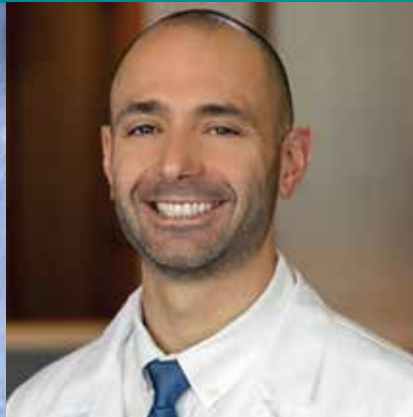


WISCONSIN DENTAL ASSOCIATION JOURNAL

What has the
WDA done for
(ME)mbers lately?
p. 14

WDAJTM

NOVEMBER/DECEMBER 2023



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EXECUTIVE DIRECTOR'S NOTE



Membership matters



*...the WDA is here to support your career objectives,
enhance your practice of dentistry and advance
the profession as a whole.*

Mark Paget | Executive Director | mpaget@wda.org

With more than 3,100 members, the Wisconsin Dental Association is the largest, most influential network of oral health professionals in the state. In collaboration with the American Dental Association and your local dental society, the WDA is here to support your career objectives, enhance your practice of dentistry and advance the profession as a whole.

As a member of the Wisconsin Dental Association, you have access to a number of benefits including discounts on products and services (see page 16), a government services and lobbying team committed to advocating for you in Madison (see page 9), an exclusive invitation to participate in the new WDA Dental Savings Club (see page 10) and much more. I encourage you to take a moment and visit WDA.org to learn more about all of the benefits of your WDA membership.

In 2024, we will be introducing several initiatives to help you stay connected and maximize your membership. You've shared how much you value relevant and timely communication, and with that feedback, we are especially excited to

launch our virtual town hall series. As Immediate Past-President **Dr. Chris Johnson** (Eau Claire) shared in the previous WDA Journal, we understand that attending in-person meetings isn't an option for all of our members. With the virtual town hall events, we will be able to engage with more of you, in the space and time (live or recorded) that work best for you. Please watch for additional information early in the new year.

As you peruse this edition of the WDA Journal, I hope you'll pay special attention to the words and experiences of your peers. I'm humbled by how **Dr. Ryan Dodge** (Hartford) describes the value of his WDA membership (see page 6) and how **Dr. Maura Darnieder** (Sheboygan) is committed to helping shape our members' experiences through her service on the Membership Development Committee (see page 23). We are fortunate to have them on our leadership teams, and there are always more seats at the table!

If you have any questions about your WDA membership — or if you aren't a member yet and want to learn more — please feel free to contact me at 414-755-4100 or mpaget@wda.org. I'd love to speak with you!

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Submitting letters to the editor

The WDA Journal invites readers to express their views in letters to the editor. This provides a forum for discussing topics of interest to the dental profession. To be considered, letters must be 300 words or less and signed with an email address or phone number. The Editorial Board reserves the right to edit for space, clarity, civility and accuracy. Any changes will be shared with the writer before publication. If your letter is selected, contact will be made to confirm receipt.

Submit letters to the editor to WDA Editor Dr. Ryan Dodge at rdodge@wda.org. You may also mail your letter to:

WDA Journal | Attn: Dr. Ryan Dodge
6737 W. Washington St., Suite 2360 | West Allis, WI 53214

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The Wisconsin Dental Association advances the interests of its members and the dental profession by promoting professional excellence and quality oral health care for the public.

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December

22 & 25

WDA/ADA offices closed
for Christmas

29

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for New Year's

January

1

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15-16

WDA Leadership Academy
Green Bay

16-17

WDA Board of Trustees
meeting
Green Bay

22-24

Chicago Dental
Society MidWinter Meeting
www.CDS.org

To see all upcoming events,
visit WDA.org/calendar-of-events.

Do you have an event you'd
like to include in the WDA
Calendar of Events?

Contact Managing Editor
Laura Schreiner at
414-755-4110 or
lschreiner@wda.org.

All information accurate at
time of publication.

WELCOME NEW MEMBERS

The Wisconsin Dental Association is pleased to welcome 55 new members to organized dentistry.



