



# Bulletin

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July 2015

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## DAD Know Before You Go

### Where will this year's project be held?

Dental Access Days will be held at the TD Convention Center in Greenville, SC on August 20-22, 2015. We will begin set up on Thursday August 20th at 8:00 am, at 1:00 pm we will begin to triage a select group of patients that will come back at 6:00 am Friday for treatment. We will see patients: Friday, August 21st from 6:00 am-6:00 pm and Saturday, August 22nd from 6:00 am-3:00 pm.



### Hotel Accommodations?

Hilton Greenville: 45 West Orchard Park Drive Greenville, SC 29615  
1-800-445-8667 offer the agent the group code DEN  
Click [here](#) to make reservations online

### Can I bring my own equipment?

Yes. All dentists may want to consider bringing some of their own special instruments, hand pieces, curing lights, scopes, etc. to help make your restorative time more efficient. Please be sure to clearly mark/label your equipment.

### What is the dress code?

Wear comfortable clothes and close-toe shoes. You will be given a DAD t-shirt when you arrive that you can wear if you would like. Feel free to bring your clinic jacket.

### Can my assistant be assigned to assist me during the event?

You are welcome to bring your assistant, but they must register individually. On the volunteer form they can write which dentist they will be assisting. Dentists are encouraged to have their entire staff participate in this event. Dentists that do not bring their own assistant will be provided an assistant to work with.

### Will chairside stools be provided for dentists and assistants?

There will be a limited number of chairside stools available. Please bring your own stools if possible. Make sure that your stools are clearly marked/labeled with your name.

### What should I bring to the event?

Bring anything that will make you productive and happy! Please do not bring anything with you that will need to be stored. We do not have a place to store any personal items.

### Is there a minimum age for volunteers?

Volunteers must be at least 17 years old

### Will food be provided?

Volunteers will have a break room that will have breakfast and lunch on both Friday and Saturday. We will also have drinks and coffee.

### What time should I arrive?

We recommend that you arrive between 5:00 am-5:30 am on Friday and Saturday morning. We will start seeing patients at 6:00 am.

### For more information and to register:

Visit our website <http://www.scda.org/?page=571>

## SCDA Scholarship Thank-you

Dear SCDA Scholarship Committee,

We the 2015 SCDA Scholarship recipients at MUSC, wanted to sincerely thank you for the generous awards that were given this year. We were all truly humbled that you esteemed each of us deserving, and we thank you for your monetary contributions, time and hard work that make this scholarship process possible. With earnest gratitude the funds will be individually used to help cover some of the vast expenses that senior year entails. Again, as a group and individually, we cannot tell you how much we appreciate your continued support toward our dream of becoming your colleagues in this exciting time in dentistry.

Sincerely,  
2015 SCDA Scholarship Recipients

*Ashley Albrecht*  
*Devan Bolf*  
*Dimitrios Basilakos*  
*Sarah Carlisle*  
*Caitlin Coracy*  
*Abbie Garrison*  
*Sukhi Guram*  
*Kinsley Johnson*  
*Grace Kim*  
*Nikki Lundstrom*  
*Jason Macik*  
*Kat McKittrick*  
*Caitlin McPherson*  
*Pres Payne*  
*Alex Pischke*  
*Alexa Richtmeyer*  
*Chris Ricker*  
*Spencer Russell*  
*Katherine Rutland*  
*Kristina Snipes*  
*Michael Tran*  
*Rebecca Triplett*  
*Kathryn Watts*  
*Marc Wooster*  
*James Wood*





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These days people change information often: new phone number, email address as well as mailing addresses. Make sure your information is correct by logging into [www.scda.org](http://www.scda.org) to verify your information!

### Are You Retiring? Please Notify the SCDA

Call the SCDA office and ask for a retired affidavit so that you can continue to receive all the member benefits you've come to enjoy and expect, but at a quarter of the cost! You can also request a free copy of "Closing a Dental Practice" or click here to go to the SCDA's website to download a copy. Contact Maie Brunson at 800-327-2598 or by emailing her at [brunsonm@scda.org](mailto:brunsonm@scda.org).

### 1 out of every 10 dentists will suffer from alcohol or drug abuse at some time in their lives.

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### Keep Your Records Up-to Date!

These days people change information often: new phone number, email address as well as mailing addresses. Make sure your information is correct by logging into [www.scda.org](http://www.scda.org) to verify your information!

## New Dentist Committee Member Focus

By Mary Kate James

I am looking forward to participating in organized dentistry...

I look forward to participating in organized dentistry for a variety of reasons. I feel that it is very important to work as a cohesive unit with those in the same field as your own. This gives the dental community a way to better our profession by sharing knowledge, experiences, and any advances in our field. I know, as a new dentist, it will be important to me to have a support system throughout the beginning of my career. By participating in organized dentistry, I hope to gain experience, confidence, and leadership to become the best clinician I can be.

Mary Kate James grew up in Williamsburg, Virginia and is a proud Virginia Tech graduate. She currently has family ties in Hilton Head Island, South Carolina and will graduate from MUSC's College of Dental Medicine in May 2015. At MUSC, she is an active member of the Academy of General Dentists, Delta Sigma Delta, Dental Student Alumni Council and enjoys being a teaching assistant for a variety of pre-clinical classes. She has been on the Dean's List each semester while at school and was proud to receive the Dr. Edward S. Kramer Award for Omicron Kappa Upsilon. In her free time she enjoys playing tennis, running, doing yoga, and spending time with her English Cream Golden Retriever, Brody.



