

# CONNECTION

Keeping You Connected with Your Society

November - December 2019

## The MDS Speaks Out on Vaping, Applauds Passage of Flavored Tobacco Ban

Immediately following Governor Charlie Baker's declaration of a public health emergency related to vaping-related lung illnesses, the Massachusetts Dental Society (MDS) issued a statement to applaud the action and underscore the oral health implications of smoking and tobacco products. The statement read:

"Reducing tobacco use is a priority issue for the MDS due to the oral health complications caused by smoking and tobacco products. In addition to heart disease, lung disease, and other health problems, tobacco use has been associated with serious oral health impacts, including oral cancer and gum disease.

"While smoking e-cigarettes, or 'vaping,' is believed to pose fewer health risks than smoking regular tobacco cigarettes—the leading cause of preventable death in the United States—it is by no means harmless. E-cigarettes still contain nicotine—the addictive drug in regular cigarettes, cigars, and other tobacco products—which increases the risk of high blood pressure and diabetes. E-cigarettes also can have a significant impact on oral health. A study supported by the American Dental Association Foundation determined that vaping sweetened e-cigarettes can increase the risk of dental cavities. Additionally, the nicotine in e-cigarettes reduces blood flow, restricting the supply of nutrients and oxygen to the soft tissues of the mouth. This can cause the gums to recede and exacerbate periodontal diseases. Reduced blood circulation also inhibits the mouth's natural ability to fight bacteria that can accelerate infection, decay, and other problems."

The MDS also joined fellow members of the Tobacco Free Mass Coalition in urging the Massachusetts Legislature to act on this issue. In a letter to Massachusetts House and Senate leaders, the MDS wrote, "The temporary e-cigarette ban announced by Governor Baker is a necessary pause while health officials

### WCVB-Boston Highlights Vaping and Dental Disease

As the state's leading authority on oral health, the MDS worked with Boston's WCVB-TV Channel 5 to provide the public with information on how vaping impacts oral health. MDS Guest Board Member Dr. Alec Eidelman, a general dentist at a community health center in Cambridge, spoke with NewsCenter 5 Co-anchor Emily Riemer on October 7 and described how sugary e-liquids and nicotine are impacting some teens and adolescents, whose chronic use of vaping products is contributing to early signs of periodontal disease.



investigate the recent spate of vaping-related illnesses. The logical next step is to enact a permanent fix to address the larger problem of youth tobacco use: Ban the sale of all flavored tobacco products."

The Massachusetts Legislature responded by passing *An Act to Modernize Tobacco Control* on November 21. The legislation bans the sale of all flavored tobacco products, including flavored e-cigarettes and menthol-flavored cigarettes; creates an excise tax for e-cigarettes and vape products on par with the excise tax on cigarettes; and requires insurance coverage for tobacco cessation counseling and nicotine replacement therapies.

*Continued on page 2*

## The MDS Addresses Delta Letter to Patients

In late September, dental patients across the state—many of them patients of MDS member dentists—opened a letter from their dental insurance provider Delta Dental of Massachusetts. Most of them probably thought they were receiving an explanation of benefits or maybe information on a claim. What they received, however, was a misleading letter notifying them that their dentist is no longer a member of the Delta provider network. The letter, which left many patients confused and frustrated, offered no explanation as to why the patient's dentist was no longer in the network. It warned patients that if they stay with their current dentist, their costs will be higher (without explanation as to how) and they may be required to pay up front and out of pocket for services (without referencing Delta's disallowance of assignment of benefits), and instructed patients to find a new dentist in the Delta network.

This lack of an assignment of benefits (AOB) provision is an issue that the MDS has been monitoring for some time and working to address. On October 29, 2019, Dr. Moriarty testified at a Massachusetts Legislature's Joint Committee on Financial Services hearing in support of a policy on AOB, which would allow all patients who seek treatment from an out-of-network dentist to direct their insurance carrier to directly pay the provider. (Read more about the hearing and other legislation the MDS testified in support of on page 15.)

Once the MDS became informed of the letter—by way of members who had been contacted by very concerned long-time patients—the Board of Trustees met with MDS counsel and began planning a response. Immediately following the November 1, 2019, Board of Trustees meeting, MDS President Dr. Janis Moriarty issued a letter to Dennis Leonard, president of Delta Dental of Massachusetts, requesting that Delta immediately cease and desist sending letters to patients of dentists who have elected to discontinue participation in its Premier network. The Board of Trustees believes these letters are incomplete, intrusive of the dentist-patient relationship, and punitive in nature. The MDS finds it unacceptable that Delta has refused to accept provisions for AOB, thereby creating a patient burden. Delta is using this lack of AOB as a marketing tool to coax patients to leave nonparticipating dentists.

The MDS is in the process of drafting and filing AOB legislation that will address this issue. This legislation would require *all* insurance carriers—not just Delta—to include AOB provisions. The MDS believes this approach will have a broad impact on all carriers, dentists, and, most importantly, patients.

Members were informed of Dr. Moriarty's letter to Delta on November 5 via the MDS eNews, and the letter has been posted on the MDS website. You can read the letter, along with Delta's response and other updates, at [massdental.org/delta](http://massdental.org/delta).

### This Issue



Page 6  
How to Cultivate  
Loyal Dental Patients

Page 9  
The Importance of  
ePrescribing for Dentists

Page 15  
Members Hold  
Grassroots Meetings

Page 19  
Meet the New ADA  
First District Trustee



## A Busy Fall at the MDS

The fall will always be a season of fresh starts to me, even though I am far removed from academics. Our newly appointed Committees have started meeting—melding new members with those more experienced—to begin or continue their work. I look forward to updating you on their activities as the year progresses, and I thank the Chairs and members for volunteering their time and talent in their areas of interest!

Our MDS delegation enjoyed the ADA/FDI meeting in San Francisco in early September, and saw our new First District Trustee Dr. Richard Rosato, an oral surgeon from Concord, NH, assume his office as Dr. Judi Fisch from Rutland, VT, completed her four-year term. I wish both of these exemplary leaders well in their endeavors. (Read Dr. Rosato's First District Trustee Report, which is in every issue of the MDS CONNECTION, on page 19.) Dr. Chad Gehani, an endodontist practicing in New York, was installed as the ADA's 160th President, and I am happy to announce that he will be attending Yankee Dental Congress in January!

We also held our first regularly scheduled Board of Trustees meeting on September 20, where Governance Task Force Chair and Boston District Trustee Dr. Mina Paul reviewed the current phase of the transition plan and the timeline for the At-Large Trustee nominations and phase 1 of the Regional Trustee nominations. At the meeting, the Board approved the requirements and responsibilities of the Regional Trustee position. It is definitely an exciting time of change and opportunity!

I visited the Valley District twice recently. On September 16, I enjoyed hearing about this very vibrant District and upcoming activities before I updated them on what is happening at the MDS. Thanks to Valley District Chair Dr. Vince Mariano for the invitation. On October 24, President-Elect Dr. MaryJane Hanlon and I presented "Updates in Organized Dentistry" to a packed house at the Valley Women's Dental Group, which has been in existence for more than 20 years!

Guest Board Member Dr. Alec Eidelman has been very visible, having been interviewed by WCVB (Channel 5) News on the oral hazards of vaping (see sidebar on page 1) and presenting on interprofessional collaboration to UMass Medical interns on topics regarding public health. Wachusett District Trustee

*The MDS Speaks Out on Vaping, continued from page 1*

MDS President Dr. Janis B. Moriarty applauded the action, stating: "Banning all flavored tobacco products and taxing e-cigarettes will have a significant impact in the fight to make sure that young people grow up without the burden of tobacco and nicotine addiction. Flavors have undoubtedly made it easier for kids to start using tobacco products and e-cigarettes. At least 80% of Massachusetts high school youth who are current tobacco users reported using a flavored tobacco product. Mint, wintergreen, and menthol are among the most popular e-cigarette flavors among youth. Menthol has the additional quality of soothing the irritation of combustible cigarettes, which is why so many young people start smoking using menthol cigarettes.

"The MDS applauds the Massachusetts Legislature for taking this important action to protect youth—and all Massachusetts residents—from tobacco and nicotine addiction, and its detrimental impacts on oral and overall health."

Please visit [massdental.org/vaping](http://massdental.org/vaping) for more information.

Dr. Art Eddy traveled to the University of New England College of Dental Medicine in Portland to deliver the keynote address at its White Coat Ceremony.

Congratulations to Immediate Past President Dr. Howard Zolot, who has been appointed to serve on the ADA Budget and Finance Committee.

MDS Government Affairs Committee Co-Chair and former Guest Board member Dr. Andrew Tonelli and I recently filmed interviews for an MDS video educating the public about the risks associated with DIY dentistry and online orthodontics. The video has been shared through MDS social media platforms, on the MDS website, and with relevant stakeholders.

Did you know that Massachusetts has an Oral Health Caucus? Founded in 2005 by Senator Harriette Chandler, the caucus has worked with oral health stakeholders to prioritize certain oral health services, and is committed to improving the oral health of the Commonwealth. The caucus also educates members of the General Court on the importance of oral health and its connection to overall health, and develops legislative, budgetary, and regulatory strategies to improve oral health policies. Representative Kevin Honan is the current Chair, and he invited me to present to the group on October 23. (See article on page 14.) I gave an update on MDS areas of interest, including: vaping; legislation on both tobacco and sugary drinks; DIY dentistry; and An Act to Improve Oral Health for All Massachusetts Residents (H.1916/S.1215). I was pleased to be joined by the Dean of the Harvard School of Dental Medicine Dr. R. Bruce Donoff, Dr. Robert Amato, assistant dean for postgraduate clinical affairs at the Tufts University School of Dental Medicine, and Dr. Alexander Bendayan, assistant dean, digital development and clinical training at the Boston University Henry M. Goldman School of Dental Medicine, who each gave updates from their respective schools. Prior to the Oral Health Caucus, I was able to meet with Rep. Honan and Representatives Kate Hogan and Smitty Pignatelli. During these introductory meetings, it was quite apparent that our legislators are very interested in the opinion of the Society and appreciate our presence on Beacon Hill.

Stay tuned for more information about our legislative initiatives and our upcoming House of Delegates, which will now be held at Yankee Dental Congress on Wednesday, January 29, 2020! I look forward to hearing from you, so feel free to email me at [janis.moriarty@verizon.net](mailto:janis.moriarty@verizon.net).

## Elected Officer Candidates for 2020

As part of the Society's Governance Transition, the 156th MDS House of Delegates Annual Session will be held on Wednesday, January 29, at 1 pm at the Seaport Hotel in Boston. (Note that Yankee Dental Congress 2020 kicks off Thursday, January 30, at the Boston Convention and Exhibition Center.) The Governance Transition plan calls for a two-year phase-in, which when completed in 2021, will result in a Board of Trustees consisting of six Regional Trustees, one At-Large Trustee, President, Vice President, Immediate Past President, Secretary, Treasurer, Speaker of the House, and Executive Director.

The following positions are up for election or re-election:

- Dr. Raymond Martin—Speaker of the House\*
- Dr. Philip Howells—Treasurer
- Dr. Richard Marchand—Secretary\*

\*Position is up for re-election

For more information on the House of Delegates, visit [massdental.org/hod](http://massdental.org/hod).



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of the Massachusetts Dental Society

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Janis Moriarty, DMD – President  
Richard Marchand, DMD – Secretary  
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Follow us on:     



## JAMESON MANAGEMENT

The CareCredit grant has been applied to these courses.



To register, visit [yankeedental.com/jameson](http://yankeedental.com/jameson)

By dentists for dentists, Jameson Management brings dental coaching, dental marketing, and hygiene optimization to Yankee Dental Congress.

### Thursday, January 30, 2020

#### The FISH Philosophy

8:30 - 10:30 am

Brenda McNulty

#### Collect What You Produce!

2:00 - 4:00 pm

Cathy Jameson, PhD

### Friday, January 31, 2020

#### "Not If My Insurance Doesn't Cover It!": Overcoming Obstacles to Care

8:30 - 10:30 am

Patty Flanagan, RDH

#### New Technology: Disruption or Increased Production?

2:00 - 4:00 pm

Carrie Webber

## THURSDAY

**NEW!**



## CLINICIAN CORNER

**Thursday, January 30**

**NO CHARGE** Registration Required

Five MDS Members will be offering one-hour complimentary continuing education courses.

