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## FUTURE MEETING DATES

**September 4-8, 2019.** ADA Annual Meeting. San Francisco, CA

**September 19, 2019.** New Dentist Study Club. TBD

**September 20, 2019.** "Medial Update for the Dental team and the 4 'S's' of optimal Aging "Sex, Sleep, Stress, and Social Networks." Barbara Steinberg DDS. WCC Morris Lawrence Bldg. 9am-4pm

**September 26, 2019.** "The Platinum Rule in Dentistry." Sreenivus Koka DDS, MS. Weber's Inn. 6:15pm

**November 11, 2019.** "An Introduction to Dental Sleep Medicine." Dr. Anjoo Ely. Weber's Inn. 6:15pm

**January 24, 2020.** "Overcoming I'll Think About It" Cathy Jameson PhD. WCC Morris Lawrence Building. 9am-4pm

## President's Welcome Letter

"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness..." All of us can recognize this passage by Charles Dickens. All of us in the present, as well as those that preceded us, can see the world around them as well described by the Dickens passage. Taking it a step further I feel it aptly describes our chosen profession of dentistry.

When I look back on my forty years in dentistry I remember the early years when I thought I would never be able to support a family as a dentist. Years later I could not believe how fortunate I was with the rewards provided by the profession of dentistry.

Graduating from dental school in the early 80's in the midst of a severe recession when an unemployment rate of 10.8% made finding a job as an associate or establishing a new practice seem nearly impossible. Through the 90's dental schools closed or downsized leading to a shortage of dentists that in turn led to increasing incomes in the early 2000's. In 2006 The New York Times front page headline stated, "Dentists work too little and make too much."

As the economic benefits of dentistry ebb and flow, the constant reward is the service we provide to our patients. Few professions can give us the daily reward of being able to create with our hands to truly help those in need. Also few professions reward practitioners with the ability to work with patients/clients of such diverse backgrounds as we find in this community.

Looking forward the major challenge that I perceive for our profession is the student loan debt burden carried by our young colleagues.

The average dental school graduate in 2017 was burdened with \$240,000 in student loan debt. Surveying the pediatric dental residents that I teach revealed that four out of five report carrying over \$400,000 in debt. This crisis in student loan debt impacts almost all of us in dentistry as it affects the salary needs of young dentists, their ability to buy into established practices, and the new found popularity of corporate practices.

As in the past one of the most rewarding aspects of our profession is the opportunity to mentor young colleagues and pass along our commitment to provide compassionate care for our patients. Our commitment as to continue to be to put the needs of the patient first. I believe this is the main value of the District Dental Society. We can continue to educate ourselves, develop professional relationships, and mentor others all to help us provide the best for our patients.

Dr. Raymond A. Maturo





## CE SEMINAR — Sept. 20, 2019

# Medical Update for the Dental Team and The 4 “S’s” of Optimal Aging “Sex, Sleep, Stress and Social Networks”



**Barbara Steinberg, DDS**

**Friday, Sept. 20, 2019**

**Washtenaw Community College, Ann Arbor**

9 a.m. – 4 p.m. Registration opens at 8:30 a.m. (continental breakfast and lunch provided)

Fee: \$269 dentists; \$139 staff and life retired member dentists; \$369 nonmember dentists

(Free for Washtenaw and Livingston District Dental Society member dentists)

Six CE credits available

In the morning: Dr. Steinberg will cover providing oral health care for medically complex patients in today's rapidly changing medical environment. She will also discuss the role of the dental team in treating patients with common systemic disorders, as well as the most current recommendations for antibiotic prophylaxis (heart, total joint replacements, etc.). Dental treatment for the pregnant patient will also be presented.

Learning objectives:

- The disease known as infective endocarditis.
- The most current recommendations for antibiotic prophylaxis by the American Heart Association and the American Academy of Orthopaedic Surgeons.
- Prevalence, risk factors, prevention, and treatment of heart disease and osteoporosis.
- Oral manifestations and common medications prescribed during pregnancy.
- Dental treatment considerations for the pregnant patients from the new national consensus statement.

In the afternoon: Dr. Steinberg will present the impact of sex, sleep, and stress on disease and aging. The importance of social networks, optimism, and laughter, and their benefit to successful aging, will be discussed. Participants will gain an understanding of what is involved to age well in a fun and entertaining format.

Learning objectives:

- Discover the commonalities of successful aging and disease prevention.
- Discuss the impact of sex, stress reduction and sleep in maintaining a healthy life.
- Understand how optimism and strong social networks create the healthiest life styles.