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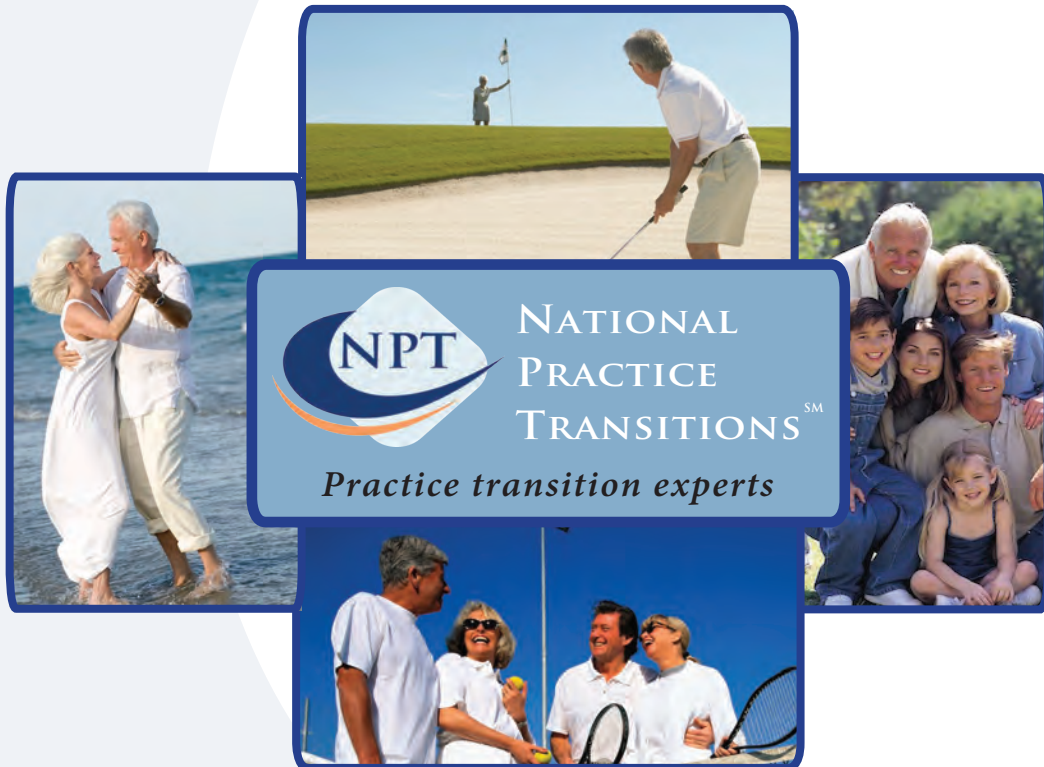
## Summer Calendar

|              |                                     |                |         |
|--------------|-------------------------------------|----------------|---------|
| July 17      | Radiation Safety Exam               | Fortis College | 9:30 AM |
| August 7     | SCDA Board Meeting                  | SCDA           | 9:00 AM |
| August 14    | Member Benefits Group Board Meeting | SCDA           | 9:00 AM |
| August 20-22 | DAD Project                         | Greenville, SC |         |

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*~ Mark Tripp, DDS*



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## Ethical Moment

By Rod B. Wentworth, DDS, ADA Council on Ethics, Bylaws and Judicial Affairs

---

Is it ethically appropriate for an on-call dentist to provide more than palliative care for my patients while I am away from the office?

**Q: I recently was away on vacation for a week, and the office that provided emergency coverage has a new associate who saw two of my patients, each of whom had a broken cusp. Rather than provide palliative care, the associate scheduled my patients for new crowns without a word to me. Does our Code of Professional Conduct address this kind of behavior?**

A: Several sections of the American Dental Association (ADA) Principles of Ethics and Code of Professional Conduct<sup>1</sup> (ADA Code) provide guidance regarding patient care in the dentist's absence. ADA Code Section 4.B, Emergency Service, states:

*Dentists shall be obliged to make reasonable arrangements for the emergency care of their patients of record. Dentists shall be obliged when consulted in an emergency by patients not of record to make reasonable arrangements for emergency care. If treatment is provided, the dentist, upon completion of treatment, is obliged to return the patient to his or her regular dentist unless the patient expressly reveals a different preference.<sup>1</sup>*

In the cases you described, the question is whether the patients actually requested that the attending (on-call) dentist complete treatment. Section 1 of the ADA Code, Patient Autonomy, states that "[t]he dentist has a duty to respect the patient's rights to self-determination and...to treat the patient according to the patient's desires..."<sup>1</sup> It is possible that the patients had specific timetables or scheduling issues that prevented them from waiting for your return. It also may have been that the attending dentist's schedule permitted the patients to be seen at times more convenient than your schedule would allow. It even could have been that the patients had an instant rapport with the attending dentist and asked that he or she provide the treatment. In spite of your wish to complete treatment, the principle of Patient Autonomy requires that the patient's needs and desires be considered by every dentist in making treatment choices. As long as the dentist on call has instructed the patient to return to your office for continued care, he or she has acted ethically.

In some cases, especially if you are going to be away for an extended time, you may ask that your attending dentist provide your patients with

final restorations rather than merely palliative care. In these situations, whether or not you make that request, the dentist on call still should suggest first that the patient complete care with you. An ethical issue arises when the dentist on call does not do this. Unless there has been a prior arrangement for the attending dentist to provide final restorations, he or she should treat the patient palliatively and return the patient to the dentist of record for definitive care unless the patient requests otherwise.

