Great day, great course, great food, cold beverages, and lots of fun was had by all! It appears that one of the golfers had a craving for ice cream - he waved down the ice cream truck!
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Find an independent agent representing The Cincinnati Insurance Company by visiting cinfin.com or by calling Mike Terrell, 800-769-0548.
Hope that everyone is having a great summer!

This past March I was invited to join our Ohio delegation of dentists to the American Dental Association Dentist and Student Lobby Day in Washington DC. This is the equivalent of the Ohio Dental Association’s Day at the Statehouse. From recent membership surveys, we have found that some of the most important issues that concern member dentists are updates about regulatory changes and legislative updates that guide our practices, be it at the state or national level. This was my first legislative day in Washington DC and these were the topics for discussion with our Ohio legislators.

There were 3 items for discussion with our legislators – the Competitive Health Insurance Reform Act of 2017, Student Loan Programs under the Higher Education Act and Health Care Reform: Support Oral Health. H. R. 372 the Competitive Health Insurance Reform act of 2017 would amend the McCarran-Ferguson Act (passed into law in 1945) to authorize the Federal Trade Commission and the Justice Department to enforce the full range of federal antitrust laws against health insurance companies engaged in anticompetitive conduct. This bill would not interfere with Ohio’s ability to maintain and enforce our own insurance regulations, antitrust statutes and consumer protection laws. This would apply only to the business of health insurance, including dental insurance and would not include life insurance, property or casualty insurance. Passage of H.R. 372 would help interject more competition into the insurance marketplace by authorizing greater federal antitrust enforcements, to promote lower prices, and greater consumer choices. This bill passed the House with 416 ayes and is off to the Senate for review.

The ADA and ASDA support student loan programs under the Higher Education Act of 1965. This is where they support lower interest rates on Federal Direct Unsubsidized Stafford Loans and would like to reinstate the eligibility for graduate and professional degree students to use the Federal Direct Subsidized Stafford loans to finance their graduate education. This bill would permit graduate student loans to be refinanced more than once to take advantage of lower interest rates and extend the deferment for repaying to the maximum extent practicable. The cost of dental school education is an enormous burden on most families and this could further remove economic barriers for those wanting to pursue careers in public service, teaching, research and administration.

Regarding Health Care Reform, the ADA supports that every individual has access to oral health services, supports Medicaid reform, and wishes to preserve the Early and Periodic Screening, Diagnostic and Treatment (EPSDT) benefit to assure comprehensive oral health services for children under any per capita cap or block grant system and would further assure transparency of dental plans to support consumer choice and ensure that consumer protection measures are required for dental benefit plans. Transparency on premium and benefit plan summary information, out of pocket costs, and directories of participating health care professionals would be a part of this Act. Further, this bill would continue the use of pre-tax dollars to help purchase coverage, expand the availability of Health Savings Accounts, (HSAs) and Flexible Savings Accounts (FSAs).

Enjoy the rest of your Summer and I hope to see you at our upcoming events!
Healthy Habits.

You don’t have to bank here and we know it. In fact, you can bank anywhere you are—call us and we’ll come to you! With over 110 years of serving the dental community we are a full service bank providing our customers with a full suite of financial services including:

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Happy Summer! I hope you are enjoying your summer as much as I am. It is hard to believe, however, that it is already July. I choose not to think about it. My grandmother always said, “Victoria, if you take the time to think about how fast time is going you are not enjoying the present.” Amen, Grams...

I will be brief this time, but please take the time to read this entire Bulletin and pass it along to your staff. There is some great information in the Bulletin for everyone!

Upcoming Events that are included in this Bulletin:

“Get to Know the Cincinnati Dental Society” round table discussions will take place again at Jack Casino. This format has been well received in previous years, so if you have not attended one before you might want to consider attending this year. We have some fantastic topics for you to choose from, so don’t forget September 21, 2017!

