www.dcds.org

DCDS connection

JULY/AUGUST 2021
Volume 14, Issue 4

Official Publication of DCDS
A tradition of integrity and care since 1908

DALLAS COUNTY DENTAL SOCIETY

Mission Statement

Serving the professional needs of our members

In This Issue

The Write Stuff 2
Impressions 3
From the Hub 4
New Dentists 5
Members Message Board 6
Facility Rental 8
SWDC Courses 12
TAMUCOD 17
DCDS Foundation 19
Classified Advertising 23

2021 Annual Installation

Dentist of the Year

During the 2021 DCDS Installation Ceremony and Dinner on May 27, Dallas County Dental Society presented the 2021 Dentist of the Year award to Dr. Bill Gerlach for his invaluable service and contributions to organized dentistry at the local, state and national levels.

Following his years as a Biomedical Engineering major at Northwestern University, Dr. Gerlach attended Baylor College of Dentistry from 1983-1987 and now enjoys furthering his learning through The Pankey Institute and Spear Education. He has practiced in the Dallas area since receiving his DDS and currently has a comprehensive and restorative dentistry practice in Prosper.

A past president for both DCDS and the TDA, Dr. Gerlach is well known for his devotion to organized dentistry. He served on the DCDS Board of Directors and on various committees for 17 years, and has served on TDA Boards and Committees (including Budget, DENPAC, CLRA, Building, Constitution and Bylaws, Finance and Audit.) He has also served as an ADA Delegate/Alternative Delegate from 2011-2020 and worked on the ADA Council on Advocacy for Access and Prevention (formerly CAPIR).

His peers recognize his value as an advocate for membership and for dentistry as a whole. “Dr. Gerlach is a great leader who has been instrumental in progressive advancements in organized dentistry in Texas,” said Dr. Jacque Plemons. “I am truly grateful for his efforts and willingness to serve.”



Dr. Gerlach enjoys giving back to the local community through the Texas Mission of Mercy, for which he has chaired/co-chaired three events in Dallas. His caring nature resonates among his peers. “I met Bill Gerlach in 1997, when his daughter would babysit my daughter,” comments Dr. Missy Jaynes. “He is loyal and concerned with taking care of people, whether they are friends or patients. He is a go-to guy who has an uncanny ability to figure out how best to handle any given situation. Above all, he is a God-loving family-oriented man who loves his wife and cherishes his children. I would say Bill has always been a creator of excellence in everything he touches. His friends call him the Energizer bunny!”

Other awardees recognized during the 2021 DCDS Installation Dinner include Dr. Mitra Bolouri as New Dentist of the Year, Dr. Terry Darden for the Lifetime Achievement Award, Dr. Danette McNew for the Texas A&M University College of Dentistry Faculty Award, Dr. James Dewberry for the Procter & Gamble Veteran’s Award and both Drs. Rei Iwase and Danette McNew for the President’s Award. Park Cities Rotary Club was recognized as the 2021 Community Leader for their outstanding work in Dallas County.

See page 10 for photos of the DCDS Installation.



Dr. Bill Gerlach and his wife of 34 years, Dr. Lynne Gerlach, (center) are shown here with family members, including their daughter Meredith (in red) and son Creighton (far right).

The Write Stuff

Missy Jaynes, DDS, President

DCDS President Address



The following is an abbreviated transcript of the speech given by Dr. Jaynes at the 2021 Installation of Officers on May 27, 2021

.

Hello Dallas! It's so nice to see you all, live and in-person, and not on Zoom. Let me just start by saying what an honor it is to stand here and accept the presidency of the Dallas County Dental Society.

My original goal was to be Chairperson of the Southwest Dental Conference. I have done every job under the sun with the Conference, and some multiple times, so I was excited to be asked to be Chairperson of the 2020 Conference. But we all know how 2020 went, don't we! Or rather didn't go!

This year, as DCDS President, I can tell you I will shoot straight, work hard for you, think out-of-the-box and help anyone I can…or at least get someone that can help! I have had a lot of mentoring and a world of support to prepare for this important job.

First, I want to begin by acknowledging my family. To my husband, Gary Bazis, thank you. He isn't a dentist, so this has all been a bit foreign to him, but he's always prepared to pour me a drink and listen! Thank you, honey, I love you.

To my amazing daughter, Mary Margaret Jaynes, I know there were some things I missed when you were growing up because of my professional responsibilities, but I am very privileged to have you here tonight. You are my favorite child by the way! I am so proud of you. Go Dawgs! (On a side note she just graduated with honors from UGA in finance and international business.)

Also, I want to thank my ex-husband, pediatric dentist, Dr. Jeffrey Jaynes. He's a wonderful father and was always willing to pick up the slack with our daughter when I was busy.

I am grateful as well for Dr. Hilton Israelson for making me get involved when I was his young associate. If you know Hilton, then you realize I did not have much of a choice. I really thank him now!

I want to recognize my dental partner, Dr. Mark Johnson, for his support throughout the years. I couldn't have a better business partner. And without a doubt I need to thank my amazing staff for their support as well!

Many thanks to Dr. Jodi Danna for being a wonderful friend. Jodi has been super helpful, always keeping me moving in the right direction. There are many times you could hear her say to me "Just shut up, shut up!" For that, I am so grateful. Dr. Jill Wade, Jodi and I started this DCDS journey together, and I guess maybe we have grown up some and we don't have the table in the back anymore.

I want to recognize Dr. Mac McDonald for getting me to sign up for his and Dr. Joel Small's Line of Sight Coaching. Mac has been an incredible leadership coach. Mac, if you can coach me, you can coach anyone! I would like to put in a shout out to the Drs. Bill and Lynne Gerlach as well for their mentoring. They are always there for me.

I would also like to thank our past TDA president Dr. Jacque Plemons. She has always been a great teacher, periodontist and leader to emulate in my field.

...continued on page 20





DCDS Connection is published bimonthly for the members of DCDS, 13633 Omega Road, Dallas, Texas 75244. First class U.S. postage is paid at Dallas, Texas. Subscriptions are free to DCDS members, and non-members may purchase copies for $10 per issue. Digital archives are available at dcds.org.

The opinions expressed herein are those of the respective authors and do not necessarily represent the viewpoint of DCDS, its Staff or its Board of Directors, unless specifically stated as such. All content is copyrighted, and reproduction or reprinting of any of the contents without written permission of DCDS is prohibited. DCDS does not warranty or endorse any products or services advertised in this publication.

Contributions: articles, letters to the Editor, announcements, advertisements, or other materials submitted for inclusion in DCDS Connection should be submitted electronically via email to the managing editor. Submissions must be received by the second Friday of the month prior to the month of publication. Acceptance of any submission is at the discretion of the Editor, and subject to editing for brevity or content. Anonymous letters or contributions will not be considered for publication. All submitted items must be accompanied by contact information, including the author's name, mailing address, telephone and/or email address. Illustrations should be submitted as .jpeg, .pdf, .eps or .tiff files. Photographs should be high resolution (300 dpi or better) and include a copyright release or statement of permission. Display and classified advertising will be accepted from reputable firms or individuals on a space-available basis in accordance with DCDS Guidelines. For current advertising rates or more information call 972-386-5741 X 225, or email rosemary@dcds.org.

Editor .....Shad Hattaway, DDS

Managing Editor .....Rosemary S. Martinez

Executive Director ..... Jane D. Evans

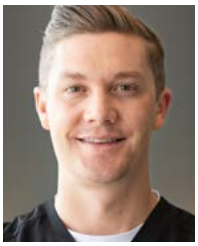
ISSN 2576-4276 Copyright ©2019

Member Publication
AADEJ
American Association of Dental Editors & Journalists

Impressions

Editorial by Shad Hattaway, DDS, Editor

The Importance of Case Documentation



Life is good. Things are feeling once again like a new routine, and my new normal is something I've become more accustomed to. During the beginning of the pandemic, our patients could see that every business around them struggled and they wanted to help. My patients would tell me whatever work they needed to have finished they would like to complete right away. Now we are getting those questions again, "Is this really necessary?" "Will my insurance pay for this?" All legitimate questions, and in the proper context, I have no hard feelings answering.