**This course counts toward Michigan's pain management requirement.**

*Financial support provided by MDA Insurance, MDA Services, Crest Oral B Professional Oral Health, Ward Dental Lab, Washtenaw Community College Dental Assisting Program, and Surgically Clean Air.*

**Register online at [michigandental.org/CE-Courses](http://michigandental.org/CE-Courses) or call 517-346-9408.**

### Meeting Location Address

**Washtenaw Community College**

4800 E. Huron River Dr.

Ann Arbor, MI 48105

### About the Speaker

*Dr. Steinberg is clinical professor of surgery at Drexel University College of Medicine, as well as adjunct associate professor of oral medicine at the University of Pennsylvania School of Dental Medicine.*

Questions? Call 800-589-2632, ext. 408, or email [jmarquardt@michigandental.org](mailto:jmarquardt@michigandental.org).

WDDS GENERAL MEETING: THURSDAY, SEPTEMBER 26, 2019

## WEBER'S INN

3050 JACKSON RD

ANN ARBOR, MI 48103

## "The Platinum Rule in Dentistry"

PRESENTED BY:

**Dr. Sreenivas Koka**

6:15PM REGISTRATION/SOCIAL HOUR, 7:00 DINNER & ANNOUNCEMENTS, 7:30 PROGRAM

PLEASE REGISTER ONLINE BY SEPTEMBER 10. SIGN IN, NAME TAGS & CE VOUCHERS FOR GUESTS WILL BE AT THE REGISTRATION TABLE FOR PICK UP.

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

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

**\$45.00 NON-DENTIST GUEST FEE**

**\$100 NON MEMBER DDS's FEE**

**CE CREDITS: 1.0**

### **Speaker Bio**

Dr. Sreenivas Koka received DDS and MS (prosthodontics) degrees from The University of Michigan. He joined the University of Nebraska faculty in 1992, became a Diplomate of the American Board of Prosthodontics in 1995, and received his PhD in Oral Biology from the Staff of Mayo Clinic in 2004 and is former Consultant, former Professor of Dentistry and former Chairman of the Department of Dental Specialties in Rochester, Minnesota. Dr. Koka received an MBA from MIT's Sloan School of Management in 2013 and moved to Zurich, Switzerland to be Executive Director of the Foundation for Oral Rehabilitation. Dr. Koka moved back to the US to focus on patient care and student education and open Koka Dental Clinic, a private practice focused on implant and removable prosthodontics in San Diego.

Dr. Koka recently served as interim Chair of Restorative Dentistry at UCLA School of Dentistry from 2017-2018 and is also Clinical Professor in Advanced Prosthodontics at Loma Linda University School of Dentistry. He is a Fellow and Past-President of the Academy of Prosthodontics, a Fellow of the American College of Dentists, a member of the ADA/CDA/SDCDS, and Vice President of the International College of Prosthodontists. Dr. Koka has published over 100 journal articles and book chapters and lectures extensively nationally and internationally and has given a TED talk on dentistry. Dr. Koka has been a reviewer for NIH grants and been a principal investigator on grants funded by NIH and industry sources. Dr. Koka is an Associate Editor for the Journal of Prosthodontic Research and a past Associate Editor for the International Journal of Oral and Maxillofacial Implants. In addition, Dr. Koka is the founder of Career Design in Dentistry, the co-founder of the Future Leaders in Prosthodontics workshop series and Vice-Chair of the MIT Sloan School of Management's Alumni Board.

University of Nebraska in 1999. While at the University of Nebraska, Dr. Koka received the Outstanding Teacher Award on numerous occasions and was the inaugural Merritt C. Pedersen Professor of Dentistry.

### **Course Overview:**

"What would you do if you were me?" is an innocent and well-meaning question that patients ask dentists. Should the dentist use the golden rule? Indeed, why do patients even ask this question? To answer the question, should the dentist use the best scientific evidence and practice evidence-based dentistry (EBD)? This presentation will offer an alternative view to practicing EBD and make the argument that EBD is often a suboptimal approach to providing excellent patient care. The optimal approach requires application of the platinum rule.

### **Educational objectives:**

- Identify the limitations of evidence-based dentistry
- Describe the difference between EBD and value-based dentistry
- Describe the benefits of using the platinum rule in patient care settings



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## WDDS Committee Updates

### Report of the Registration Committee - July 2019:

In early May, our committee, which includes Toni Ausum DDS, Chair; Barb Kolling, WDDS Administrator; Kyle Mulder and Katrina Crause, UMDS; met to discuss the ongoing plan for the upcoming year's scheduled WDDS Component meetings. (Andy Koran, DDS was unable to attend).