September 28, 2017 is our annual “Emergency Medical Recognition Course” with Dr. Jimmie Harper. The Ohio State Dental Board now requires EFDA’s and CDA’s to complete this course if their dentist plans to have them practice when he or she is not physically present in the office. This is the same course that RDH’s are required to take as well. This course has also been approved by the Kentucky Board of Dentistry for RDH’s practicing in the State of Kentucky.

October CDS Member Event to be held on October 9, 2017 at Eddie Merlot’s. With the topic that has been selected we anticipate the room will fill up quickly, so don’t delay and check out the registration form in this Bulletin or visit our website, www.cincinnatidental.org.

The biggest event of the year is our Foundation’s annual fundraiser in memory of Dr. Patty Walter. We are changing things up a bit this year and are hosting the “Dr. Patty Walter Memorial” Inaugural 5K Run/Walk on October 14, 2017. Join us in this fun event and help us keep Dr. Walter’s spirit of helping others alive!

Updates and Reminders:

Remember to check out our face book page. With the new hire of a temporary independent contractor our face book page and website will be updated on a more frequent basis.

Need help in remembering all of our events and programs? Don’t forget you can add your spouse or office manager to our email list. Only notices of upcoming events and programs will be emailed to them, so this is a great way for others to help you keep current on what’s happening in your Society! Just email me with the name and email address and I will be happy to include them! (vicki@cincinnatidental.org)

That’s it for now. Continue enjoying your time with your family and friends this summer, because once we approach September it will be full steam ahead for me, you and your Society!

Until then…
SDC’s Dental Savings Plan

Increase case acceptance rates, services rendered and patient loyalty

Just as SDC network participation helps your practice retain insured patients, SDC’s Dental Savings Plan helps retain uninsured patients.

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or visit superiordentalsavings.com/providers
Call to Order:
The April Council Meeting was held Monday, April 3, 2017 at the Cincinnati Dental Society Executive Office. President Dr. Manny Chopra called the meeting to order at 6:55 pm. The CDS Mission and Antitrust Statements were presented to Council prior to the order of business.

Roll Call:
**Members Present:** Drs. Brandt, Chopra, Dorr, Hanlon, Heck, Khetarpal, Murphy, Newby, Osterday, Parker, Perrino, Schaeffer, Wayne Wauligman and Whitney Wauligman. **Member Absent:** Dr. Kelley

The minutes from the February 6, 2017 Council Meeting as amended were moved to be accepted by Dr. Murphy and seconded by Dr. Dorr. The motion passed unanimously.

**President’s Report by Dr. Manny Chopra:**
- Dr. Chopra provided a report on the ODA’s March 17 and 18 Leadership Institute. Attorney General Mike DeWine spoke on the heroin addiction issue. Another speaker, Ohio Oral Surgeon Dr. Don Lewis, addressed embezzlement. Nathan DeLong, Ohio Oral Surgeon Dr. David Kimberly, and ODA Secretary Dr. Sharon Parsons gave a moving presentation titled “Dentistry’s Role in Addressing Ohio’s Opioid Crisis”. Other speakers included ADA President-Elect Dr. Joe Crowley, ODA President Dr. Kevin Laing, and the ODA’s David Owsiany and Chis Moore. A breakfast meeting between ODA executives, ODA staff and representatives from Ohio Dental Societies was held to address component Society issues. Redistricting was considered as only half of the Societies have staff, but it was decided there will be no redistricting for the next ten years. Dentists’ comments were very favorable about the conference.

- Dr. Chopra reported 18 dentists from Ohio were present at the Washington DC Leadership Conference. Over one thousand dentists and dental students attended from around the country. This event was similar to our ODA Day at the Statehouse. Attendees advocated on behalf of organized dentistry by discussing issues affecting dentistry at the federal level with their representatives in Congress.