We have all been through the rigorous task of diligently completing a treatment plan, taking time and effort, just to have the patient say, "I'm just going to wait until it hurts." You rack your brain thinking of all the information you just gave the patient and the consequences of not doing a treatment. Why in the world would this patient not want to complete this treatment? Alas, you are in the challenging position of seeing your patient's dental health slowly worsen to the point where it is an "emergency." As someone who gets very invested in each of my patients, this is hard to swallow.

You may be aware of the recent US News article (https://www.usnews.com/news/health-news/articles/2021-05-17/creative-diagnosis-and-outright-fraud-why-your-dentist-may-seem-pushy) highlighting dental fraud and "Why your Dentist May Seem Pushy." The article highlights one dentist who worked in a multiple-dentist clinic. There was either a blatant attempt at deception, an incorrect treatment plan placed into the system, or a large discrepancy in treatment philosophy between the two dentists. The latter two are acceptable reasons; the first is an ethical dilemma.

I have been on both ends of this situation. I had an eye-opening experience when I spoke with a dentist who disagreed with my recommendations and showed me a less invasive way to complete the treatment, and I learned from that case. On the other hand, I have picked up the phone and called a dentist whose treatment plan was in front of me. I could not figure out the rationale behind this treatment plan on my own.

This dentist told me how conditions are monitored in their office, and it was a simple break in communication from the front of the office to the back. They informed me that the treatment had been completed and it was an alternative, non-updated treatment plan in their system. It was a very complete treatment plan that showed all treatment alternatives. This specific plan showed the worst-case scenario where they would evaluate the interproximal areas of decalcification noted on the Xrays clinically while treating the adjacent teeth. As a practicing clinician, I can understand and appreciate that this dentist was doing everything possible to avoid treatment plan changes mid-treatment without discussing possibilities with the patient before treatment started.

While picking up the phone and having a conversation with another dentist is very difficult to do from an emotional standpoint, it sometimes has to be done. What happens, though, when the person denying the treatment is not the dental professional?

When an insurance company denies treatment, it does several things. First, it weakens your position with the patient. They start to wonder if the treatment was even necessary because the insurance company apparently has much more knowledge than the treating dentist. Second, it gets escalated to a level requiring many person-hours that in no way improves the outcome of care.

I recently had a case denied for treatment because I had improperly documented the case. In my mind, this was a cut-and-dry diagnosis. First, we received a phone call saying a completed treatment was going to be denied because the "x-ray did not show any signs of decay." The statement was given to us by a claims processor whose training or credentials I did not know. We had treated teeth #13 and #14.

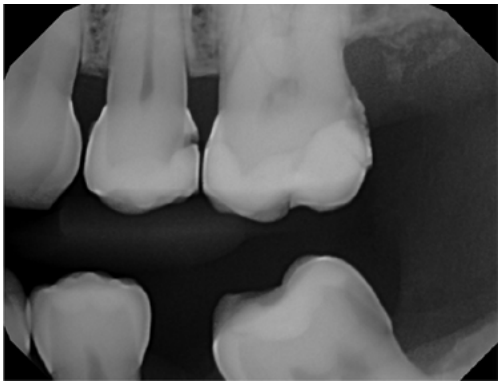
So we advanced to the next level of review, which turned into a conversation with another dentist laughing on the other end of the line, saying, "a trained monkey could see there is decay almost everywhere." Nonetheless, we still spent two hours in the office getting this review arranged.

The treatment needed more information because it was incorrectly documented. I had made assumptions, and we all know what happens when you assume. I was able to provide more details and get treatment approved. However, that in itself is not the issue.

The issue here is there is no ethical or moral obligation for the claims processor to take care of this patient to the best of their ability. As health care professionals, we swear by the Hippocratic Oath when we begin practicing. We are not on even ground, yet they have just as much, if not more, an authority on determining if treatment is to be reimbursed. At the end of the day, if they are wrong with their assessment, nothing happens. Their integrity and their relationships with the patients they are insuring are not compromised.

Now more than ever, we must be extra diligent with our case documentation. We have to remember that the patients who sign informed consents for their treatment are on the same level of dental knowledge as the insurance companies that deny our reimbursements. If we cannot tell the story of treatment to the insurance company, who's to say we ever told that treatment story to the patient?

I always remember that I am trying my hardest to do what is best for the patient in each circumstance. I am not "pushy"; I recognize an opportunity to take care of the patient who has already overcome the obstacle of getting into the office. Regardless of your personal feelings about this topic, stay safe, and God bless.



From The Hub

by Jane D. Evans, Executive Director

Updates and Notes



Virtual Meetings

It was indeed an interesting year with all DCDS Board of Directors and committee meetings held virtually. Dr. Drew Vanderbrook did an outstanding job leading the Board to conduct business as usual. Even though not together in person we got to occasionally see children, pets and spouses of our members that we would not normally have seen. We experienced seeing one as an infant to now nine months old. One member was on Zoom in his garage since he indicated it was the quietest place in his house. The important part was that we were still together and business was accomplished.

Board of Directors

I must say laughter at the DCDS Executive Office during the June Board Meeting was music to my ears. We have not held an in-person meeting since March 2020. Everyone on the new Board enjoyed reconnecting and just being together. A listing of Board members is available on page 9 and on the DCDS website.

2021 Southwest Dental Conference

The Scientific Committee is excited to offer an in-person 2021 SWDC. Everyone is ready to see each other away from a virtual environment and visit with their colleagues. Registration for the 2021 SWDC has been open and courses are filling up. Don't delay! Register at swdentalconf.org so you won't miss securing the courses you and your team would like to take. The DCDS Team is available at 972-386-5741 to answer any questions you may have.

DCDS Dental Assisting School

The DCDS Dental Assisting School (DCDSDAS) was approved to continue with classes during the pandemic. Ms. Angela Bush, DCDSDAS Program Director, has been able to acquire jobs for each of the students upon graduation. As you are aware there is a demand for dental assistants and we are doing our best to fulfill that need. We encourage you to send potential students to sign up for the class so there will be more to place in your offices.

Diversity and Inclusion Committee

The Diversity and Inclusion Committee sponsored a "Lunchables" course for the doctor and team. Dr. Mac McDonald presented an outstanding program on "Strategies to Enhance the Composite Bonding of a Worn Incisor". Dr. Carmen Smith and the Committee are planning several more "Lunchables" courses. They are held from noon to 12:45 p.m. with Q&A. It's a great way to enjoy lunch with the team and receive CE credit. Please forward suggestions for future courses.

Dentistry for People with Special Needs

At DCDS, we get a few calls during the year from the general public seeking dentists who treat patients with special needs. To help facilitate these calls, we have created a page on our website that lists known members' dental practices that treat these patients: https://www.dcds.org/for-the-public/special-needs. If you offer these services in your practice and would like to be added to the listing, please send an email to rosemary@dcds.org.

TMOM – Brady, TX.

Texas Mission of Mercy is seeking volunteer dentists for the TMOM taking place July 9-10 in Brady, TX. To sign up, please click here. The rescheduled Dallas TMOM event will not take place until November 2022.

CE Reminder from TSBDE Website

Effective January 1, 2021, a licensed dentist whose practice includes direct patient care must complete at least four (4) CE hours for each biennial renewal, regarding safe and effective pain management related to the prescription of opioids and other controlled substances. The courses taken to satisfy the safe and effective pain management requirement must include education regarding the following:

- Reasonable standards of care,
- The identification of drug-seeking behavior in patients, and
- Effectively communicating with patients regarding the prescription of an opioid or other controlled substance.



New Dentists

News and perspective from dentists under 10 years of practice

by Stephanie R. Ganter, DDS, MS

Incorporating Integrative Medicine into Your Practice: Patient Management Pearls



As dental care providers, our focus is the oral cavity and we may be called to take a more integrative approach given the anxiety and stress released by our patients surrounding a dental visit. Dental anxiety can lead to a long term avoidance of dental treatment and subsequent decline in oral health.

