



# WDDS NEWSLETTER

August 2016

WASHTENAW DISTRICT DENTAL  
SOCIETY

Volume 21, Issue 1

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## FUTURE MEETING DATES

**September 9, 2016.** *"The Balance of Occlusion and Aesthetics."* MDA/WDDS/LDDS all day CE Weber's Inn. 9 am – 4 pm.

**September 14, 2016.** New DDS Study Club. Quarter Bistro.

**Friday, September 23, 2016.** *"Dental Benefits 2016."* Fourth Fridays Breakfast & Learn Lecture Series. Dr. Chris Smiley. Weber's Inn. 8:00-10:00 am.

**September 25, 2016.** UMSoD ASDA's 9th annual golf outing. Pine View Golf Club.

**October 10, 2016.** *"To Treat or Not to Treat - Oral Medicine Answers."* Drs. David Tindle and Stephen Stefanac. WDDS General Meeting. Weber's Inn. 6:15pm.

**October 20-24, 2016.** ADA Annual Session Denver, CO.

**Friday, October 28, 2016.** "Being the CEO of Your Patients Occlusion." Fourth Fridays Breakfast & Learn Lecture Series. Dr. Bob Stevenson. Weber's Inn. 8:00-10:00 am.

**Monday November 7, 2016.** *"Infection Control & OSHA Update."* Dr. Marie Fluent. WDDS General Meeting. Weber's Inn. 6:15pm.

**November 15, 2016.** New Dentist Study Club. Quarter Bistro.

**Friday, January 20, 2017.** *"Going from good to great: Building high performing teams through Communication, Appreciation and Cooperation"* Ms. Jodi Schafer. All day meeting. Weber's Inn

**Friday Feb 3, 2017.** *"Smart Love."* Nite-out Event. Common Grill & 8pm Purple Rose Theatre. 5:15pm

**March 9, 2017.** *"MDA Update."* Dr. Larry DeGroat. *"UMSoD Update."* Dr. Laurie McCauley. Weber's Inn 6:15pm

## President's Welcome Letter

Dear Members,

As I reflect upon my time in the WDDS, I realize that I've developed a tremendous sense of pride in our organization. Working on the Executive Board of the WDDS for the past few years has been both challenging and enjoyable. I would like to thank those who have served on the board with me, as well as those who paved the way before us. Special thanks go out to those who serve on committees and our delegates for their time and effort. The continued improvement of our society, as well as continued and broadened participation among the membership serves as a guiding principle.

Social and professional interaction serve to strengthen our

society. In addition to our normal Monday evening scientific sessions, Dr. Dan Edwards is broadening opportunities for each by introducing the Fourth Friday's lecture series. In addition, the January meeting presents the opportunity to earn additional CE from renowned human resources speaker Jodi Schafer during an all day session. Furthermore, our traditional night out event at the Common Grill and Purple Rose Theatre will feature the world premiere of "Smart Love" by Brian Letscher.

Over the past year we have been recognized by the MDA and the ADA for our programs to increase membership, as well as, participation among our members. For example, the New Dentist and Legislative committees

have presented excellent opportunities to name a few. As you begin to look toward planning the coming year, please consider increasing your own participation with any of the events mentioned above.

Barb Kolling has worked diligently to improve our website to ease with access to event information, registration, and to make CE verification easier. If you are not receiving our regular updates or meeting reminders, please contact her at [bkolling@washtenawdentalsociety.org](mailto:bkolling@washtenawdentalsociety.org).

I look forward to a great year with many successes, and I thank you for the opportunity to serve as your society president.

Brian M Meade, DDS MS

## EXPLANATION OF BENEFITS (EOB) LANGUAGE

Staff frequently receives calls from dental offices regarding potentially misleading language on explanation of benefits statements sent to patients. Dental and medical plans utilize the EOBs to notify beneficiaries of how an individual claim was processed for payment purposes. The EOB statement provides information such as dates of service, procedure codes, dentist's fees, dental plan's allowed amount and total payment.

One area of concern with EOB statements is the lack of consistency of the content between plans. For example, some EOBs include a patient responsibility column and others do not. When a service is downcoded, or an alternate benefit is applied, the EOB should indicate the amount the dentist can bill the patient. Thus the ADA created a model EOB template for consideration by dental plans.

Another area of concern is language that contains misleading and inaccurate statements such as "the treatment was medically unnecessary, experimental

or cosmetic in nature. ADA staff recently received notice of an EOB that read, "Alternative services were available, and should have been utilized." This statement could potentially interfere with the dentist-patient relationship. In this situation the plan was immediately contacted by ADA staff to seek alternative language.