**Treasurer’s Report by Dr. Ruchika Khetarpal:**
- The CDS Profit/Loss page was first addressed. We still have about 53 non-renewing members. Regarding the program fees, we did better than budgeted. The CDS Bulletin is expensive to produce, however, our members still enjoy receiving a hard copy. We are in the process of switching banks for our operating, membership dues and program accounts. Our Reserves grew $30,000 based on the performance of our investments. Last year’s operating loss will be about $15,000 for 2016. Barnes Dennig is preparing the 2016 Form-990, which should be finished by the next Council meeting.
Executive Director’s Report by Vicki Nixon:
- The intern position for the administrative assistant did not work out as planned. Vicki is looking into job sharing with another company within the office condominium complex.
- Historically, there is an increase in Peer Review calls. Three of these involve our member dentists and two do not. Dr. Kluener will be our chair of the Peer Review Committee and representative to the ODA peer Review Committee. He explained he will serve for two years.
- We had our first joint CE collaborative with the dental office managers group (AADOM). Speaking at the first half was Chris Moore on Dental Insurance Best Practices. Second was Laurie Boisclair of Transworld Systems addressing collection issues, and Chris Moore with the ODA discussed insurance issues.
- ADA representatives are again coming to Cincinnati with Dr. Joe Crowley to visit Oyler School on April 12. The ADA has been looking at the Oyler Dental Clinic to serve as a model, possibly in Chicago.
- Dr. Newby and Vicki will be working together on the Jack Gottschalk Award Ceremony to be held at the Metropolitan Club April 6. We can bring a cake with the tooth fairy logo and small cupcakes for honoree Dr. Linda Smith. There will be a Power Point presentation. Dr. Brandt will present Dr. Smith with a framed Tooth Fairy Logo, part of our first Foundation logo.

Honors Committee Report by Dr. Matt Parker:
- Dr. Parker reported on several nominees for various CDS and ODA awards. A resolution passed unanimously to approve of these nominees.

CDS Committee Updates:
- Access to Dental Care: Vicki reported the Lighthouse Project visit went well on February 20. The OSU mobile dental coach came with senior dental students who provided care for thirteen patients that day. There are seven more that need additional care. Their treatment will be provided by the McMicken Clinic. We will repeat the Program again.
- CDS Oral Health Foundation: Dr. Ken Brandt reported on the upcoming Jack Gottschalk Foundation Event as an informal ceremony to honor Dr. Linda Smith. Since the inception of the Foundation close to $950,000 worth of dental care has been provided. Dr. Brandt also noted our recent grant has been depleted and we will go back to our original technique of providing care gratis for our LNVB program. Vicki noted the Foundation has paid lab fees totaling $38,000 for providing dentures for our veterans. Dr. Brandt suggested we move the CDS Access Committee to be under the Foundation as they actually have the same functions. It will take a Bylaws change to accomplish this. A fundraiser for our Foundation and the Children’s Oral Health Network is planned for Saturday, October 14, 2017. It will be a 5k race at the Lunken Airport. Dr. Bryan Osterday was thanked by Vicki for arranging this.
- Membership: Dr. Andy Dorr introduced two new members: Drs. Tamila Pendleton and Benjamin McDonald, both together in West Union along State Route 125. The CDS has received an ODA grant to provide a recruitment for non-members. It will be June 1 at Pinot’s Palette in Kenwood and will feature a painting activity. The theme will be the ADA’s Program called “Brushing up on the Power of Three”. A Save the Date notice will be mailed out first. Drs. Chopra, Crowley and Laing will speak at this event. There will be another event called “Get to Know the CDS” at Jack Casino on September 21st. This event last year produced good results.
- Program Committee: Dr Dennis Murphy reported the next Program Committee Meeting will be April 24.
ODA Updates:

- **Access to Dental Care:** Drs. Chris Heck and Ruchika Khetarpal: Dr. Chris Heck explained the Options Program is put on hold. This is thought of as a good program, but so far there is no one to administer it. They are trying to complete current treatment plans. Regarding GKAS (Give Kids a Smile), we can still do events this year. To register, contact Kristy Kowalski at the ODA. Dr. Ruchika Khetarpal reported on Donated Volunteer Care as inside Ohio mission trips. Eleven dental clinics in Ohio have been identified that will allow dentists to volunteer for one day a year and receive continuing education credit for their work. Dr. Heck explained further that there will be a Marketing Program to ask dentists to do this volunteer work. It would not be necessary to volunteer in your own community. The idea is to donate one day a year. The clinic would be required to be certified in order to issue CE credit to the volunteer dentist.

