

### SOUTH CAROLINA DENTAL ASSOCIATION



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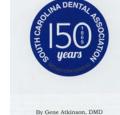
### ADA American Dental Association®

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### SCDA 150th Anniversary History Book

By Dr. Gene Atkinson, SCDA Historian

History of the South Carolina Dental Association 150th Anniversary 1869-2019



The 150th Anniversary of the South Carolina Dental Association is being celebrated this year of 2019. That is quite a milestone for an organization. It shows the dedication that the dentists of South Carolina have exhibited to improve the art and science of dentistry through the years to offer the best possible treatment for our patients.

It all began on November 10, 1869 in the office of Dr. Thomas T. Moore in Columbia. He wisely realized that dentists should get together as an organization so that shared knowledge would keep dentists abreast of the latest techniques to provide the best possible care for our patients. His leadership and drive through the years put the South Carolina Dental Association on a good foundation for the future.

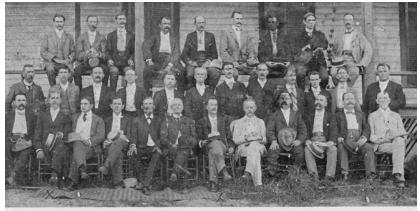
Published by The South Carolina Dental Association

In 1969 Dr. Neill Macaulay, one of the great leaders of the SCDA, wrote the Centennial History of the SCDA. This

outstanding book outlined the course of events of the SCDA over its first 100 years. Now in 2019, Dr. Gene Atkinson has updated this fine history book to current times. Over 1500 hours have been expended over the last nine years to produce this quality 150th Anniversary History of the South Carolina Dental Association.

This inclusive book will be introduced at the South Carolina Dental Association's General Membership and House of Delegates meeting on Friday, December 6, 2019 at Segra Park in Columbia. The book features 265 pictures from the early days of the SCDA up to current times. Copies will be available for sale at this meeting for \$25. Included within the book are portrait-type pictures and biographies of every SCDA president from 1869 to 2019. Other chapters include biographies of other outstanding SCDA leaders, our history from 1969 to 2019, our Executive Directors, our headquarters buildings, community endeavors, etc.

For those not attending this meeting, copies can be obtained from the SCDA office for \$25 each plus \$5 shipping and handling. Please call the SCDA office at 803-750-2277 to purchase you copy (or copies).



The South Carolina Dental Association, White Stone Springs, 1903

South Carolina Dental Association, Annual Session, 1903 White Stone Springs

### **SCDA Presidents Message** By Dr. Scott Cayouette, SCDA President



Wow, 2019 is coming to a close quickly. Yes, December is upon us and I will miss writing these monthly articles. As your SCDA President I am truly honored to have served during the South Carolina Dental Association's Sesquicentennial Year. It is hard to believe that SCDA was born 150 years ago in 1869. We celebrated our 150th Anniversary with a fantastic Annual Session in Myrtle Beach. I want to thank all the Members, their Staff, the Exhibitors, the Sponsors, the Speakers, my Convention Committee – Dr. Ken Johnson, Dr. Craig Little, Dr. Chris Caputo, Dr. Geoff Steinkruger, and Dr. Monica Cayouette, Laura Jordan, and SCDA Staff for making this year's Annual Session a huge success. I was honored to have the ADA President Dr. Jeff Cole at our Thursday Awards Luncheon as our

Keynote Speaker and to help us honor and recognize our Past-Presidents of the SCDA.

The SCDA as a whole has collectively worked hard for the membership this year and I wanted to take a moment to give you the highlights. The single biggest legislative victory for our Legislative Chair Dr. Thomas Edmonds and our team of Lobbyist from Capital Consultants is delaying the implementation of Act 65, "Prescription Monitoring Program." The SCDA was successful in delaying the implementation until January 1, 2021 instead of the originally proposed immediate implementation. On the Member Benefits Group side of the SCDA, Mr. Mark Brown and the Member Benefits Board should be commended for bringing quality products to our members. This year brought the roll-out on May 1st of the single biggest member savings product ever, The Dentist Supply Company or TDSC. This is an online dental supply company that is saving our members that are using it upwards of 20% in dental supply costs. If you have not tried it out yet please email Mark Brown at brownm@scda.org and he will be happy to set up a cost comparison. This year SCDA made the decision to have a Mini-DAD Project in Florence, SC on April 5, 2019 at Florence-Darlington Tech. I want to thank all of the volunteers that came out to support this event and Dr. Jamie Driggers and Dr. Tom McDonald for the organizational component. This was a successful event with upwards of \$79,000 of donated dental services provided to the underserved citizens of South Carolina. The SCDA has decided to move forward with another full DAD Project, November 12-14, 2020 in Florence, SC. Arrangements have already begun with Dr. David Moss and Mr. Latham leading the efforts. Participation will be needed by many and I urge you to get involved with this great event.

