



THE COLUMBUS DENTAL SOCIETY

BULLETIN

Winter 2014

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President's Message

Tim March, DDS



I hope that everyone had a great holiday season, and all is going well with you and your families. I've gotten to meet many of you throughout the years, and I respect and value each and every discussion we've had concerning this great profession. As the year unfolds, I welcome your input to make our society work for you.

The Board and I are going to make it a top priority to keep the membership aware of the opportunities and challenges we have to advance our practices and our lives. At each general membership meeting, we will briefly discuss the concerns of selected committees. We welcome any input and would certainly appreciate any of our members serving with us in whatever capacity.

Your Board of Directors and Executive Committee have worked diligently to streamline expenses without sacrificing your membership benefits. We have gone to an electronic bulletin (although a printed version is still available), and the Board approved an expenditure to refresh and modernize our website. For instance, members will soon have the capability to update their practice information in the "Find a Dentist" section of the new website. Your leadership has also been hard at work communicating with our elected officials at the Statehouse to address our needs and the needs of our patients. These are a few of the things that we do to try to expand the value of membership.

On May 7th we will have a half day Financial Resource Forum, which will feature multiple independent financial speakers. These speakers are experts in their fields and will present information that helps us make better financial decisions. More information will soon follow. We continue to look for other low or no cost events that will help give all of our members, old and new and all in-between, the value they deserve.

I intend to be a hands-on President, grounded in the present and respecting the past with an eye to the future. I hope that all of you will take a minute at one of our events, by e-mail, or by (O.M.G.) the phone and say hello. I need to hear what is of concern to you.

Einstein once said that the survival of the fittest is not based on strength or intelligence but the ability to adapt. Working together is the answer. One of my themes will be "Society Strong." I want to encourage any of you that have a passion for our profession to be a contributing part of the society. I deeply appreciate this opportunity to serve you and share this adventure with the many professionals who volunteer their time and talents.

Sincerely,

Tim March
CDS President

2013 Holiday Party and Officer Installation

The Columbus Dental Society celebrated the completion of its 117th year with the annual holiday party on December 12th at Wine on High located in the Short North.



The following members are your 2014 Officers and Board of Directors:

OFFICERS

Dr. Tim March, President
Dr. Sharon Parsons, President-Elect
Dr. Fred Alger, Secretary/Treasurer
Dr. Joseph Mess, Editor
Dr. Tara Haid, Immediate Past President

BOARD OF DIRECTORS

Dr. Homa Amini
Dr. Jacinto Beard
Dr. Connie Camman
Dr. James Cottle
Dr. Bruce Fraser
Dr. Robert Hinkle
Dr. Edith Kang
Dr. James Male
Dr. Brittany McCarthy
Dr. John Nusstein
Dr. Lisa Palermo-Edwards
Dr. Shaun Rotenberg

Upcoming Events

February 7

Give Kids a Smile! Day

February 27

General Membership Meeting

Crowne Plaza Hotel
33 E. Nationwide Blvd.

Social: 5:45pm

Dinner: 6:15pm

Program: 7:15pm

March 12

Success Triangle

*Employment Issues & Regulatory Compliance
Update for the Dental Office*

CDS Office

6:00pm – 8:30pm

March 21

Continuing Education

Dr. Jeffrey Horowitz

*Implementing Sleep Dentistry Into Your
Practice*

Brio Tuscan Grille, Polaris

March 28 & March 29

ODA Leadership Institute

*Transforming your practice, your profession,
and your association*

Hilton Polaris Hotel

May 9

Financial Education & Resource Forum

CDS Office

8:30am – 12:30pm

Member to Member

Paul S. Casamassimo, DDS, MS



An early revelation for me as a new dentist was that when I made a clinical decision, no institution or faculty member had my back. It was a sobering realization. Early in my career, I was the dentist for a regional hemophilia center serving a radius of 500 miles and I'll admit that there were some nights when I second-guessed my treatment decisions in patients with severe hemophilia who lived hundreds of miles from any dentist or hospital. On the other hand, my experience as a new dentist in the "system" relative to pressure of regulation, insurers, making a living, and scope of practice was nowhere near as anxiety-provoking. In fact, I, like many of my contemporaries, had the privilege to practice in far less threatening times --- our accountability was just to those who walked through our door for care.