#### Integrating Oral Appliance Therapy for Sleep Apnea into Your Practice

8:00 - 9:00 am

Ian Barwick, DMD

#### Doctor . . . Heal Thy Practice!

9:30 - 10:30 am

Paul Caselle, DDS

#### Clinical Diagnosis:

##### "A Roadmap to Treatment Success"

11:00 am - 12:00 pm

Ian Grayson, DDS

#### So Your Patient Has Head and Neck Cancer

1:30 - 2:30 pm

Jessica Metcalfe, DMD

#### Are You in Compliance? Infection Control Review

3:00 - 4:00 pm

Lisa Kane, DMD

## FRIDAY

## FEATURED SPEAKERS



John Nosti, DMD

#### Smile Design Dentures

8:00 - 11:00 am



Ronni Brown, DDS

#### Tweaked, Cracked, and Loaded: The Addicted Dental Patient

10:00 am - 12:00 pm



Karl Koerner, DDS

#### Faster and Easier Extraction Techniques for the General Dentist

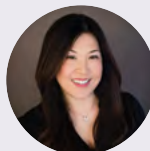
1:00 - 4:00 pm



Jo-Anne Jones, RDH

#### HPV and Implications for Dentistry

2:00 - 5:00 pm



Grace Yum, DDS

#### Understanding Millennials and Why You Want To

2:00 - 5:00 pm



**NEW!**

*The Dental Sleep Apnea Team*

To register, visit [yankeedental.com/sleep-team](http://yankeedental.com/sleep-team)

**Friday, January 31, 2020**

**Introduction to Dental Sleep Medicine: How to Make This Work!**

8:00 - 11:00 am  
Ken Berley, DDS, JD

**Treatment of Sleep-Disordered Breathing Utilizing Mandibular Advancement**

1:00 - 4:00 pm  
Ken Berley, DDS, JD

**Saturday, February 1, 2020**

**HANDS-ON:**

**Dive Into Dental Sleep Medicine**

8:00 - 11:00 am

Ken Berley, DDS, JD • Patty Berley, RDA  
Jan Palmer • Glennine Varga, RDA

**Dental Sleep Medicine Practice: Billing, Insurance, Communication, Marketing**

1:00 - 4:00 pm

Ken Berley, DDS, JD • Patty Berley, RDA  
Jan Palmer • Glennine Varga, RDA

**SATURDAY**

**FEATURED SPEAKERS**



**The Five "P"s of Porcelain Veneers**

8:00 - 11:00 am

Gary Alex, DMD



**Nutrition Rx for the Dental Team**

9:00 am - 12:00 pm

Tieraona Low Dog, MD



**365 Days of Dental Marketing**

9:00 am - 12:00 pm

Brad Newman



**Physical Examination of the Head and Neck for Dental Health Care Providers**

1:00 - 4:00 pm

Theresa Gonzales, DMD



**Vaping: A Viable Alternative or Danger in the Air?**

1:00 - 3:00 pm

Jamie Collins, RDH

**MOST POPULAR COURSES**

[yankeedental.com/popular](http://yankeedental.com/popular)



David Clark, DDS

**THURSDAY**

**The Epidemic of Cracked Teeth**

8:00 - 11:00 am



Kelli Jaecks, RDH

**Cannabis Culture and Dentistry**

2:00 - 5:00 pm



Kirk Behrendt

**FRIDAY**

**The 4 Keys to Master Treatment Acceptance as a Team**

9:00 am - 12:00 pm



Tieraona Low Dog, MD

**The Fire Within: Nutrition and Lifestyle Approaches for Chronic Inflammation**

9:00 am - 12:00 pm



John Svirsky, DDS

**SATURDAY**

**Come In and Catch It: The Review That Sticks**

8:00 - 11:00 am



## Join **MDS** Members at Booth 1244

### Spin to Win is back!

Come join us at the MDS State Lounge for friends, fun, food, and complimentary gifts!

**Every MDS member who plays will be a winner—** prizes will include:

**Gift Cards • Yoga Mats • Bags, and More!**



## Join your colleagues at the following gatherings:

### THURSDAY, January 30

#### Neighborhoods of Boston

**4:00 pm**

Have a drink and sample various foods chosen to represent the neighborhoods of Boston with your fellow First District dentists.



### FRIDAY, January 31

#### Smoothie Reception

**2:00 pm**

Network with MDS members while having a refreshing treat.



### SATURDAY, February 1

#### Family Time

**10:00 am**

Enjoy breakfast, snacks, and fun activities for the whole family while you chat with other member dental professionals.



## FREE Pain Management Courses for **Members**

*Fulfills BORID requirements for pain management*

### Thursday, January 30

#### Pain Management for the Dentist

**2:00 - 4:00 pm**

David Keith, DMD

### Friday, January 31

#### The Pharmacologic Management of Acute Dental Pain

**8:30 - 10:30 am**

Richard Harold, DMD, JD

### Saturday, February 1

#### Pain Management for the Dentist

**8:00 - 10:00 am**

David Keith, DMD

## Learn How to Be a Healthier You

### Visit the Health and Wellness Pavilion

Working in a dental office can take its toll on your body. Stop by to identify the areas of your body that need attention and learn easy ways to incorporate better health into your everyday life. Receive a complimentary:

- Body composition analysis
- Posture analysis
- Hip and shoulder mobility screening with a personal trainer
- Relaxing chair massage

Thanks to the MDS Dentist Health and Wellness Committee, you will be sure to walk away with a tip or two to improve your overall well-being.



#### **NO CHARGE** Registration Required

#### Thursday, January 30

#### The Chair Yoga Experience\*

**1:00 - 2:00 pm**

Discover relaxation, restoration, rejuvenation, and healing exercises.

#### Friday, January 31

#### Meditation Hour\*

**1:00 - 2:00 pm**

Tap into a variety of techniques and meditation experiences.

\*CE Credits will NOT be assigned.

# Practice Management

## How to Cultivate Loyal Dental Patients

Taking the time to get to know your patients on a personal level—and letting them get to know you—goes a long way when it comes to patient retention. Let's face it, most people don't like going to the dentist. If your chairside manner is impeccable and your dental team is friendly, your patients may actually look forward to coming to your office, which means fewer canceled appointments and good reviews on social networking sites.



### Seven Ways to Improve Dentist-Patient Communication

1. Don't do all the talking—Ask your patients how they are, if they're having any problems, and listen carefully to what they say.
2. Begin with an outline—Start your discussion with the big picture and work your way into more detail, asking your patient if he or she has any questions along the way.
3. Appeal to the patient's values and priorities—If your patient mentions a preference for treatment, such as a long-term solution or a quicker, lower-cost solution, mention that in your discussion. For example, you might say, "You mentioned you preferred a long-term solution. That's why I'm recommending a gold crown. It's more durable than the other choices." While reflecting their preference, do not ignore explaining other options. Dentists should disclose all options available to a patient in order to allow the patient to make an informed decision regarding treatment.
4. Don't refer to teeth by number—Referring to teeth by number is a big no-no in dentist-patient etiquette. Call teeth by their names and reference their location: "The very back molar on your right side."
5. Don't tell patients what you would "like" to do—Be direct when explaining your treatment plan. "The ideal treatment is . . ." or "The treatment I would recommend for my own family is . . ." sounds much better than, "What I'd like to do . . ."
6. Use patient examples—Personalize your recommendation by referring to other patients who've had similar treatments. Do be mindful not to disclose identifying information when using their case as an illustration.
7. Mention the benefits—Describe the positive aspects of your suggested treatment plan: "By taking care of your gums, you'll have a good chance at saving those two back teeth."

### Six Ways to Impress Your Patients

1. Give the patient more than he or she expects—Work with your dental team to ensure that all communication with your patient is respectful and that every interaction is prompt and thorough.
2. Let the patient know if you're running late—If you're running behind, most patients will be impressed if you take a few seconds to poke your head into the waiting room and let them know when they can be expected to be called.
3. Stay informed so you know what oral health issues or treatments are popular—Keep up-to-date on the treatments that are being talked about in the media. Your patients may ask you about a treatment they read about or heard on television. The Science in the News section of the ADA website ([ada.org/science-research](http://ada.org/science-research)) is a good place to start.
4. Read the local papers to find items relating to your patients—Are your patients experiencing big events in their lives like marriages, births, deaths, and notable anniversaries? These kinds of events are usually documented in the local newspaper. It would be a nice gesture on your part to send out cards to patients who have recently had a major event in their lives.
5. Provide children with a treat after (or before) treatment—Children are usually encouraged by the "treat" they will receive at the end of their appointment, such as a sticker, pencil, or other item, but stick to inexpensive items to avoid anti-kickback statutes. If the procedure is particularly difficult, you may even consider letting them pick out a small stuffed animal to keep them company while they are in the dental chair.
6. Make short follow-up calls to your patients after a difficult procedure—When you call a patient at home after an invasive procedure, you'll be seen as a caring doctor and the patient may be more likely to refer you to family and friends based on your one-minute phone call to see how they're doing.

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## Improve Your Website With ProSites

An online presence is crucial for a successful dental practice in this modern era, and MDS Member Savings Program partner ProSites makes it easy and affordable for dental practices to do just that. With innovative website design and marketing solutions, ProSites has helped more than 7,500 dental professionals accelerate growth and attract new patients. Its comprehensive and flexible suite of website design and marketing services ensures that you will always find the perfect fit for your practice goals and budget. And MDS members save up to 70% off the initial website set-up fee! The ProSites suite of services includes:

- Dental website design: From turnkey, "ready-to-go" styles to fully custom designs, ProSites websites are designed to meet individual dental practice needs. Its websites give visitors 24/7 access to educational content, FAQs, patient testimonials, a smile analysis questionnaire, and more. Mobile-friendly websites also ensure an optimal viewing experience across all devices.
- Search engine optimization (SEO): With two decades of expertise, the ProSites team knows exactly what content, keywords, and strategies are needed to help dental practices get noticed by new patients and achieve rankings above their competition on search results. On average, clients of ProSites's most popular SEO package (Premium) see an 81% increase in the number of keywords they rank for on page 1 of Google. To ensure the perfect fit, ProSites offers three levels of SEO packages, each designed to meet an individual practice's goals.
- Social media management: ProSites helps dentists build their brand and relationships on today's top social network: Facebook. In the social media management package, there are three levels to choose from, providing flexibility so dentists can choose the level that best fits their needs.
- Facebook Ads solutions: ProSites also offers this solution, which helps dental practices increase demand for services and expand their reach among potential patients online. Through both

of these solutions, dentists add transparency to their practices, which increases patient acquisition, satisfaction, and loyalty.

- Pay-per-click (PPC) advertising: With PPC, dental practices can see results in as little as one day! Plus, Google Ads provides one of the best ways to target a specific audience, so the practice can get in front of the right potential new patients in their area. ProSites' team of experts are Premier Google Partners, which means they're up-to-date with the latest best practices and know exactly what it takes to implement campaigns that will deliver a high return on investment for dentists.
- Automated patient reminders: ProSites helps practices reduce no-shows and last-minute cancellations to improve profitability and productivity. Through automated reminders, dentists easily ensure that their patients arrive on-time for their appointments.

Ready to upgrade your practice's website? Learn more at [massdental.org/Prosites](http://massdental.org/Prosites).



# Practice Management

## Talking to Your Patients About the Dangers of DIY Dentistry

From magazines to online ads, consumers today are being inundated with promises of how they can achieve whiter, cleaner, and straighter teeth—all from the comforts of home without seeing a dentist. These promises come in the form of dental fads like “oil pulling” to improve oral health, charcoal for tooth whitening, and over-the-counter bleaching products. Consumers are also seeing countless ads for do-it-yourself (DIY) teeth straightening, meaning they can undergo orthodontic therapy using clear aligners they receive by mail from online companies, without visiting their dentist.

The Massachusetts Dental Society (MDS) and the American Dental Association discourage the use of direct-to-consumer dental products, including aligners, veneers, mouthguards, snoring appliances, teeth whitening trays, and bleaching products. Self-administered, unsupervised dental treatments have the potential to cause damage and irreversible complications for patients.

The MDS Dental Practice and Benefits Committee encourages you to educate your patients about the benefits of an office visit and the potential risks of these remote DIY options, including bone loss and receding gums, loose teeth, a misaligned bite, and other issues.

### If my patients tell me they are considering DIY orthodontics and remote treatment through an online company, what should I tell them?