- **Annual Session:** Dr. Dennis Murphy gave the date of the next Annual Session on September 14-17. On Thursday, hours for the Exhibits will be extended. In 2019 the Annual Session will be in October as the ADA will have their annual convention in September at San Francisco. Chartering a bus to take staff to the ODA Meeting is not a priority, but a bus leaving from the north side of Cincinnati could be a great way to get staff to attend the meeting.

- **Dental Care Programs and Dental Practice:** Dr. Manny Chopra reported there has been no recent meeting, but some recurring issues are third-party practices, non-covered services, and mid-level provider services. There is the Day at the Statehouse coming up soon.

- **Membership:** Dr. Ruchika Khetarpal reported discussion to link Society Bulletins to the ODA News. Also, a local Society could be highlighted in each issue of the News. The Benco Blue Chip Program is still going strong. Three Cincinnati dentists use it for paying dues. Tables on market share in Ohio were presented. For example, 67.3% of woman dentists in Ohio are members in the ADA/ODA/CDS. About 70% of dentists age 60-64 are members, whereas only 20% of physicians are AMA members.

- **ODA Foundation Board:** Dr. Ken Brandt reported Dr. Edward Karl Schneider, chairman of the Foundation, passed away. The Foundation is accepting scholarship and grant applications. He and Dr. Chopra have Foundation raffle tickets to sell. The first prize is the use of a leased car or $20,000. Second is $3,000 in jewelry.

- **ODPAC:** Drs. Matt Parker and Mike Schaeffer: Dr. Parker reported Dr. Mike Lee is bringing John Husted to Kenwood on April 27 for a fundraiser as he will be running for Governor of Ohio. Dr. Schaeffer explained the Capital Club doesn’t have a meeting yet as a speaker has not yet been determined.

- **Subcouncil on New Dentists:** Drs. Chris Heck and Dan Kelley: Dr. Heck noted there was a good turnout at the Bowling Event for new members during the ODA Leadership Institute. This could be repeated next year. The Match Event at the ODA Annual Session is again planned this year. This will allow prospective employers to meet and match up with dentists interested in employment. They are still trying to determine the time of this event so it does not conflict with the OSU football game. There will be an ODA Family Event at the Columbus Zoo this Summer on a Saturday.

Dr. Chopra announced upcoming events and programs before he adjourned the meeting at 8:33 pm. The next Council meeting is scheduled for June 5, 2017.
Save the Date

Dr. Patty Walter’s Memorial Inaugural Tooth Fairy 5K Run/Walk

Sponsored by: Cincinnati Dental Society’s Oral Health Foundation and Children’s Oral Health Network

Benefitting: Academy of World Languages School Based Dental Center

October 14, 2017
Lunken Airport
700 Wilmer Avenue, Cincinnati, OH

Mark your calendars!

Your support of the Dr. Patty Walter’s Memorial Inaugural Tooth Fairy 5K Run/Walk allows the Academy of World Languages School Based Dental Center to provide direct services and education to children who lack regular dental care in neighborhoods that have poverty rates that exceed 90%.

Join us: Saturday, October 14, 2017
Lunken Airport
700 Wilmer Avenue, Cincinnati, OH

Race Starts: 9:00 AM

Online registration available until October 12, 2017
https://runsignup.com/Race/OH/Cincinnati/PattyWalterMemorialToothFairy5K

Mail in entries must be postmarked by September 29, 2017
The Cincinnati Dental Society’s
Medical Emergency Recognition Course

Instructor: Jimmie L. Harper, Jr., D.D.S.

