



District of Columbia
DENTAL SOCIETY

NEWSLETTER

April 2017, Vol. 63, No. 4



Dr. Thomas Sokoly

A Letter from the DC Dental Society President Thomas Sokoly, DDS

Dear Colleagues:

We are a month away from the 2017 Mid-Atlantic Dental Meeting on May 5-6 at the Washington E. Convention Center. If you have not done so already, I urge you to attend and support the meeting to ensure its success. Dentists can get all of their licensing requirements at the meeting, and it's all included in the cost of registration. Please spread the word and bring your dental team to this great event.

The Annual Awards Dinner that was to take place during the Mid-Atlantic Dental Meeting has been rescheduled to its traditional June timeframe. Mark your calendars for June 13, 2017. The awards dinner will be held at the Westin Georgetown. Members planning to attend should RSVP [online](#) or via email at info@dcdental.org.

Finally, at the direction of the DCDS leadership, the Constitution and Bylaws Committee was charged with recommending modifications to the Society's bylaws that would allow eligible members the opportunity to vote by absentee ballot for the election of officers and at-large board members. In addition, the committee has recommended changes to update the bylaws to reflect current practice and correct numbering and spelling errors. A pdf version of the bylaws with all the recommended modifications is available on the [DCDS website](#). The membership will be voting on approval of these modifications at the June Awards Dinner.

I hope to see you all at the Mid-Atlantic Dental Meeting and at the June Annual Awards Dinner. As always, please don't hesitate to reach out to me should you have any questions. *(continued on page 2)*

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(continued from page 1)

We are DCDS: passionate about our profession, our community, and our future!

Sincerely,



Thomas Sokoly, DDS

President, DC Dental Society



2017

Chesapeake Dental Conference

September 21 – 24
Ocean City Convention Center

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Dr. Jill Baskin – CNA Liability & Risk Management

Dr. John Burgess – Adhesives, Composites, Ceramics/Cements

Dr. Carl Driscoll – Oral Cancer From Restorative Perspective

Dr. Fred Ferguson (MDHA)

Mr. David Meinz – Health/Nutrition/Heart Disease

Dr. Sylvan Mintz – TMJ/Sleep Apnea

Dr. John Nosti – Prosthodontics/Occlusion

Dr. Frank Serio – International Volunteer Dental Projects

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For more information:

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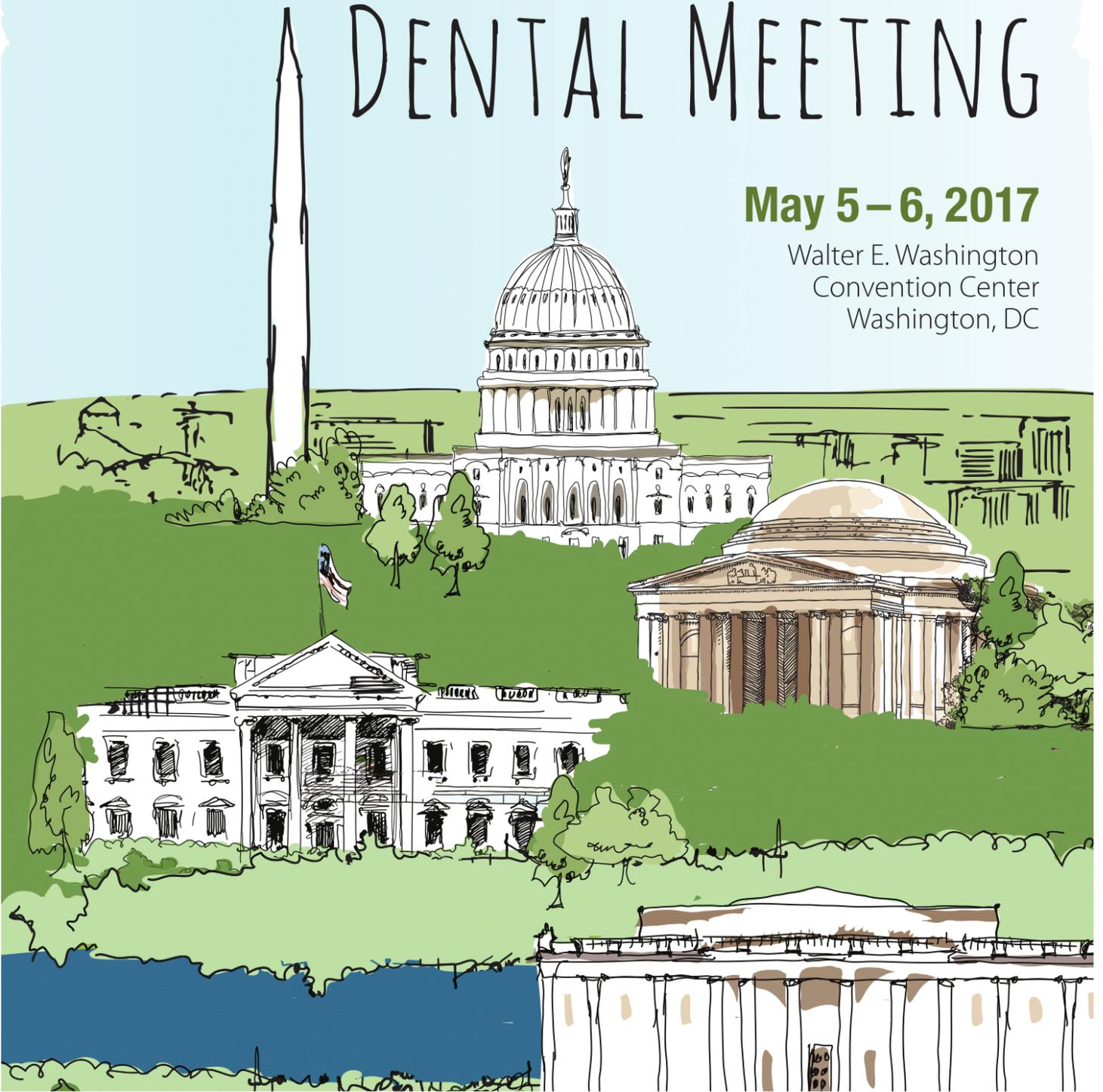
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Mid-Atlantic DENTAL MEETING

May 5 – 6, 2017

Walter E. Washington
Convention Center
Washington, DC



District of Columbia
DENTAL SOCIETY

ADA

www.midatlantiddental.org

Prepare for the Mid-Atlantic Dental Meeting

Boost your practice by attending the [Mid-Atlantic Dental Meeting](#), May 5-6 in Washington, D.C. New for 2017: Most sessions, including Registered Clinics and licensing requirements, are included in the one-day or two-day conference pass. Take advantage of the ADA member rate of only \$219 for a one-day pass, which includes all registered clinics, capsule and flash clinics, and licensing requirements. Registration even includes a lunch voucher for use in the exhibit hall!

Only hands-on workshops and the CNA HealthPro Dental Professional Liability Risk Management Seminar have low additional fees.

- In [Registered Clinics](#), hear from experts and gain inside knowledge that's critical for a thriving practice. Whether it's about getting on **The Road to Financial Freedom**, making good business decisions by **Cutting Through the Sales Hype: Choosing the Best Products for Your Practice**, or mastering stress free techniques like **Template Driven Anterior Dentistry - Cosmetic Dentistry for the Non-Cosmetic Dentist**, we've got you covered!
- [Capsule](#) and [Flash](#) Clinics offer hot topics such as oral pathology, TMD, gum grafting, and minimally invasive endodontics in shorter 2-hour or 1-hour sessions.

Add a [Hands-on Workshop](#) at a low additional fee to brush up on clinical skills, like **Class IV Cosmetic Restorations: the Art and Science of Beautiful Smiles**, or **Simplifying Posterior Composite Placement with Predictable Bond, Fill and Finish**.