It wasn't until a few years later that my la-la landscape changed, and that's when I became active in organized dentistry. It wasn't that any one change in regulation or any decision on how I practiced was a game changer. Rather, it was the fact that whenever something was brewing, it was organized dentistry, in some form, that stepped up to speak for me and my fellow dentists. While I didn't always agree with a particular position or premise, I recognized, as does anyone living and believing in the democratic process, the wisdom of the greater good. Today, those early "it's-good-for-the-profession" stands have given way to a much more visible and transparent "what's-good-for-the-patient". I've seen organized dentistry's touchstone for action continue to shift in that direction, and not without some cost. Fluoridation is perhaps our best national example.

I was drawn to activity in my specialty because it stood for oral health for children and did so thoughtfully. I wanted to be a part of those decisions. By participating in organized pediatric dentistry, I had the chance to address the Surgeon General, speak to Congress, and have a role in creating national guidelines and initiatives affecting the care of children. Those long-range opportunities put before me contributed more to health of children than I could have ever done at bedside in a lifetime. My interest in ODA leadership was really prompted by its dogged stand for adult Medicaid benefits when few else cared --- those adults included my patients with disabilities and significant oral health needs. I wanted to be there, be heard and be a part of an organization that was willing to do what's right. Today's health care landscape is a dynamic struggle between those who think they know what is best for oral health and those who really do *because they do it every day*. I couldn't stand to be on the sidelines and see my profession dismembered by those far away and uninvolved. When I see our membership drip away by a percentage point or so each year, I wonder what that one percent is thinking with all they have invested in their professional lives!

What I say to members, non-members, new dentists, of all colors and backgrounds is this: you are us. Your aspirations and values and profession are mine. Unlike my generation of dentists, who waited long in service to have a voice, you have a voice now because you are the future and present of the dental profession. Organized dentistry gets that....

...but, you have to show up, suit up and speak up!

Member to Member (continued)

Paul S. Casamassimo, DDS, MS

The gathering clouds of more regulation, intrusion on the doctor-patient relationship, degradation of educational standards, abuse of evidence-based dentistry, de-fluoridation, and a number of other challenges make for some interesting times ahead. You have the opportunity to join with us in working for positive change in ODPAC, Day at the Statehouse, GKAS Day, the Leadership Institute, and a number of other ODA activities. You can be a voice in your local dental society, serve on an ODA council or committee, and contribute your personal knowledge, experience and skills.

In the world of bullying, there are victims, bystanders and upstanders. The first is injured; the second does nothing to stop it. The upstander is one who takes the risk, takes action, and breaks the cycle. In our professional and personal lives, we all occasionally can be one of the three. As a part of organized dentistry, joining with colleagues, you have the power to shape your own destiny and cover the backs of your colleagues as they face the same challenges you will. Why would you not want to be a part of that?

Paul S. Casamassimo, DDS, MS
ODA President

SUCCESS TRIANGLE

*The Success Triangle is a series of **complementary** continuing education courses for our new and younger members who have been **in practice 10 years of less.***

Wednesday, March 12

“Employment Issues and Regulatory Compliance Update for the Dental Office”

Location: CDS Office

Registration & Dinner: 6:00pm

Course Presentation: 6:30pm – 8:30pm

You can register by emailing us at info@cdsemail.org

Christopher A. Moore, MA

Chris Moore currently serves as director of dental services for the Ohio Dental Association. He has served at the ODA for over 24 years and currently administers the association's third party payer, peer review, dental practice and regulatory compliance programs.



Keith R. Kerns, Esq.

Keith Kerns has been the ODA's director of Legal and Legislative Services for over 12 years. Prior to joining the staff of the ODA, he was a staff attorney at the Court of Claims of Ohio.