We identified our primary goal as: operating the component meetings as efficiently as possible. Over the past few years, under the excellent guidance of Barb Kolling, we have established a very organized system for registering for the meeting by utilizing online registration and payment. This provides more predictable attendance data, allowing Barb Kolling to more accurately plan for member/guest meals and seating. It is far more economical for the WDDS. We continue to encourage attendance by UMDS students to help encourage ongoing membership and participation in organized Dentistry.

We have streamlined the "sign-in" process so members and guests need only initial a roster for CE credit and pick up their pre-printed name tags. Committee members are there to help distribute necessary hand outs, meet and greet everyone, answer questions and help clean up our things after the meeting.

We are also looking into an electronic method to gather the meet-

ing evaluation information necessary to accredit our CE. Also, as more people opt for a vegetarian lifestyle, we need to improve the way the dinner selection is communicated to the servers.

Our group is committed to attend all the meetings and continue engaging our membership so we can create an organized, stress-free, collegial meeting environment.

We look forward to seeing everyone this fall.

Toni Ausum, DDS

### New Dentist Committee:

On May 6, 2019, the New Dentist Committee members met as a part of the all-committee planning meeting. During that meeting, we set out a tentative list of dates for the 2019-2020 year, as well as came up with new ways to engage with new dentists in the Washtenaw area, including events co-sponsored by the MDA as well as new social media platforms.

Riley Schaff, DDS

## HOD Update

### Report of the WDDS House of Delegates

July 2019

- The Washtenaw District Dental Society delegation included: Toni Ausum, DDS, Chair; John Hamerink, DDS, Kristin Johnson, DDS; Josef Kolling, DDS, MS; Nancy Urquiola, DDS; Brett Walcott, DDS; Wayne Walcott, DDS; Tammy Trullard, DDS. The alternates included our LEAD members: Kathryn Brown, DDS and Riley Schaff, DDS. They joined the delegation for our Saturday vote! Other alternates whose participation wasn't required were: Len Lofstrom, DDS, MS; Sam Malcheff, DDS, MS; and Dal Fear, DDS, MS. Thanks to this exceptional delegation for their willingness to serve in the HOD.

- Much of the work of the delegation this year required reviewing and approving Changes in the By-Laws of the MDA. Most notably, minor changes were made to the responsibilities of the MDA Editor.

The following MDA Officers and ADA Delegates were elected by the MDA HOD: President-Elect: Stephen Meraw, DDS, Secretary/Treasurer: Clayton Shunk, DDS, Speaker of the House: Todd Christy, DDS, Editor, Christopher Smiley, DDS

Trustees:(3 year term): Drs. Vince Benivegna, Chris Gorecki and Vince Lizzio.

- The ADA Delegation: Drs. Andrew DeHaan, Mark Johnston, Larissa Bishop, Curles Colbert, Gabe Holdwick, Jerry Kohen, Martin Makowski, Jason Mashni, Melanie Mayberry, Norm Palm, Michele Tulak-Gorecki and Alexa Vitek-Hitchcock.

Toni Ausum, DDS

Chair, WDDS Delegation

## FDA: Don't use teething jewelry to relieve pain

Silver Spring, Md. — The U.S. Food & Drug Administration on Dec. 20 issued a warning against the use of jewelry that is marketed to relieve an infant's teething pain.

"The FDA has received reports of death and serious injuries to infants and children, including strangulation and choking, caused by necklaces and bracelets often marketed for relieving teething pain," according to a FDA notice.

The FDA warns that parents and other caregivers may use these products to help relieve teething pain or to provide sensory stimulation in people with special needs. Teething jewelry, according to the FDA, is made with various materials, including amber, wood, marble or silicone.

However, the risks of using teething jewelry include choking, strangu-

lation, injuries in the mouth and infection, the FDA said in a news release. In addition, choking may occur if the jewelry breaks and small beads or the whole piece of jewelry enter the child's throat or airway. According to the FDA, it received a report of a 7-month-old child who choked on the beads of a wooden teething bracelet while under parental supervision, and an 18-month-old child who died after getting strangled by his amber teething necklace during a nap.

The FDA recommends that dentists and health care providers talk to parents or caregivers about safe ways to reduce teething pain, including the benefits and risks of available treatment options. The FDA also recommends discouraging the use of teething jewelry for relieving teething pain and for providing sensory stimulation to people with special needs.