With the guidance of the Investment, Finance, and Audit (IFA) Committee, the SCDA up to this point is having another strong financial year. Your IFA Committee members along with Phil Latham and Deanna Slomzenski are doing a fantastic job keeping SCDA on sound financial ground.

In closing I would like to thank all of my friends and colleagues that have stood by me during my journey this year as SCDA President, you know who you are and thank you for your support! I also would like to thank the SCDA Staff: Phil Latham, Mark Brown, Maie Burke, Sue Copeland, Deanna Slomzenski for the countless hours of help and support you gave me this year! Thank you to the Coastal District for believing in me and supporting me during my year as President and all of the years on the SCDA Board of Governors. This year's SCDA Board of Governors and the SCDA Executive Board many many thanks to all of your input and valued wisdom that helped all of us especially me during all of our calls, emails, and in person Board Meetings! Thank you to the SCDA Membership for the valued support and the emails and letters you sent to me over the year, everyone means a lot to me. Most of all I want to thank my beautiful wife Dr. Monica Cayouette and my son Caleb Cayouette for all of their unwavering support and tolerating countless hours of time devoted to SCDA that took time away from them!



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### Are You Ready? By Phil Latham, SCDA Executive Director



In case you have not heard, the SC Legislature passed legislation this past session requiring the use of electronic prescriptions for all Schedule II, III, IV and V drugs. Although the SCDA was instrumental in helping to have this legislation implementation delayed to January 1, 2021, it is NOT too late to begin preparations now.

Several South Carolina dentists have either been doing electronic prescriptions for some time now or have begun the process to move towards the requirement and all will tell you the following:

- Begin educating yourself and staff about electronic prescriptions today.
- Contact your current software vendor to discuss what options they offer. There are add on modules available to allow you to e-prescribe.
- There are independent vendors who offer e-prescribe modules, but make sure their modules will interact with your computer software.
- There will be additional fees to get this process set up and additional monthly fees going forward.
- The time for set up may require months, not weeks.
- Be careful going with free e-prescribe services, it is worth the fees involved to get a more premium product.
- Make sure the program you go with will allow you to prescribe from your phone in case you are outside of the office.
- It is a slow process, but once set up and working it runs smoothly.

Another reason to consider starting this process immediately is that Wal Mart has announced that beginning January 1, 2020, they will only accept electronic prescriptions for Opioids. This is a year in advance of the South Carolina law.

The SCDA will continue to send out additional information on this subject as the implementation date gets closer.

## **DENTAQUEST AND SCDHHS**

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

DentaQuest serves as administrator of the Healthy Connections dental program for the SC Department of Health and Human Services (SCDHHS). We are committed to the success of the program and appreciate provider participation.

DentaQuest's Provider Web Portal, **govservices.dentaquest.com**, is a one-stop shop for verifying member eligibility, claim submission and status check, reviewing policy guides, accessing EOBs and more.

We are pleased to offer a series of educational webinars on the second Wednesday of every month from noon to 1 p.m. EST.

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### **ADA Sets Record Straight on Status of Petition to FDA Regarding SmileDirectClub** By ADA News

The ADA's pending <u>citizen petition</u> submitted to the U.S. Food and Drug Administration about SmileDirectClub's marketing and direct-to-consumer sales of plastic teeth aligners is very much active, contrary to inaccurate public statements from SmileDirectClub stating otherwise, according to a <u>statement</u>Oct. 9 from Association President Chad P. Gehani.

SmileDirectClub inaccurately stated in an Oct. 4 news release that the ADA's petition has been "shut down" and "dismissed." The news release was apparently based on a May 30 letter from the FDA to the ADA, which stated, "We appreciate the information [the ADA] provided. Such information is often helpful for us to identify problems with marketed products and possible violations of the laws and regulations that we enforce. We take complaints seriously and we will evaluate this matter to determine what follow-up action is appropriate."

The letter further explains that the FDA does not initiate enforcement actions on behalf of petitioners. Instead, the FDA reviews the submitted evidence and decides for itself what action to take. All substantive issues raised by the ADA's citizen petition remain fully before the FDA at this time.