CONTINUING EDUCATION

All courses are held at Brio Tuscan Grille, Polaris

Friday, March 21

Dr. Jeffrey Horowitz

“Implementing Sleep Dentistry into Your Practice”

You have the knowledge and skills to begin treating patients with obstructive sleep apnea, but how do you find the patients to treat? What materials are needed? This course is designed to help you identify the large population of patients within your own practice that are practically begging for your help. How and when to bring up the conversation is the critical factor in getting your patients on-board and committed to treatment. Understanding the relationship of the primary care physician, specialist, and dentist makes the treatment process smooth while building trust for the patient.

Additional 2014 CE Courses

Friday, November 7

Dr. Foroud Hakim

“Optimizing Restorative Success Through Better Technician/Dentist Communications”

Friday, December 5

Dr. John Flucke

“Practice Digital Dentistry in the Operatory of the Future”

ADVOCACY



As the voice and advocate of the dental profession in Central Ohio, the Columbus Dental Society makes every effort to keep you updated on current legislative issues.

Non-Covered Services

House Bill 159

The Issue: Some dental insurance plans have begun establishing fee schedules for services the plans do not even cover for enrollees. Legislation to ban this practice has been adopted in 35 states and is supported by the National Conference of Insurance Legislators.

ODA Position: Support legislation to ban practice of establishing fee schedules for non-covered services.

Current Status: House Bill 159, which would prohibit dental insurers from establishing fee limitations on non-covered dental services, is expected to be up for a vote in the Ohio House Insurance Committee when the legislature returns after the new year.

The ODA strongly supports this legislation and encourages dentists to contact members of the Ohio House, especially members of the Insurance Committee, on this important issue.

Contact information for state representatives can be found by visiting www.legislature.state.oh.us. Look for "Locating Legislators" at the right side of the page. For more information please, contact the ODA department of government affairs at (800) 282-1526.

OUTREACH

Our members serve the community in a variety of ways. Most recently, the Columbus Dental Society partnered with Nationwide Children's Hospital and The Ohio State University College of Dentistry for the Annual Day of Dental Care in Lancaster, Ohio.

Columbus area dentists participating in the event included **Drs. Homa Amini, Paul Casamassimo, Ashok Kumar, Canise Bean, and Tim Followell**. OSU pediatric dental residents helped deliver needed care to over 90 adults and children on a snowy Saturday in December. Ohio Senator and Lancaster resident, Tim Schaffer, made a surprise visit as well.



Give Kids a Smile!

February 7

In the first 11 years of GKAS in Ohio, more than 194,000 children received free dental services at an estimated value of \$10.2 million.

To learn about holding a GKAS event in your office or community, contact Kathy Woodard of the Ohio Dental Association at (800) 282-1526.

We would like to hear from you!

Do you have some thoughts you would like to share with your fellow dentists?

Contact Bulletin Editor,
Dr. Joseph Mess

DrMess@cookorthodontics.com.

OFFICERS & EDITORIAL STAFF

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Dr. Tim March

President-Elect

Dr. Sharon Parsons

Secretary/Treasurer

Dr. Fred Alger

Imm. Past President

Dr. Tara Haid

Editor

Dr. Joseph Mess

Executive Director

Polly Mowery

ODA Leadership Institute

March 28 – 29

***“Transforming your practice, your profession,
and your association”***

Hilton Columbus Polaris Hotel

This two-day event is free to members and will feature presentations by prominent leadership speakers, breakout sessions where attendees can get more information on specific areas of interest, updates on how the association is serving dentists in Ohio, opportunities to network with colleagues across the state, and more.

For information about the Leadership Institute, including a schedule of events, information on speakers and to register, click [here](#).

Looking Ahead in 2014

General Membership Meetings

Crowne Plaza – Downtown

Feb 27, May 01, Oct 16

Golf Outing

The Lakes Country Club

Monday, June 23

ODA Annual Session

September 11-14

ADA Annual Session

San Antonio, TX

October 9-14

You can visit our website for information on courses offered through the Columbus Dental Society:

[Dental Radiology](#)

[Monitoring Nitrous Oxide Sedation](#)

[OSHA](#)