Integrative medicine is the combination of pharmacologic and nonpharmacologic methods to treat the patient as a whole, incorporating different practitioners as needed. Some of you may be familiar with Integrative Medicine by listening to Dr. Tieraona Low Dog during one of her past lectures at the Southwest Dental Conference on women's health, nutrition, or environmental impact on practitioner well-being. I became interested in integrative medicine after experiencing the positive effects in my private practice on the well-being of patients, staff, and practitioners.

Although pharmacotherapy has proven beneficial for anxiolysis and stress management, the following modalities are non-pharmacological ways to enhance not only your patient's experience surrounding their dental appointment, but also in other aspects of their life.

Motivational Interviewing

Motivational interviewing is a collaborative effort between you and the patient to elicit some kind of change in behavior. It is difficult to get patients to stop smoking or to use some of the modalities to decrease stress in their lives. However it serves us well, as patients who are less stressed or that do not smoke tend to do better perioperatively.

Asking open-ended prompts are important. Questions or comments like: Tell me about your stress levels at home. How would your life be different if you didn't smoke? To a high school/college aged patient, what is your life plan? These questions serve to establish a quick rapport and help with change talk from the patient.

Finding the appropriate tone and pace of speech is highly effective when interviewing a patient in discomfort or during the start of a procedure to relieve anxiety. The idea is to find an appropriate tone and pace of speech for situations in the clinic. Think of it as a rhythm of speech, sometimes you need a slower pace and a non-confrontational, soothing tone to calm an untrusting, anxious patient. Sometimes, a firm, chopping, authoritative tone can help break a patient from a panic attack.

Office Sounds

Research has shown that calming music can decrease heart rate and blood pressure. For example, when you walk into a relaxing area, such as a forest, or near an ocean what do you hear? The idea is to replicate sounds in nature such as gentle waves or birds in a forest to create an appropriate setting for anxiolysis and relaxation. Calm, soothing natural sounds/music can be played at an appropriate volume in the office — certainly helpful in a dental setting.

Mindfulness Meditation Apps

Insight Timer or Headspace are free apps that can be conveniently used for guided meditation. Have patients use the app with headphones in the waiting area or during a lunch break at work during a hectic day. Meditation is a great way to decrease stress through focusing on prompts from the leaders of the meditation. This is a helpful suggestion for your clenching and stressed patients, especially effective for students and teachers.

Aromatherapy

Studies published in the Journal of Oral and Maxillofacial Surgery have referenced anxiolytic pre-operative effects of lavender and orange/citrus. Research has also shown peppermint oil to be effective as an antiemetic post-operatively.

Although pharmacotherapy has proven beneficial for anxiolysis and stress management, the following modalities are non-pharmacological ways to enhance not only your patient's experience surrounding their dental appointment, but also in other aspects of their life.

4-7-8 Breathing

Breathing techniques are meant to bring the body into a state of deep relaxation. Breathing can also regulate the fight or flight response during an exceptionally stressful moment. Patients can practice this technique at home before bed or before/during their appointment. The technique: Breath in through the nose for four seconds, hold for seven seconds [this is the most important part], and then exhale through the mouth for eight seconds. Repeat no more than four times. Over time this practice can become more and more powerful.

In the clinic, you can give your patients a handout for "4-7-8" breathing to help remind them of this practice. This technique can be exceptionally helpful for sleep in patients who are dreading the "next day" or worrying about tomorrow. This, above all else, is really the 'low hanging fruit' for relaxation techniques for both patient and doctor.

DCDS Member's Message Board

Upcoming Events

August 20-21 – Southwest Dental Conference

September 21 – General Membership Meeting

November 16 – General Membership Meeting

Register at www.dcds.org/events



Welcome New Members!

General Dentists
Emeka Abazie
Erin Doody
William Hodges
Prathyus Mendu
Keith Nguyen
Jennifer Raad

Orthodontics
Trevor Bonilla

Dental Anesthesiology
Monica Rodriguez Monraig

In Memoriam:

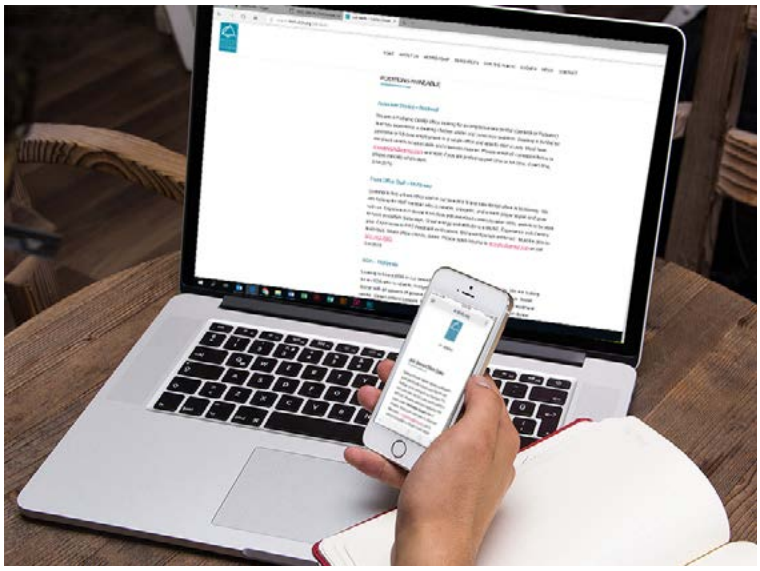
Patrick Alessandra

Looking for a job?

Have a position to fill in your office?

Want to sell or buy office space and office equipment?

List it on the DCDS.org Job Bank/Practice Sales! Members list for free ($75/month for non-members.) Email a brief summary (100 words or less, in paragraph format) of the post to: rosemary@dcds.org.



DCDS Membership Benefits

Being a member of the associations that work to protect your profession is important to the success of a practice...pass along the benefits to your peers!

- Free registration to DCDS's annual Southwest Dental Conference
- Peer Review mediation service to reconcile complaints between patients and doctors
- Rent DCDS meeting facilities at special member rates
- Free or discounted continuing education via seminars & General Membership Meetings
- First opportunity to hire fully trained world-class assistants from DCDS Dental Assisting School
- Preprinted school excuse forms provided free of charge to dentists treating school-age children
- Confidential free notary public
- DCDS Connection, the bimonthly newsletter of Dallas County Dental Society (member advertising at reduced rates)
- Member mailing labels available for purchase
- Grassroots legislator contact program with state and national legislative representation
- License and permit renewal reminders
- Networking/social opportunities with colleagues

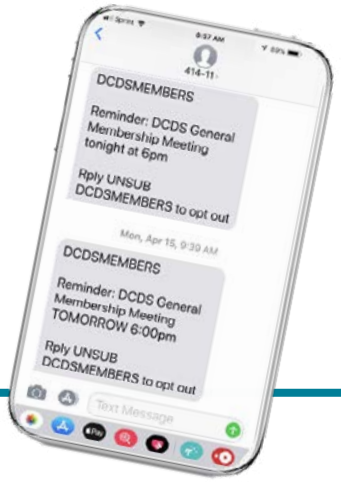
Dallas County Dental Society members receive ALL membership benefits offered by Texas Dental Association, including free entry to TDA TEXAS Meeting.

Dallas County Dental Society members receive ALL membership benefits offered by American Dental Association, including photo directory and public referrals through Find-a-Dentist.

www.dcds.org/membership

TEXT MESSAGE REMINDERS: Text DCDSMEMBERS to 37373

Have you ever wished you could receive reminders for DCDS meetings and events? Do you forget to put events/meetings on your calendar? DCDS implemented text messaging so you will not forget another meeting. Just sign up and you will be reminded of future meetings and events.



ADA Member-Get-A-Member

Share the value of membership with your friends and the ADA will share up to $500 with you!

You know first-hand the value you get from your tripartite membership. Whether it's staying in the loop on the latest evidence-based dentistry or adding your voice to advocacy efforts, ADA/TDA/DCDS has your back. You can help drive dentistry forward by expanding our network to your colleagues and friends.