Dr. Ishita Aghi
Janesville
Rock County
Dental Society



Dr. Arianna Elmquist
Milwaukee
Washington Ozaukee
County Dental Society



Dr. Ethan Farr
Hartford
Washington Ozaukee
County Dental Society



Dr. Islam Ibrahim
Kenosha
Kenosha County
Dental Society



Dr. Lauren Murray
Mount Pleasant
Racine County
Dental Society



Dr. Athra Suliman
Appleton
Fox Valley
Dental Society



Dr. Jacob Zabrowski
Madison
Greater Dane
Dental Society

Dr. Parul Ahuja
Madison
Greater Dane Dental Society

Dr. Shenaz Bhatena
Madison
Greater Dane Dental Society

Dr. Sarah Borsdorf
Milwaukee
Greater Milwaukee
Dental Association

Dr. Kelsey Chin
Oconomowoc
Waukesha County Dental Society

Dr. Emily Conley
Superior
Northern Wisconsin Dental Society

Dr. Andrew Crowell
Sun Prairie
Greater Dane Dental Society

Dr. Tyler Davis
Slinger
Washington Ozaukee County
Dental Society

Dr. James Dentino
Janesville
Rock County Dental Society

Dr. Jordan Dietrich
Waupaca
Fox Valley Dental Society

Dr. Michael Diny
Germantown
Waukesha County Dental Society

Dr. Michael Druck
Milwaukee
Greater Milwaukee
Dental Association

Dr. Tamara Faris
Mount Pleasant
Racine County Dental Society

Dr. Haley Gouchenour
Madison
Greater Dane Dental Society

Dr. Elizabeth Greene
Waupaca
Fox Valley Dental Society

Dr. Aaron Groves
Appleton
Fox Valley Dental Society

Dr. Jennifer Hinshaw
Middleton
Greater Dane Dental Society

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Milwaukee
Greater Milwaukee
Dental Association

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Port Washington
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West Allis
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Milwaukee
Greater Milwaukee
Dental Association

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Green Bay
Brown Door Kewaunee
Dental Society

Dr. Jason Kim
Milwaukee
Greater Milwaukee
Dental Association

Dr. Suzanne Kukec
Middleton
Greater Dane Dental Society

Dr. Joseph Lechelt
Brookfield
Waukesha County Dental Society

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Hayward
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Janesville
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Madison
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Sparta
La Crosse District Dental Society

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Kenosha
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Northwest District Dental Society

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San Antonio
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Dental Association

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Racine
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Milwaukee
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Dr. Carter Schmidt
Lake Geneva
Burlington Dental Society

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Milwaukee
Greater Milwaukee
Dental Association

Dr. Zachariah Scruggs
La Crosse
La Crosse District Dental Society

Dr. Eileen Studders
Green Bay
Brown Door Kewaunee
Dental Society

Dr. Madisen Swift-Bereded
Cashton
La Crosse District Dental Society

Dr. Alexis Tomaszewski
Milwaukee
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Dental Association

Dr. Nathan Tran
Green Bay
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Dental Society

Dr. Bruce Trimble
Menomonie
Northwest District Dental Society

Dr. Lauren Ulbrich
Rice Lake
Northwest District Dental Society

Dr. Carolyn Whittow
Brookfield
Waukesha County Dental Society

Dr. Doris Yang
Oshkosh
Fox Valley Dental Society

Dr. Hala Zoma
Onalaska
La Crosse District Dental Society



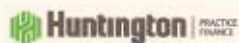
Thank you for your support!

The WDA would like to thank these generous sponsors of our 2023 Annual CE & Networking Event, which was held on Nov. 2 in Middleton.

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@Sunnyslope Dental Care via Facebook

Dr. Tarah Gerner (New Berlin), **Dr. Sarah Quesnell** (New Berlin) and their dental team attended the WDA Annual CE and Networking Event on Nov. 2 in Middleton.

"Thank you, Wisconsin Dental Association and Professor Karen Baker for a great day of continuing education! We brought a lot of great info home with us (and Dr. Gerner and Gabi brought some good prizes home too!). #continuingeducation #teambuilding"



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#220

Case Study

Q&A

A 65-year-old female was referred to a clinic for the diagnosis and treatment of a painful palatal lesion of several weeks duration. The patient was edentulous and wore a full set of upper and lower dentures. Clinical examination found an erythematous lesion involving maxillary mucosa (figure #1). The patient was taking medication for hypertension and was otherwise healthy.