*The Ohio State Dental Board now requires EFDA’s and CDA’s to complete this course if their dentist plans to have them practice when he or she is not physically present in the office. This is the same course that RDH’s are required to take as well.

This course has been approved by the Kentucky Board of Dentistry for RDH’s practicing in the State of Kentucky!

Date: Wednesday, September 27, 2017
CE Credits: (4) Hours

Time: 10:45 am Registration, 11:00 am Brief presentation and lunch provided by P&G
12:00 to 4:00 pm Program

Location: CDS Executive Office, 9200 Montgomery Rd., Conference Room 20-A

Fees: $70 for CDS Members (Includes Associate Members)
$85 for ADA Members and $100 for Non-Members

Course Description: The Medical Emergency Recognition Course covers the identification and prevention of potential medical emergencies and includes the following:

1. Medical History;
2. Recognition of common medical emergency situations;
3. Office emergency protocols;
4. Basic airway management;
5. Prevention of emergency situations during dental appointments; and

The course is four hours in length and fulfills the Ohio State Dental Board’s requirement of Dental Hygienists, Expanded Function Dental Auxiliaries, and Certified Dental Assistants practicing under general supervision as well as the Kentucky Board of Dentistry’s requirements for Dental Hygienists practicing in the State of Kentucky.

Additional Information on Back of this Page.
The Cincinnati Dental Society’s Medical Emergency Recognition Course

**Wednesday, September 27, 2017**

**About the Instructor:** Dr. Jimmie Harper, Jr., graduated with a DDS degree and a certificate in training in Oral and Maxillofacial Surgery from The Ohio State University. He has been a member of the Cincinnati Dental Society since 1989. He served as Assistant Professor of Clinical Surgery and Program Director for the Division of Oral and Maxillofacial Surgery at University of Cincinnati. Dr. Harper became board certified by the American Board of Oral & Maxillofacial Surgery in March of 1988. In July of 1999, he was approved by the Ohio State Dental Board to teach the Medical Emergency Recognition Course for the Cincinnati Dental Society.

*The Cincinnati Dental Society is an ADA CERP Recognized Provider approved by the Ohio Dental Association.*

---

**REGISTRATION FORM for September 27, 2017**

**Deadline to Register September 22, 2017**

Cancellation Policy: No refunds if cancelled after September 22, 2017

Name(s):

Dentist Name:

#_______Yes, we plan on being there for the brief presentation and lunch provided by P&G.

$70 for Staff of CDS Members (Includes Associate Members)

$85 for Staff of ADA Members and $100 for Staff of Non-Members

Make check payable to: **Cincinnati Dental Society**

Mail this form to: **9200 Montgomery Rd., Suite 21-A, Cincinnati, OH 45242**

Credit Card Information: #

Exp. Date: ____________  Security Code: ____________

Name on Card: ____________________________  (AMEX, Discover, MasterCard or Visa)  (Please circle one)

If personal card please provide your complete address: ____________________________

________________________________________

________________________________________
The American Dental Association recently launched a new Find-a-Dentist tool to help get more patients in members’ chairs.

The new Find-a-Dentist tool provides consumers with a user-friendly experience and additional search fields to easily find an ADA dentist. Prospective patients will be able to search by payment options, benefits accepted, dental specialty and zip code. They can then contact the practice via phone or email to make an appointment.

Dr. Ruchika Khetarpal, a general dentist in Cincinnati, recently had a patient find her practice after searching for a dentist using the Find-a-Dentist tool. Khetarpal said her office asks each new patient who referred them to the practice. Although this patient reported that it was from her insurance, after interacting with the patient Khetarpal discovered that the patient found her through the Find-a-Dentist search tool.

“As my staff was checking the patient out, I asked her where she lived,” Khetarpal said. “She reported downtown Cincinnati. My office is 14 miles from downtown, and there must be 100 dentists between those two points! My interest peaked, and as I probed further she said she found me on the American Dental Association website and researched me further from that point. She verified that I was in-network with her insurance company and informed me that she picked me as her practitioner due to me being a female with a diverse background.”