To keep this type of situation from occurring, whether you are in a call group or are arranging care with individual offices, you should discuss with the other dentists your preferences for emergency coverage for your patients. You also should ask the other dentists how they would prefer you handle situations such as this when you are on call for them.

In addition, both you and the dentist on call should be aware of managed care contracts or other insurance plans that may affect reimbursement. If, for example, patients insured by managed care plans or state aid need care and the on-call dentist does not participate in these plans, it is best to discuss up front how care will be reimbursed. It is important to remember that our obligation is to put the patients' needs first, regardless of the type of dental benefit plans they have. Section 3, Principle: Beneficence, reminds us that

*[t]he dentist has a duty to promote the patient's welfare...The most important aspect of this obligation is the competent and timely delivery of dental care within the bounds of clinical circumstances presented by the patient....The same ethical considerations apply whether the dentist engages in fee-for-service, managed care or some other practice arrangement. Dentists may choose to enter into contracts governing the provision of care to a group of patients; however, contract obligations do not excuse dentists from their ethical duty to put the patient's welfare first.<sup>1</sup>*

You also should discuss with the on-call dentist your preferences for handling specialty referrals. Section 2.B of the ADA Code, Consultation and Referral, states in part, "Dentists shall be obliged to seek consultation, if possible, whenever the welfare of patients will be safeguarded or advanced by utilizing those who have special skills, knowledge, and experience."<sup>1</sup> For what types of procedures do you usually refer patients, and which specialists do you use? Are you comfortable with the on-call dentist's providing your patients with treatment

**Continued On Page 8**





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for which you typically would refer them to a specialist's care, or would you rather they refer your patients to the specialists you use? If you consider it best that patients see a specialist for select procedures, you should make that clear. Arrange to have the attending office make any referrals on your behalf so that you will receive timely reports from the specialists.

If you are acting as the dentist on call and make a referral on behalf of an absent dentist, you should consider asking the specialist to provide you with a copy of the report for your records. Although you are providing care for another dentist's patient of record, you still need to keep appropriate treatment records in accordance with your specific state's laws. You also should consider providing the patient's regular dentist with reports or copies of records and radiographs for his or her patients you see while on call. Even a telephone call to review reports for any patients seen likely would be appreciated.

Because your obligation to provide "reasonable arrangements" for emergency care under Section 4.B of the ADA Code, to which I referred earlier, includes caring for patients after office hours, you also should discuss and be comfortable with the after-hours emergency arrangements that any dentist who covers for you has in place. You are making these arrangements for the benefit of your patients, and you have an obligation to make sure that the attending dentist has made "reasonable arrangements" available for any of your patients who visit him or her in need of emergency care during or after office hours.

As a final consideration in providing cross-coverage, you may wish to discuss how to handle charges for various emergencies. You should be mindful that federal and other applicable laws prevent you from discussing the specific fees to charge, as well as from discussing the circumstances under which you charge and do not charge a fee. However, it will be helpful to know how the on-call dentist plans to handle charges in a general sense. Will there be a charge for emergency care provided during off hours? What if one of your patients loses a temporary crown or experiences a postoperative complication while you are away from the office?

When we accept patients and agree to provide their oral health care, we become obligated to provide that care whenever they have oral health problems. Our obligation does not end when the office is closed or when we are away. When selecting someone to care for our patients on those occasions, we want to make sure that our patients will receive the same dedicated care that they would receive from us. When covering for another

dentist's patient, we need to respect not only the wishes and preferences of the patient's primary dentist, but also the requests of the patient. Good communication among the dentists and with the patient is the best way to honor the preferences of patient and dentist alike.

*Rod B. Wentworth, DDS, practices general dentistry in Bellevue, Wash., and is a member of the American Dental Association Council on Ethics, Bylaws and Judicial Affairs.*

*Ethical Moment is prepared by individual members of the American Dental Association Council on Ethics, Bylaws and Judicial Affairs (CEBJA), in cooperation with The Journal of the American Dental Association. Its purpose is to promote awareness of the ADA Principles of Ethics and Code of Professional Conduct. Readers are invited to submit questions to CEBJA at 211 E. Chicago Ave., Chicago, Ill. 60611, e-mail "ethics@ada.org".*

*The views expressed are those of the author and do not necessarily reflect the opinions of the American Dental Association Council on Ethics, Bylaws and Judicial Affairs or official policy of the ADA.*

*Address reprint requests to the American Dental Association Council on Ethics, Bylaws and Judicial Affairs, 211 E. Chicago Ave., Chicago, Ill. 60611.*

*1. American Dental Association. American Dental Association principles of ethics and code of professional conduct, with official advisory opinions revised to January 2009. Chicago: American Dental Association; 2009. "www.ada.org/prof/prac/law/code/index.asp". Accessed Sept. 23, 2009.*

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# President's Message



Dr. Gloria Pipkin

We have tackled some pretty touchy subjects over the last few months since I was elected this one is important for us to consider and have conversations with our staffs. This month, I want to address: bullying at work.

We hear a lot about school bullying, cyberbullying, spousal bullying, parental bullying – but we hear less about bullying at work. It happens. It has been called a variety of things, including harassment, intimidation, threatening, humiliation or sabotage. But in the end it all comes down to bullying. Bosses bully their employees, and coworkers bully each other. Workers can even bully patients – sometimes subtly.