While many patients believe that direct-to-consumer orthodontics sounds simple, the American Association of Orthodontists has published a flier listing questions patients may want to consider. You can download and print the flier to share with your patients or direct them to the list of questions posted at [massdental.org/DIY](http://massdental.org/DIY). You can also share with patients the most recent edition of *WORD OF MOUTH*, which features the cover story, “Online Orthodontics: Too Good To Be True?” available at [massdental.org/word-of-mouth](http://massdental.org/word-of-mouth).

### What if my patients have already undergone DIY treatment and encountered problems?

If you have seen patients who have experienced injury or adverse results from using mail-order orthodontic devices or other DIY dental treatments, the MDS Dental Practice and Benefits Committee encourages you to direct them to the MDS website at [massdental.org/DIY](http://massdental.org/DIY), where they can locate contact information for reporting the issue to state and federal regulators.



## DENTAL PRACTICE INSIGHTS

from the  
**MDS**  
MASSACHUSETTS  
DENTAL SOCIETY  
**Dental Practice and  
Benefits Committee**

## Help Your Patients Utilize Their Benefits

Most dental insurance plans come with a maximum annual benefit typically ranging from \$1,000–\$2,000. Many of these maximums are tied to year's end and will terminate on December 31, 2019. Did you know that only 2%–4% of Americans use their yearly maximum dental insurance allowance?

As we head into the last quarter of the year, the MDS Dental Practice and Benefits Committee encourages you to speak to your patients so that they are aware that many still have coverage available and that this would be an ideal time to schedule any dental care you have recommended to them to get the most out of their benefits.

Every Monday, the MDS Dental Practice and Benefits Committee emails *Dental Practice Insights*, a weekly tip that members can immediately incorporate into their practices. If you've missed any of the emails, all *Dental Practice Insights* are archived at [massdental.org/insights](http://massdental.org/insights). Have a tip to share? Send it to [membership@massdental.org](mailto:membership@massdental.org).



## Practice Management Q&A

### Question: Does a staff member who does not assist chairside but does sterilization need to have a dental assistant license?

#### Answer:

Yes. There is no such thing as a “sterilization technician” as these duties are considered by the Board of Registration in Dentistry (BORID) to be an integral part of the duties of a dental assistant. Consequently, all such employees must obtain a dental assistant license from BORID. It does not matter if the person is not working chairside—a dental assistant license is required.

Have a question? Call the Member Assistance Center (MAC) at 800.449.8747, option 5, or submit your question online at [massdental.org/contact-mds](http://massdental.org/contact-mds).



# Practice Management

## Member Savings Partner Lands' End Launches New Line of Scrubs



### LANDS' END BUSINESS

Lands' End Business, the staff apparel provider endorsed by the Massachusetts Dental Society, announced over the summer that it has launched a new line of scrubs created with dentists in mind.

Designed with an eye toward fit, fabric, and pocket placement, the new line was created after Lands' End conducted research with dentists at the 2018 ADA Annual Meeting in Honolulu. In addition, the scrubs material is liquid-repellent, stretchable, breathable, and durable.

Lands' End is offering separate styles for men and women, and free custom hemming to the quarter inch. Scrub tops and bottoms are sold separately and range in price from \$26.96 to \$31.46.

Lands' End maintains a color palette across seasons to ensure consistency within an office's uniform program throughout the years. Available colors include black, true blue, dark cobalt blue, true navy, harbor gray, brilliant teal, and Persian plum.

MDS members receive a 10% discount on Lands' End orders. For more information or to order, visit [ADA.landsend.com](https://ada.landsend.com) or call 1.800.990.5407.



## Free ADA eBook: Joining and Leaving the Dental Practice

A lot of consideration goes into joining a dental practice or deciding to sell your practice, and the ADA is offering a free ebook to help ADA members better understand their options. *Joining and Leaving the Dental Practice*, written by William P. Prescott, Esq., MBA-Executive Program, helps educate dental professionals on the important business, legal, and tax planning issues of practice entry and succession.

Chapter titles include:

- Exit Choices
- Entering Practice—Make the First Choice the Right Choice
- The Essentials of the Practice Valuation
- Acquiring Your Practice—The Importance of Purchaser Due Diligence
- Selling to a Corporate Practice
- Hiring or Becoming the Associate
- Planning Associate Buy-Ins and Owner Buy-Outs
- Why Solo Group Arrangements Make Sense

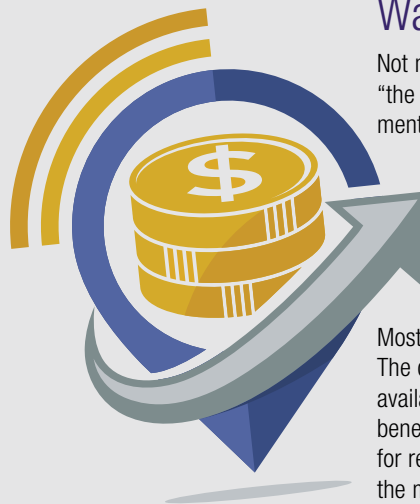
Download your copy today at <https://success.ada.org/en/career>.

## Need Claims Coding Support?

The MDS Dental Practice and Benefits Committee wants to be sure that MDS members know that you can get one-on-one support for your dental coding issues through the American Dental Association (ADA) Third Party Payer Concierge™ services.

Simply email your claims coding questions to [dentalcode@ada.org](mailto:dentalcode@ada.org) or call the ADA's Third Party Payer Concierge at 800.621.8099 Monday – Friday between 8:30 am – 5:00 pm CDT.

For any other questions, contact the MDS Member Assistance Center (MAC) at 800.342.8747, option 5.



## Want to Get Reimbursed Sooner?

Not many people are pleased when they hear that old chestnut, “the check is in the mail.” And when the check is a reimbursement from a third-party insurer, that can mean waiting weeks or months. Get paid faster from a dental benefit plan by using direct deposit. The payments will be electronically deposited in your designated bank account, giving you access to your money sooner than waiting for a check to come in the mail.

Need an explanation of benefits to support deposit?

Most dental benefits plans offer this service on their web portal. The direct deposit option is a free service that is typically available only to participating in-network dentists. Ask the dental benefits companies you contract with if they offer direct deposit for reimbursements and enroll today, so you can stop checking the mailbox.

# Practice Management

## The Importance of e-Prescribing for Dentists

Tom Pasquariello, PharmD, BCPS, BCMAS, PRS

Mr. Pasquariello serves as a clinical informatics pharmacist for MDS Member Savings Program partner Veradigm.



Electronic prescribing (e-prescribing) software for dentists enables prescribers “to electronically send accurate, error-free, and understandable prescriptions directly to a pharmacy.”<sup>1</sup> E-prescribing has many benefits not only for prescribers but also, more importantly, for patients. Patient safety has been and will remain the driver behind regulatory requirements that encourage adoption of e-prescribing. Because of a relatively low volume of prescribing in comparison to other specialties, dental prescribers have traditionally been slow adopters of new prescribing technologies. However, with regulatory requirements now starting to include dentists due to the types of medications prescribed, dentists should be aware of the other reasons why it's important to implement e-prescribing software into their dental practices.

Note: **Effective January 1, 2021, prescribers in Massachusetts will be required to send prescriptions electronically** under the recently passed legislation H.4725: An Act for Prevention and Access to Appropriate Care and Treatment of Addiction.<sup>2</sup> Using an e-prescribing software system will help you monitor your patients' prescriptions and be prepared for the upcoming mandate.

### Electronically Prescribe and Monitor Controlled Substance Prescriptions

With electronic prescribing of controlled substances (EPCS), prescribers are better able to track controlled substance prescriptions written by all providers in their practice, reducing the likelihood of over-prescribing or “doctor shopping.”

### Strengthen Your Ability to Prevent Prescription Drug Errors

Whereas a medication error is a failure in the treatment process that leads to (or has the potential to lead to) harm to the patient, a prescription error is a failure in the prescription-writing process that results in an incorrect instruction regarding one or more of the normal features of a prescription.<sup>3</sup>

Veradigm ePrescribe delivers advanced, affordable, cloud-based e-prescribing to thousands of dental professionals, including many of those utilizing Henry Schein One Practice Management solutions. Whether accessed as a standalone e-prescribing solution or as part of a practice management system, Veradigm ePrescribe supports dental prescribers with notifications of allergies, drug interaction details, duplicate therapy warnings, and other relevant content that can help you keep your patients safe, while also ensuring that pharmacists no longer need to struggle to decipher handwritten prescriptions.

### Drive Improved Medication Adherence

Medication adherence refers to the patient's compliance with the clinician's care plan with respect to timing, dosage, and frequency of prescribed medication(s). One-third to one-half of U.S. patients do not take their medication as prescribed and two-thirds of medication-related hospital admissions are due to non-adherence, costing our health care system \$100 billion a year.<sup>4</sup> According to the Centers for Disease Control and Prevention, non-adherence to drug therapy causes 30% to 50% of treatment failures and leads to approximately 125,000 deaths per year.<sup>5</sup> Fill reminders and patient education tools in e-prescribing software such as Veradigm's RxInfo also help patients better understand the importance of picking up and following through on their prescribed therapies.

### More Easily Verify Insurance

Dentists, like other prescribers, have no way of knowing patient-specific drug pricing and alternatives when handwriting prescriptions. Even the majority who e-prescribe had no way of knowing the cost of medications when writing prescriptions—until recently. Price transparency is when all of the parties involved in a transaction know the pricing of the products being bought and sold.<sup>6</sup> Price transparency has rapidly evolved into a prominent means to

empower patients to take control of their health care. Prescription price transparency solutions, such as Veradigm's TruePriceRx, make it easier for dentists to choose medications that will be covered by a patient's drug benefit plan or otherwise determine the most cost-effective out-of-pocket options for their patient, which, in turn, increases the likelihood that the patient will pick up the medication and adhere to the care plan.

### A Pharmacist's Perspective on Dental e-Prescribing

One of the biggest challenges pharmacists face when working with hand-written prescriptions is not seeing the full picture. There are times when abusing patients will come to the pharmacy after a dental visit and either (1) present a prescription for an antibiotic and narcotic and only want to fill the narcotic, or (2) have two separate prescriptions and only present the narcotic to be filled, leaving the pharmacist unaware that an antibiotic prescription was written. E-prescribing can help with patient safety in these situations because dentists can send both prescriptions directly to the pharmacy electronically, and the pharmacist can evaluate the situation and provide the best care to the patient.

Veradigm ePrescribe, delivered by Henry Schein One, can help your dental practice reap the benefits of electronic prescribing and be prepared for upcoming regulations on e-prescribing of controlled substances.

### References

1. <https://www.cms.gov/Medicare/E-Health/Eprescribing/index.html>
2. <https://malegislature.gov/Bills/190/H4742>
3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2723196/>
4. <http://www.nacds.org/pdfs/pr/2012/nehi-readmissions.pdf>
5. <https://www.ncbi.nlm.nih.gov/pubmed/12196047>
6. <http://www.nejm.org/doi/full/10.1056/NEJMra050100>

## The MDS Welcomes New ePrescribe Partner

Veradigm ePrescribe (delivered by Henry Schein One) enables dentists to electronically prescribe all medications, including controlled substances.

Veradigm ePrescribe can help your practice:

- Comply with new state mandates for electronic prescribing of controlled substances
- Receive automated notifications on potential drug-to-drug interactions, prior adverse effects from the prescribed drug, and dosage
- Save time on back-and-forth communication with pharmacies
- Avoid mistakes, delays, and potential patient safety risks associated with

illegible written prescriptions

- Connect to your state Prescription Drug Monitoring Program and automatically look up state reports on patients in those databases to eliminate extra work for providers.

Through the Member Savings Program, MDS members are now eligible for an exclusive discounted members-only monthly rate and registration fee. Learn more at [massdental.org/veradigm](http://massdental.org/veradigm).



# Practice Management

## Launching or Buying a Dental Practice? Start Here

Bank of America Merchant Services  
MDS Member Savings Program Partner

Whether you're starting a new practice or acquiring an existing one, you'll likely seek expertise from a range of professionals during the initial setup—think attorneys, accountants, and lenders. From our experience, many practice owners wait to consider payment acceptance until the final stages, which can result in hurried decisions or poorly integrated technology.

By making payment acceptance a central element in the planning process, you can take time to learn about available options and work with a merchant provider to find a solution that best fits the needs of your practice. Here are the main points to consider.

### How Patients Want to Pay

Your patients are accustomed to having a plethora of payment options in their day-to-day lives. For many, paying a bill online or using a digital wallet is becoming second nature. Others may value the ability to write a check or withdraw from their health savings account (HSA). Allowing patients to use their preferred payment method provides a sense of assurance and contributes to their overall experience.