EOB language should provide information that clearly delineates the benefit limitations of the plan and any balance due to the dentist by the patient. It should not contain language that may disparage the dentist in any way.

To access the model EOB statement and to view the ADA's position on EOB statements please visit:

<https://success.ada.org/en/practice/dental-benefits/dental-benefit-basics/ada-position-on-explanation-of-benefits>

## MyView: Professionalism in dentistry

When one looks at the concept of dental professionalism, what exactly does that really mean? The dictionary definition of professionalism is quite simple: "The conduct, aims or qualities that mark a profession or professional person." When we add the dental aspect to it, it can further be defined as "a life characterized by display of high intellectual, technical and moral qualities and abilities, in service to patients and community." I think it is interesting that the term "professionalism" is a relatively new word in dentistry, first appearing in the Journal of Dental Education in 1968. Virtually all groups in dentistry have looked at what this really means. The ADA and the Academy of General Dentistry have their own codes of professionalism and ethics. Currently, the American College of Dentists is doing a three-year study on ethics and professionalism in dentistry. The American Dental Education Association assigned a task force to look at it a few years back, and developed its "Statement on Professionalism." And finally, The American Student Dental Association has a white paper on the subject, and after reading that, I found out how technology has opened so many avenues on how to cheat academically. I have to admit, I was pretty clueless on that subject.

With everyone asking the question, "What is professionalism?" maybe more important questions to ask are: is professionalism really important?; how is it taught; and what are the values of professionalism that we should strive to model during our careers if we truly believe in it?

Professionalism today faces challenges from many different fronts, with society's view of ethics being one of these. U.S. News and World Report showed studies that in 1950, only 20 percent of college students reported cheating, and today those same studies report 84 percent of students believe they need to cheat to get ahead in the world. That is definitely a societal change, with the 'me first' mentality being encouraged.

After reading and researching about a quest for professionalism, I had to do some soul searching on my own. I realized that professionalism is much more than simply having good elevator manners, being a nice person or treating patients well. It encompasses several distinct qualities, so I looked into those to do a self-examination, if you will. Although the qualities of professionalism can be defined by a lot of different terms, I looked at the six values that the ADEA task force defined: competence, fairness, integrity, responsibility, respect and service-mindedness.

### Competence

What does that look like on an everyday basis? It requires some reflective thinking to answer the question, "How can I improve?" It means being what the AGD and others have coined, a "lifelong learner." Competence today does not always translate into competence tomorrow. It is truly a lifetime process. My grandmother was a high school English teacher for more than 40 years, and she always reminded me about continuing to grow and learn with a quote. She said, "If you are a little green, that means that you are continuing to grow, but when you ripen, that's when you start to rot." I want to stay green.

### Fairness

What does this really mean? I believe it means giving the best effort (100 percent) to each and every patient, as well as treating students in a fair manner. It also means evaluating students, staff and colleagues consistently based upon their performance without prejudice. While life itself may not be 'fair', we do our best to exhibit the value of fairness with the people around us.

### Integrity

Earlier I said that a big part of professionalism involved putting the patient's interests first and foremost, and that can only occur if one has integrity when interact-

ing with patients. With financial pressures in the dental marketplace, or when looking for the right patient experiences for dental students, we sometimes can be influenced to see only opportunities for the dentist rather than options for the patient. The old cliché of looking at the patient's treatment plan like you were treating a valued family member still rings true today.

### Responsibility

How does that flesh out on a day-to-day basis? It means showing up, being where you are supposed to be and being dependable. As my father told me one time when I was grappling with an issue and asked his advice, "You know the right thing to do ... just do it." My dad was way ahead of the Nike phrase. When treating patients, it means being available and having a plan for patients of record who have an emergency. And frankly, from day to day, it may mean admitting mistakes, adjusting the course of action, and going to a team member or colleague and saying, "I was wrong, I'm sorry." Sometimes those words are difficult to articulate.

### Respect

I believe that respect plays out in many ways in dentistry. In regard to patients, it absolutely requires maintaining confidentiality of health information, and also protecting patients from harm in our care of them. It is respecting their right to choose their course of treatment within a correct standard of care parameter. For student/faculty interactions, it forced me to look carefully how I criticize and critique. In regards to colleagues, I had to evaluate myself with two questions, "Am I quick to rush to judgment on dental treatment or decisions that I observe, or do I ask more questions to find out what exactly happened?" And secondly, "Do I criticize my colleagues when they are not present, or do I support them?" I have to tell you, these are tough questions, but necessary.