What does bullying look like? Well that depends on who's doing the bullying and who's being bullied. It can include things like:

- assuming an employee can do a new job without training or time to learn new skills;
- accusations that your work is never good enough for your supervisor;
- being subjected to surprise meetings by your supervisor with no results other than further humiliation;
- being treated in ways that are arbitrary and capricious;
- having a personal agenda that undermines the employer's legitimate business interests;
- having others at work being told to stop working, talking or socializing with you
- being made to feel agitated and anxious, experiencing a sense of doom, waiting for bad things to happen. Can also include experiencing that no matter what you do, you are never left alone to do your job without interference;
- People feeling justified screaming or yelling at you in front of others, but being punished if you scream back;
- You complain to your boss but are told you have to "work it out between yourselves"
- You confront your tormentor and YOU are accused of harassment;
- You are accused of incompetence, despite a history of performing adequately, typically by someone who doesn't know how do your job;
- Everyone agrees that your tormentor is a jerk, but there is nothing they will do about it

If any of this sounds familiar, because you've experienced it or because you have observed it going on, it's time to have a serious conversation about bullying. It's time to initiate and get serious about, a "no tolerance" policy for bullying. Here are some ways to make sure that you are protecting the folks that work for you:

- Don't pit employees against each other. Heavy competition can instigate bullying
- Treat all employees the same way and maintain a personal distance between yourself and all employees
- Set clear behavioral standards; consider posting "Rules of Engagement" or "Ground Rules"
- Provide regular training on bullying; be clear that anyone who feels bullied should speak up and assure employees that there is a strict "no retaliation" policy for reporting alleged violations.
- Make bullying a regular topic at staff meetings
- If bullying is alleged, take it seriously and discipline anyone found to be bullying others

Bullying can be costly – it deters from the tasks at hand, causes targets to have more sick days, and can cause serious emotional distress that can affect their work and their families. Interestingly the targets are not normally loners or underachievers who are being made fun of but are typically high achievers with great personalities. They are bullied because someone who's been around longer is jealous. Allowing these behaviors to continue unabated, by just ignoring them and hoping they will go away doesn't work. As a matter of fact it usually makes things worse.

On a brighter note, although we don't have final numbers yet the attendance for the conference in April is looking phenomenal. I hope to present the final tally by next month. Until then stay cool and calm during the summer months and keep the faith. And watch out for bullies!



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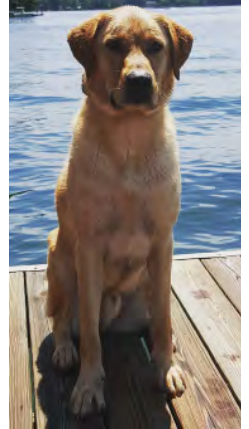
By Maie Brunson, Membership and Marketing Manager



Zoe and Maie

Hello! The SCDA staff thought it would be fun to tell you a little bit about us so you can match a face with the name. I grew up in Spartanburg, SC and moved to Columbia for college. I attended the University of South Carolina where I received a BA in Journalism and Mass Communications- Public Relations. I started working with the SCDA in January of 2011. You have probably received numerous emails from me over the years as I handle all of our communications. My primary responsibilities are membership, communications such as the bulletin and the directory, advertising and social media.

In my free time I love to spend time with my two dogs. I have an 8 year old miniature dachshund named Zoe and a 3 year old yellow lab named Huckleberry. During the summer we spend most of our weekends out on the lake. During the fall you can find me cheering on my Gamecocks! I also enjoy painting and spending time with my 10 month old niece Anna!



Huckleberry

I love working with the SCDA and helping our members succeed in their practice. If I can ever help you with anything in your practice, please don't hesitate to contact me!



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### Send us your story ideas!

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Questions? Please contact Maie Brunson

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## Fall District Meetings

Save the Date!

### Central District

September 11, 2015

8:00 AM -1:00 PM

Columbia Conference Center

169 Laurelhurst Avenue

Columbia, SC 29210

Walter G. Renne, DMD

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### Coastal District

September 25, 2015

### Pee Dee

September 25, 2015

Pine Lakes Country Club in Myrtle Beach

Dr. Elliott Maxwell

### Piedmont

October 2, 2015

Poinsett Club in Greenville SC

Kelly Schwartz, Practice Management Consultant



**SOUTH CAROLINA  
Dental Access Days**  
SOUTH CAROLINA DENTAL ASSOCIATION

**Have you signed up for  
DAD?**

**August 20-22, 2015**

**TD Convention Center  
Greenville, SC**

Click [here](#) to volunteer!



EdVenture Children's Museum partnered with the SCDA are proud to invite you to participate in the 12th Annual South Carolina Countdown to Kindergarten Celebration!

**Friday, August 7, 2015 5:30-8:00 pm**

This is a FREE educational and fun festivity for rising kindergartners and their families to mark the exciting transition into kindergarten. We are looking for dentist volunteers to help provide free dental screenings. They always save the spot right inside the front door for our SCDA dentists.

If you are interested and can donate your time 5:30-7:00 pm or 6:30-8:00 pm or the entire event, please contact Sue Copeland at (803) 750-2277 or [copelands@scda.org](mailto:copelands@scda.org)

# Executive Director's Notes



Mr. Phil Latham

## CMS Announces delay for Medicare Part D Opt In – Opt Out Requirement

The Centers for Medicare & Medicaid Services announced a one-year delay in the enforcement of the Medicare Part D prescriber enrollment requirement to June 1, 2016.