Similarly, consider the types of payments you want to accept now and in the future. Dentists we surveyed for our third annual Small Business Payments Spotlight said they expect to accept a larger mix of cards and online and mobile payments in the next five years.

Do you plan to set up an e-commerce site? Do you want to take payments from the exam room or a mobile unit? If a patient writes a check for a \$1,500 root canal, is that a transaction in which you'd want to warranty the check? Answering questions like these alongside a payments expert during the planning stages can help you select the right payment options for your practice and patients, and avoid the challenge of changing your point-of-sale (POS) system once your practice is up and running.

"Diversifying payment acceptance options for your practice, ranging from an online portal, recurring payments, or payments within an operator, is a win-win for your practice and your patients," says Adam Cigich, vice president, inside sales leader, at Bank of America Merchant Services. "It drives a positive patient experience and improves the predictability of your cash flow."

### Cash Flow and Available Support

Many dentists experience tight cash flow due to factors like declining insurance reimbursement rates and the high overhead costs of running a practice. To help mitigate this issue, consider a merchant services provider that offers next-day funding.

Ask the bank that holds your business checking account if it has any recommendations or offers; with a Bank of America business account and merchant services from Bank of America Merchant Services, for example, you can expect funds from transactions to hit your account as soon as the next business day.<sup>1</sup>

Your practice's business hours could also impact the type of merchant services provider you choose. Most companies provide customer support during standard business hours. If you need to contact a specialist before 9 am or on a Saturday, you may be forced to stop accepting payments and wait for assistance.

When researching merchant services providers, make sure customer support is available to you any time your practice is open. And check to see if its solutions can still operate when you don't have internet access. Some leading POS systems will store transactions while the signal is down and then process when your practice is back online.



### Business Management Tasks

Traditionally, a POS was strictly a means for businesses to get money in the door. Today, however, 60% of small business owners—including health care practices—are also using their POS for business management tasks like filing sales tax and inventory management.

To best determine what kind of solution will fit your practice, you need to consider the functionalities from which your practice will benefit. For example, dentists may want to choose business management capabilities like associate and patient scheduling or accounting software. Ensuring your POS integrates with your e-commerce site could be another benefit for your practice.

More than half of the dentists we surveyed agree that today's patients have more say in the market because of online reviews.<sup>2</sup> Respondents also realize that patients can be choosier about the practices they decide to visit because there are more options available. With this research in mind, consider using a POS to manage your online reviews or help with marketing efforts. Leveraging additional functionalities that some POS systems offer can make it easier for you to run your practice.

Ultimately, the type of POS you pick needs to meet the needs (and even wants) of your patients and practice. Offering a variety of ways for patients to pay caters to their positive experience, and research shows more than half will be pleased to see a modern, sleek system.<sup>2</sup> Meanwhile, next-day funding and reliable customer support contributes to your experience as a practice owner. By planning for payment acceptance in the initial stages of setting up your practice, you'll be more likely to find the right solution for your business.

Want to speak with a payments expert? Please call Bank of America Merchant Services at 833.713.2145 or email [BAPSmerchantservices@bankofamerica.com](mailto:BAPSmerchantservices@bankofamerica.com) to connect with our dedicated health care payments team. We can help assess your needs and share information about payment acceptance in the dental industry. You can also learn more at [massdental.org/Bank-of-America-MS](http://massdental.org/Bank-of-America-MS).

<sup>1</sup>After deposit of transactions and only when you direct payment of your settlement funds to a Bank of America business checking account. Valid only on Visa®, Mastercard®, Discover®, and American Express® transactions. Exceptions may apply.

<sup>2</sup>Small Business Payments Spotlight, a commissioned study conducted by Forrester Consulting on behalf of Bank of America Merchant Services, May 2019. Base: 522 U.S.-based small businesses & 509 U.S.-based consumers.

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SB-BAMS-ART-Dental Payments Tips-ARM9RPHD-9/19

**Bank of America**   
**Merchant Services**



# MDS Foundation

## Your Year-End Giving Makes a Real Difference

The MDS Foundation has awarded more than \$760,000 in grants to nearly 50 oral health programs and organizations across the Commonwealth, helping to provide sustainable oral care for more than 7,100 Massachusetts residents.

Before you ring in the New Year, please consider a year-end donation to the MDS Foundation. Visit [massdental.org/foundation](http://massdental.org/foundation) to donate today!



## MDS Foundation Targeted Grant Will Support Dental Clinic for Students with Special Needs

Each year, the MDS Foundation awards gifts from its three grant programs: Access to Care Grants, Targeted Grants, and Ambassador Grants. Targeted Grants provide funding to organizations or programs that increase access to dental care on a smaller scale than the larger Access to Care Grants. Targeted Grants are limited to \$2,000 and are open to public organizations on a rolling basis.

Recently, the Foundation awarded \$2,000 to The Guild for Human Services in Concord, MA. The grant will be used to support the purchase of a new accessible and durable examination chair for its dental clinic, which serves students with intellectual disabilities and complex special needs. The clinic provides services to more than 50 intellectually and developmentally disabled youth each year.

If you know of an organization that would benefit from a Targeted Grant, please visit [massdental.org/targeted-grants](http://massdental.org/targeted-grants) to learn more.



The Guild for Human Services treats patients with special needs during an October dental clinic.



MASSACHUSETTS  
DENTAL SOCIETY

FOUNDATION

## Ambassador Program

Join your colleagues in giving back to your community through the MDS Foundation Ambassador Grant Program!

To learn more and apply, visit [massdental.org/ambassador](http://massdental.org/ambassador).



# Membership

## MDS Family Fun Day at Lookout Farm

Nearly 60 MDS members, family, and friends turned out for a day of apple picking at the MDS Family Fun Day at Lookout Farm in Natick on Saturday, October 5. After enjoying a trolley ride through the orchard, MDS attendees stopped by the MDS tent to grab their apple-picking bags—and snack on cider and donuts, with perfect weather for apple picking. MDS President Dr. Janis Moriarty brought her son Brendan, MDS Vice President Dr. Meredith Bailey came with her sister, and Boston District Chair Dr. Hubert Park brought his family.

The event was well-received by attendees, as indicated by their comments to a follow-up survey:

- “The farm was perfect in offering a great place for the kids to play, have fun, and pick apples!”
- “Busy, but a fun location for all”
- “Amazing venue, did not expect it to be so large”
- “Would love more events like this one”



## The MDS Hosts Lunch & Learn Sessions at Dental Schools

The MDS teamed up with the American Student Dental Association (ASDA) to present Lunch & Learn sessions to local dental students. On Thursday, September 19, approximately 60 Tufts University School of Dental Medicine (TUSDM) students were provided with lunch and a presentation from MDS member Dr. Andrew Tonelli on “Health Care and Dentistry” in the school’s

Merritt Auditorium. On Friday, October 18, more than 70 Boston University Henry M. Goldman School of Dental Medicine (BUGSDM) students met with MDS member Dr. Kay Keating for a talk on “How to Learn from Your Mistakes,” with Dr. Keating sharing lessons learned over years of dental practice. MDS President Dr. Janis Moriarty was also present.



Dr. Andrew Tonelli engages with TUSDM students to discuss “Health Care and Dentistry.”



From left: Dr. Janis Moriarty, Dr. Kay Keating, Dr. Pelly Chang, MDS Managing Director of Membership and Dental Practice Ellen Factor, and BUGSDM’s ASDA Lunch and Learn Chair Stephanie Bont

## Easy Way to Renew Your Membership

Thank you for being a member of organized dentistry. Please remember that annual memberships for the MDS, the American Dental Association, and your District Dental Society are now up for renewal. You should have received a renewal statement in the mail. If you haven’t already submitted your dues, you can easily renew online at [massdental.org](http://massdental.org) or by calling the MDS at 800.342.8747, option 6.

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. Learn more and enroll at [massdental.org/12monthplan](http://massdental.org/12monthplan).



# Membership

## Members Give Back at Community Service Events

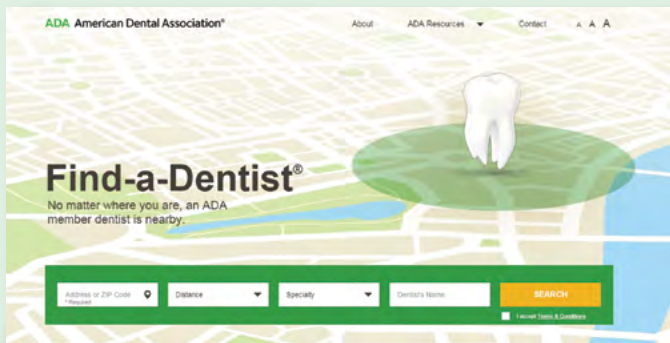
The MDS, in coordination with the Dentist Health and Wellness Committee, launched a series of community service events this fall designed for members seeking ways to give back to their communities outside of dentistry. On October 6, MDS members volunteered at Cradles to Crayons in Brighton, where they helped quality-check, sort, and package donations to be distributed to children in need. Cradles to Crayons provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive—at home, at school, and at play.

Members also volunteered at two community service events at Rosie's Place in Boston on Saturday, October 26, and Sunday, November 10. Rosie's Place is a sanctuary for poor and homeless women located in Boston's South End. Its mission is to provide a safe and nurturing environment that helps poor and homeless women maintain their dignity, seek opportunity, and find security in their lives. The 15 volunteer slots for each of the Rosie's Place events filled up quickly, and MDS members cooked, served, and cleaned up lunch for 75–150 women and children in the Rosie's Place dining room.

Other community service dates scheduled include:

- Habitat for Humanity (Andover)—November 23
- Food Bank of Western Massachusetts (Hatfield)—December 7
- Rosie's Place (Boston)—December 8
- Christmas in the City (Boston)—December 22

To learn more about MDS community service events or to volunteer, visit [massdental.org/community-service](http://massdental.org/community-service).



## Can Patients Find You?

On October 1, the Massachusetts Dental Society (MDS) updated the provider search on our website to direct the public exclusively to the ADA Find-a-Dentist® online search tool, which has received more than 6.6 million visits since 2017. With the Find-a-Dentist® tool, patients can search by payment options, benefits accepted, dental specialty, and zip code. Don't miss out on this free marketing channel for ADA and MDS members. Make sure patients can find you by updating your Find-a-Dentist® profile today!

### Need Help With Your ADA Login?

If you haven't logged into the ADA website, you do not need to create a new account. Your nine-digit ADA member number will serve as your user ID and allow you to begin the login process. Follow the ADA's instructions for logging into ADA.org for the first time at [ada.org/en/first-time-logging-in](http://ada.org/en/first-time-logging-in). You can also contact the ADA Member Service Center to obtain your user ID or to get help with your member login. Call 800.621.8099 on weekdays from 8:30 am – 5:00 pm CDT or submit your request via email to [mscpassw@ada.org](mailto:mscpassw@ada.org)

## Earn Rewards with US Bank



The ADA and the MDS have partnered with US Bank to offer the ADA® Preferred Rewards Visa® Card. This card offers great benefits and valuable rewards to MDS members. Points add up fast with the US Bank card. Earn 2x points per net \$1 when you use your card for purchases through the MDS, such as CE courses, event fees (e.g., Yankee 2020 registration and courses), and membership dues processed through the MDS. Earn one point per \$1 spent on eligible net purchases everywhere else Visa cards are accepted.

Haven't opened the card yet? Open now and get started with 20,000 Bonus Points when you spend \$5,000 on eligible net purchases within 90 days of account open date! Learn more at [massdental.org/usbank](http://massdental.org/usbank).



## MDS President Addresses Oral Health Caucus at State House



MDS President Dr. Janis Moriarty had the opportunity to address Massachusetts legislators during an Oral Health Caucus briefing on Beacon Hill on October 23, 2019. Caucus Co-Chairs Senator Harriette Chandler (D-Worcester) and Representative Kevin Honan (D-Boston) invited Dr. Moriarty to speak to their colleagues about the MDS's legislative priorities and the Society's take on public health issues facing the Commonwealth.

Dr. Moriarty spoke to the caucus about legislation pending on Beacon Hill, including the Society's support for comprehensive oral health legislation that not only would authorize a new class of midlevel provider called dental therapists, but also would provide oral health education for community health workers, education and assistance for local and regional boards of health related to community water fluoridation, and information for parents on children's oral health screenings.