For every new member you recruit to become a member, the ADA will show appreciation with a $100 gift card. Introduce a non-member to the benefits of organized dentistry today...click here for more information.





Watching a colleague suffer and feeling helpless is difficult and heartbreaking. Dentists Concerned for Dentists is a 24-hour confidential alcohol and drug abuse hotline you can call for assistance.

Your phone call could be the lifesaving step for someone who is hoping and waiting.

- **Founded exclusively to help dentists, hygienists, assistants and family members.**
- **No fees or charges.**
- **All contact is held in absolute confidentiality.**

The Dentists Concerned for Dentists program provides a strictly confidential peer assistance program for health care professionals who struggle with drug and alcohol abuse. Please share this confidential hotline with your colleagues.

A confidential phone call may be the greatest gift a peer dentist, staff or family member could receive.

DENTISTS CONCERNED FOR DENTISTS

24-hour Confidential Hotline

214-206-7496

HELP YOURSELF

If you're in crisis, there are options available to help you cope. You can call the above hotline at any time to speak to someone and get support. For confidential support available 24/7 for everyone in the United States, you can also call the National Suicide Prevention Lifeline at 1-800-273-8255.

Need Meeting Space?

As a member of the DCDS, you can take advantage of low member rates when renting the Society's Executive Office for your next meeting.

The Dr. O.V. Cartwright Reception Hall is perfect for registration and a pre-function gathering.

The Dr. Paul P. Taylor Executive Board Room can seat 14 around a large conference table.

The Dr. D. Lamar Byrd Auditorium is 1,650 square feet of meeting space that can seat up to 200.

Audio/visual equipment is also available.

DCDS facilities include free parking,free wifi, use of small kitchenette, and ability to bring in food and non-alcoholic beverages.

For more info, contact Ashley Hawkins at 972-386-5741 x231 or email info@dcds.org.





Applause, Applause!

2021-2022 DCDS Board of Directors (click here for photos)

Elizabeth D. Jaynes, DDS, MS
President

Mary Swift, DDS
President-elect

Drew Vanderbrook, DDS
Past President

Andrew Read-Fuller, DDS, MD, MS
Secretary/Treasurer

Shad Hattaway, DDS
Editor

Sarah Tevis Poteet, DDS
2022 SWDC Chairman

Jodi D. Danna, DDS
Parliamentarian

Stephanie Ganter Briggs, DDS, MS
Program Chairman

Celeste Latham, DDS
Director

Gabrielle Dizon, DDS
Director

Mitra Bolouri, DDS
Director

Eduardo Tanur, DDS, MS, MBA
Director

Thomas Schlieve, DDS, MD
Director

Wendy Steger, DDS
Director

Jane D. Evans
Executive Director

Cameron Keylor, DDS
Texas A&M University College of Dentistry Graduate Student

Erik Meckel
Texas A&M University College of Dentistry Undergraduate Student

2021 Dallas County Dental Society 50 Year Members

William Currie
Ray Hamby
Howard Kessner
Paul Krupp
Frederick Novak
Terrel Myers
Charles Wakefield
Denton Wiginton

2021 Dallas County Dental Society Good Fellows

Doctors obtaining Good Fellow status have maintained 25 years of continuous membership with the Texas Dental Association.

Howard Cooke
Jodi Danna
Max Finn
Melissa Garcia-Rozas
Perry Goldberg
Vanitha Gowda
Ko Yu Lin
Mark Margolin
William Phillips
Jeffery Roy
Amy Schorn
Felix Starghill
Angelie Zamora-Gonzalez

2021 Installation of Officers and Award Ceremony



Dr. Terry Darden
Lifetime Achievement Award



Park Cities Rotary Club
Community Leader Award



Dr. James Dewberry
Veteran of Foreign Wars Award
(Sponsored by Procter and Gamble)



Dr. Rei Iwase
President's Award



Past DCDS Presidents in Attendance



Dr. Jacque Plemmons installs Dr. Missy Jaynes as incoming DCDS President









Recognition for Outgoing Board Members (clockwise): Directors, Committee Chairmen, Committee Members, TDA Delegates




















Thank you
for your service and commitment to
Dallas County Dental Society!



2021 SOUTHWEST DENTAL CONFERENCE PROGRAMS

To register or for more information, go to swdentalconf.org.

FRIDAY, AUGUST 20

COURSE #	SPECIAL EVENTS	CLINICIAN	TIME	EARLY BIRD	AFTER July 10
F01	CE Express: See page 27 for list of clinicians and topics.		8:00 a.m.-12:00 p.m.	$50	$60
F20	PEDIATRIC SYMPOSIUM: Dental Screening Tools and Intervention Strategies for Airway Management. See page 38 for details.	Nguyen	8:30-11:30 a.m.	$30	$40
F02	Hygiene CE Express: See page 28 for list of clinicians and topics.		12:30-4:30 p.m.	$50	$60
F35	PEDIATRIC SYMPOSIUM: Who You Need on Your Airway Team. See page 38 for details.	Nguyen	1:30-4:30 p.m.	$30	$40
	WORKSHOPS				
F03	Nitrous Oxide Monitoring/Certification for Auxillaries	Moore	8:00 a.m.-12:00 p.m. and 1:00-5:00 p.m. (all day)	$155*	$165*
F04	Equipment Maintenance and Repair Workshop	Burkhart Dental	9:00-11:00 a.m.	$50	$60
F05	Equipment Maintenance and Repair Workshop	Burkhart Dental	1:00-3:00 p.m.	$50	$60
F06	Perfecting the Provisional Crown Process Workshop	Groody	1:00-4:00 p.m.	$145*	$155*
F07	"X" Marks The Spot: Hands-on Technique Simulation Workshop for Local Anesthesia	Budenz	1:00-4:00 p.m.	$175*	$185*
F09	Safety and Simplicity in Root Canal Instrumentation Workshop	Koch	1:00-4:00 p.m.	$175*	$185*
	MORNING LECTURES				
F10	The Dark Side of Implants: Complications, Diagnosis and Management	Grisdale	8:00-11:00 a.m.	$30	$40
F11	ABC's of Restorative Procedures: Adhesion, Bands and Composite	Groody	8:00-11:00 a.m.	$30	$40
F12	Numb, Numb-er, Numb-est: An Update on Local Anesthesia	Budenz	8:00-11:00 a.m.	$30	$40
F13	Everyday Oral Surgery Skills for General Dentists, Part I	Read-Fuller	8:00-11:00 a.m.	$30	$40
F14	Materials and Techniques to Improve Your Class II Restorations	Lawson	8:00-11:00 a.m.	$30	$40
F15	Dentistry's Role in the Mass Disaster Scenario/Child Abuse and Intimate Partner Violence Recognition	Cardoza	8:30-11:30 a.m.	$30	$40
F16	Opioid Use, Abuse and Addiction: AND Marijuana and Its Impact on You, Your Family and Your Dental Practice Part I	Crossley	8:30-11:30 a.m.	$30	$40
F17	Creating a Healthy Work Environment	Jameson	8:30-11:30 a.m.	$20	$30
F18	Safety and Simplicity in Root Canal Instrumentation	Koch	8:30-11:30 a.m.	$30	$40
F19	Challenge of Waterborne Infections: A Microbiology Perspective	Molinari	8:30-11:30 a.m.	$30	$40

2021 SOUTHWEST DENTAL CONFERENCE PROGRAMS

To register or for more information, go to swdentalconf.org.