- If you are looking for your CE licensing requirements, the Mid-Atlantic Dental Meeting is your place. Check out the [Special Sessions](#) for CPR certification, OSHA/Infection Control, Mid-Atlantic P.A.N.D.A., and even the Maryland prescription drug requirement.
- Get up-close and hands-on with the newest dental hardware, tools and services in the [largest exhibit hall](#) offered in the Mid-Atlantic region.
- Look for the Mid-Atlantic Dental Meeting [networking events](#). They can influence your professional and personal life for years to come. One of the can't-miss networking opportunities is the Speed Networking event on Friday, May 5 from 6:00 pm - 7:00 pm.

To optimize your conference planning, download the [Program Announcement](#) and review the online [schedule-at-a-glance](#).

Stay Where the Action Is! Book Your Hotel Accommodations at the Renaissance Washington Hotel by April 7.

Enjoy the convenience and savings of staying close to the meeting by booking your accommodations at the Renaissance Washington Hotel located a short walk to the meeting venue.

Visit the [2017 Meeting Hotel page](#) for information on the hotel and to [book your room today!](#)





Saturday, April 22, 2017

ORAL CANCER FOUNDATION

**Oral Cancer Awareness Walk/Run
In Memory of Peter McGee Hoffman**

Registration: 7:30 am - Event begins 9:00 am

**Free Public Oral Cancer Screenings
Prizes for Top Fundraisers - Raffle**

LOCATION:

**Sligo-Dennis Avenue Park
10200 Sligo Creek Parkway
Silver Spring, MD 20902**

COST:

Oral cancer survivors are FREE.

Walkers: \$25 to pre-register, \$30 day of event

5K Runners: \$30 to pre-register, \$35 day of event

Students Walkers: \$15 to pre-register/ \$20 day of the event

Student Runners: \$20 to pre-register/ \$25 day of the event

6-10 year olds: \$10

Children 5 and under are FREE

REGISTRATION:

For more information or to register, please visit:

<http://peterswalkrun.com>

GIVE ORAL CANCER A VOICE!

www.oralcancerfoundation.org



Prepare for New Patients: 4 Ways to Get the Most from the ADA's New Find-a-Dentist Campaign

The ADA is launching a new, 3-year digital consumer advertising campaign to get more patients in members' chairs. This \$18 million investment is designed to address the "busyness" gap identified by the ADA Health Policy Institute (HPI). As part of their research, HPI found that ADA member dentists have the capacity to see more patients. It also identified 19.6 million potential patients who believe in the importance of dental visits but for various reasons are not following through to make an appointment.

To capitalize on this opportunity, paid search and digital ads targeting these potential patients will direct them to the new ADA® Find-a-Dentist™ tool to book an appointment.

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

Before the marketing campaign begins in May, the ADA is encouraging members to make the most of this opportunity. Here are some ways you can benefit from this initiative.

1. Update Your Profile at [ADA.org/MyADA](https://ada.org/MyADA)

Completed profiles appear at the top of the search results in the new Find-a-Dentist tool, so get yours ready to go. Updating your profile is easy and only takes 5 minutes. Start by visiting [ADA.org/MyADA](https://ada.org/MyADA) and login using your user ID (ADA member number) and password.

My ADA member profiles have been updated with new fields of information based on feedback from patients on what they look for when they search for a dentist. You'll be able to add multiple business addresses and business hours, practice focus, types of patients you treat and which forms of payment and benefit plans you accept. Making it easy for potential patients to get the information they're looking for benefits both the patient and the dentist.

Be sure to include a practice description, website and email so your future patients can learn more about you and easily connect.

2. Add a Recent Profile Photo

If you don't have a photo, add one today! **Profiles with photos get 11 times more clicks than those without, and they show up higher in search results.**

If you do have a photo, make sure it's current and a close-up. (Think about a passport photo: Include your head and shoulders – but unlike a passport photo, you can smile!) Your My ADA profile now has a cropping tool, but zooming in too much on a photo taken from far away can affect the quality of the image. (continued on page 7)

(continued from page 6)

3. Bookmark ADA.org/findadentist

Visit today for all the latest updates about the campaign, as well as resources to help you communicate with patients and promote your practice.