To go along with the new and improved Find-a-Dentist tool, the ADA also launched a new, three-year digital consumer advertising campaign to drive patients to the website.

Paid search and digital ads targeting potential patients will direct them to the ADA Find-a-Dentist tool to find a dentist and book an appointment.

In addition to the ADA advertising campaign, the Ohio Dental Association has been promoting oral health and patient visits with ODA member dentists through an educational radio campaign since 2012. This campaign also directs patients to the ADA Find-a-Dentist tool.

The ODA campaign, in conjunction with a variety of Ohio Society Association of Executives (OSAE) member associations, began in May 2012, and so far the ODA has released five 60-second on-air messages promoting dentistry in the community. The five radio spots have focused on increasing awareness of the importance of seeing ODA member dentists as well as tackling dental health issues.

The ads air on Ohio News Network (ONN) radio stations across the state. ONN also places banner advertisements online in the target market with a similar message to the radio ad that is running at that time.

All member dentists benefit from the ADA and ODA advertising campaigns by being listed on the Find-a-Dentist search tool, however, dentists with completed profiles have a priority listing in search results, and data shows that profiles with pictures get more clicks. Dentists can take about five minutes and log in to ada.org/myada to update their member profile.

For more information about the Find-a-Dentist search feature, visit ADA.org/findadentist.
Cincinnati Dental Society Member Event
Monday, October 9, 2017
at
Eddie Merlo’s on Montgomery Road
(10808 Montgomery Rd., 45242)

Supported in Part By: Cincinnati Insurance Company, Dental Care Plus Group and Stephenson & Warner, Inc.

Fee: Complementary for CDS Members
$35 per Guest of CDS Member *** $25 per AADOM Member

CE Credits: One (1)

Schedule: 6:15 p.m. Heavy Appetizers and Cash Bar *** 7:00 to 8:00 p.m. Program

COURSE DESCRIPTION:
Discover how to partner with dental insurance companies to achieve better outcomes from registration through to claims payment. This session will provide you with the tools you need to do just that, including the following:

- Learn important tips and questions to ask during the registration of both new and established patients.

- Know the top items to inquire about when calling for benefit and eligibility information to avoid unnecessary surprises later.

- Hear about claim do’s and don’ts from an insurance company’s perspective.

- Learn the most frequently requested clinical information that is not submitted with original claims. Avoid delays!

- Discover tips to assist you with payment / denial issues and how to navigate confusing appeal and grievance procedures.

SPEAKERS: Cindy Law and Jodi Fronczek
Cindy Law is currently the Director of Operations at The Dental Care Plus Group overseeing the claim processing and customer service departments since August 2006. She has worked in the insurance and healthcare industry for the past 38 years in various positions for Redbank Surgery Center, Paragon Health System, Group Health Associates and Equitable Life Insurance. Ms. Law is a graduate of Miami University and holds a BA in psychology. She actively represents The Dental Care Plus Group as a member of the National Dental EDI Council (NDEDIC) and is a member of Vistage Executive Group.
Jodi M. Fronczek is the Chief Operations Officer at the Dental Care Plus Group. Ms. Fronczek has been employed by Dental Care Plus since May 1990. She has been Chief Operations Officer for the Company since February 2010. Prior to that, she was Director of Group Benefits and Product Development, Director of Claims/Member Services, and Claims Manager. Ms. Fronczek is a graduate of the University of Cincinnati and holds an Associate’s degree in office administration. She actively represents the Company as a member of the National Association of Dental Plans (NADP) and the National Dental EDI Council (NDEDIC) and previously served as a member of the Professional Relations Committee for NADP.