FRIDAY, AUGUST 20 (CONTINUED)

COURSE #	MORNING LECTURES, CONTINUED	CLINICIAN	TIME	EARLY BIRD	AFTER July 10
F20	Dental Screening Tools and Intervention Strategies for Airway Management	Nguyen	8:30-11:30 a.m.	$30	$40
F21	The Role of Digital Dentistry in the Contemporary Dental Practice	Keith	8:30-11:30 a.m.	$30	$40
F22	Global Diagnosis - A New Vision of Dental Diagnosis and Treatment Planning	Robbins	8:30-11:30 a.m.	$30	$40
F23	The Promise of Leadership	McDonald/ Small	9:00 a.m.-12:00 p.m.	$20	$30
F24	LipZip: Breathe Better to Live Better	O'Hehir	9:00 a.m.-12:00 p.m.	$30	$40
F25	Oral Cancer and Potentially Malignant Disorders	Sollecito	9:00 a.m.-12:00 p.m.	$30	$40
F26	Un-Break My Heart! Cardiovascular Disease, Dental Considerations and Patient Care Planning	Viola	9:00 a.m.-12:00 p.m.	$30	$40
	AFTERNOON LECTURES				
F27	Peri-Implant Disease: Diagnosis, Treatment and Maintenance Therapy 101 for the Dental Team	Grisdale	1:00-4:00 p.m.	$30	$40
F28	Bonding Dental Ceramics	Lawson	1:00-4:00 p.m.	$30	$40
F29	Communications, Coding and Collections	Phillips	1:00-4:00 p.m.	$20	$30
F30	TMD: From Triage to Treatment	Bender	1:30-4:30 p.m.	$30	$40
F31	CSI Effect Myth, An Overview of Contemporary Forensic Dentistry	Cardoza	1:30-4:30 p.m.	$30	$40
F32	Opioid Use, Abuse and Addiction: AND Marijuana and Its Impact on You, Your Family and Your Dental Practice Part II	Crossley	1:30-4:30 p.m.	$30	$40
F33	Overcoming "I'll Think About It!"	Jameson	1:30-4:30 p.m.	$20	$30
F34	Infection Control: That Thing You Do	Molinari	1:30-4:30 p.m.	$30	$40
F35	Who You Need on Your Airway Team	Nguyen	1:30-4:30 p.m.	$30	$40
F36	Giving Patients What They Want... Immediate Satisfaction with Dental Implants	Keith	1:30-4:30 p.m.	$30	$40
F37	Global Diagnosis and Digital Smile Design - A New Synergy	Robbins	1:30-4:30 p.m.	$30	$40
F38	ABC's of Panoramic Imaging	Scarfe	1:30-4:30 p.m.	$45*	$55*
F39	Digital Implant Workflow: From Consult to Completion	Wallace	1:30-4:30 p.m.	$30	$40
F40	Creating a Culture That Transforms and Performs	McDonald/ Small	2:00-5:00 p.m.	$20	$30
F41	Why Do Gums Bleed? The Impact of Sugar on Systemic Health	O'Hehir	2:00-5:00 p.m.	$30	$40
F42	Oral Mucosal Disease: A Field Guide for the Oral Healthcare Practicioner	Sollecito	2:00-5:00 p.m.	$30	$40
F43	It's (Medically) Complicated! Essential Pharmacology for Treating Medically Complex Dental Patients	Viola	2:00-5:00 p.m.	$30	$40
F44	Everyday Oral Surgery Skills for General Dentists, Part II	Read-Fuller	1:00-4:00 p.m.	$30	$40

2021 SOUTHWEST DENTAL CONFERENCE PROGRAMS

To register or for more information, go to swdentalconf.org.

SATURDAY, AUGUST 21

COURSE #	SPECIAL EVENTS	CLINICIAN	TIME	EARLY BIRD	After July 10
S01	ICD Breakfast		7:00-9:00 a.m.	$40	$40
S13	"THE MAC CLASS" (Master Assistant Class) Part I: The Seamless Appointment. See page 52 for details.	McDonald	8:00-11:00 a.m.	$30	$40
S02	Hygiene CE Express: See page 48 for list of clinicians and topics.		8:00 a.m.-12:00 p.m.	$50	$60
S15	"ORTHODONTIC SYMPOSIUM: Examining the Orthodontic Canon or Half of What You Know About Orthodontics is Wrong See page 57 for details	White	8:00-11:00 a.m.	$30	$40
S03	CE Express: See page 47 for list of clinicians and topics.		12:30-4:30 p.m.	$50	$60
S29	"THE MAC CLASS" (Master Assistant Class) Part II: Building Clinical Competency. See page 52 for details.	McDonald	1:00-4:00 p.m.	$30	$40
S32	"ORTHODONTIC SYMPOSIUM: Great Pearls of Orthodontics See page 57 for details. "	White	1:00-4:00 p.m.	$30	$40
	WORKSHOPS				
S04	Safety and Simplicity in Root Canal Instrumentation Workshop (repeat)	Koch	8:00-11:00 a.m.	$175*	$185*
S05	Practical Application of Oral Appliance Therapy for Sleep Breathing Disorders Workshop	Bender	1:00-4:00 p.m.	$175	$185
S06	21st Century Laser-Assisted Dentistry Workshop	Cardoza	1:00-4:00 p.m.	$195	$205
S07	Predictable Bone Grafting for Site Preparation: Implants and Restorative Dentistry Workshop	Grisdale	1:00-4:00 p.m.	$175*	$185*
S08	Perfect Photographs? Learn Portrait and Intra-Oral Photography Workshop	Zehak	1:30-4:30 p.m.	$145*	$155*
	MORNING LECTURES				
S09	Anterior Esthetics with Dental Implants	B. Butler	8:00-11:00 a.m.	$30	$40
S10	21st Century Laser-Assisted Dentistry	Cardoza	8:00-11:00 a.m.	$30	$40
S11	Key Essentials for Successful Bone Grafting Techniques for Socket Preservation, Augmentation for Implants and Restorative Dentistry: The Basics and Future Trends	Grisdale	8:00-11:00 a.m.	$30	$40
S12	Medical Emergencies – Recognition and Management	Schlieve	8:00-11:00 a.m.	$30	$40
S13	The Exceptional Assistant - Turning the Ordinary Into the Extraordinary Everyday Part I: The Seamless Appointment	McDonald	8:00-11:00 a.m.	$30	$40
S14	Occupational Respiratory Infectious Diseases: Aerosols, Spatter and Precautions	Molinari	8:00-11:00 a.m.	$30	$40
S15	Examining the Orthodontic Canon or Half of What You Know About Orthodontics is Wrong	White	8:00-11:00 a.m.	$30	$40

WHY BE AN EARLY BIRD?

Better course selection for extremely small class sizes due to COVID-19: once full, you're out of luck.

Discounted registration fees: $25 increase after July 10 and another $25 increase after August 19.

Discounted course fees: $10 per course increase after July 10.



2021 SOUTHWEST DENTAL CONFERENCE PROGRAMS

To register or for more information, go to swdentalconf.org.

SATURDAY, AUGUST 21 (CONTINUED)