The SCDA and the ADA continue to seek a legislative repeal of the requirement that dentists who treat Medicare beneficiaries enroll in or opt out of Medicare to prescribe medication to their qualifying patients with Part D drug plans.

"This decision was based on CMS' analysis of current Part D prescriber enrollment trends, and the strong concerns expressed recently by Part D sponsors and pharmacy benefit managers (PBMs) about their ability to make the complex system enhancements need to comply with the prescriber enrollment requirement due to the changes made by the IFC [interim final rule with comment]," the CMS Center for Program Integrity said in announcing the delay.

## Dental Lifeline Network

The South Carolina Dental Association (SCDA) continues to be involved with the Dental Lifeline Network also known as Donated Dental Services. The program is a collaborative, direct way that the dental profession reaches out to individuals with special needs. These individuals are our most vulnerable residents: disabled, elderly and medically compromised people who can neither afford treatment nor obtain public aid.

The program is designed by dentists and for dentists. More than 14,100 dentists and 2,800 labs volunteer for the program nationwide. In South Carolina, 94 dentists and 19 volunteer labs are involved, but we need more. Many patients needing assistance are unable to access help in many South Carolina counties.

Participation could not be easier. Dentists and labs take care of the patients while the program does everything else. The coordinator works as a liaison between the patient, the labs and the dentists, answering any and all questions, assisting the patient, the lab and the dentist with anything and everything.

If you have not signed up to participate in this program, please do so today. You can do through the national website or call 803-726-4522 for information on how to get involved.



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## 2012 ADA Claim Form Required for Submission as of August 1, 2015

By Denta Quest

We, at DentaQuest, are committed to ensuring a quality run program for you and your staff. We offer several options for claims submissions including our web portal, clearinghouses and mail. All of these options allow us to process your claims in a timely manner.

### SCDHHS Policy on 2012 ADA Claim Form

Effective August 1, 2015 the 2012 ADA claim form (or its corresponding EDI format) will be required for the submission of dental or oral surgery services billed using the Common Dental Terminology (CDT) procedure codes. All previously used ADA claim forms or their accompanying EDI formats will not be accepted after this date. All dental providers should only use the 2012 ADA claim format from this date forward, even though earlier submissions may have been submitted on older versions of the claim form. For instruction on completing the form please visit the ADA website: <http://www.ada.org/en/publications/cdt/ada-dental-claim-form>

### Claim Completion

As outlined in Sections 4.04 and 4.05 of the Dental Office Reference Manual (ORM), claims submitted must contain the required information in the appropriate fields (cells) to ensure timely processing. The following fields have been added or the data variables for these fields have changed substantially.

### Diagnosis Codes

The updated 2012 ADA Dental Claim Form became available to incorporate key Health Insurance Portability and Accountability Act (HIPAA) changes and includes a new section for diagnostic coding (Field 34). This area for diagnostic codes is intended to capture information that supports the concept of diagnoses in either the ICD-9 or ICD-10 configurations. SCDHHS encourages dental providers to include appropriate diagnosis coding within Field 34; however, use of this field is not a requirement at time. All diagnoses submitted will be stored by DentaQuest however.

### Place of Service Codes

The 2012 ADA claim form allows for specific indication of place of service in Field 38 using the standardized values for professional claims.

SCDHHS requires that providers filing claim submissions appropriately select valid place of service codes when submitting claim requests as of August 1, 2015. Some of the more relevant place of service codes are as follows:

|                        |                                      |
|------------------------|--------------------------------------|
| 03 School              | 23 Emergency Room                    |
| 11 Office              | 24 Ambulatory Surgical Center        |
| 15 Mobile              | 50 Federally Qualified Health Center |
| 21 Inpatient Hospital  | 72 Rural Health Center               |
| 22 Outpatient Hospital | 99 Other                             |



### Quantity

The 2012 ADA claim form allows for the entry of Quantity in Field 29b, however, for reporting to SCDHHS at this time, Quantity MUST be entered as 1 (one).

### Claim Submission Reminder

If you print claims using practice management software or submit them through a clearinghouse, please ensure all information on the output is in the calibrated areas for the data. We have noticed that at times the claim form is slightly altered when put to paper which may cause our scanners to read it incorrectly, resulting in a delay or difficulty processing of your claims.

We are happy to show you how to submit your claims rapidly through our Provider Web Portal, which is free of charge and accessible to all Healthy Connections Providers. Our Web Portal allows you to efficiently enter member and claims information, run reports, and submit authorizations and claims for overnight receipt. If you would like to discuss this option, please reach out to your Provider Relations Representative, or call us at 888-307-6553.

We look forward to continue working with you to serve the dental needs of the Healthy Connections Beneficiaries in South Carolina.

## DentaQuest Announces New Executive Director

I'm pleased to share that Kevin L. Cooper is now serving as South Carolina Executive Director for DentaQuest.

Kevin comes to DentaQuest with 15 years' experience in the area of healthcare sales and business management. As Executive Director, he is responsible for DentaQuest's partnership with SCDHHS in administration of the Healthy Connections dental program.

Prior to joining DentaQuest, Kevin served as a Regional Operations Manager for Aspen Dental overseeing 10 practices in South Carolina. He also has served as National Channel Manager at McKesson Corporation. Prior to this, Kevin held various sales leadership positions in pharmaceuticals and the healthcare services industry. Kevin holds a Masters of Business degree from Webster University and a Bachelor of Science degree in Environmental Health Science from Benedict College.