4. Get New Patients – and Possibly a New Mercedes

A complete profile puts you at the top of the search results list – and in the running for our grand prize! **Complete your profile by May 1, 2017 to win a Mercedes Benz C class sedan or GLC SUV 12-month lease – or a \$10,000 cash award.** And if you're one of the first 5,000 to complete your profile, you will receive a free sample pack of patient brochures. All active licensed members practicing in the U.S. are eligible to win. Get started today!

Nominations Open for Several ADA Council and Commission Appointments

Several ADA Councils and Commissions are now accepting nominations for consideration by members of the ADA Fourth District (DC is in the ADA Fourth District). The Fourth District will appoint a member to the following Councils:

- [Council on Ethics Bylaws and Judicial Affairs](#)
- [Council on Dental Practice](#)
- [American Dental Political Action Committee](#)

In addition, the ADA Board will appoint members to the following Council and Commissions:

- [Commission for Continuing Education Provider Recognition](#)
- [Commission on Dental Accreditation](#)

Summary of qualifications for the Council on Scientific Affairs nominations can be found on our [website](#), as well as the [conflict of interest form](#).

Interested individuals must submit a completed nomination form for the specific Council or Commission he or she is interested in, a signed [conflict of interest form](#), and a CV to the DC Dental Society Business Office via email at info@dcdental.org or fax at (202) 367-2163. The DC Delegation to the ADA House of Delegates will review all nominations and forward endorsed nominations to current ADA Fourth District Trustee Jeffrey M. Cole, MBA, FAGD. Please note that the "Statement of Qualifications of Nominee" section of the nomination form must be filled out and must contain a short biography of the applicant, which should include a list of qualifications. This section is important as this narrative is all that will be forwarded to the Board and to the House of Delegates to review if appointed. Additionally, the [conflict of interest form](#) must be signed by hand; an electronic signature will not be sufficient.

The deadline to submit a nomination is May 15, 2017. Please note that no individual can serve on more than one Council or Commission at a given time. Additionally, there is a two-year waiting period from the time an individual completes his or her service on a Council or Commission and the time he or she can be appointed to another.

Should you have any questions about the nomination form or process, please feel free to contact the DC Dental Society via email at info@dcdental.org.

Fill a Form, Fill a Chair

The screenshot shows a user profile for Dr. Jane A. Dentist on the ADA Find-a-Dentist website. The profile includes a photo, contact information (Phone: 312.440.2500, Email: dentist@ada.org, Website: ADA.org), address (211 East Chicago Avenue, Chicago, IL 60611), payment options (CareCredit, Cash, Check, Credit Card, Insurance, Medicaid, Workers Comp, MetLife, Blue Cross Blue Shield (30+ different plans), Dentaguest, Aetna, Cigna, Humana United Healthcare, United Concordia Companies, Inc., Guardian), gender (Female), type of patients (Geriatric, Children, Special Needs, Cancer, Anxiety), practice focus (Sleep Apnea, MJ, Cosmetic, Holistic), and language (English, Spanish). It also lists office hours: Monday (7:30 AM - 04:00 PM), Tuesday (7:30 AM - 04:00 PM), Wednesday (7:30 AM - 04:00 PM), Thursday (7:30 AM - 04:00 PM), Friday (7:30 AM - 04:00 PM), Saturday (Closed), and Sunday (Closed). A map shows the location in Chicago. Social sharing buttons for Facebook, Twitter, and Google+ are visible at the bottom.



Complete your ADA® Find-a-Dentist™ profile by **May 1, 2017** to be entered for a chance to win a Mercedes Benz C class sedan or GLC SUV 12-month lease or \$10,000 cash award!*

ADA American
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Association®
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advocate for oral health

You told the ADA you wanted to see more patients, so this spring, we are launching an enhanced Find-a-Dentist tool to help new patients find you.