Figure #1

Questions:

- #1** The most probable cause of this condition is?
- Irritation and poor oral hygiene
 - Fungal infection
 - Viral infection
 - Nutritional deficiency
- #2** The best way to deal with this lesion is to?
- Treat the lesion with an antimycotic drug
 - Fabricate a new denture
 - Eliminate the lesion by laser
 - Treat the lesion with a topical steroid

Answers on page 25...

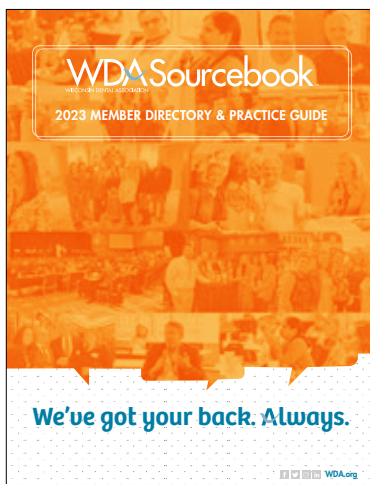


Ezedin M. Sadeghi, DDS, MS
Oral & Maxillofacial Pathology Biopsy Service
wisconsinoralbiopsy@gmail.com



Mentor Program kicks off 29th year

Mentoring matters! More than 400 dentists and Marquette University School of Dentistry students attended the MUSoD-Pierre Fauchard Academy-WDA Mentor Program Kick-off Dinner on Oct. 12. Now in its 29th year, the award-winning Mentor Program remains one of the strongest in the country, connecting the dentists of today with the dentists of tomorrow. It was a wonderful night of fun, friends and fellowship, and we are so excited for the year ahead!



Sourcebook opt out

Members can opt out of printed 2024 WDA Sourcebook

Based on feedback from members who prefer to use the digital version, the WDA is again giving members the choice to opt out of receiving a printed copy of the 2024 WDA Sourcebook. The WDA Sourcebook is available digitally at any time on WDA.org (member login required).

To opt out of receiving a printed Sourcebook, simply check the "opt out" box on your 2024 WDA membership renewal form or notify us when calling to join or renew. Members who do not opt out will still receive a 2024 Sourcebook in the mail with the March/April WDA Journal.

Please contact WDA Managing Editor Laura Schreiner at 414-755-4110 or lschreiner@wda.org by Feb. 1, 2024 if you have questions or wish to opt out.



31,536,000

How many times have you heard (or said yourself), “I want to have a better work-life balance” or “If only there was another hour in the day.” ...I challenge you to take a few of those precious seconds and reflect on how you use your time.

Dr. Ryan Dodge | WDA Editor | rdodge@wda.org

When you see the number above, what is the first thing you think of? The number of disposable gloves you and your team seem to use every month? The number of questions your toddler asks every week? Or, what you would do if you won \$31,536,000? Perhaps you would pay off debt, or buy a boat and sail south for the winter, or go on one giant Amazon shopping spree. Regardless of how you think of it, thirty one million five hundred thirty-six thousand is, undeniably, a substantial number.

Each year you are given the gracious gift of 31,536,000 seconds to live. You’ve undoubtedly heard the age-old saying “time is money,” but in our fast-paced, helter-skelter society a new saying has appeared: “Time is the new rich.” How many times have you heard (or said yourself), “I want to have a better work-life balance” or “If only there was another hour in the day.” Wherever you are in your dental career, I challenge you to take a few of those precious seconds and reflect on how you use your time.

Whether you are an expert in time management like founding father Benjamin Franklin – to whom the above “time is money” quote is attributed – or you are more like me and find yourself wondering where all the time goes, the WDA has multiple time-saving resources for you to discover.

First, if you have insurance questions, don’t spend countless hours researching! Check out the WDA Insurance and Services Corp. Their experts are ready to save you time and money (Old Ben will be proud of



you). Second, when you face a professional problem, who do you turn to? If you feel overwhelmed or isolated with practice problems, WDA Mentor Connections and other dentists in your local dental society are here for you! Visit wda.org/mentor to learn more.