Kevin resides in Columbia, SC with his wife Melanie and Kevin, II their 6-year-old son.

Kevin L Cooper, Executive Director  
Direct: 803.758.0552  
Fax: 803.758.0555  
Email: [Kevin.Cooper@DentaQuest.com](mailto:Kevin.Cooper@DentaQuest.com)



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## DentaQuest and SCDHHS

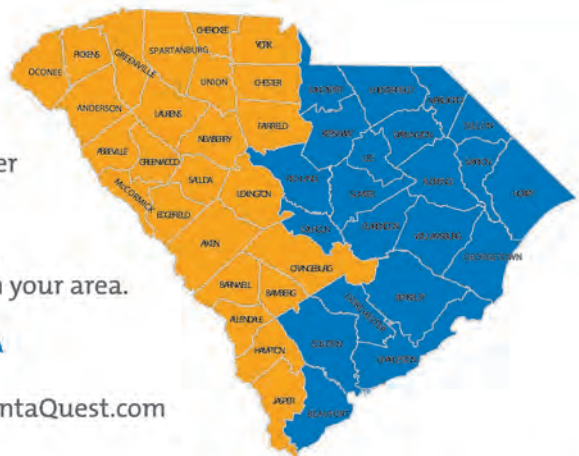
Working together to improve the oral health of South Carolina's residents

DentaQuest manages the Healthy Connections dental program. We greatly appreciate the contributions of providers. Our provider web portal makes it easy for you to submit claims and authorizations, check member eligibility and more. Responsive service from our call center reps keeps your offices running at peak efficiency.

To learn more about the Healthy Connections program or DentaQuest, contact a provider relations representative in your area.

**Anthony Banks**  
803.528.1336  
[Anthony.Banks@DentaQuest.com](mailto:Anthony.Banks@DentaQuest.com)

**Tycie Sellers, CDA**  
803.758.0490  
[Tycie.Sellers@DentaQuest.com](mailto:Tycie.Sellers@DentaQuest.com)



Experience you can count on.



## Get to Know the Fundamentals of EMV®

By Mark Brown



Mr. Mark Brown

You may have heard the term “EMV®” recently, but not be aware of how it impacts your dental practice. Our endorsed partner TransFirst wants to help you understand EMV and show you how they can help navigate the challenges practitioners face today in collecting patient payments.

**Let's start with the basics, what is EMV?** EMV, short for “Europay/MasterCard®/Visa®,” is a technology standard for supporting credit and debit cards with a “smart chip” embedded in them. These new cards are a mechanism to reduce fraud associated with card-present payments. Credit and debit cards will contain an embedded smart chip and also retain the magnetic strip, still the most commonly used type of card in the United States. While EMV technology has been widely used globally for some time, it has only been recently introduced in the U.S., and will involve the use of a special payment processing terminal that can accept these types of cards.

### How does this affect your practice?

Because of these advances, your liability is shifting. The expectation is that you'll upgrade your equipment to be EMV compliant by October 1, 2015. If you're given the chance to upgrade to EMV-capable equipment, but don't do so within the above timeframe, you will be held financially liable for security breaches after October 1.

### How do you know if your equipment is compliant?

If your terminal is more than a year old, it probably isn't EMV-ready. It's a good idea to check with your processor now about what your upgrade options are, so your practice is prepared for the October deadline.

### Become compliant today

The EMV transition should be a smooth one for your practice. It requires a simple equipment upgrade and in return offers additional security that benefits both your practice and your patients.

For additional information on the EMV switch, or about how TransFirst's EMV solutions can help improve your payment processing security and efficiency, please visit <http://www.transfirst.com/lp/dentalpartners/?oc=499>

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# Care Enough to Provide an Exceptional Patient Experience

By CareCredit, SCDA Endorsed Company

In dentistry, care is a verb, not a noun. We care about our patients and care about people. And the way we care directly impacts the patient's experience which, in turn, directly impacts case acceptance and patient retention. Providing exceptional care is a process of purposeful actions that requires thought, effort, engagement by the entire dental team, and ongoing monitoring and evaluation.



In a thriving, busy practice, there never seems to be enough time in the day. Unfortunately, this busyness may cause the team to focus on getting things done instead of caring for patients. If our tone and communications with patients seems rushed and distracted, patients may feel unimportant to the practice. Take a breath and then a few minutes to purposefully communicate with patients, especially during these touch points:

- 1. The telephone introduction.** Over the phone, patients have no idea what your day has been like or if you are busy or not. They cannot see your body language or the seven things sitting on your desk waiting to be done. So, if you are distracted and focused on getting off the phone to attend to something else, they may interpret your words and tone negatively. It only takes a few moments to be warm and welcoming before you get down to the business of gathering insurance information and scheduling appointments.
- 2. The in-practice greeting.** When a patient guest comes into the practice, they should be greeted by name with the attitude that comes from understanding the patient has choices and the team appreciates the patient has chosen them.
- 3. The patient/doctor introduction.** Take the time to respectfully introduce new patients to the doctor. "Mrs. Jones, I'd like to introduce you to Dr. Smith. As I mentioned, Dr. Smith has been doing amazing dentistry for more than 15 years. Dr. Smith, this is our new patient, Mrs. Jones. Mrs. Jones was referred to our practice by her friend, and our long-time patient, Mrs. Brown."
- 4. The treatment and financial conversation.** Patients should always be introduced to ideal dentistry. They may choose to phase treatment, but they need to know you care for their oral health and want what's best for them. Patients should also be introduced to all payment options if they have an out-of-pocket expense. If you accept financing through a credit card like CareCredit, let them know and then let them choose what's best for them.
- 5. The post-appointment follow-up call.** A personal follow-up telephone call to the patient is a great way to demonstrate how much your team cares. Many practices routinely call the patient after a hygiene or restorative appointment. But the best opportunity to make an impact on the patient relationship is by calling after the new patient examination and consultation. New patients may have questions or concerns and when the office calls to provide additional information or just let the patient know they are available, patients' expectations are exceeded.