COURSE #	MORNING LECTURES (CONTINUED)	CLINICIAN	TIME	EARLY BIRD	AFTER July 10
S16	Powerful Partnership - Build a Strong Dentist-Hygienist Relationship for a Thriving Practice	Wall	8:00-11:00 a.m.	$30	$40
S17	New Advances in Caries Management Part I - Caries Management by Risk Assessment (CAMBRA) and the ADA Caries Classification System	Young	8:00-11:00 a.m.	$30	$40
S18	Wake Up Your Practice! An Introduction to Sleep Medicine For the Dental Team	Bender	8:30-11:30 a.m.	$30	$40
S19	A Systemic Approach to Periodontal Classifications and Treatment	M. Butler	8:30-11:30 a.m.	$30	$40
S20	MACdentistry: The What, When, How and Why of Current Indirect Restorative Materials, Adhesives and Cements	Dudney	8:30-11:30 a.m.	$30	$40
S21	Scrabble and Alphabet Soup - Bringing Simplicity to Cone Beam Technology	Flucke	8:30-11:30 a.m.	$30	$40
S22	Systems Teams Technology	Phillips	8:30-11:30 a.m.	$20	$30
S23	Winning the War Against Inflammation	Smith	8:30-11:30 a.m.	$30	$40
S24	Perfect Photographs? Learn Camera Basics for Documentation and Marketing	Zehak	8:30-11:30 a.m.	$30	$40
S25	Positioning Implants to Achieve Predictable Restorative Success	McGarry	9:00 a.m.-12:00 p.m.	$30	$40
S26	Up In Smoke! Will Cannabis Replace Opioids in the Management of Acute Dental Pain?	Viola	9:00 a.m.-12:00 p.m.	$30	$40
	AFTERNOON LECTURES				
S27	Cement vs. Screw Retained Implant Restorations	B. Butler	1:00-4:00 p.m.	$30	$40
S28	There's No "D" Like "3D" - Cone Beam, Digital Impressions, Milling and 3D Printing in a Digital Practice	Flucke	1:00-4:00 p.m.	$30	$40
S29	The Exceptional Assistant - Turning the Ordinary Into the Extraordinary Everyday Part II: Building Clinical Competency	McDonald	1:00-4:00 p.m.	$30	$40
S30	Vaccine Recommendations: Science, Success and Myths	Molinari	1:00-4:00 p.m.	$30	$40
S31	Your Practice Through the Patients Eyes	Phillips	1:00-4:00 p.m.	$20	$30
S32	Great Pearls of Orthodontics	White	1:00-4:00 p.m.	$30	$40
S33	Know Your R.D.H. - Uncovering the Potential of Your Hygiene Team	Wall	1:00-4:00 p.m.	$30	$40
S34	SMART Restorations Using Silver Diamine Fluoride and Glass Ionomer Cement	Young	1:00-4:00 p.m.	$30	$40
S35	Trends and Truth	M. Butler	1:30-4:30 p.m.	$30	$40
S36	Be Aware of Wear: A Systematic Approach to Diagnosing, Treatment Planning and Restoring the Worn Dentition	Dudney	1:30-4:30 p.m.	$30	$40
S37	Merging Technology Into Your Practice	McGarry	1:30-4:30 p.m.	$30	$40
S38	Seven Secrets to Living Well	Smith	1:30-4:30 p.m.	$30	$40

SMART TRAINING

Tired of handling compliance alone?

We've helped over 15,000 dental professionals with their compliance needs. Let us put that experience to work for you with a solution designed for your specific needs, from subscription training only, to our full-service Platinum+ product ..... all at special TDA Perks pricing!

Ask about our guarantee against any OSHA fines

Check for our specials through TDA Perks!

Smart Training – Providing OSHA and HIPAA solutions for over 25 years

CURATE STUDIOS
Dental Interior Design Studio





We are a team of dental office design experts.

- Award winning design team of Registered Interior Designers
- Avoid down time during construction with our mobile clinic solution
- No exclusive relationships for dental equipment vendors or furniture

Design is not a luxury – it is essential!

www.curatestudios.com

Texas A&M University College of Dentistry

By Kathleen Green Pothier

Interim dean named to replace outgoing dean at Texas A&M College of Dentistry



Texas A&M University College of Dentistry recently announced changes in its administrative leadership.

Dr. Lynne Opperman has been named interim dean of the college, assuming her new role on June 2. She will oversee the College of Dentistry while a search is conducted to fill the position permanently.

A Regents Professor and head of the Department of Biomedical Sciences, Opperman is a distinguished scholar who has served in research and faculty roles for more than 30 years.

She is the owner/manager of Craniotech ACR Devices, LLC, holder of multiple patents related to her research, and previously served in faculty roles at the College of Dentistry and assistant professor (research) in the University of Virginia's Department of Plastic Surgery.

Opperman has significant leadership experience at the national level, having been elected as president of several national associations. She has been honored by being designated a Fellow of both the American Association for the Advancement of Science and the American Association for Anatomy.

A native of Johannesburg, she earned an undergraduate degree in zoology and a doctorate in developmental biology from the University of the Witwatersrand.

"I am privileged to continue the work of our previous deans in building this college to its full potential and am grateful for the trust and support shown from fellow faculty, staff and students at Texas A&M, the Health Science Center and the College as we proceed on this journey," Opperman said.

She replaces Dr. Lawrence Wolinsky, who stepped down as dean of the dental college on June 1. He will continue in an advisory capacity with the Texas A&M Health Science Center this summer and began his appointment as a professor in the college's periodontics department June 1.

"I have been honored to have had the opportunity to work closely with an amazing group of faculty, staff, students and alumni," Wolinsky said.

His 10-year tenure at the dental school has been marked with numerous accomplishments, most notably the January 2020 opening of the college's new Clinic and Education Building and the March 2021 dedication of the M.C. Cooper Dental Clinic in South Dallas.

DENTISTRY
TEXAS A&M UNIVERSITY

Texas A&M College of Dentistry (formerly Baylor College of Dentistry) in Dallas is a part of Texas A&M University and Texas A&M Health Science Center. Founded in 1905, the College of Dentistry is a nationally recognized center for oral health sciences education, research, specialized patient care and continuing dental education. Learn more at dentistryinsider.tamhsc.edu or follow @TAMUdental.

Students select Texas A&M College of Dentistry's 2021 Teachers of the Year

Texas A&M University College of Dentistry recently named its 2021 Teachers of the Year. This award, which is presented annually by the college's alumni association, recognizes a dental and dental hygiene faculty member whose mentoring styles, personalities and expertise make a lasting impact on their students' education. Here's a look at the two outstanding faculty members who were selected by the student body.

Dr. Sarah Parker Allen



Dr. Sarah Parker Allen, director of curriculum and preclinical director, relishes the creative aspects of her role in teaching removable prosthetics—from creating curriculum to making demo videos—which combines her love for art with science. That approach to teaching has earned her the Dental Teacher of the Year award.

Growing up, Allen says she loved to draw, sculpt and sew, which has dovetailed nicely with her scientific endeavors. She has always been drawn to teaching, starting with a job tutoring her classmates. She enjoys watching those around her thrive in the same way.

Allen earned an associate degree in applied science from Eastfield College in 2003 and graduated Summa Cum Laude with her bachelor's degree from Texas A&M-Commerce in 2006. While attending dental school, Allen's favorite courses were dental anatomy, occlusion and removable prosthodontics, courses she taught part time after graduating from the College of Dentistry in 2010.

Read more on Dr. Allen by clicking here.

Maureen Brown



Maureen Brown, a registered dental hygienist and clinical assistant professor in the Caruth School of Dental Hygiene, remembers how her own teachers inspired her, which she now applies in her own classroom. Being named Dental Hygiene Teacher of the Year only underscores how she has achieved what she set out to do: touch the hearts and minds of students.

A faculty member since 2010, Brown is known for her nurturing teaching style, guiding and gently pushing students to find answers while compassionately building their self-confidence simultaneously.

Brown received her associate degree from Eastfield College, a bachelor's degree in dental hygiene from the College of Dentistry's Caruth School of Dental Hygiene, and a master's degree in higher education from Texas A&M-Commerce.

Read more on Maureen Brown by clicking here.

Knowledge Sharing

Catch up on news and information that other DCDS members would like to share through DCDS News on our website: https://www.dcds.org/news-media/dcds-news

If you have a topic you would like to provide to your peers on our website, please contact Dr. Sarah Tevis Poteet at sarahtevisdds@gmail.com.

Recent topics include these on the right:

May 17, 2021



Top 5 Reasons to Bring Your Entire Dental Team to the Southwest Dental Conference

Conferences are a great way to increase skills, exchange information and develop professional or social contacts. Plus they can be out-of-the-ordinary fun for team members that need a break from the daily grind. Going solo may initially be seen as a financial benefit; but there are many more reasons to bring the whole dental team along.

Apr 20, 2021



by Sarah Tevis Poteet, DDS

7 Tips for Staying Healthy in a Viral World

Staying healthy in today's viral world means more than simply washing hands and covering a sneeze with a tissue.

Apr 14, 2021



by Steven D. Bender, DDS

Sleep-Related Breathing Disorders and the Dental Team

Dentistry as a profession has been very successful at establishing a well care model that medicine doesn't have, and has by nature of a more favorable practice model the opportunity to become an integral part of our patients' well-being beyond traditional dental care.