By taking 5 minutes to update your member profile, patients can more easily search by geography, specialty and payment and benefit plans. The new tool also prioritizes completed profiles in the search results, and you will have the ability to track how many views your profile receives.

Stand out in search results and include:

- A photo of yourself
- Payment options
- Dental benefit plans you accept
- Office hours
- Phone and email contact information
- Business address(es)



Login to complete your profile for the chance to win!

**All active licensed members practicing in the U.S. are eligible to win. Visit ADA.org/fadrules for official rules.*

ADA Dentist And Student Lobby Day In Washington, D.C.

Nearly 1,000 dentists and students gathered in Washington, DC last week for the ADA Dentist and Student Lobby Day, with several DCDS members in attendance. Formerly known as the ADA Washington Leadership Conference, this year's event was held for the first time with the American Student Dental Association. The purpose of the Lobby Day was to educate members of Congress about three important oral health issues: repeal of the McCarran-Ferguson antitrust exemption, student loan and debt issues, and health care reform.



Annual Awards Dinner

The Annual Awards Dinner that was set to occur at the 2017 Mid-Atlantic Dental Meeting has been rescheduled for June 13, 2017 at the Westin Georgetown. Members planning to attend the June dinner should RSVP [online](#) or via email at info@dcidental.org.



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Prescribing Smarter: How We Can Have Great Influence on America's Opioid Crisis

Dr. Joe Vaughn, a member of the American Dental Association and recent graduate from The University of Alabama at Birmingham School of Dentistry, writes how to prescribe smarter. This editorial, reprinted below, first appeared in the New Dentist Now blog on March 8, 2017.

Pain Killers.

Opioids.

Drugs.

Are they on your mind today? Because they're on mine.

With every walk-in. With every extraction. With every patient who looks me in the eye and says: "Doc, can I get a little something for pain?"

"Sure," I say. And then I walk back to my computer, stare at my screen, and wonder what to do. What do I give? How much? Do they really need it?

I don't know about you, but my answers have certainly changed.

A few months ago, my prescription pad was a care-free, generous space. I wanted my patients comfortable. I wanted them pain-free. I wanted a "good-experiences-only" policy. So I took care of their pain and in turn thought I was taking care of my patients.

Vicodin, Percocet, Norco, Oxy, hydro. . . usually whatever the patient requested. If I took a tooth out, they got a narcotic. If they walked in with pain, they got a narcotic. We're not talking outrageous amounts here. But in these moments, this is what I thought good health care looked like.

Which didn't last long. And now things look much different in the space where I practice. I still take teeth out every day. But opioids are few and far between.

Why?

Well, it's experience. Good ol' anecdotal evidence. It's discussions with colleagues. And then it's being a part of an organization that has committed to help control the opioid crisis in America.

In residency, we didn't think about consequences. We didn't even realize the consequences. And like a lot of dentists in our country, we didn't think we belonged in a conversation about the opioid crisis. That's a physician problem. *(continued on page 11)*

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(continued from page 10)

And then I saw a stat that said dentists prescribe 12 percent of America's instant release opioids. Only second to family physicians, who prescribe 15 percent.

And then I joined Neighborcare Health, who makes it their duty to help limit the amount of pills floating around Seattle. And so we greatly restrict our prescribing protocol.

And then four months ago, I found my hands pressing on the sternum of an unconscious woman as I gave her CPR while her 8-year-old son watched in tears from the corner of the room, only minutes after finding his pale blue mother on the couch and yelling for someone to help.

And as the paramedics arrived and assessed her, I heard one of them ask for "Narcan" just before escorting me out of the room.

Narcan.

It's a reversal agent for opioid overdose. And so only a few minutes kept this family of three from becoming a family of two.

It doesn't take extremes like this to prove that opioid use and abuse is a real problem that affects our world every day. We can help. And we should help. How?

By caring enough not to over-prescribe. Avoid prescribing opioids to patients you haven't treated. Never prescribe opioids without talking to a patient about what to do with the unused pills.