## Caring Requires Consistency

I recently walked in the gift shop of a high-end hotel to buy a bottle of water. After waiting at the cash register for a few moments, I walked to the back of the shop to find someone to ring me up. What I found was the hotel employee ranting to herself about how much she disliked her job. Was she having a bad moment? Yes. But her words and attitude significantly and negatively impacted my perception of the hotel and my overall satisfaction.

A patient's experience in a dental practice can be impacted similarly if their interaction with just one team member is negative. Caring is a team effort. People tend to pick up and absorb the emotions around them. When your team is consistently warm, engaging, excited and appreciative, patients will tend to be the same. When one team member is having a "bad day," they can easily "infect" other team members and patients. So be diligent in caring enough to help each other have positive interactions with patients. You'll be surprised how infectious good moods can be, too.

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**Kodak & Carestream Intraoral X-ray Sensor Repair.** We specialize in repairing Kodak & Carestream RVG 5100 & 6100 dental X-Ray sensors. Repair & save thousands over replacement cost. [www.KodakDentalSensorRepair.com](http://www.KodakDentalSensorRepair.com) / 919-924-8559

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**Dentist available for locum tenens.** Available daily, weekly or monthly. General Dentistry. 20 years plus private practice, 8 years contract dentistry. Private practice, city and county dental clinics. Dr. Garland L. Slagle 843-837-4126.

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**Volunteers Needed:** Our Lady of Mercy's Wellness House Dental Program on Johns Island is in need of volunteer SC licensed dentists to provide emergency & basic dental. Monday-Thursday and also Tuesday evenings for the emergency clinic. Please contact John P Howard DMD or Ms. Jakki Jefferson at 843-559-4493 for more info.

Immediate opportunity for **General or Pediatric Dentist or Endodontist.** Part-time or Full-time! Multiple growing locations and opportunities. Please email Resume to [childrengroupsc@gmail.com](mailto:childrengroupsc@gmail.com) or fax 803-781-5142.

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**Emergency Dental Clinic** (Georgetown, SC). Licensed SC dentist, you can help us provide tooth extractions to alleviate pain and suffering for uninsured residents living in poverty. Thursday Evenings @ 5:00 pm. Contact Tracy Jones at 843-527-3424 or [acct.hhands@gmail.com](mailto:acct.hhands@gmail.com).

Large dental group seeks both **part and full time dentists** (general and specialized) throughout Washington, Oregon, California, Hawaii, Arizona, Nevada and Oklahoma. We are currently filling positions in Portland and Phoenix. For more information or to apply, please email Ron Brush at [BrushR@InterDent.com](mailto:BrushR@InterDent.com) or call 971-295-9914.

**Pediatric Dental Opportunity-** An exceptional opportunity to join a growing Pediatric Dental & Orthodontic practice with multiple locations in the Charleston area. Join a TEAM in fun, well-respected, state of the art paperless practice with competitive salary and benefits. To learn more, please email [isabel@coastalkidsdental.com](mailto:isabel@coastalkidsdental.com) or call 843-818-5437.

Jackson Smile Studio, LLC in Columbia is searching a **dental associate.** We are a high producing solo practice with an excellent staff and organization. We are looking for a confident self-starter ready to provide compassionate, personal care to our patients. Visit: [JacksonSmileStudio.com](http://JacksonSmileStudio.com). Please email c.v. to: [Nicole.JacksonSmileStudio@gmail.com](mailto:Nicole.JacksonSmileStudio@gmail.com)

**General dentist needed** 1-2 days per week. Digital up to date office with experienced staff. Position available immediately. Fax resume to 803-738-0277 or email [cdcsmiles@live.com](mailto:cdcsmiles@live.com)

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General dentistry- **Associate opportunity** needed 6-10 days/month in Myrtle Beach. Commission based, new state-of-the-art facility, fee-for-service practice. Experience a strategic advantage. Crown and bridge, endo and surgery a plus. New graduates/brokers need not apply. Email CV to [mktcommondentist@aol.com](mailto:mktcommondentist@aol.com)

DentalWorks Practices are seeking **General Dentists, Endodontists and Oral Surgeons**, who are focused on patient care and enjoy working in a busy environment. Inquire about how you may qualify for our Sign-On Bonus! DentalWorks offers current openings in Spartanburg, Greenville, Rock Hill. Interested? Contact Scott Williams at 919-437-8665 or email at [scott.williams@dentalonepartners.com](mailto:scott.williams@dentalonepartners.com).

**Seeking an associate** for our highly visible, established, busy, all digital practice located in suburb of Charleston, SC. Must be proficient in all phases of general dentistry. 1-2 years experience or GP residency preferred but not required. Competitive pay, high growth potential. Schedule will vary. Looking to hire by June/July. Contact [rngilreath@hotmail.com](mailto:rngilreath@hotmail.com).

