

2010
AT A
GLANCE

GENERAL MEMBERSHIP MEETING
Tuesday, October 26

Crowne Plaza Hotel
33 E. Nationwide Blvd.
Columbus, Ohio 43215
Social Hour: 5:45 pm
Dinner: 6:15 pm

ANNUAL GOLF OUTING

Monday, July 19
The Lakes Golf and Country Club

HOLIDAY PARTY

Thursday, December 9

CONTINUING EDUCATION

New All-on-4 Treatment Concept
for the Edentulous Mandible
Dr. Ken Parrish— 6 CE
Friday, August 6
MCF Solutions
600 N. Cleveland Ave. Suite 110
Westerville 43082

Clinical Etiquette, Power of
Choice, Envy No One
Janice Hurley-Traylor, BS
Friday, October 8
Villa Milano 1630 Schrock Rd.

Achieving the Practice of
Your Dreams
Dr. Ara Nazarian— 7 CE
Friday, November 5
Bridgewater Conference Center
10561 Sawmill Parkway

DENTAL ASSISTING RADIOLOGY

July 16 • August 13
October 15 • December 12

OFFICERS AND EDITORIAL STAFF

Dr. Carole Kelley, President
Dr. Denise Hering, Vice President
Dr. Angelo Mariotti, Secretary/Treasurer
Dr. Michael Whitcomb, Im Past President
Dr. Benjamin Lamielle, Editor
Polly Mowery, Executive Director

ANNUAL GOLF OUTING

The Lakes Golf and Country Club
Monday, July 19

Summer is here which means two things: sunshine and golf. The Columbus Dental Society's Annual Golf Outing will take place on Monday, July 19 at the beautiful Lakes Golf and Country Club in Westerville. Make plans to join us for golf, food, and fun. Whether you're a master of the links or a master of putt-putt all are invited and encouraged to participate.

Play will be divided into two divisions, medal play for our more competitive members and a scramble for those who take their golf a little less serious. Members can choose which division they'd like to participate in and can sign up as individuals or create their own foursomes. Thanks to the hard work of Chairman Dr. Larry Hutta and our Executive Director, Polly Mowery, over \$4,000 in prizes will be awarded at the conclusion of the outing.

The outing is open to all members and their guests. Sons, daughters, spouses, and friends are all welcome to participate. The day starts at noon with lunch off the grill followed by a shotgun start. Dinner and presentation of awards follow immediately after golf (around 5:30.) The cost of participation, \$155, has not changed from last year, thanks to our friends at Commerce National Bank, and includes both meals, 18 holes of golf, and cart.



Lft to rt: David Owsiany, Drs. Jeffrey Tilson, Rick Barry and Mike Wine.

CAPITAL CLUB

A Chance to Make a Difference

On April 29th 18 Columbus Dental Society members took a step forward to help shape the future of dentistry. They are the founding members of the ODPAC Capital Club and they held their organizational meeting, quite appropriately, at the Capital Club, Huntington Center.

The Capital Club concept began several years ago with the Akron Dental Society and quickly spread to the nearby Stark County Dental Society. These clubs are comprised of dentists who understand the importance of the political system and contribute to ODPAC at an advanced Capital Club level of \$250. The clubs provide their members with extraordinary face to face access to legislators, policymakers, political leaders and ODA representatives. Additionally, members become part of an exclusive group of dentists able to shape the direction of public policy and receive local and statewide recognition from ODPAC for their efforts.

Joining and adding guidance to the founding members were Dr. Joe Crowley, ODPAC statewide chair; David Owsiany, ODA executive director and Keith Kerns,



President's Message

Carole Kelley, DDS

I feel lucky. I haven't felt this lucky since I was ten and won a Roy Rogers gun and holster set and became the envy of the neighborhood. At last month's Board of Directors meeting, I looked around the conference table and thought how fortunate I am to lead such talented and involved professionals. And, you should feel lucky, too; sixteen board members devote their time and energy to make your profession and practices better.

Take for example, Drs. Chris Masoner and Mike Wine who along with Drs. Rick Barry and Jeanne Nicolette meet regularly with builders and decorators to review the progress **of the headquarters' expansion. The addition of meeting rooms and a CE facility will benefit every member.** Plans are being made for a demonstration operatory adjacent to the education room, and Drs. Jim Metz and Dan Ward have stepped forward to provide their AV expertise.