With the issue of vaping and public health making headlines across the state and nation, Dr. Moriarty shared the Society's concerns about the oral health impacts of vaping—particularly on youth—and the dangers posed by tobacco in general. She voiced the Society's support for a permanent fix to

address the larger problem of youth tobacco use, namely An Act Regulating Flavored Tobacco Products, which would ban all flavored tobacco products, including e-cigarettes and vape products, and An Act Protecting Youth from Nicotine Addiction, which would institute an excise tax on vape products and increase the tax on cigarettes and cigars to rates that would discourage youth access. Dr. Moriarty also noted the Society's support for legislation that would promote healthy alternatives to sugary drinks, which are contributing to preventable chronic diseases such as type 2 diabetes, heart disease, and tooth decay.

Finally, Dr. Moriarty underscored the Society's concerns about the lack of appropriate safeguards and potential oral health risks posed by do-it-yourself "DIY" dentistry platforms, specifically companies that sell direct-to-consumer orthodontic treatment and mail prescription-only plastic teeth aligners to consumers who have not seen a dentist or orthodontist.

Representatives from the three Boston dental schools, including Harvard School of Dental Medicine Dean Dr. R. Bruce Donoff, were also on hand to update legislators on the latest initiatives taking place at their respective schools.



# SAVE THE DATE!

## BEACON HILL DAY

**Thursday, April 2, 2020**

**9:00 am – 3:00 pm**

**Omni Parker House, Boston**

**[massdental.org/bhd](http://massdental.org/bhd)**

# Advocacy

## MDS Members Host Grassroots Meetings with Legislators

A great way to educate lawmakers about the dental profession and oral health issues is to invite your local legislator to visit your practice. By inviting other dentists from your District to join you for the meeting, you can speak with one voice and ask your elected representative to support legislation that benefits your practice and your patients. This fall, several MDS member dentists hosted grassroots meetings with their legislators.

Dr. Yogita Kanorwalla, who hosted a visit by Rep. Angelo Puppolo, says, “MDS members are provided this wonderful opportunity to communicate the various challenges they face with regard to legislative needs, labor policies, compliance needs, and much more. The essential first step to resolving the myriad issues dental offices face is to be able to communicate them with your local legislator.

“It was a frank exchange of ideas,” says Dr. Kanorwalla. “The format and structure of the meeting gave the representative a good opportunity to understand the issues in depth.” The lack of formality, she adds, “was helpful and a pleasant surprise.”



**Dr. Robert Boynton (right) hosted Rep. Lindsay Sabadosa at his practice in Northampton.**

If you are interested in hosting your local legislator, please contact MDS Government Affairs Coordinator Marwa Alnaal at [malnaal@massdental.org](mailto:malnaal@massdental.org) or 508.449.6042 for help scheduling the visit. Pick a date, recruit some colleagues, and the MDS will do the rest!



**Dr. Yogita Kanorwalla (right) hosted Rep. Angelo Puppolo at her practice in Springfield.**



**MDS-PAC Chair Dr. Pat Machalinski (second from right) hosted Rep. Sean Garballey at her practice in Arlington.**

## Dr. Moriarty Testifies in Support of Assignment of Benefits

On October 29, 2019, the Massachusetts Legislature's Joint Committee on Financial Services held a hearing to consider a range of health care legislation, including bills related to assignment of benefits (AOB), non-covered services, and dental benefits transparency.

MDS President Dr. Janis Moriarty delivered oral testimony in support of a policy on AOB, which would allow all patients who seek treatment from an out-of-network dentist to instruct their insurance carrier to directly pay the provider. While the committee is considering legislation that would require just one carrier to permit the assignment of benefits, Dr. Moriarty indicated that the MDS would be submitting a draft of AOB legislation that would impose the requirement on all insurance carriers. The MDS is taking this legislative position because Delta Dental of Massachusetts has refused to consider the MDS's attempts to resolve this matter outside of the legislative process. AOB allows non-participating providers to be reimbursed directly, with patient approval, by their insurance company. This significantly reduces the financial burden on patients.

Dr. Moriarty also testified in support of An Act Relative to Financial Services Contracts for Dental Benefits Corporations (S.545/H.1005), which would help ensure that dental benefits companies cannot unfairly shift costs to private-pay patients and dental practices by setting fees for services for which they do not pay providers. She also voiced support for An Act Relative to Transparency of Dental Benefits Corporations (S.544/H.3557), which would ensure that dental benefits companies are transparent and accountable. The legislation does this by giving the Division of Insurance (DOI) oversight of all dental benefit plan premiums and fee reimbursements, requiring dental benefits companies to submit medical loss ratio data and file financial reports with the DOI, and requiring carriers to receive express written consent from network providers prior to leasing their network to another carrier.

You can read Dr. Moriarty's testimony on assignment of benefits, non-covered services, and dental benefits transparency legislation at [massdental.org/testimony](http://massdental.org/testimony).



# Board of Trustees Spotlight

Welcome to the Board of Trustees Spotlight, where you will get to learn a little bit more about the volunteer dentists who lead your Massachusetts Dental Society and who advocate tirelessly for the profession and their fellow members. Each issue features profiles of two Officers and two Trustees. In this installment, we shine the spotlight on Officers Dr. Meredith Bailey (Vice President) and Dr. Richard Marchand (Secretary) and Trustees Dr. Abe Abdulwaheed (South Shore District) and Dr. Barry Cohen (North Shore District).



**Name:** Meredith A. Bailey, DMD  
**Specialty:** General Dentistry  
**Region/District:** 5/Boston  
**Current Position on the Board:** Vice President  
**Previous Position on the Board:** Guest Board Member  
**Years on the Board:** Two (2015–2016; 2019–Present)

## Why did you choose dentistry as a profession?

While I was volunteering at the local free clinic in Virginia, a farmer came in after being in pain for months. Unfortunately, all his remaining teeth needed to be extracted and he was devastated. As a volunteer, I witnessed how a dentist was able to provide a set of dentures for this man and restore his health and positive outlook. This rewarding experience influenced me to become a dentist and impressed upon me the value of public health practices.

## How did you become involved in organized dentistry and what made you decide to volunteer?

I began my involvement as an American Student Dental Association (ASDA) Class Representative while in dental school at Case Western Reserve University School of Dental Medicine, and that experience solidified to me the importance of not only belonging to organizations that represent the profession, but also contributing as a leader.

As the current First District representative to the ADA Council on Ethics, Bylaws, and Judicial Affairs, I have gained a global perspective on the important issues we face and am able to problem solve with leaders from across the country.

Over the last four years, as a member of the Governance Task Force and the still relatively new Boston District Dental Society, I have participated in creating a vision from scratch and then watching it materialize through the hard work of volunteers.

The experiences I have had as a leader in organized dentistry have stoked my passion for the profession, and I hope my enthusiasm will encourage other members to volunteer.

## Why did you decide to seek a position on the Board?

My age and experience allow me to relate to all members, and I represent the next generation of dentists while bridging the entire membership. And right now, more than ever, we must work together as a unified organization to forge the strategic direction of our future, and I want to make this happen!

## What's your favorite part of serving on the Board?

Leaders of the MDS work hard to protect the interests and preserve the integrity of the dental profession. It is a privilege to contribute to the development of ideas and implementation of changes that will determine our future.

## What do you think members would be surprised to learn about the Board?

The composition of the Board of Trustees is in transition. Over the next two years, changes to our current governance structure will modernize the current Board into a more nimble Board.

**Name:** Richard Marchand, DMD  
**Specialty:** General Dentistry  
**Region/District:** 3/Cape Cod  
**Current Position on the Board:** Secretary  
**Previous Positions on the Board:** Cape Cod District Trustee  
**Years on the Board:** 9 (2010–Present)



## Why did you choose dentistry as a profession?

My grandmother was an MD, one of only three women in her class at Tufts (class of 1921), and I always wanted to follow her in a medical field. Dentistry was more appealing to me than medicine when I was in college.

## Why did you decide to seek a position on the Board?

I was always involved at a local level, and when our Trustee—the late Dr. Dan Mahoney—had a medical issue, he asked me to step in for him.

## What's your favorite part of serving on the Board?

I've not only learned so much about the inner workings of both the MDS and the ADA, but also I've made many amazing new friends.

## What do you think members would be surprised to learn about the Board?

Maybe not really surprised, but the dedication to organized dentistry and understanding of the problems facing us in the immediate future are our major focus, and I'm not always sure that members understand that.

## What's one thing your fellow dentists would be surprised to learn about you?

I own a horse and trail ride two or three days a week, and in the summer I also sail and race a 13-foot Beetle Cat and a Rhodes 18 sailboat that we have had for many years. I also do some offshore sailing with friends on larger boats.

## What do you like to do when you're not working?

In addition to what I mentioned above, I am a big Tufts Football fan, and go to a majority of games, both home and away.

## What one piece of advice would you give to a new dental school graduate?

Be realistic in your planning to avoid falling into a big financial hole—which is very possible at this time for new graduates.

## What one word best describes you?

Honest

## If you weren't a dentist, what would you be?

Maybe own a boat shop or perhaps a horse farm. The only other real job I have had was working at a boat shop on Cape Cod for 10 years during summer breaks from high school, college, and dental school.

Turn to page 17 to read Spotlights on two of your Trustees.

Continued on page 19



# Board of Trustees Spotlight



**Name:** Abe Abdulwaheed, DMD  
**Specialty:** General Dentistry  
**Region/District:** 3/South Shore  
**Current Position on the Board:** South Shore District Trustee  
**Previous Position on the Board:** Guest Board Member  
**Years on the Board:** Three (2014–2015; 2018–Present)

**Why did you choose dentistry as a profession?** I am convinced that health care is the most honorable of professions. As a dentist, I am an engineer, surgeon, artist, friend, and healer. As an individual and as a profession, we change lives and affect policy. The spectrum of our profession aligns with my aspirations.

**How did you become involved in organized dentistry and what made you decide to volunteer?** I was and still am an advocate for expansion of Medicaid dental coverage. I feel that health care is a right. As a young graduate, several mentors at the MDS identified my “rogue” efforts on Beacon Hill. Through failure, I learned very quickly that we can serve the interests of the public better when we work as a team. I was privileged to have been recruited to serve as a member on several Councils and Committees. The rest is history.

**Why did you decide to seek a position on the Board?** Having served as a member on numerous Councils and having been mentored and groomed by countless MDS members, my professional and personal life has been enriched. After 14-plus years, it was time for me to give back to my profession. To take a stand. To lead. Today, I see stakeholders that have never “touched” a patient try to dictate dental medicine. We cannot allow this. There is no better place than the Board of Trustees to help re-energize and change the direction of dentistry.

**What's your favorite part of serving on the Board?** I am a lifelong student. Every Board meeting is an opportunity to learn and teach. To share my perspective. I am an immigrant, and I come from a diverse ethnic and professional background. I know it is important to share a “different” voice.

**What do you think members would be surprised to learn about the Board?** In my humble opinion, the Board has historically made decisions that are difficult and, in some cases, controversial. The world has changed. To best serve the profession and patients, we have had to negotiate and compromise. It isn't popular. Most members are unaware of the time frame and the difficulties involved in making such decisions. I aspire to taking greater responsibilities to mitigate surprises.

**What's one thing your fellow dentists would be surprised to learn about you?** I am a chemical-biomed engineer, and I am active in the development of new technologies. For the last four years, I have been involved in developing instrumentation for dental whitening. More recently, seeing that Yelp has not treated dentists fairly, I have implemented another venture. We are within a few months of launching a platform that will improve the process of finding the “ideal” patient. Through artificial intelligence and machine learning, we hope to bring balance to the process.

**What do you like to do when you're not working?** I was a type 2 diabetic. Through exercise, I am in remission. I kickbox, run, and weight train. I have been able to stay off medications. I enjoy exercising because it helps clear my mind.

**What one piece of advice would you give to a new dental school graduate?** Time is an irreplaceable gift. Enjoy today. Love those around you.

**What one word best describes you?** Happy

**If you weren't a dentist, what would you be?** Astronaut

**Name:** Barry Cohen, DDS  
**Specialty:** General Dentistry  
**Region/District:** 5/North Metropolitan  
**Position on the Board:** North Metropolitan District Trustee  
**Years on the Board:** One (2019–Present)



**Why did you choose dentistry as a profession?**

I like the confluence of art and science, working with my hands, and the opportunity to help people.

**How did you become involved in organized dentistry and what made you decide to volunteer?**

Ironically, I wasn't attending meetings, so my District made me Chair. I enjoyed it so much that I have been actively involved ever since.

**Why did you decide to seek a position on the Board?**

Having been involved with organized dentistry for the past 20 years, I wanted to make a contribution at the state level.