<u>The FDA's MedWatch voluntary reporting form</u> may be used by both consumers and health care professionals to report poor clinical outcomes associated with medical devices, including plastic teeth aligners. The comment period for the public to address the petition and for the ADA to supplement the petition is open until Oct. 22 at 11:59 pm.

People can also provide comments on the petition at <u>https://www.regulations.gov/document?D=FDA-2019-P-2038-0001</u>.

The ADA filed its citizen's petition with the FDA April 25, 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. On June 27, the ADA sent a <u>letter to the Federal Trade Commission's</u> Bureau of Consumer Protection, raising the same concerns.

"The ADA submitted its citizen petition and a complaint letter to the Federal Trade Commission's Bureau of

Consumer Protection out of concern for public safety and customer recourse in the event of negative outcomes from SmileDirectClub's orthodontic 'treatment therapy,'" Dr. Gehani said. "Plastic teeth aligners are designated by the FDA as a Class II medical device requiring a prescription."

The FTC also offers consumers an online form to report complaints about unfair and deceptive business practices on its <u>website</u>.

In lieu of having dentists review patient dental records or perform any sort of patient exam (whether using teledentistry or otherwise) before prescribing orthodontic treatment, SmileDirectClub instead requires customers to self-report their dental condition. As the ADA explains in its citizen petition, customer selfreporting does not meet the applicable standard of care because it does not satisfy a dentist's requisite professional due diligence.

"Put simply, SmileDirectClub and the small number of SmileDirectClub-affiliated dentists have no way of knowing whether a lay consumer's self-reported dental condition is accurate, informed, or true in any respect," Dr. Gehani said. "Moving teeth without knowing all aspects of a patient's oral condition has the potential to cause bone loss, lost teeth, receding gums, bite problems, jaw pain and other issues. Despite these potentially serious outcomes, SmileDirectClub requires its customers to hold the company harmless from any negative consequences."

Page 6



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#### Continued from Page 6

In addition to the public health concerns, the ADA's letter to the FTC cited various SmileDirectClub practices the ADA believes to be deceptive under section 5 of the Federal Trade Commission Act, including:

- Informing purchasers they have recourse against SmileDirectClub via arbitration, when the same document includes a "small print" provision obligating the customer to waive any and all rights the customer "or any third party" may have against SmileDirectClub.
- Soliciting customers by claiming that SmileDirectClub aligners will correct their overbite, underbite, and crossbite conditions, or their "extreme" malocclusion. But after customers complain about poor clinical outcomes, SmileDirectClub invokes other documents stating that its aligners cannot treat bite conditions at all and can only treat mild to moderate teeth misalignment, not "extreme" misalignment.
- Claiming that SmileDirectClub customers receive the same level of dental/orthodontic care as actual dental patients, when in fact SmileDirectClub and its affiliated dentists provide virtually no care and, contrary to its claims, SmileDirectClub does not use teledentistry.

"The ADA considers it our public duty to make the relevant regulatory agencies aware of these facts, so those agencies can be fully informed and consider whatever actions they deem appropriate," Dr. Gehani said.

Ganski K. ADA sets record straight on status of petition to FDA regarding SmileDirectClub. ADA News. 50(19):1. © 2019 American Dental Association. All rights reserved. Reprinted with permission.

### We are pleased to announce...

Dr. Andrew Spiguzza has acquired the Loris, SC practice of Dr. Wesley Teal.
 Dr. Robin Turner of USDT is pleased to have assisted in this transition.



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### **Classified Ads**

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Dr. Alex Sharifian, owner dentist of Redstone Modern Dentistry in Indian Land, is seeking a growth-minded dentist to join his practice. He is prepared to invest significantly in someone who wants to own and grow a thriving, modern practice. Lucrative compensation & excellent benefits. voelkern@pacden.com.

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General practice for sale in **Pee Dee Region.** Attractive, renovated facility, 3,500 sf with 8 ops (3 used for hygiene). Excellent streetside visibility. Steady new patient flow even with limited marketing. 2019 income projected to be \$1M+. Contact McGill & Hill <u>transitions@</u> mcgillhillgroup.com.

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**Columbia** opportunity with excellent cash flow: large office, which has 4 ops and uses Dentrix software is located on the east side of Columbia. The practice collections are \$700K+ per year. The owner leases the space, so this could be an excellent merger opportunity. SC-6070 Contact: AFTCO 800.232.3826 Profitable **Metro Columbia** opportunity: very profitable practice, generating \$635K on a 4-day week, is in a standalone building. The office is completely digital and modern with 3 ops and room for expansion. The practice is almost 100% FFS with a solid active patient base. SC-6000 Contact: AFTCO 800.232.3826

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