Busy Greenville general dental office looking for **experienced/retired periodontist or oral surgeon** to work Friday's. Must not be actively working in Greenville otherwise. 1 year commitment minimum. For more information email [dentist2015@greenvillesnews.com](mailto:dentist2015@greenvillesnews.com) or call 864-986-0695.

**Associate Dentist** position available in Charleston, SC (Ladson) in a growing private practice (5-10 years experience, please). Seeking a gentle and caring Dentist who is thinking of their future and is interested in a long term career. Must have excellent clinical skills and enjoy restorative, implant and cosmetic dentistry. Please contact 843-312-7847 for more information or email [Trish.Nicklas@yahoo.com](mailto:Trish.Nicklas@yahoo.com)

**Associate General Dentist Full or PT,** Lexington and Northeast Columbia locations. Progressive, high tech, experienced dentist expanding practice into new facility. Unique opportunity for career development. Email [pgoose@gmail.com](mailto:pgoose@gmail.com) or call 803-600-3916.

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**General Dentist** for a full time position in Beaufort, SC. We are accepting resumes from qualified clinicians with five or more years experience. Tower Dental provides general dental services to a diverse population of patients. Contact [towerdentalofbeaufort@yahoo.com](mailto:towerdentalofbeaufort@yahoo.com) or 843-470-0333 for more information.

#### **Positions Available- Staff**

Immediate position for an experienced only **Dental Assistant** with excellent communications, clinical and computer skills. Applicant must have a pleasant personality, be energetic, presentable and a team player. Competitive salary and benefits. Contact [om\\_fcd@yahoo.com](mailto:om_fcd@yahoo.com) or 843-903-4700 for more information

Private Practice in search of part-time **registered dental hygienist** in Newberry SC. Email resume to [dentalapply2015@gmail.com](mailto:dentalapply2015@gmail.com)

**Certified Dental Assistant-** Would you like to work in a positive, enjoyable atmosphere where you can feel proud of your work and be recognized for your efforts? If so, then look no further. Nitrous and x-ray certification required. Please send resume and cover letter to [info@ccd4kids.com](mailto:info@ccd4kids.com).

#### **Practices/Office Space Available**

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**Dental practice for sale in Columbia, SC** - SC1037 Great practice in a prime location, collecting \$425k+ on 3 days a week. Huge upside potential! Please call 678-482-7305 or email [info@southeasttransitions.com](mailto:info@southeasttransitions.com) for details using listing ID SC1037.

**Dental Office for Rent in Rock Hill.** Built as a Dental Office this freestanding building has 3 operatories plumbed for nitrous oxide, suction and compressed air. Located in the center of the medical community at 1342 Ebenezer Rd. Contact John Rinehart at [jdrinehart@ccim.net](mailto:jdrinehart@ccim.net) or 803-517-0229 or contact Rinehart Property Management at 803-329-3285.

**Columbia General Practice #8843**-Gross collections-\$559K; sale price \$449K. 3 operatories; 1300 sqft. office space. For more information contact Dr. Jim Howard at 919-337-1162 or [jim@adssouth.com](mailto:jim@adssouth.com)

**Southwest SC #8930** -Gross collections-\$936K; 3 operatories; 4 days. SW Greenville Area #9016 - Gross Collections-\$640K; 5 operatories; 4 days For more information contact Dr. Earl Douglas at 770-664-1982 or [earl@adssouth.com](mailto:earl@adssouth.com)

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Dental Practice for Sale in **Upstate, SC**. Rare opportunity to own a growing practice in a very desirable location. Dr is moving. Practice is collecting over \$325,000 on part time schedule with very low overhead. Please contact us at [info@southeasttransitions.com](mailto:info@southeasttransitions.com) or 678-482-7305 for information. Listing ID SC-1044. [www.southeasttransitions.com](http://www.southeasttransitions.com)

**Medical Suite For Lease** in Park Circle neighborhood of North Charleston. This 1,311 SF, former dental office is being leased for \$22/SF. Suite includes communal reception area, 3 exam rooms (equipped with vacuums, gas systems and sinks), 2 restrooms and a storage area. Contact Kathleen Boswell at (843) 725-6895 or [kboswell@cbcatlantic.com](mailto:kboswell@cbcatlantic.com).

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Great opportunity to purchase at a **very affordable price** 3 beautiful neutral color chairs hardly used w/lites, statim, 2 chair side stools, filing cabinets, dental supplies including bits, dremel, amalgam unit, burs, small refrigerator, microwave etc..Please call and ask for Rebecca 843.877.9078 or email at [fphe@sccoast.net](mailto:fphe@sccoast.net)

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- All ad copies and cancellations must be received no later than the 10th of the month prior to publication, which will occur on the first of the month, with remittances accompanying the ads.
- Contact: Maie Brunson, 120 Stonemark Lane, Columbia, SC 29210; call 800-327-2598; fax 803-750-1644; email [brunsonm@scda.org](mailto:brunsonm@scda.org).





## **Why the other side hates to see us on your side.**

- Our malpractice carrier has been covering SC dentists for 35+ years
- They have won over 90% of cases that have gone to trial
- They have closed more claims without payment than any other liability carrier in SC
- A fellow member sits on the board
- Up to 65% off available for new to practice dentists
- Commission dollars go back into the SCDA instead of an outside insurance agency

Contact the SCDA Staff  
[ski@scda.org](mailto:ski@scda.org)  
800-327-2598  
[www.scda.org](http://www.scda.org)