**What's your favorite part of serving on the Board?**

The people are great. They are a very intelligent and motivated group of volunteers doing their best to make the profession and oral health better for all of us.

**What do you think members would be surprised to learn about the Board?**

I doubt that the rank-and-file membership realize the time and effort that the Board contributes on their behalf.

**What's one thing your fellow dentists would be surprised to learn about you?**

I am a Massachusetts-licensed electrician. I also have been riding motorcycles for nearly 50 years.

**What do you like to do when you're not working?**

Snow ski, ride my bicycle, and go boating with my wife and family

**What one piece of advice would you give to a new dental school graduate?**

Participate in continuing education and get involved in organized dentistry.

**What one word best describes you?**

Happy

**If you weren't a dentist, what would you be?**

Lost! But most likely an electrical contractor.

## Save More for Retirement with These Five Tips

Even if you are juggling other financial goals, here are some steps from MDS Member Savings Program Partner Merrill Lynch Wealth Management to help you get back on track.

You are busy with your career, maybe buying a home, having kids, saving for college—even starting a business. It is the stuff of life—and retirement often takes a backseat to all of those immediate financial priorities. Suddenly, you are hitting your 40s or 50s, and you realize you have fallen behind on planning for your future.

So how can you catch up? Debra Greenberg, director, Retirement and Personal Wealth Solutions, Bank of America, has the following five suggestions—each of which can help you get closer to your retirement goals. “Do not get discouraged,” says Ms. Greenberg. “Even seemingly small amounts can add up over the years, and taking action now increases the likelihood you will be better prepared to meet any unexpected challenges that come your way.”

### 1. Max Out Your Tax-Advantaged Accounts

**401(k):** Be sure you are getting your full company match, if one is offered, so that you are not leaving money on the table. Do not forget: An annual “catch-up” contribution of \$6,000 is allowed after age 50.

**Roth IRA or Traditional IRA:** Want to save more? Consider an IRA. If you are married and not working, you may be able to contribute \$6,000 to a spousal IRA. Additional catch-up contributions of \$1,000 are allowed after age 50.

**Health Savings Account (HSA):** If you have a high-deductible health plan, an HSA can be used for qualified medical expenses now, and after age 65 you may be able to pay Medicare premiums with tax-free distributions.

### 2. Pay Off Costly Debt

Paying off high-interest credit card debt should be a priority. Doing so will give you more money to direct toward your retirement. Says Ms. Greenberg, “A financial advisor can help you figure out how to manage competing financial needs while still saving for retirement.”

### 3. Work Longer

If you work past age 65—or consult as you phase into retirement—that can potentially give your assets more time to grow before you start drawing upon them,” Ms. Greenberg notes.

Working longer can also help you to defer your Social Security payments. Each year you delay taking Social Security after age 62, your monthly benefits grow by about 8%, until age 70.

### 4. Downsize

By downsizing or moving somewhere less expensive, you could reap the benefits of:

- The equity you might have accumulated in your home
- Reduced living costs (like transportation, housing, maintenance bills)
- A smaller mortgage—or if you can buy a new place outright, eliminating a mortgage completely
- A tax advantage if you relocate to a town with lower property taxes—or to one of the seven states with no personal income tax

### 5. Invest for Growth

Many people tend to shift to more conservative investments as they near retirement; others simply have a conservative investing bias. But today's longer life expectancies mean that your money has to work harder and last longer. “Talk to an advisor about adjusting your asset allocation to pursue more growth, without losing sight of your risk tolerance,” says Ms. Greenberg.

For more information, contact Merrill Lynch Financial Advisor Thomas Okomo in the Wellesley, MA, office at 781.431.4028 or [thomas.okomo@ml.com](mailto:thomas.okomo@ml.com).

Investing involves risk. There is always the potential of losing money when you invest in securities.

Asset allocation, diversification and rebalancing do not ensure a profit or protect against loss in declining markets.

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## Asking a Question Is the Best Way to Get the Most Out of Your Membership

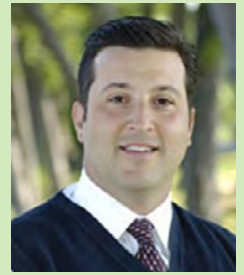
**Call 800.342.8747 for the Member Assistance Center**



The Massachusetts Dental Society's mission is to improve the oral and overall health of the Commonwealth through member engagement. 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 your membership. This state-of-the-art call center enables members to speak directly with a MAC representative. 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
- ▲ Have questions on an MDS Member Savings Program partner
- ▲ Face a situation in your office you are not sure how to handle

The MDS Member Assistance Center is available Monday–Friday from 8 am to 4 pm



### Three Periods with Rich Rosato, DMD

Clear and consistent communication is essential to the success of any elected leader, a notion I have always taken seriously. Whether as Component Society President, Delegate At-Large, ADA Council Member, Caucus Chair, husband, dad, and now as your First District Trustee, I have always appreciated the value of good communication. To this end, I am pleased to present the first of my First District Trustee editorials. Please also take a moment to like “Rich Rosato, ADA First District Trustee” on Facebook so you can see live video updates to gain information in “small bites” at more frequent intervals.

For those who do not know me, I am an avid hockey fan, hence this article’s title (which is also reflective of the ADA’s “Power of Three” campaign). In each editorial, I will focus on three important issues facing the ADA and you, the membership. This issue, I would like to focus on the following: the latest on “do-it-yourself” dentistry, Medicare, and community water fluoridation.

#### First Period

As long as the public perception that dentistry is too expensive persists, there will be those who seize upon such attitudes in order to sell what they believe to be lower-cost alternatives. “Do-it-yourself” dental services like direct-to-consumer orthodontics are one such model. Such forms of disruptive dentistry can be inherently dangerous—instead of a qualified, licensed dentist taking and analyzing impressions, the patient takes his or her own impressions and mails them back to the company, which produces the aligner without a fitting or care plan.

The issue here is patient safety. To this end, the ADA has already filed complaints with the Federal Communications Commission and Food and Drug Administration (through a Citizen’s Petition), with these complaints citing these online companies’ marketing practices—that the products should be considered “over-the-counter” devices—as

deceptive and dangerous for the uninitiated patient. Effective September 10, 2019, the ADA has also ended its partnership with CVS, which had begun offering one such company’s mail-order orthodontics products and services in its pharmacies nationwide. Patient safety is paramount to any dentist. I’m happy to report that the ADA continues to make this point abundantly clear as we battle varying forms of do-it-yourself dentistry.

#### Second Period

As an oral surgeon in a largely rural state, I have long accepted public assistance programs. Most dentists—especially those with small staffs—acknowledge that such programs are cumbersome and difficult to navigate. Add to these issues the fact that reimbursement is comparatively low and slow to repay the dentist.

There are two realities we must face in the current political environment. First, many in Congress (including several presidential candidates) are pushing for a dental benefit as part of the “Medicare for All” initiative. Second, the idea of a dental Medicare benefit is one that raises a great many more questions than answers for dentists, who may have never participated in such a program. Fortunately, ADA members have one of the country’s top governmental affairs teams. For months, ADA’s governmental affairs staff have been engaging legislators, Centers for Medicare and Medicaid Services regulators, and the White House to ensure that dentists have a seat at the table and that they have all the information they need to make an educated decision on how they can provide care to Medicare-eligible patients. Stay tuned as this evolves both before and after the 2020 presidential election.

#### Third Period

At the ADA Annual Session held in early September in San Francisco, the New England

states—particularly MDS Past President Dr. John Fisher—scored a major victory for community water fluoridation (CWF) activism. In my home state of New Hampshire, a concerning bill was filed this year that proposed a ban on CWF, which is one of the greatest public health achievements of the 20th century. In the end, facts won the day, as hundreds of ADA dentists shared with their legislators their expertise on the subject, and the bill was defeated. However, anti-vaccination activists, in tandem with anti-fluoride organizations, continue to flood state houses across the country with misinformation and questionable studies of their own. The ADA will stay vigilant in assessing the future science, but at this time supports CWF and the benefits it provides, especially to communities lacking access to care.

In San Francisco, our own First District—led by Dr. Fisher—successfully introduced a resolution that would make available to the general public—at no charge—the ADA’s seminal resource *Fluoride Facts*, along with a vast array of other informative documents and data. These resources help state Societies battle anti-fluoride campaigns so that we can protect existing CWF programs and one day, hopefully, expand such initiatives into new areas. I could not be prouder of our District, which made a positive and major impact at this year’s Annual Session and helped create another important member benefit!

In closing, I look forward to connecting with all of you and having an open dialogue so I can be a conduit to the ADA. I reside in New Hampshire with Laurie, my wife of 26 years (and a general dentist), and our three children, Rich Jr., Colin, and Madison. I look forward to learning about you and what the ADA can do to excite you, keep you excited, and maybe even ignite you to stimulate a colleague to join! Please do not hesitate to reach out to me at [rosator@ada.org](mailto:rosator@ada.org).

*Board of Trustees Spotlight: Dr. Meredith Bailey, continued from page 16*

#### What’s one thing your fellow dentists would be surprised to learn about you?

I love to downhill ski and raced giant slalom on my college club team and in an evening league at Nashoba Valley.

#### What do you like to do when you’re not working?

I like to be outdoors and enjoy cycling, golfing, and skiing with friends.

#### What one piece of advice would you give to a new dental school graduate?

Get involved in organized dentistry! You will make invaluable connections while contributing to something greater as you develop your career.

#### What one word best describes you?

Proactive

#### If you weren’t a dentist, what would you be?

I have always been fascinated by science and space. At the age of 8, after attending space camp in Houston, I decided I wanted to be the NASA flight director (the head of Mission Control).



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**DIGITAL VATEC PAN/CEPH.** Purchased December 2018 with two dedicated sensors. Two-year warranty and two-year buyback toward VATECH 3D with tech support for the life of the machine. Asking \$35K or best offer. (Retail \$65K.) Office is closing; will arrange to ship and install. Please email [advertising@massdental.org](mailto:advertising@massdental.org) and use MDS Box 1472 in the subject line.

**JOB OPPORTUNITIES AVAILABLE**

**PERIODONTIST NEEDED.** We are currently seeking a periodontist for a part-time opportunity for our practice located in Tewksbury. Candidates must be proficient in hard- and soft-tissue therapy and placing implants. Ability to work well with hygienists performing initial therapy and excellent communications skills are a must. Contact [drbustillo@shawsheendental.com](mailto:drbustillo@shawsheendental.com).

**PEDIATRIC DENTAL ASSOCIATE.** We are a privately owned, state-of-the-art pediatric dental office in Newburyport seeking to hire an energetic pediatric dentist to join our team. Associate must have excellent interpersonal skills to communicate and create lasting relationships with our wonderful young patients and their families, as well as our amazing group of team members. The doctor started the practice 12 years ago and we have continuously grown with hard work and a nurturing philosophy. We are currently in a spacious, brand-new facility with modern amenities, new equipment, and current dental technologies. We are an outstanding group who cares for our patients in a fun and friendly atmosphere, and we are searching for the right doctor to help us continue to provide quality dentistry for our young patients. If you are interested in joining our team, please provide us with your CV for review. Email [driindi@gmail.com](mailto:driindi@gmail.com).

**GENERAL DENTIST:** Fantastic opportunity to join a highly successful private practice in Worcester County. Office treats a full range of patients in a great environment. Practice averages over 75 new patients per month. Well-trained, long-term staff. Family-friendly community. We are seeking a highly motivated and caring individual with great communication skills. Candidates should have experience in public health, composite fillings, extractions, crown and bridge, and be comfortable treating all ages. Excellent compensation earning between \$250K to \$350K annually. Guaranteed \$1K daily draw pay, health insurance, 401(K), lodging available. Full- and part-time position. Please email [advertising@massdental.org](mailto:advertising@massdental.org) and put MDS Box 1462 in the subject line.

**GENERAL DENTIST:** Private dental office in the Berkshires is looking for a full-/part-time associate. Work in a state-of-the-art digital paperless office utilizing 3Shape TRIOS digital impressions, CBCT, and 3-D printing technologies. We provide a wide variety of services, including implant placement, Invisalign, digital dentures, and facial esthetics. Email [pittsfielddentist@hotmail.com](mailto:pittsfielddentist@hotmail.com).