Don't start with opioids, end there. There's plenty of literature to suggest that ibuprofen and other NSAIDs are just as effective in post-extraction pain management. I always start with NSAIDs and then manage breakthrough pain with opioids on a limited basis. And nine times out of ten, ibuprofen proves to be enough.

At the end of the day, the decision is up to you, the doctor. But with those three letters after your name comes a lot of responsibility...Will you own it?

Just the other day a patient presented to me for extractions. I had already extracted four teeth from him and had prescribed ibuprofen each time. Up to this point, he had never returned after extraction asking for more medication. The ibuprofen was enough.

On this day, however, he told me that he went to the ER over the weekend, was seen by a dental resident, and had a tooth removed. Out of curiosity, I asked him what type of pain meds they gave him.

"Percocet...24 of them."

As tough as it is to admit, sometimes we are part of the problem. And so today, I ask for the help of all the New Dentists out there. To show your patients compassion, not by prescribing more, but by prescribing smarter.

For more information on the topic, visit ADA.org/opioids.

ADA Offers Online Education for Dentists in Long-Term Care

The American Dental Association (ADA) is now offering online training for dentists interested in providing care for nursing home residents.

Nearly 1.3 million nursing home residents face the greatest challenges to accessing dental care of any group in America. Through [Action for Dental Health](#), a nationwide, community-based movement that aims to improve dental care for the underserved, the ADA plans to train at least 1,000 dentists to provide care in nursing homes by 2020.

“Dentistry in Long-term Care: Creating Pathways to Success” is an eight-module, self-paced online course that highlights long-term care delivery models, regulatory and legal compliance, creating and organizing an oral health program, working with complex patients, financial considerations in nursing homes, establishing an environment where effective daily mouth care occurs, and accessing scientific literature.

Presenters are members of the ADA’s National Elder Care Advisory Committee. The course is worth 10 hours of continuing education credits at a cost of \$475 for members and \$650 for non-members. Dentists who register for the program can register up to three of their non-dentist team members at the price of \$150 per person.

Registration is [available online](#).

For more information, contact Rhys Saunders online at saundersr@ada.org or via phone 312.440.2582



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Notice: Membership Bylaws Changes

At the direction of the DCDS leadership, the Constitution and Bylaws Committee was charged with recommending modifications to the Society's bylaws that would allow eligible members the opportunity to vote by absentee ballot for the election of officers and at-large board members. In addition, the committee has recommended several modifications to reflect current practice and correct numbering and spelling errors contained in the current bylaws. A PDF version of the bylaws with all the recommended modifications is available on the [DCDS website](#).

Members in the News



Board member and Treasurer Dr. Ali Fassihi received the 2017 John Carroll Society Pro Bono Health Care Award on Sunday, March 26, 2017, at the 26th Annual Rose Mass. He was awarded for his work and dedication to the Spanish Catholic Center Charities for over 25 years. DCDS congratulates Dr. Fassihi on this honor.



Dr. Edward Mopsik was selected to receive the Harvard School of Dental Medicine (HSDM) Distinguished Alumnus Award. The purpose of the Distinguished Alumnus Award is to recognize individuals who have made significant contributions that honor the mission of the School in addition to supporting HSDM through the generosity of their time, talent, and philanthropic commitments. DCDS congratulates Dr. Mopsik on this honor.



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PRACTICE SPACE FOR LEASE – NORTHWEST DC, Operatory and Doctors office for lease within two doctor suite. New office building at 1800 K St NW with new dental office build out July 2016. Contact Karen at 202-296-3135 or tpwdentistry@aol.com.

Advertise with DCDS

Classified ads in the DCDS Newsletter are easy to coordinate. Simply fill out an [advertisement contract](#) and e-mail the completed contract and your ad to info@dcdental.org. We will then send you an invoice and request payment information. Without the payment, your ad will not run.

Deadlines:

The Newsletter is usually distributed on the first Wednesday of every month. Ads are due to the Society two weeks in advance in order for them to appear in the next newsletter.