As a member benefit, DCDS member dentists are given the unique (and first) opportunity to hire new, fully trained dental assistants from each graduating class. For more information about the DCDS Dental Assisting School, please go to https://www.dcds.org/dental-assisting-school or contact the Program Director, Angela Bush, at angela@dcds.org.

DCDS Dental Assisting School

NOW ENROLLING STUDENTS FOR JULY 7 SESSION

Follow on Social Media:

Your DCDS Foundation at Work!

We are excited to spotlight one of our Charity Summit 2021 organizations, Grace Center Texas. Dallas County Dental Society Foundation works with Grace Center Texas along with many other organizations that improve the lives of Dallas County citizens every day.

Grace Center Texas



Grace Center Texas is a local faith based dental clinic located in Garland Texas. From the vision of Dr. Grace Smart, this non-profit organization got its start in 2018. Basic dental services of exams, x-rays, cleanings, fillings, extractions and dentures with some services like root canals and crowns may be done as funds are available. Patient acceptance is based on level of household income, being a resident of surrounding community within Dallas County and lack of any form or access of dental insurance. The clinic is close to rail and bus accessibility. One focus for Grace Center Texas is providing needed dental care to homeless students in Garland ISD in addition to indigent and poor adults and children.



In addition to their clinic, they have a mobile unit to serve our community and have seen a dramatic increase in need for dentures and partials since the pandemic started. Please contact our DCDS office on volunteer opportunities, donating funds or dental equipment or email rosemary@dcds.org.

A video introducing Grace Center Texas is available at https://vimeo.com/391973412.

Charity Summit Dallas 2021

Hosted by DCDS Foundation, Charity Summit Dallas 2021 gathered leading charitable dental organizations in Dallas County to share ideas, open lines of communication and provide and improve pathways for partnerships.

Our second year for the summit, we enjoyed hosting Agape Clinic, Attitudes and Attire, Grace Center Texas, The Family Place, Mission East Dallas, North Dallas Shared Ministries, Union Gospel Mission, TDA Smiles Foundation, Baylor Alumni Association and our own Foundation. The evening was spent with the focus on improving dental health for underserved in Dallas County. Our chair for the event was Dr. Robert McNeill.

Challenges for these charity organizations specifically for this year include the need for dentist volunteers, addressing an increase in dental disease due to COVID-19 and obtaining the funding to provide care.

To volunteer, provide funds or resources to one or more of these organizations contact the DCDS office at 972-386-5741 or send an email to info@dcdsfoundation.org. Click on a photo to go to the individual charity's website. It can be easy to make a big difference for our community!

Please take note of our upcoming event, and be on the look out for more information: Our Foundation will have a fundraiser coming up this Fall!

















TO VOLUNTEER **WWW.DCDSFOUNDATION.ORG** **TO GIVE**

DCDS Foundation is now an eligible charity listed on AmazonSmile. This program through Amazon donates 0.5% of the price of eligible smile.amazon.com purchases to the Foundation when selected by customers. Our unique charity link is https://smile.amazon.com/ch/75-2790709.

...continued from page 2

AND a huge shout out to our outgoing President, Dr. Drew Vanderbrook. I have very big shoes to fill! Drew, you have done a wonderful job… but you are NOT off the hook just yet! I will need your guidance as we go forward, especially with technology.

There are some key people I appreciate as well. Without them, this event could not be possible—our hard working DCDS staff! Rosemary Martinez, our Communications Manager, is always there to help me with my writing. Ashley Hawkins, our meetings and special events manager, is always working on the Southwest Dental Conference or Zoom meetings. Lori Dees, our Exhibits Manager, has done a killer job with the Conference. Finally of course, Jane Evans, our Executive Director of Southwest Dental Conference and Dallas County Dental Society. She has really been there to help and guide me during this transition. Sometimes she is my mother and sometimes she is my big sister. If you can imagine, I am in trouble some! I feel blessed to have these amazing women, these forces of nature beside me, always offering a supportive hand on my back.

I don't know if you know this but these wonder women have been working this whole time during the pandemic. At first from home and then from the office. There were many societies that simply just shut down, but our staff did not let the pandemic slow them down. They have been working on our 2021 Conference, numerous committee Zoom meetings and CE and so much more.

Which brings me to my vision for my presidency. And let me just say it is not my presidency really, but a huge team approach, the way it should be. Simply put, my top priority is offering the opportunity for every member to have a voice. All will be included, embraced, welcomed and important. DCDS is a vehicle for each person to have a voice, a way to belong, a way to have community with their colleagues…a way to feel significant.

The two words I think that best describe our society/careers are community and perseverance.

One definition of the word community is: A feeling of fellowship with others, as a result of sharing common interests, attitudes and goals. Boy did we miss this during the pandemic! We practiced in isolation and that isolation was not healthy for us! Fellowship and community are critical and a vital function of a healthy and thriving DCDS.

One definition of perseverance is: Putting one foot in front of the other and it will get you to the finish line. Steadfastness in doing something despite difficulty or delay in achieving success. This past year may have caused delays, but we are still moving forward.

Those two words describe this society perfectly, and we need to get our society back to normal as soon as possible. We have seen firsthand how organized dentistry has helped on a national, state and local level. All are amazing! As dentists, we are better together and need our community. After this past year of isolation, our people need more face-to-face time, and I promise to be an all-inclusive president who will make that happen.

This fall we'll be able to meet in-person and we'll be able to connect. And let's be honest, more time together isn't bad if it's done in an effective and efficient way. I am eager to get back to our four in-person general meetings a year. During Dr. Brad Crump's tenure as DCDS President, he slimmed down the general meetings to two in the fall and two in the spring, providing two hours of continuing education at each…and greatly improving the food! This will be nice to get back to because that format was a great success.

I would like to continue with Dr. Drew Vanderbrook's ideas on connecting with the dental school. Drew wanted to increase our presence and support of the students at Texas A&M University College of Dentistry. We would like to continue inviting them to our meetings so they can see how much value there is in organized dentistry. Drew, I will need your help for sure in this department.

Our Southwest Dental Conference this fall will be in person August 20-21. Dr. Mary Swift and the Scientific Committee have done an excellent job in preparing for this event. The Chicago and California meetings were both 100% virtual this year with the TDA Meeting both virtual and in-person. We will be one of the first meetings to be back fully in-person, therefore bringing our community back together. I do believe people have missed this dental community!

This year will be also be our last Conference at the Convention Center. We have listened to our members, and will move the SWDC back to the refurbished Hilton Anatole-Dallas. Most of you remember that our Conference used to be there and everyone loved it. The Hilton Anatole will be so much more inviting, with many enjoyable places for you and your team to gather. Dr. Sarah Poteet will be chairperson at the first Conference in the Anatole, with Dr. Celeste Latham and Dr. Drew Vanderbrook following in the years behind her. We are all super excited about this.

During this next year, I'm not trying to reinvent the wheel. I just want you all to know that I will be here to listen to you, no matter how big or small the matter. I look forward to thinking out-of-the-box in creative ways with the talented team of DCDS member volunteers and paid professional staff to implement strategies that address our unique and complex times.



Dr. Jacque Plemmons welcomes incoming DCDS President Dr. Missy Jaynes with the traditional gavel and a crystal token of recognition.

Are You Using the Right Tools ...In Your Marketing Efforts?

on-hold media group

Proudly Serving DCDS Members Since 2008



On-Hold Messaging Will:

- Present a cordial, professional image
- Reduce caller hang-ups
- Shorten perceived hold times
- Educate & inform patients
- Reinforce other marketing efforts
- Introduce new providers & staff
- Encourage online check-in & referrals

Our SHUFFLE system lets you to quickly & easily:

- Manage your content on a near real-time basis
- Select the precise messages your callers need
- Submit new Custom Script Requests
- Match the background music to the season
- Generate a new weekly production sequence

and so much more...

For a live, online virtual tour of our SHUFFLE Content Management System, please contact us today!