**DENTAL ASSOCIATE FOR FAMILY PRACTICE.** We have immediate need for a part-/full-time dental associate (DMD/DDS) for our established family and cosmetic practices located in Arlington and Bedford. We welcome an abundance of new patients each month. Our offices allow optimal patient care, a comprehensive approach to full-service dentistry along with a strong focus on quality, service, and patient satisfaction. Partnership possibility. Email [mgarber325@aol.com](mailto:mgarber325@aol.com).

**PARTNERSHIP/OWNERSHIP OPPORTUNITY: GENERAL PRACTICE IN WOBURN.** We are growing our practice and looking for an associate who would be interested in an ownership position. For the right person, there is a great amount of potential. We will value the practice at the outset, so you don't have to worry that your added value will increase the purchase price. We want a doctor who is entrepreneurial, driven, and patient-care-oriented. If you are looking for an opportunity to become an owner and understand that the best way to do this is by transitioning into ownership through associateship/partnership, then this would be a good fit for you. Please send your resume or letter of introduction to [kmmou@comcast.net](mailto:kmmou@comcast.net).

**ORTHODONTIST NEEDED PART-TIME (1 DAY A WEEK)–CAPE COD.** Our orthodontist of 24 years is retiring from our practice. We have been practicing (including ortho) in this area for over 30 years and have an excellent reputation in our community and a very healthy flow of new patients. This is a unique opportunity to join a well-established, privately owned, general dentist practice. We currently offer Invisalign, Invisalign Teen, Damon, and traditional brackets. The two general dentists in our office offer a wide variety of general and specialty procedures. Because of the unique dynamics of our office, you will have the opportunity to work with our general dentists on a variety of complicated cases involving ortho. You will be supported by an experienced, highly trained, and long-term staff of front desk and clinical team members. We are a state-of-the-art practice and use the most advanced technology (3D pan/ceph, Itero Digital Scanners) in order to give our patients the highest level of care. Experience: At least 1 year of orthodontic experience (preferred). Salary: Our current orthodontist is compensated on average between \$3,000 to \$3,500 per day and works 7 hours a day. Contact [dentistcapecod@gmail.com](mailto:dentistcapecod@gmail.com).

**PEDIATRIC DENTIST–CHESTNUT DENTAL (FULL-TIME).** Excellent opportunity for full-time pediatric associate in Needham/Franklin. Career growth, exciting team atmosphere, and highly competitive benefits package. Guaranteed salary. Pediatric residency and/or prior practice experience required. Visit us to learn more at [www.chestnutdental.com](http://www.chestnutdental.com). Qualified candidates, please contact Christine Thompson, Human Resources Manager, at [cthompson@chestnutdental.com](mailto:cthompson@chestnutdental.com).

**GENERAL AND/OR PEDIATRIC DENTIST.** Not a chain dental practice! Owner treats patients weekly. We are a busy, fun, and professional kids' dental office seeking a part-time associate general and/or pediatric dentist. Caring, trained staff. Guaranteed salary first six months for good candidate. Ownership potential. Exceeds patient expectations in service! Contact [amotherstouchdental@gmail.com](mailto:amotherstouchdental@gmail.com).

**DENTAL ASSOCIATE:** Looking for a part-time dentist, with potential for full-time, to join our multi-practice organization. All aspects of dentistry; will mentor and train. Beautiful five-operative practice in Haverhill. Please contact [sharon@varinosdental.com](mailto:sharon@varinosdental.com).

**GENERAL DENTIST–HOLYOKE.** Baystate Dental continues to grow and will soon be opening our new office in Holyoke. We're looking for a general dentist committed to excellence. Great earnings and full benefits package. Experienced dentists or new grads are welcome! Baystate Dental is an affiliated practice of Dental Care Alliance. Email resume to [barnes@dentalliance.com](mailto:barnes@dentalliance.com). Learn more at [www.dentalliance.com](http://www.dentalliance.com).

**DENTIST:** Our state-of-the-art multispecialty dental practice is searching for an experienced general dentist to join our team in both locations—on the North Shore and in the Back Bay. We are seeking a dynamic, self-motivated team player committed to the highest quality of patient care. The ideal candidate for this position has excellent communication skills, is

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proficient in treatment planning, and is enthusiastic to be an instrumental part of an exceptional practice. Those who are qualified and interested in a long-term career opportunity full-time or part-time are encouraged to submit a resume today. Email [advertising@massdental.org](mailto:advertising@massdental.org) and use MDS Box 1468 in the subject line.

**GENERAL DENTIST:** Looking for part-time (two days per week) general dentist for well-established busy group practice in Worcester. Must be highly motivated and work well within our team. Email [advertising@massdental.org](mailto:advertising@massdental.org) and put MDS Box 1469 in the subject line.

**ASSOCIATE DENTIST OPPORTUNITY–NORTH OF BOSTON.** Our philosophy at New Hampshire Family Dentistry is to provide the best possible oral health care in line with the overall optimal health for our patients. We accomplish this by providing care in a friendly, welcoming, comforting, and safe environment. We provide comprehensive evaluations and have honest communication with our patients in regard to the best available solutions for treatment with the best long-term results. We strive to continuously improve ourselves to provide the best care and exceed our patients' expectations. We pride ourselves on building lifelong partnerships with our patients and treat them as we treat our family. New Hampshire Family Dentistry is currently looking for an associate dentist to join our exceptional team. Job description: The associate dentist is the representative of leadership, exceptional dental care, service, and results in our practice. They must adhere to the highest standards of dental practice, ethics, service, and professionalism. They actively promote the practice with internal and external public activities, resulting in an increase of new patient flow and their own patient base. They create relationships with patients, parents, and the allied health care community to promote the practice's vision and values. The associate will create a great patient experience so that patients refer and recommend our services. They are committed to ongoing continuing education and strive to reach high standards in the office and the community. Knowledge, skills, and abilities: excellent clinical skills; a firm grasp on technology and innovation that pertains to the best clinical outcomes for our patients; patient management skills; organizational skills; customer service/influencing/relationship-building skills; a full understanding and commitment to the annual goals of the practice; a full understanding of the operating systems of our practice; team leadership and coaching skills; the willingness and ability to market the practice both internally and to the dental/medical community; desire for continuous improvement and growth through creativity and innovation. Please contact Dr. Praveen Mandera by email at [drmandera@gmail.com](mailto:drmandera@gmail.com).

**PEDIATRIC DENTIST OPPORTUNITY:** Kangaroo Smiles is seeking a part-time pediatric dentist in our Lowell office. \$1,200 per day. Work in an organized, new, clean, and high-tech office. Doctors are well-supported with highly trained staff. This is not a corporate office, we are focused on quality care and customer service. Great opportunity for new or experienced pediatric dentists. Email resume to [info@kangaroosmiles.com](mailto:info@kangaroosmiles.com).

**FACULTY DENTIST, TUFTS DENTAL FACILITIES (WORCESTER).** Tufts University School of Dental Medicine (TUSDM) offers one of the most forward-looking educational environments in dental medicine in the country. Tufts Dental Facilities for Persons with

Special Needs (TDF) is a network of seven outpatient clinics that provide dental care to approximately 7,500 developmentally disabled patients in the state of Massachusetts under the umbrella of TUSDM and in partnership with the Massachusetts Department of Public Health (DPH) and the Massachusetts Department of Developmental Services (DDS). Additional patient treatment is provided in the operating room setting at four affiliated hospitals within the state. The TDF program also provides a venue for teaching general practice residents through the Tufts GPR Program and 4th-year dental students from TUSDM. The faculty dentist is responsible to the director of clinic operations for the quality of care provided to patients and the quality of educational experiences at the Tufts Dental Facilities Clinic located in Worcester, and provides treatment in the operating room setting at affiliated hospitals within the state. The faculty dentist is also responsible for meeting TDF's commitment to service and financial commitments to contracts, funding partners, and TUSDM's mission. The faculty dentist will also supervise dental students, postgraduate students, registered dental hygienists, certified dental assistants, and patient registration assistants when the clinical site director is offsite. Occasional travel to Boston and surrounding Tufts Dental Facilities located in Canton, Taunton, Wrentham, Danvers, Groton, and West Springfield may be required. Please contact Monika Bankowski, Sr. Faculty Affairs Officer, at [monika.bankowski@tufts.edu](mailto:monika.bankowski@tufts.edu).

**PEDIATRIC DENTIST–CHESTNUT DENTAL (FULL-TIME OR PART-TIME):** Excellent opportunity for full-time or part-time pediatric associate in Needham/Franklin. Career growth, exciting team atmosphere, and highly competitive benefits package. Guaranteed salary. Pediatric residency and/or prior practice experience required. Visit us to learn more at [www.chestnutdental.com](http://www.chestnutdental.com). Qualified candidates, please contact Christine Thompson, Human Resources Manager, at [cthompson@chestnutdental.com](mailto:cthompson@chestnutdental.com).

**DENTAL ASSOCIATE NEEDED FOR ESTABLISHED GENERAL PRIVATE PRACTICE IN WORCESTER.** Part-time 2–3 days, no weekend hours. Great staff and patients. Should be comfortable in restorative dentistry. Excellent communication skills, team-player mentality, and strive for quality dentistry is required. Excellent opportunity to learn all phases of CAD/CAM, including crown, bridge, and implant restorations. We will also train in advanced laser Tx, (e.g., soft-tissue diode, deep tissue pain therapy, and hard tissue Waterlase). You must have an active MA license for consideration. Contact [Frontdesk@32Parkdental.com](mailto:Frontdesk@32Parkdental.com).

**ORTHODONTIST–PART-TIME IN SPRINGFIELD.** Baystate Dental of Springfield has an outstanding opportunity for a part-time orthodontist to work two days a week, Tuesday and Thursday. Outstanding part-time earnings! Baystate Dental is an affiliated practice of Dental Care Alliance. Email resume to [barnes@dentalliance.com](mailto:barnes@dentalliance.com). Learn more at [www.dentalliance.com](http://www.dentalliance.com).

**ENDODONTIST OR GENERAL DENTIST:** Need an endodontist or general dentist who does endodontics for a busy dental office in Brockton. Email [rjs@drashmishah.com](mailto:rjs@drashmishah.com).

**GENERAL DENTIST (COLLABORATIVE HIGH-GROWTH PRIVATE PRACTICE):** Our progressive practice is focused on re-inventing dentistry so that great care and a positive experience is the new standard. We believe in utilizing cutting-edge processes and technologies to create an environment of care that

takes away the perceived trauma of dental treatment. Our multispecialty dentists practice in a state-of-the-art facility with supportive clinical and admin teams to facilitate an exceptional patient experience. As a general dentist, you play a pivotal role in providing a caring environment to our patients and upholding the core values that our practice stands for. Your ability to properly diagnose, effectively present and skillfully treat our patients is paramount. We are looking for a general dentist who is friendly, calm, and excellent at communicating with the team and patients alike. Leadership skills and desire for autonomy and independence is very important, as well. Must be proficient in: endodontic therapy; implant restorations including single tooth, overdenture, and hybrid cases; basic restorative, crown and bridge, and removable. Must have at least two years of private practice experience. Part-time position (2 to 2.5 days to start) with the expectation to increase to full time. Please provide a cover letter and resume, as well as three references, to be considered for this position. Please contact [careerinfomdp@gmail.com](mailto:careerinfomdp@gmail.com).

**AWESOME ORTHODONTIC AND ORAL SURGERY SPECIALISTS WANTED IMMEDIATELY.** Part-time position available immediately. Orthodontist—1 day a week. Oral surgeon—1 to 2 days a month. Not your average dental practice—not a franchise or generic practice. Locally owned small-town dentist with a multi-location dental practice growing with opportunity for specialist to work in a fun, fast, upbeat, positive environment. Modern, digital technology, CT scanner, 3-D printers, and more. Goal to find dynamic, team player specialists that can start in a part-time role and grow with the needs of this multi-location practice on the South Shore. Will discuss in more detail depending on if you are applying as a perio/oral surgeon or as an orthodontist. Must have incredible dental skills and stay current on the most recent trends in your field. Must have incredible bedside manner, must be ready to be a part of a fun team, and help in our local marketing awareness. Contact [theyesdentist@gmail.com](mailto:theyesdentist@gmail.com).

**ORTHODONTIST—FULL-TIME POSITION.** Seeking full-time orthodontist for thriving, established pediatric/orthodontic/general dentistry practice. Looking for a team member who has excellent clinical and interpersonal skills and who strives to create lasting relationships with our patients and their families. Career growth, benefits package with guaranteed salary. Please contact [nicoleharringtondmd@gmail.com](mailto:nicoleharringtondmd@gmail.com).