### Service-mindedness

Service to our profession — we expect this quality from the prospective students who are seen by the admissions committee at our dental school, and in the same way that learning is a lifelong commitment, so is service to our profession. This is demonstrated through many venues — activities and volunteerism at ADEA, the ADA, AGD, Texas Mission of Mercy projects, community outreach programs, and the list continues.

The values of professionalism: competence, fairness, integrity, responsibility, respect and service surround us daily. If we, as dentists, ever lose the commitment to professionalism in the future, there will be no profession of dentistry. Let me repeat that succinctly: no professionalism, no profession. We will be reduced to being a trade that can perform duties well, but not viewed as a cohesive, respected group that lives for the betterment of society.

Two things truly came to light when I started investigating what professionalism in dentistry means. One, professionalism does not mean perfectionism. We all fall short at times; we are human. When we fall, we pick ourselves up and get back in the game. And secondly, but even more importantly, I realized how fortunate I was to be surrounded by colleagues and mentors in dentistry who live and teach these values every day. Although we have great courses on ethics in our dental schools, professionalism many times falls into the category of a hidden curriculum, and is something that is "caught" as well as "taught." So in the future, may we continue to encourage one another in our lifetime journey of professionalism, and in the words of my grandmother, may we "always stay green."

This editorial, reprinted with permission, first appeared in the August 2015 issue of The Journal of the Greater Houston Dental Society. Dr. Cooley is an associate professor in general practice and dental public health at the University of Texas Health Science Center at Houston and is a fellow of the Academy of General Dentistry.

MDA ONE DAY SEMINAR: Friday, September 9, 2016

WEBER'S INN

3050 JACKSON RD

ANN ARBOR, MI 48103

**“The Balance of Occlusion and Aesthetics”**

**Speaker:** Michael Fling, DDS

**Time:** 9 a.m. – 4 p.m. (Registration at 8:30 a.m.)

**Fee:** \$269/Dentists; \$139/Staff and Life Member Retired Dentists; \$369/Nonmember dentists

**CE Credits:** 6

This presentation conveys the importance of proven occlusal concepts and it verifies the blend of form and function. The key determinates of occlusion will be identified along with the concepts of occlusion and aesthetics.

In this course, you will learn:

- How to replicate the Arc of Closure;
- The anterior and posterior determinates of occlusion;
- Why Arc of Rotation must be considered;
- Determinant of VDO and when VDO should be altered;
- Appropriate cusp/fossa relationships;
- Why angle of disclusion matters;
- How occlusal patterns affect aesthetics;
- Ideal concepts of anterior aesthetics;
- Which parafunctional patterns are least predictable;
- When long centrics should be used; and
- Which splint is best for a given circumstance.

**About the speaker ...** Dr. Michael Fling is the founder and president of Fling Seminars. He speaks nationally.

**NOTE:** This course is free to Washtenaw and Livingston Districts Dental Society Members. (Limited to the first 150 registrants from these districts.)

*Financial support provided by Washtenaw District Dental Society, Livingston District Dental Society, MDA Insurance,*

*MDA Services, Crest Oral B Professional Oral Health and Kerr Dental.*



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WDDS GENERAL MEETING: MONDAY, OCTOBER 10, 2016

**WEBER'S INN**

3050 JACKSON RD  
ANN ARBOR, MI 48103

**“To treat or not to treat - Oral Medicine answers”**

PRESENTED BY:

**Drs. Stephen Stefanac & David Tindle**

6:15PM REGISTRATION/SOCIAL HOUR & STROLLING DINNER, 7:15 PROGRAM

PLEASE REGISTER ONLINE BY OCTOBER 1, Food stations begin at 6:15 and will be available until 7:15. SIGN IN, NAME TAGS & CE VOUCHERS FOR GUESTS WILL BE AT THE REGISTRATION TABLE FOR PICK UP.

**NO COST to WDDS ACTIVE & ASSOCIATE MEMBERS**

**LIFE, RETIRED AND LIMITED TIME PRACTICE MEMBERS \$35.00**

**GUEST FEE \$45.00 for staff and dental auxillaries**

**Non Member DDS's \$100 (\$0 fee, 1 time only, for a limited number of non-member DDS's)**

**CE CREDITS: 1.5**

**Speaker Bio:**

**Dr. Stephen Stefanac** serves as the Senior Associate Dean and Associate Dean for Patient Services in the School of Dentistry. He is responsible for the management of clinic systems including infection control, quality assurance, supplies and equipment maintenance and procurement, physical and electronic patient record management, patient admissions and emergency services. Dr. Stefanac is board certified in oral medicine and teaches both clinical and didactic courses. He has authored a textbook, *Diagnosis and Treatment Planning in Dentistry*, which is now in its third edition and used by many dental schools in the U.S. and internationally.