Ask us about the special program for DCDS Members

on-hold media group

(866) 758-1300
www.OnHoldWizard.com
info@onholdwizard.com

19 YEARS IN BUSINESS

STRUCTURES & INTERIORS
GENERAL CONTRACTORS

Pre-Construction Services
- Budgeting - Pro Forma
- Site Selection
- Team Building
- City Permitting

Construction
- New Construction
  - Ground up
  - Addition
- Tenant Improvement

STRUCTURES AND INTERIORS has the **EXPERIENCE, EXPERTISE** and **REPUTATION** to build the dental office of your dreams!

Mike Lease, President
1594 Hart Street • Southlake, TX 76092

PHONE **817.329.4241**
FAX **817.424.5240**
www.structures-interiors.com

Visit us at the SWDC in Booth 522

ACTIONSHRED OF TEXAS

Certified Shredding Promotion for Dallas County Dental Society Members

✓ Members only preferred pricing
✓ Facility-based destruction for paper, hard drives and proprietary items
✓ Certificate of Destruction provide for all services

$25 flat fee per container.
Minimum charge per service of $75.

Contact 214-352-0113, option #2 for details about preferred member rates



Your Trusted Source for
Document • Media • Product Destruction
Secured> Destroyed> Certified

DENTAL OFFICE NETWORK

Your Transition is closer than you think!

Is your practice ready?

Go with a Guide that knows the territory!

Hoping one day to get top dollar for your practice?
Considering adding a dentist to your practice?
Wondering how to coordinate the real estate and practice sale?

"Seek advice now... while your practice is at its peak!"

DALLAS OFFICE 214.893.0410
Serving the Central U.S.
Info@OfficeNetworkUSA.com
#1 TRANSITION AUTHORITY

VISIT US AT:

STAR OF THE SOUTH
Booth 314
Houston, TX
July 23-24

SOUTHWEST DENTAL CONFERENCE
Booth 713
Dallas, TX
August 20-21

KDS KAD DENTAL STAFFING EST. 1979

WORK WITH THE BEST
Call us Today! 214.522.2008



Visit us at the SWDC
Booth 608

Benefits for Our Dental Clients

- KDS vets candidates based on your requirements & preferences
- We perform background checks and reference checks
- We serve as the employer of record:
  - Eliminating IRS/Worker Commission issues
  - Manage all payroll withholdings
  - Send W-2s at end of each year
- Offering decades of unparalleled professionalism

COMING SOON – Online portal for scheduling with ease.

Classified Advertising

Classified Advertising for DCDS Connection is accepted on a space-available basis and must meet the advertising guidelines of the DCDS. Rates and information are posted on-line at dcds.org or call 972-386-5741.

For Sale/Lease - Real Estate/Practice

Transition time?

Seeking doctor whose lease is almost expired, ready to sell in a few years but desires to practice in a non-corporate setting in the meantime. Very well appointed, loaded with technology facility, fee for service practice located LBJ and Preston in NORTH DALLAS. Generous space with eight operatories; at current location for the last 17 years.

Contact Dr. Brock Lynn at drblynn@global.net or cell 214-912-9333.

Dallas-Fort Worth Northern Suburb General Practice for Sale

The Dallas-Fort Worth metro area is one of the fastest growing and desirable areas in the state! Currently the practice has seven ops, with an expansion opportunity for an additional op. Current doctor would prefer to sell the RE as well. Collections of $1.86 million & EBITDA $300,000. 4200 active patients & 50 new patients per month.

Contact Sam Schoenecker to learn more: sam@professionaltransition.com or give us a call: 719.694.8320

Plano, TX General Dental Practice for Sale

New to the market is a general dental practice located along one of the main travel corridors of Plano. 4 operatories with an expansion opportunity into additional space. Collections of $1.1 million & SDE $360,000. Current doctor open to exploring transition options that lead to retirement.

Contact Sam Schoenecker to learn more: sam@professionaltransition.com or give us a call: 719.694.8320.

For Sale/Lease - Real Estate/Practice

OFFICE TO SHARE

Rent space in our new fully digital and equipped dental office located in Richardson near 75 & Campbell Rd; available 2-3 days per week on a daily fee basis. Take a video tour at DrJackBodie.com.

Call 214-212-9413 or email Jack@DrJackBodie.com for details.

West Texas Pediatric Dental Practice for Sale

If you've been searching for the ideal pediatric practice– this is the one! Located in an office building with over 2,700 square feet, the office was recently remodeled in 2017. The current doctor is interested in selling to another dentist in a straight buy-out, although they are open to staying on board for a smooth transition. With an impressive referral base, the practice is only seeing continued growth! 6 operatories. Collections of $1 million & SDE $500,000. 2 associates with the practice. 4,000 active patients & 75-95 new patients per month.

To learn more, contact Kaile Vierstra with Professional Transition Strategies: kaile@professionaltransition.com or give us a call: 719.694.8320

Equipment For Sale

Pre-owned Surgical Instruments for Sale

Pre-owned surgical instruments to be sold as a single lot: Approximately 50 forceps and 25 elevators; 135 items in all.

Call or text Artell Dental at 214-274-5421.

400+ Premium Quality Instruments & Equipment for Sale

Large selection of used instruments including: forceps, elevators, retractors, curettes, rongeurs, needle holders, hemostats, scissors, osteotomes, bone files, suction tips, root tip picks, proximators, surgical implant kits, bone grafting instrumentation, aspirating syringes, explorer/probes, cotton pliers, mouth mirrors, curing light, headlight, multiple handpieces, criticare monitor and more. Manufacturers include Walter Lorenz, Karl Schumacher, Hu-Friedy, Miltex, Ace Surgical and Quality Aspirators. For a full inventory list, condition (very good to fair) and affordable pricing, contact:

Ronda Lane at vantroba@verizon.net or 972-986-6855

Click here to check out Job Bank/ Classified ads on the DCDS Website for more opportunities!

DCDS
13633 Omega Road
Dallas, TX 75244
Phone: 972-386-5741
Fax: 972-233-8636
Return Service Requested

Follow DCDS and SWDC on social media!

Time is getting close for our live, in-person Southwest Dental Conference. As life returns to "normal", we will not be streaming any of our classes. The Kay Bailey Hutchison Convention Center, as of this writing, is still operating under capacity restrictions, masking and social distancing; but some restrictions may lift as we get closer to the Conference date. Watch the COVID-19 page of our website for any updates. It can be found on swdentalconf.org along with registration, ticketing and hotel information.

Our theme this year is "Actionable Learning". We have put together a program filled with useful information you can take back to your practice and put into action on Monday morning. We have worked hard to develop a program with courses for the whole team.

I encourage you to consider bringing your entire team to the SWDC. This past year proved difficult to gather outside the office for team building, office bonding activities, and the SWDC will be a great way to bring the team together. Team members may not have had easy access to streaming CE for their state required CE credits, so the SWDC is a great way for them to take care of the live CE requirements they need.

We have a special treat this year for you and your team with Dr. Mac McDonald's "MAC" (Master Assistant Class) which will motivate your team to be the best they can be. Dr. MacDonald will share his thoughtful approach to patient care to help you and your team develop a seamless clinical experience for your patients.

We also have a Pediatric Symposium with Dr. Tracey Nguyen and an Orthodontic Symposium with Dr. Larry White this year, in addition to our very popular CE Express. We have crowd-pleasing big names returning, such as Dr. Bill Robbins (Global Diagnosis - A New Vision of Dental and Global Diagnosis and Digital Smile Design - A New Synergy) plus Cathy Jameson with her entertaining insight into practice building (Creating a Healthy Work Environment and Overcoming "I'll Think About It!").

Outstanding speakers this year include Dr. Steve Bender, Director of the Center for Facial Pain and Sleep Medicine at the Texas A&M College of Dentistry, who will review how to identify the origin of a patient's pain to better guide treatment; and Dr. John Wallace, who has an oral surgery practice in Dallas where he utilizes "X-nav" computer-assisted implant placement with a start-to-finish digital workflow for implant success that looks like something from the future.

I hope you join us for the conference, as it's been too long since we've seen each other! We may be masked and socially distant; but at least we will be together, working our way back to normal.



Dr. Mary Swift

2021 Southwest Dental Conference Chairman