**CHESTNUT DENTAL—GENERAL DENTIST (FT/PT).** Excellent opportunity for an associate general dentist in Needham, Bedford, and/or Franklin offices. Private practice, career growth, exciting team atmosphere, and highly competitive benefits package. Guaranteed salary. Prior practice experience preferred. Visit us to learn more at [www.chestnutdental.com](http://www.chestnutdental.com). Please contact Christine Thompson, Human Resources Manager, at [cthompson@chestnutdental.com](mailto:cthompson@chestnutdental.com).

**FULL-TIME/PART-TIME ASSOCIATE DENTIST:** Busy state-of-the-art dental office in Boston. Looking for a motivated and compassionate dentist to join our practice, focusing on providing quality dental care. We perform all phases of general dentistry, including implants and Invisalign. Must have two years of experience or AEGD/GPR. For immediate consideration, please send your resume to [makamel@bu.edu](mailto:makamel@bu.edu).

**PRACTICE COORDINATOR POSITION:** Tufts Dental School seeking a practice coordinator to instruct, evaluate, and advise predoctoral students in patient care, diagnosis, and treatment planning. Position will be filled on the basis of a one-year contract. Licensure or eligibility for licensure in Massachusetts and minimum of 3–5 years of experience in private practice required. Follow this link for job description and application process: <https://apply.interfolio.com/67771>. Contact Patricia.diangelis@tufts.edu for more information.

**GENERAL DENTIST NEEDED:** Excellent opportunity for full-time or part-time dentist for our new state-of-the-art, innovative, high-tech dental office at The Mall at Rockingham Park Blvd. in Salem, NH. Doctors are well-supported with highly trained staff. This is not a corporate office; we are focused on quality care and customer service. Prior private practice experience preferred. Excellent compensation and benefits package including: paid medical, malpractice, and 401(k) retirement plus unlimited earning potential. Future opportunity for equity position. For immediate consideration, please email your resume to [mysmilesalem@gmail.com](mailto:mysmilesalem@gmail.com) or call/text 603.485.0024.

**GENERAL DENTIST, PORTABLE:** Commonwealth Mobile Oral Health Services (CMOHS) is seeking a part-time, motivated, passionate, and fully licensed, U.S.-trained dentist to join our team. CMOHS is an award-winning portable dental program with close to 40 years of experience in Massachusetts and is continually expanding to meet the needs of our partners and patients. Currently, we have six dental teams (dentists and assistants) who travel to over 300 facilities throughout the state of Massachusetts, including the Massachusetts Public School Systems, Head Start Programs, pre-schools, WIC programs, Department of Social Services, and Department of Youth Services. CMOHS has a large internal infrastructure that provides support, supplies, billing, and scheduling for our dental providers. With our portable dental teams, we deliver comprehensive dental care to patients who are faced with barriers to accessing oral care. CMOHS is at the forefront of meeting the needs of the underserved, especially children from lower-income families and children of racial and ethnic minority. We are looking for a dentist to work in the Boston area, Lowell area, and western part of Massachusetts. Here at Commonwealth Mobile Oral Health Services, you have the opportunity to work with other extremely talented, passionate, and fun people. These people are excited about the great mission of delivering high quality comprehensive dental care to patients who face barriers to accessing dental treatment. If you enjoy meeting new people, working at different locations, becoming part of a team, and providing dental services to underserved populations for a generous commission-based compensation, then portable dentistry is for you. Please contact Jennifer Redding at [Jennifer.Redding@cmohs.us](mailto:Jennifer.Redding@cmohs.us).

**ASSOCIATE DENTIST—WAKEFIELD:** In our established, multispecialty group practice, we welcome an abundance of new patients each month. Our state-of-the-art facility allows optimal patient care, a comprehensive approach to full service dentistry along with a strong focus on quality, service, and patient satisfaction. Providers are responsible for entire clinical patient experience from initial exam and treatment plan to delivery of care. In-office specialty services including periodontics, endodontics, oral surgery, and orthodontics are available facilitating access to complete dental care for patients. Excellent compensation and benefits package, including paid medical, malpractice and 401(k) retirement plus unlimited earning potential. Future opportunity for equity position. Please contact [priyanki.amroliwala@42northdental.com](mailto:priyanki.amroliwala@42northdental.com) or call/text: 617.480.6355.

**SEEKING AN ENDODONTIST TUESDAY OR THURSDAY MORNINGS** 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](mailto:doctors@northandoverdentist.com).

**OPERATIVE INSTRUCTOR, DEPARTMENT OF COMPREHENSIVE CARE, TUFTS UNIVERSITY SCHOOL OF DENTAL MEDICINE.** Your primary responsibilities will include those of an operative clinical and preclinical faculty member. Reporting to the director, Division of Operative Dentistry, the operative instructor is responsible for managing students'

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January-February . . . . . December 1

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patient care based on the TUSDM Standards of Care and best practices of private general dental practice. The operative instructor instructs, evaluates, and advises predoctoral students regarding comprehensive patient care and is responsible for chair-side instruction in operative dentistry. In both the clinic and the preclinic, the operative instructor must act as a role model and mentor while teaching the skills of ethics, patient relationship management, respect, and professionalism, as well as how to think like a dentist. As an informed faculty member, the operative instructor communicates regularly and effectively with colleagues throughout the school, ensures compliance with established protocols and standards, and ensures the financial integrity of the predoctoral clinic. If the teaching schedule permits, the operative instructor also actively participates in the Basic Science Clinical Science Spiral Seminar Series. In addition, you will be expected to serve on committees and accept other assignments from time to time at the request of the Dean and/or your Department Chair. Please click on the following link for more details and application: <https://apply.interfolio.com/69254>.

**GENERAL DENTIST—PART-TIME, HARVARD, MA.** General dentist needed for an established private practice in Harvard. We strive to provide experienced, quality family dental care, including cosmetic, periodontal, and implant dentistry. Our staff has been selected for their caring, friendly attitudes, as well as their highly qualified technical skills. We understand the needs of our patients and take pride in our work. We seek a part-time associate dentist (1–2 days per week) who shares our commitment to providing gentle, compassionate, high-quality dental care to our patients. Our office is equipped with the latest software, digital X-rays, E4D technology, intraoral cameras, Carivu, and laser technology. Please email your resume to [smiles@reddyfamilydental.com](mailto:smiles@reddyfamilydental.com) or call us at 978.772.9295.

**ORTHODONTIST PART-TIME WESTBORO—BRUSHFLOSS.COM.** Our practice is predominantly a pedo practice with three pediatric dentists, an orthodontist, a general dentist, and a periodontist. Our long-standing orthodontist is hoping to slow down by the beginning of the year, and have the new orthodontist continue patient care in January. We're hoping for 6–8 weeks of overlapping patient care. Must be able to treatment plan independently, work with three or four dental assistants, be technology savvy, and fun, outgoing, and dedicated. Please contact Debbie at 508.366.0122.

**EXPERIENCED GENERAL DENTIST P/T-F/T—Southeastern MA.** We are a premier, well-established growing general and specialty practice in Southeastern Massachusetts. We have a highly trained staff, intraoral cameras in all 13 treatment rooms, and a 3D scanner in our newly renovated building. The focus of our practice is comprehensive

care dentistry. Our patients, management systems, and standard of care reflect this focus. Qualifications: We are searching for an outstanding general dentist who wants to be successful both clinically and financially. Successful candidate will be experienced and/or will have completed a residency, will have solid patient communication skills, and must have a desire to broaden education on an ongoing basis. (Sign-on bonus for the right candidate.) Our team is committed to delivering exceptional care and service. For the dentist who feels the same way and who wants a home where they feel respected, appreciated, and part of a team to practice with for years to come, this position is a career-changing opportunity. Please contact [sandy@ghentdentalgroup.com](mailto:sandy@ghentdentalgroup.com).

#### PRACTICES FOR SALE OR RENT

**OFFERING A UNIQUE OPPORTUNITY:** Own a small, tastefully appointed office on beautiful Cape Cod. Located near Cape Cod Hospital in Hyannis. This facility would be ideal as a start-up for a younger dentist or for someone interested in a more relaxed pace of patient care. Growth potential is only limited to the imagination and creativity of the prospective buyer. Present owner would like to retire but would stay on as necessary to preserve continuity of care and cash flow. Contact information for interested parties is as follows: cell 774.994.1068 or email [jmrgco@gmail.com](mailto:jmrgco@gmail.com).

**METROWEST DENTAL OFFICE SPACE—New to the market.** Prime location in a dental building in town center of an upscale town, easily accessible to Routes 2 and 95/128. Space available for rent or purchase. Architect-designed, built-out, and ready to install equipment. Three spacious operatories, private office, sterilizer, elevator building, handicapped access, new roof and HVAC, parking. Please contact [dbrdmd@gmail.com](mailto:dbrdmd@gmail.com).

**GENERAL PRACTICE—CRANSTON, RI.** Great opportunity. Providence County. Well-established practice located in a large city. Professional building, with ample onsite parking. Three operatories, panorex, digital radiography, rotary endo, Dentrax software. Please inquire for further details. Contact [paul@almondefallagroup.com](mailto:paul@almondefallagroup.com).

**DENTAL PRACTICE FOR LEASE WITH OPTION TO PURCHASE:** West Yarmouth office positioned in one of the strongest economic areas of Cape Cod. Dental practice located in office complex with other dental offices and specialists. Ideal for start-up general or specialty practice. Fully equipped with two operatories, autoclave, computers, radiography, and history of successful practice. \$2,300 per month. Please contact 617.216.1168, or [period98@comcast.net](mailto:period98@comcast.net).

**ENJOY KEEPING 100% OF YOUR COLLECTIONS:** Per diem co-working space for dentists and hygienists. Fully equipped dental operatories available daily/



weekly/monthly. Downtown Boston location with beautiful harbor views. Digital X-rays, paperless. Specialty equipment available. Ideal for GP and specialists. Starting up, winding down, losing your lease, renovating? We might be perfect for you. Please contact dentistspaces@gmail.com.

ENJOY KEEPING 100% OF YOUR COLLECTIONS: Per diem co-working space for dentists and hygienists. Fully equipped dental operatories available daily/weekly/monthly. Brookline-Coolidge Corner location, elevator-equipped building, easily T-accessible. Digital X-rays, paperless. Specialty equipment available. Ideal for GP and specialists. Starting up, winding down, losing your lease, renovating? We might be perfect for you. Please contact dentistspaces@gmail.com.

DENTAL OFFICE CONDO IN BACK BAY FOR SALE: Located in Windsor Place Condominiums at 390 Commonwealth Ave., Boston. This 1,592-sq.-ft. condominium features five dental operatories, lab, two consultation offices, waiting room, reception, staff break room, records room, and two baths. Steps to MBTA Green Line, Prudential Center, Newbury St., and Mass Pike. Call Chuck at Hinds Associates at 617.407.0574 or email chuckhinds@msn.com.

DENTAL OFFICE SUITE FOR LEASE. Excellent location and parking in Newton. Flexible lease options. Three operatories, private office with restroom, large reception area, and lab. Easily accessible to both major highways and public transportation. Please contact Nicole at beaconstreetdental@gmail.com.

A BEAUTIFUL START-UP OFFICE IN FITCHBURG-AWESOME LOCATION AND SETUP. A satellite office started in March is for sale, due to lack of time to devote. Great location. New equipment. 150 active patients in six months. Four treatment rooms and two additional plumbed. Awesome staff, trained and dedicated. Collects \$15K a month, supports a part-time owner. Please email advertising@massdental.org and reference MDS Box 1471 in the subject line.

NEW TO THE MARKET! Beautiful office located in the heart of Brookline. This four-operator practice boasts a first floor location on a corner lot in a highly visible area. Location is between two T stops and minutes to Brookline Village and Coolidge Corner. All inquiries kept confidential. Please contact Lori Bell at 508.405.6938 or lori@udba.biz.

#### SEEKING PRACTICES

EXPERIENCED DENTIST SEEKING PRACTICE: Experienced dentist looking to buy a general practice. Preferably within 30 miles of Concord, MA. Will work with owner to facilitate smooth transition. Email bright.teeth181@gmail.com.

SEEKING MORE PATIENTS? Looking to grow your practice? I have a loyal patient base and am interested in merging with another practice within a 10-mile radius of Milton. Please email advertising@massdental.org and use MDS Box 1467 in the subject line.

#### 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.

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# REMINDER: NEW DATE! ANNUAL SESSION

## HOUSE OF DELEGATES Wednesday, January 29, 2020 Seaport Hotel, Boston