Dr. Tim March is leading the charge to enhance our website so that members can expect more traffic and, hence, more referrals from the Dental Society. Tim has spent time interviewing dental students and recent graduates to determine which navigational tools are important to them and valuable to us. He has evaluated dozens of society sites and cherry-picked the very best ideas. Tim is working with our webmaster, Client Solutions Innovations, to develop a members-only section that can provide such things as an electronic roster, online event registration, a message board for available positions, and possibly a **real-time, I've-got-a-patient-in-the-chair Q & A blog.**

As Membership Council Chair, Dr. Tara Haid and the Subcouncil on the New Dentist organized an informal dinner **at J Lui's and presented speakers on legal, leasing and accounting topics.** Tara is also working with Dr. David Smeltzer to re-energize the annual Holiday Party, so shine up your dancing shoes and get ready for a late night December 9th. Dr. Beth Loew is making final arrangements for the ever-successful Street of Dreams.

Dr. Jim Male recently attended a Peer Review Workshop sponsored by the ODA, and as reported on page 1, Dr. Mike Wine has spearheaded our new advocacy group, The Columbus Capital Club. Everyone, I am sure, will agree that at no time has it been more important to provide a unified voice to our legislators.

All of this activity necessitates a roll-with-the-punches administrator, and we are fortunate to have our Executive Director, Polly Mowery supporting us and keeping us on task. Yes, indeed, I *am* lucky.



Member to Member

Featuring Ben Lamielle, DDS

When I joined the Columbus Dental Society after graduation my main reason for doing so was because I thought it was something that every dentist did. However, as that first year went by I was surprised to find out that not every dentist in the area belonged to the Society and even fewer were actively involved. That year, I took some outstanding CE courses sponsored by the CDS at a bargain price. More importantly I enjoyed the camaraderie of my colleagues at the various events I attended. At these meetings I was treated as a peer and embraced by the more **established dentist in attendance, which by in large hadn't** been my experience in dental school. This really raised my confidence as a young practitioner. So, when it came time to renew my membership I did so without hesitation.

During my next few years of membership I became aware and appreciative of many of the programs and discounts available to members. Between buying my first **house, starting a family, and growing a career, I didn't** always have enough time to thoroughly research things like insurance, financial planning, legal services, etc. Knowing that an organization of my peers had vetted these companies and programs gave me piece of mind in the services I was contracting. Not to mention that the discounts I received as a member practically paid for my yearly dues. **Also I can't tell you how many times I've had a question** about a dental/business related problem and received an answer simply by picking up the phone or sending an email to the staff at the CDS & the ODA. No call center in India, no referring you to a document that could only be found by Indiana Jones or a bylaw that can only be understood with a Princeton law degree. I always receive a pleasant, prompt, concise answer that makes my life easier.

More recently I've become a fan of organized dentistry because of their efforts to protect our interests in the state house. There are many nebulous threats out there to our livelihood as we know it. Organized dentistry educates our policy makers and stands up for our rights and the rights of our patients. From mid-level providers to the ever present battle with insurance companies, they are there for us.

When I attend a Society event I can always count on **seeing certain "veterans" there. Their stories and passion for dentistry** always bring a smile to my face but what might bring an even bigger smile to my face is to see some new, **fresh faces at these events. Our "veterans" have and are doing a great job leading the Society** but they won't be around forever. If you're a more experienced dentist and

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FACES AND PLACES

Spring 2010

CAPITAL CLUB



Drs. Metz and Masoner discuss Capital Club business.

Dr. Jacinto Beard reaches deep to support dental advocacy.



DAY AT THE STATEHOUSE



ODA staff photo

Eighteen Columbus Dental Society members attended the Day at the Statehouse on May 12th

CONTINUING EDUCATION



Sleep Apnea Panel Discussion
Drs. Eickholt, Austin, Metz, & Firestone.
Over ninety were in attendance at the General Membership Meeting on April 14th



Dr. Tamer El-Gendy enlightens on implants & edentulism.