REGISTRATION FORM for October 9, 2017- Deadline to register October 2, 2017

Fee/Person: CDS Members- Complimentary
$35 per Guest of CDS Member
$25 per AADOM Member
(AADOM is the American Association of Dental Office Managers)

Name(s) Attending:

________________________________________________________

________________________________________________________

Please make check payable to Cincinnati Dental Society and mail with this form to:
9200 Montgomery Road, Suite 21-A, Cincinnati, OH 45242

If paying by Credit Card simply complete and fax to: (513) 984-3047
CC# (Discover, AMEX, MC or Visa)________________________________________________________

Name on Card________________________________________________________

Exp:_______ SSC_______ Amount____________

PLEASE NOTE:
Cincinnati Dental Society members will be invoiced $35 if a reservation is made and not honored. The $35 will help cover a portion of the evenings expenses.
Part of our “Get to Know the CDS” events!
Round Table Discussions Back By Popular Demand!

Yes, we are having a round table discussion format for our annual “Get to Know the Cincinnati Dental Society” event again. This year we will have five tables, five different topics, and each attendee will have the opportunity to participate in at least two.

So how does it work? Each attendee will pre-select two topics of interest. Each session will last approximately 40 minutes to allow for Q&A. Information from each table will be gathered and shared with all attendees, so no one misses out on the other topics. Same as last year, this will be a high energy, interactive event!

Date: Thursday, September 21, 2017  
CE Hours: One (1.5)

Location: Jack Casino, River Room A and B, 1000 Broadway Street

Schedule:  
6:15 to 7:00 pm   Social and Heavy Appetizers  
7:05 to 7:45 pm   First Round Table Discussion  
7:50 to 8:30 pm   Second Round Table Discussion

Fee: $30 per CDS Member, $35 per Guest  
(Fee includes 1 drink for Beer or Wine only.)
"Dental Repairs 101"

By: Lawrence J. Tepe, D.D.S.

Participants will learn:
1. Simple diagnosis of equipment problems.
2. Resources for parts and technical help.
3. How to do simple repairs on equipment.
4. Putting together a basic tool kit and items for doing repairs.
5. Knowing when to call in the experts.
6. Things to consider when purchasing new equipment.

Dr. Tepe graduated from The Ohio State University School of Dentistry. Some would claim that he is just cheap, but he actually enjoys repairing his own equipment. Dr. Tepe installed equipment in two clinics in Honduras and was forced to become knowledgeable about repairing the equipment, since there is no one to call for repairs.

"If you think good employees are expensive, try bad employees."

By: Kerry Loeffler, Talent Trust

Participants will learn:
1. The costs of a bad hire and how they can be reduced
2. How star employees can be found and retained
3. The steps to ensure you make hiring decisions leading to superior performance

As founder and business coach with Talent Trust, Kerry Loeffler supports employers in selecting and developing employees. She is an executive coach with WE Lead, a leadership program of the Cincinnati USA Regional Chamber. Kerry previously served as vice president of Human Resources with the Greater Cincinnati Health Council. Kerry currently volunteers as a board member of the Greater Cincinnati Chapter of the Association having just completed her term as board president for the professional society.

"The Power of Zero"

By: Anthony Cook, Jr. and Christopher Collier

Participants will learn:
1. Strategies to get to the 0% tax bracket and change retirement.
2. Protecting your investment through strategies for the protection, savings, and growth of your business.
   • Insurance: Malpractice, Property/Liability, Income, Business Overhead and Life
   • Savings: What’s the right amount of liquid assets you should retain?
   • Growth: Different retirement plans depending upon your stage of career.
Participants will learn:

1. The most common regulatory and dental practice issues that prompt dentists to call the ODA for help.
2. How to best address these issues in their practices.
3. What resources are available to help dentists address these and other regulatory or dental practice challenges.

“Addressing the Regulatory and Dental Practice Issues Most Confusing for Ohio Dental Practices”

By: Christopher Moore, ODA Director of Dental Services

Chris currently services as director of dental services for the ODA. He has been with the ODA for 29 years and administers the associations’ third party payer, peer review, Carnation Dental/Direct Reimbursement, dental practice and regulatory compliance programs. Chris received his Bachelor of Arts degree from Case Western Reserve University and Masters of Arts degree from Kent State University.