## Smile Direct Club

The Association announced July 11 it sent a [complaint letter](#) to the Federal Trade Commission's Bureau of Consumer Protection, raising concerns over aspects of SmileDirect Club's marketing and direct-to-consumer sales of plastic teeth aligners.

The letter, sent on June 27, comes about two months after the Association filed a citizen's petition with the U.S. Food and Drug Administration, stating that SmileDirect Club is placing the public at risk by knowingly evading the FDA's "by prescription only" restriction the agency has placed on teeth aligning materials.

"The ADA took these actions out of concern for patient safety and to enable consumers to take action when negative treatment outcomes occur," said Dr. Jeffrey M. Cole, ADA president.

In an email to ADA members, Dr. Cole outlined practices of SmileDirect Club, L.L.C. that the Association believes to be deceptive. These include:

Informing purchasers they have recourse against SmileDirect Club via arbitration when in the same document, SmileDirect Club hides a "small print" provision obligating the customer to waive any and all rights the customer "or any third party" may have against SmileDirect Club.

Encouraging consumers to become customers by telling them individually and directly that SmileDirect Club aligners will correct their overbite, underbite and crossbite conditions or their "extreme" malocclusion. However, when customers complain, SDC invokes other SDC documents that state its aligners cannot treat bite conditions at all and can only treat mild to moderate teeth misalignment, not "extreme" misalignment.

Claiming that SDC customers receive the same level of dental/orthodontic care as actual dental patients when actually SDC and its affiliated dentists provide virtually no care and, contrary to its claims,

SDC does not use teledentistry.

In the [citizen petition](#) filed with the FDA, the Association states that SmileDirect Club is knowingly evading the "by prescription only" restriction that the FDA placed on plastic teeth aligners.

In lieu of having dentists perform patient exams meeting the applicable standard of care as the basis of prescribing orthodontic treatment, SmileDirect Club requires customers to self-report their dental condition, according to the Association. The ADA argues in its petition that self-reporting does not meet the standard of care because it "does not satisfy a dentist's required professional due diligence."

"Moving teeth without knowing all aspects of a patient's oral condition has the potential to cause the patient harm," Dr. Cole said. "Orthodontic treatment, if not done properly, could lead to potential bone loss, lost teeth, receding gums, bite problems, and jaw pain

In both communications the ADA sent to the FDA and FTC, the Association also underscored that SmileDirect Club requires customers to hold the company harmless from any negative consequences.

"The ADA considers it our duty on behalf of the public to make the relevant regulatory agencies aware of what's going on so they can consider whatever actions they deem appropriate," Dr. Cole said.

For more information about direct to consumer dentistry, visit the ADA's consumer website [MouthHealthy.org/DIYdentistry](http://MouthHealthy.org/DIYdentistry).

To report poor clinical outcomes associated with medical devices, consumers and health care professionals may use the FDA's MedWatch voluntary reporting form at [fda.gov](http://fda.gov).



**WDDS GENERAL MEETING: MONDAY, NOVEMBER 11, 2019**WEBER'S INN

3050 JACKSON RD

ANN ARBOR, MI 48103

**“An Introduction to Dental Sleep Medicine”**

PRESENTED BY:

**Anjoo Chaudhry Ely, D.D.S.****6:15PM REGISTRATION/SOCIAL TIME 7:00 DINNER & ANNOUNCEMENTS, 7:30 PROGRAM**

PLEASE REGISTER ONLINE BY NOVEMBER 4. SIGN IN, NAME TAGS & CE VOUCHERS FOR GUESTS WILL BE AT THE REGISTRATION TABLE FOR PICK UP.

**NO COST to WDDS ACTIVE & ASSOCIATE MEMBERS****\$35.00 LIFE, RETIRED AND LIMITED TIME PRACTICE MEMBERS****\$45.00 NON-DENTIST GUEST FEE****\$100 NON MEMBER DDS's FEE****CE CREDITS: 1.0****Speaker Bio:**

Dr. Ely is a Diplomate for both the American Board of Dental Sleep Medicine and the American Sleep and Breathing Academy and is on staff with St. John's Providence Hospital. She attended the University of Michigan, earning her Doctor of Dental Surgery degree in 1997. She is an active member of the Detroit District Dental Society, American Dental Association and the Michigan Dental Association. Dr. Ely also lectures nationally educating other dentists about treatment of Sleep Apnea with dental oral appliance therapy. Throughout her 20 years in private practice, she has maintained an emphasis on continuing education through a range of post graduate courses that include an emphasis on dental sleep medicine. Dr. Ely provides comfortable, non-invasive solutions to sleep disorders such as disruptive snoring and obstructive sleep apnea. Using oral appliance therapy, she is able to help OSA sufferers manage their apnea when they cannot tolerate CPAP, or don't want to try CPAP therapy. These compact, comfortable devices are custom-fit appliances fabricated to hold the lower jaw in a precise position to prevent airway collapse during sleep. Due to their compact size and lack of complex hardware, oral appliances are discrete to wear, easy to maintain and ideal for travel. Oral appliances are covered by Medicare and private commercial payors.