**Dr. David Tindle** received his dental education at Baylor College of Dentistry in Dallas, Texas. He completed his residency in oral medicine at the Naval Postgraduate Dental School in Bethesda, Maryland and is a Diplomate of the American Board of Oral Medicine. Currently, Dr. Tindle is a clinical assistant professor and the academic discipline coordinator for oral medicine and oral pathology at the University of Michigan, School of Dentistry.

**Course Overview:**

At the end of this presentation the participant will understand current concepts of risk assessment in dentistry, how best to safely treat a diabetic patient, guidelines for treatment of the hypertensive patient and best practices regarding the use antibiotic prophylaxis.



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WDDS GENERAL MEETING: MONDAY, NOVEMBER 7, 2016

**WEBER'S INN**

3050 JACKSON RD

ANN ARBOR, MI 48103

**“Infection Control and OSHA UPDATE”**

PRESENTED BY:

**Marie T. Fluent, DDS**

**6:15PM REGISTRATION/SOCIAL HOUR, 7:00PM DINNER/BUSINESS MEETING & PROGRAM**

PLEASE REGISTER ONLINE BY NOVEMBER 1, TO RESERVE YOUR GENERAL OR VEGETARIAN ENTRÉE.  
SIGN IN, NAME TAGS & RESERVED MEAL TIX WILL BE AT THE REGISTRATION TABLE FOR PICK UP.

**NO COST to WDDS ACTIVE & ASSOCIATE MEMBERS**

**LIFE, RETIRED AND LIMITED TIME PRACTICE MEMBERS \$35.00**

**GUEST FEE \$45.00 for staff and dental auxillaries**

**Non Member DDS's \$100 (\$0 fee, 1 time only, for a limited number of non-member DDS's)**

**CE CREDITS: 1.5**

**Speaker Bio:**

Marie T. Fluent, DDS is a graduate of the University of Michigan, School of Dentistry. She has enjoyed twenty-five years of general dental practice in Virginia, Maryland and Michigan and is currently an infection control consultant and speaker. Dr. Fluent is an educational consultant for OSAP (Organization for Safety, Asepsis and Prevention), she has written peer reviewed articles regarding infection control and antibiotic stewardship and she is an infection control consultant for the Ann Arbor VA hospital. Dr. Fluent lectures and presents on the topics of infection control and OSHA compliance in the dental office.

**Course Overview:**

All clinical personnel in the dental setting are at risk for exposure to disease agents. With attention to CDC Guidelines and OSHA regulations, risks to dental team members and patients can be prevented. In this course, the scientific background behind infection control recommendations will be emphasized. Appropriate strategies to break the chain of infection and prevent exposure to blood-borne pathogens and other infectious materials will be presented. In addition, the program will highlight updated information from the recent CDC publication, Summary of Infection Prevention Practices in Dental Settings: Basic Expectations for Safe Care.

**Course Objectives:**

- Discuss the significance of CDC Guidelines and OSHA Regulations
- Identify the recent CDC publication: Summary of Infection Prevention Practices in Dental Settings: Basic Expectations for Safe Care
- Discuss the importance of a written office-specific infection control program
- Describe Standard Precautions necessary to prevent infection transmission in the dental setting



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Washtenaw District Dental Society

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**We're on the Web!**

**[www.washtenawdentalsociety.org](http://www.washtenawdentalsociety.org)**



Warren, Michigan • June 10 - 11, 2016

1,249

patient visits



\$1  
million

in oral health care  
services provided at  
no charge .

1,244

volunteers

THANK YOU

Procedures: \$985,614.40  
Anesthetic: \$1,935.50  
Pharmacy CVS: \$718  
Pharmacy on-site: \$473.20  
TOTAL: \$988,768.10

Total of \$138,539 raised from  
124 donors.

Total of 112 in-kind donors.

Total procedures:  
4,986

Endo: 59  
Xrays: 1,514  
Lab: 104  
Restorative: 1,169  
Hygiene: 951  
Oral Surgery: 1,189



[www.smilemichigan.com/Foundation](http://www.smilemichigan.com/Foundation)