Save the Date

Annual Golf Outing
Monday, July 19
The Lakes Golf & Country Club

CDS SUPPORTS STOWE CENTER

THE STOWE CENTER



At its May 17th meeting, the Board of Directors voted to donate \$3,000 from the Holiday Card Fund to the dental clinic at the Stowe Baptist Center. Columbus Dental Society member Dr. Danny Stowe has been a long-time fixture at the Stowe Center. The center was named after his father as an honor of all the work his father accomplished and for the thousands of hours of time invested in the Baptist churches throughout Ohio. Although Dr. Danny Stowe founded and operated the dental clinic, the Stowe Center has evolved into an inner-city ministry with a much larger scope.

In its new location, the dental clinic expanded from a 2-chair to a 6-chair operation. The hope is to add another evening and expand treatment beyond the current high rate of extractions. Currently serving walk-ins on Monday night the goal is to schedule restorative treatment on Thursday evenings. In total, Stowe houses the following free services: Soup Kitchen, Food Pantry, Vision and Dental Care staffed by over 20

volunteer dentists and optometrists, Tutoring Assistance for Children, **Children's Recreation Program** (*CrossTown Kids*), Annual Toy and School Supply Giveaway, Job Education and Training for Women (*Christian Women's Job Corps*)

The Stowe Center functions under the umbrella of the Metro Columbus Baptist Association, Dr. Rich Halcombe, Director of Missions, and is currently supported by over 100 area churches and friends of the Stowe Center. Direct leadership for the Stowe Center lies in the capable and committed hands of our Stowe Center Director and Pastor, Michael Brooks, and his wife, Janet.

The Ohio State Dental Board allows 1 hour of CE for every 4 hours that you volunteer, unpaid. If you are interested in a Monday or Thursday evening time slot, please call Dr. Stowe on his cell phone @ (937) 215-0295. No time to volunteer? There's always the option of donating money for treatment materials. Send your donation to The Stowe Center, 911 Parsons Ave., Columbus, OH 43206 and BE SURE to mark your donation "Dental Clinic."

In addition to Dr. Danny Stowe, several other member dentists have formed nonprofit foundations and welcome the support of Columbus Dental Society members. Below is a list of links that give you the opportunity to look at the operations, their mission statements, and how you as an individual can further their cause.

www.freetosmile.org www.heartofgoldfoundation.org www.kidsmiles.com www.stowecenter.com

Caring Doctors Foundation (614) 876-4200



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Expires July 31, 2010

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MEMBER TO MEMBER

you have an associate or are mentoring a younger dentist I encourage you to bring/drag them to a meeting. Talk with them about the importance of organized dentistry. For the younger docs out there I encourage you to become active in the Society. If you have a friend or classmate who's not a member do something to help change that. If you're a member but you don't attend events, come to our next meeting. If you attend meetings but haven't taken a more active role in the Society, get involved. Dentistry is our profession; it's a great profession. It's our livelihood and our future. Let's make sure that we always own our future and that it's a bright future. If we as dentist do not support organized dentistry, organized dentistry can't support us.

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. Ben Lamielle at drlamielle@hilliardmodernndental.com

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CAPITAL CLUB

ODA director of legal and legislative affairs. The Capital Club members in attendance were: Drs. Fred Alger, Rick Barry, Jacinto Beard, John Cheek, Denise Hering, Carole Kelley, Chris Masoner, Jim Metz, Jeff Tilson and Mike Wine.

Those who have also joined but were unable to attend: Drs. Barry Blank, Paul Casamassimo, Henry Fields, Bob Hinkle, Jim Male, Tim March, Jeanne Nicolette and Mike Whitcomb.

Is this a club for you? Would you like to be on board? There is a window of opportunity to join and become a founding member. For details concerning this extremely important effort please contact any member of the newly

formed steering committee of The Columbus Capital Club or ODA/CDS staff per the contact information. Members of the ODPAC Columbus Capital Club steering committee and support staff:

Wine, Mike; Chairman	Mwine@columbus.rr.com
Tilson, Jeff, Co-chairman	drstilsonandfleitz@insight-bc.com
Alger, Fred	drfredalger@yahoo.com
Berry, Rick	rbbarry@columbus.rr.com
Masoner, Chris	docmace@aol.com
Metz, Jim	drjamesmetz@yahoo.com
ODA: Liz Long	(614) 486-2700 / liz@oda.org
CDS: Polly Mowery	(614) 895-2371 / info@cdsemail.org

RX DRUG ABUSE AND DIVERSION TAKES FRONT SEAT WITH POLICYMAKERS

ODA Staff

Prescription drug abuse is a state epidemic according to the Ohio Department of Health. Unintentional drug poisoning is now the leading cause of injury death in Ohio, surpassing motor vehicle crashes and suicide.