**Course Overview:**

- Role of the Dental office in screening for Obstructive Sleep Apnea
- Signs and Symptoms of Obstructive Sleep Apnea
- Available treatments for Obstructive Sleep Apnea including Cpap, surgery, and oral appliances
- Types of oral appliances
- Determining how to set the appliance - bite registration techniques
- Home sleep testing for demonstrating efficacy
- Medical billing for appliances
- Collaborating with physicians

**Course Objectives:**

Upon completion of this lecture participants should be able to:

- To recognize the dental signs and symptoms of OSA
- To recognize the systemic effect on the body of having OSA
- To understand that dentists are on the forefront of screening for this life shortening disease.



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Business Name

PO Box 2584  
Ann Arbor, MI 48106-2584

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Email:

**We're on the Web!**

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

**WDDS MEETING-- FRIDAY, JANUARY 24, 2020**

Washtenaw Community College

4800 E. Huron River Dr.

Ann Arbor, MI 48105

**"Overcoming "I'll Think About It"**

Presented by:

Cathy Jameson, PhD

**8:15AM CHECK-IN, COFFEE/TEA~9am-4pm 6 CEU LECTURE**

PLEASE NOTE: LUNCH IS INCLUDED FROM NOON – 1pm

Staff and dental auxiliaries ~\*\*\$65\*\* each participant before Oct 21, 2019. \$100 after Oct 21, 2019

Non Member DDS's \$200 before Oct 21, 2019, \$250 after Oct 21, 2019

All Member DDS's~\*\*\$35\*\* before Oct 21, 2019, \$60 after Oct 21, 2019

**ALL HYGIENISTS, ASSISTANTS AND OFFICE STAFF ARE INVITED AS WELL AS ALL DENTISTS.**

**DOCTORS ARE ENCOURAGED TO BRING STAFF MEMBERS**

**LIMITED SEATING-PLEASE REGISTER BY OCTOBER 21, 2019**

**Speaker Bio**

Cathy Jameson is the founder of Jameson Management, an international dental management, marketing and hygiene coaching firm. The Jameson Method of Management, developed by Cathy, offers proven management and marketing systems for helping organizations improve their workflow and efficiency in a positive, forward thinking culture. Cathy earned a bachelor's degree in Education from the University of Nebraska at Omaha and then a Master's Degree in psychology from Goddard College. She received her doctorate from Walden University.

A popular speaker at dental meetings, both domestically and abroad, Cathy brings her vast experience as well as humor and heart to each of her powerful programs. Cathy has been named one of the Top 25 Women in Dentistry as well as being the recipient of the second Lifetime Achievement Award from the American Association of Dental Office Managers in 2014. She considers herself a life long learner and encourages those around her to be in a constant state of study, growth and action. She is the author of several books, including her latest title: Creating a Healthy Work Environment.

**Course Objectives:**

- LEARN the art of the New Patient Experience.
- SURROUND yourself with dental professional superstars! Learn how to create a culture in your practice that empowers, inspires and reflects true professionalism and well-managed systems.
- COMMUNICATION! Communication! Communication! Develop the skills necessary for effective listening and speaking.
- PRACTICE MAKES PERFECT! Learn techniques necessary for successful case presentation.
- WHAT ARE MY OPTIONS? Find out how to make financial arrangements and how to find financial options that work for your patients and your practice.
- FIRST IMPRESSIONS COUNT! How to create an ambiance inside your practice and throughout your community that reflects the quality of dentistry you wish to provide.

**\*\*Henry Schein Dental has graciously**

**provided the speaker fees for Ms. Cathy Jameson so we can bring you this at a reduced fee\*\***

**Cancellation/Refund Policy:** A notice of cancellation is required for this CE programs by December 23, 2019. Refunds will be granted upon written request, less a \$25 administration fee. An email is an acceptable notification. [bkolling@washtenawdentalsociety.org](mailto:bkolling@washtenawdentalsociety.org)