your office you are not sure how to handle

Call **800.342.8747** to be connected to an MDS MAC advisor.

The MDS Member Assistance Center is available Monday–Friday from 8 a.m. to 4 p.m. You can also chat with us online at massdental.org.