To combat this growing problem, policymakers are looking to take action. In April, Governor Ted Strickland established the Ohio Prescription Drug Abuse Task Force (OPDATF), which is charged with coordinating a multi-disciplinary, multi-jurisdictional approach to the problem. The Ohio Dental Association is represented on the OPDATF and is working with policymakers to promote practices that limit the potential for prescription drug abuse. The task force issued an initial progress report in late May. The report can be accessed at: <http://www.odh.ohio.gov/features/odhfeatures/drugoverdose.aspx>

Separate from the activities of the task force, Rep. Clayton Luckie (D-Dayton) introduced House Bill 267, which would create a single tamper-proof prescription form and mandate that all prescribers utilize the form. It would also require prescribers to pay a fee of \$250 a year in order to access the forms. The ODA and other health care provider groups oppose the bill.

Other lawmakers are considering additional regulations on “pain clinics” and ideas to increase utilization of the state’s drug database, known as the Ohio Automated Rx Reporting System or OARRS. OARRS, a free tool for dentists and other prescribers, is the state’s prescription drug reporting system for tracking the use or misuse of prescription drugs. Any prescriber in Ohio can access OARRS to find detailed prescription drug history for current patients.

However, nothing in the law requires a prescriber to obtain information on a patient through OARRS. According to the Pharmacy Board, around 5,500 of the 42,000 licensed prescribers in the state are currently registered to utilize OARRS.

To establish an account with OARRS:

Go to <http://www.ohiopmp.gov> and complete the online registration

Print the application and have your signature notarized

Mail the application and a copy of your driver license, dental license and DEA registration to the Ohio State Board of Pharmacy

The registration process takes about 2 weeks

In an effort to educate Ohio dentists, the ODA has created a fact sheet outlining what dentists should do if they suspect a patient is abusing prescription drugs. The fact sheet is available for download at <http://www.oda.org>. For more information regarding the issue of prescription drug abuse and diversion contact the ODA at (800) 282-1526.

BULLETIN

663 PARK MEADOW RD. SUITE F
WESTERVILLE, OH 43081

columbusdentalsociety.org

Notes

2010 is a mandatory renewal year for radiographers. We are offering five live lectures. The events sell out, so please register your staff sooner than later.

Call the Society office at 614- 895-2371 or
email : info@cdsemail.org

Member Classified

4104 Broadway - Office Space

Approximately 1500 sq. ft. office space located in Old Towne Center, Grove City. Previously housed an Orthodontist office. Ideal location for Pedodontist. Many built-in's, reception area, records room, private office, private bathrooms, dark room, lab, and parking. Available for \$1,500 per mo. incl. utilities. Contact Linda Altomare/HER Real Living 614-273-7900

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THE STRENGTH OF BIG THE SERVICE OF SMALL



October 8, 2010

Power of Choice YOUR PROFESSIONAL IMAGE

What are the top five ways we undermine ourselves with our patients and don't even know it? How do you talk about the social skills so necessary to a team's success without offending individual members? This presentation will provide answers to these questions and walk you through the dos and don'ts of how to achieve that charismatic level of success for your practice.

- Increase daily enjoyment of your work environment
- Understand what you have control over when it comes to team morale
- Identify three personal habits that might be working against your goals
- Learn the social skills that successful people use every day

CLIENT TESTIMONIALS

"Her evaluations were off the charts. In 20 years, I have never seen someone get such glowing comments about a program from both the doctors and the staff. She had everyone involved and the time just flew by."

LALRA DONALDSON

TRIDENT DENTAL ESTHETICIAN
JANUARY, 2010

"Her suggestions and systems for Effective Treatment Presentation made sense. I have been looking for that edge up on my competition and she spelled it out for us. I am sure I am doing a lot of things right, but what she taught us on verbal skills and body language far surpassed what any of my team or myself had considered. There were specifics in the program we can implement immediately."