“Journal Quality Clinical Photography”

By: Fernando Martinez, D.D.S., M.S.D.

Participants will learn:

- Discussing rationale and multitude of uses for high quality clinical photos
  - Better doctor-patient communication
  - Medico-legal contribution
  - Marketing
- Discussing proper patient positioning.
- Discussing armamentarium required (cheek retractors, mirrors, etc.)
- Discussing options for camera.
- Discussing software capturing and cropping options.
- How to use our or participant’s equipment to practice taking photos based on principles discussed.

Dr. Martinez has been practicing orthodontics on Cincinnati’s west side since 1999. He is a graduate of Indiana University Orthodontic School, University of North Carolina Dental School and Duke University. Dr. Martinez provides orthodontic services including braces, clear braces, and Invisalign for children and adults.
Registration Form for
September 21, 2017
Round Table Discussion

RSVP: No later than September 14, 2017       CE Hours: One (1.5)

Cancellation Policy: No Refunds *** $30 per CDS Member, $35 per Guest
(Fee includes 1 drink for Beer or Wine only.)

Dentist ___________________________________________ Phone ____________________

Guest ___________________________________________ Total $ ________________

Email _________________________________________________________________________

Space will be limited so please provide your first two choices and then a third in the
event your first two are full.

1. Table #______   2. Table #______   3. Table #______

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2017 Council, Committee, CE and CDS Member Event Schedule

**Jul.**  
31 Subdistrict 9 Meeting

**Aug.**  
14 Nominating Committee Meeting  
28 Subdistrict 9 Meeting

**Sep.**  
11 Council Meeting  
14-16 ODA House of Delegates  
18 Membership Committee Meeting  
25 CDS Foundation Board Meeting  
27 Emergency Medical - Dr. Harper

**Oct.**  
9 CDS Member Event - Location/Topic TBD  
13 CE - Dr. Svirsky  
19-21 ADA Annual Session and House of Delegates  
30 Access to Dental Care Meeting

**Nov.**  
3 CE - Dr. Zase  
6 Council Meeting  
13 Program Committee Meeting  
20 Finance Committee Meeting  
27 CDS Foundation Board Meeting

**Dec.**  
4 Council Meeting

**Jan.**  
12 Honor's Night - Installation Dinner

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MEMBERSHIP NEWS

Welcome New Members!

Michael Burns, D.M.D. – General Dentist
Practice: 1149 Stone Drive, Harrison, OH 45030

Jennifer Cully, D.M.D. – Pediatric Dentist
Practice: Cincinnati Children’s Hospital Dental Center

Howard (Howie) Dean, D.D.S. – General Dentist
Practice: 1251 Nilles Rd., Suite 9, Fairfield, OH

Peyman Fattahi, D.D.S. – General Dentist
Practice: 1237 N. Monroe Drive, Xenia, OH

Anna McCarren, D.D.S. – General Dentist
Practice: 301 N. Main Street, Georgetown, OH

Garrett Seghi, D.D.S. – Oral Surgeon
Practice: 11438 Lebanon Road, Cincinnati, OH

Zach Stueve, D.D.S. – General Dentist
Practice: Afinia Dental, 792 Eastgate S Drive, Cincinnati, OH

Patrick Walsh, D.D.S. – General Dentist
Practice: 612 Rockdale Avenue, Cincinnati, OH

We are pleased to announce...

Gary L. Porter, D.D.S. &
Donald L. Potts, D.D.S.
have merged their practices
Dayton, Ohio

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Dr. Nick Shannon recently sold his Xenia, Ohio practice to Drs. Erin Biehle and Clarke Sanders. Practice Impact would like to congratulate all three doctors on a successful transition!

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- Crohn’s Disease, Myofacial Pain & Dysfunction, TMD, Chronic Headaches
- OSA Diagnosis no CPAP
- OSA Diagnosis, CPAP intolerant

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