MARK LUNDQUIST, D.D.S.

TRIDENT DENTAL ESTHETICIAN
JANUARY, 2010

Clinical Etiquette BE A CHARISMATIC SUCCESS

Janice covers the important subjects of professional attire and presence in the office. After experiencing this course, each team member can identify how their individual poise and self-image affects practice success. As Janice reveals "real-life" before and after makeovers, team members will have a new appreciation for the impact of "first impressions." Participants will walk away feeling inspired by the power of choice to make personal changes to professional image and personal expression.

Every No One TREATMENT PRESENTATIONS

Move your practice worlds ahead by handling case presentations with ease and success. Learn an effective step-by-step process for developing patient interest in and agreement to comprehensive dental care. After attending this course, team members will understand their individual responsibilities in moving patients toward excellent lifetime care and away from "tooth-at-a-time" dentistry.

- Give clarity and encouragement to everyone on the team in terms of what they can do to increase treatment acceptance
- Take away the mystery in terms of understanding and quantifying a patient's motivators
- Know what to say when the patient asks, "What is the priority?"

Janice Hurley-Trailor
Image Expert

JANICEHURLEYTRAILOR.COM
480.219.3860



Janice Hurley-Trailor, BS, is known as Dentistry's Image Expert on using your personal presence to increase treatment acceptance and attract quality patients. She challenges her audience to be amazing. Recognized for the last 10 years by Dentistry Today as one of the Top Clinicians in CE; Janice also is the author of Professional Savvy, a textbook for Hygienists. She is an international author and speaker. Visit JaniceHurleyTrailor.com for more information or call 480-219-3860.

Optimal treatment solution for edentulous patients using the All-on-4™ treatment concept

Course summary

Completely edentulous jaws are a much more widespread handicap than most of us realize. Major barriers for solving the problem are the perceived complexity and high cost of treatment. With innovative new solutions, this no longer needs to be the case. The All-on-4 treatment concept offers a viable and cost-effective implant based solution for edentulous jaws that produces immediate patient satisfaction. This course will present a surgical and prosthetic overview of the All-on-4 treatment concept, including Immediate Function and full-case rehabilitation. The course is intended for clinicians experienced in implant dentistry.

- Proven alternative to grafts and sinus lifts
- Affordable screw-retained prosthesis
- Shortened treatment time leading to greater patient acceptance



Course Content

- Background and clinical results
- CBCT applications
- Pre-treatment procedures
- Prosthodontic rehabilitation options
- Laboratory procedure
- All-on-4 as a business

Learning Objectives

1. Understand the treatment options for the edentulous patient.
2. Understand the concept of tilted implants and optimizing anterior/posterior spread for restorative success.
3. Understand the surgical procedures for All-on-4 treatment concept.
4. Understand the steps in converting the patient's existing denture into an immediate-load, fixed prosthesis.

Ken Parrish, DMD, PhD

Dr. Ken Parrish graduated from the University of Louisville School of Dentistry in 1989. He received his specialty training at the University of Iowa in periodontics and also received his PhD in microbiology. He is certified by the American Board of Periodontology. Dr. Parrish is currently in full-time private practice limited to periodontics and implant surgery.

Date	Time	Location	Tuition	CE
August 6, 2010	Registration: 7:30 a.m. Presentation: 8:00 a.m. – 2:00 p.m.	The Office of MCF Solutions 600 N Cleveland Ave, Suite 110 Westerville, OH 43082	\$149 Includes breakfast and light lunch	6 CE credits

REGISTRATION FORM

Name: _____

Address: _____

City/State/Zip: _____

Phone #: _____

Payment must accompany registration. Make check/money order payable to:
Columbus Dental Society, 663F Park Meadow Road, Westerville OH 43081
REGISTRATIONS PAID BY CREDIT CARD MAY BE FAXED to 614-895-0060

VISA MC

CC# _____ Exp Date: _____

Signature: _____

You must be pre-registered and prepaid to attend the class.
Any questions, please call 614-895-2371
Visit our website at www.ColumbusDentalSociety.org

We reserve the right to cancel a class if minimum registration is not met.
 Course fees are subject to a \$50.00 administrative charge if registration is cancelled within 7 days of course.
 No refund will be made if cancellation of registration is within 7 days of course.