This issue of the WDA Journal goes to every dentist in Wisconsin, so if you are already a member – great! Thank you for being a valuable part of organized dentistry and check out wda.org to learn about more of your fantastic member benefits. If you are not yet a member, I described only a snapshot of how a WDA membership can save you time and money. Join today to reclaim some of your precious 31,536,000 seconds and put some “Benjamins” back in your pocket!

A call to action!

I remember learning in school that you should always ask the busiest people to serve — they will get the most done!

Dr. Christopher Johnson | WDA Immediate Past President | cjohnson@wda.org



This is my last President's Message on behalf of the Wisconsin Dental Association, and I am humbled and thankful for the opportunity I've had to advocate for and serve you and our profession. In addition to expressing my gratitude, I'd like to take this opportunity to issue a challenge.

Over the last year, I have met with many WDA member and non-member groups and discussed issues facing our profession and the WDA. The common themes in every conversation included fervent beliefs about protecting our patients and profession. But ironically, another recurring sentiment was the notion that most are "too busy" to participate in organized dentistry. I challenge these statements by suggesting that there are many ways to participate...you can share your time, talents and/or treasures.

I remember learning in school that you should always ask the busiest people to serve – they will get the most done! This is evident when I look at our WDA Board of Trustees. We have **Dr. Maria Barnes** (Racine), a busy mother who would attend our meetings while pregnant or with her children! **Dr. Laura Lux** (Lake Geneva) is also the proud and incredibly involved mother of two wonderful boys. **Dr. Andy Smith** (Milwaukee) was on baby watch through an entire Board session as his wife was expecting their fourth. Even our new president, **Dr. Chris Hansen** (Manitowoc), postponed his wedding anniversary dinner to meet with Dr. Raymond Cohlmiia, executive director of the ADA, on a visit to Wisconsin.

If you aren't able to share your time or talents, you can have an impact by financially supporting the Wisconsin



Dr. Johnson and MUSoD students at the 2023 WDA Legislative Day in Madison.

Dental Association Political Action Committee (WIDPAC). This is a non-partisan way to ensure dentistry has a voice in the state Legislature. With current legislation on assignment of benefits, interstate license reciprocity and Expanded Function Dental Auxiliaries, there is far too much at stake in our profession to rely on the advocacy and leadership of others. (Learn more about WIDPAC on page 8.)

Your voice is important! It is time to get off of the sidelines by contributing as a WIDPAC benefactor or as a servant leader for a WDA committee, WDA House of Delegates or WDA Board of Trustees. You will greatly enjoy the service and friendships you will develop – I know I have!



FAST FACTS about WIDPAC

- State law prohibits the use of association dues for political contributions. WIDPAC is funded solely through the voluntary contributions of member dentists.
- WIDPAC is bipartisan, giving to both Democratic and Republican candidates every election cycle.
- There are two ways to contribute. Unrestricted funds are used at the discretion of the WIDPAC board. Direct Giver funds are disbursed only with the giver's distinct approval.
- WIDPAC is governed by a set of bylaws and supervised by a diverse board of WDA member dentists.

Scan below to contribute to WIDPAC.



WIDPAC



Support WDA advocacy: Contribute to WIDPAC!

By Drs. Cliff Hartmann, Emily Eckdahl and Pat Tepe

State government plays a vital role in how we practice dentistry every day. From taxation, insurance and regulation to scope of practice, workforce and licensing, the Legislature makes decisions affecting every aspect of the dental profession in Wisconsin. As former WDA president **Dr. Mike Donohoo** (Milwaukee) once put it: "State and federal legislators are right there in your office with you, whether you like it or not."

Member research shows that one of the things dentists value most about the Wisconsin Dental Association is the opportunity to speak with a powerful, unified voice to ensure that oral health and the dental profession remain strong priorities for state lawmakers. WIDPAC, the Wisconsin Dental Political Action Committee, is an important WDA advocacy tool that allows us to support candidates who support our positions on a wide range of legislative issues.

What exactly is WIDPAC? It's a way to pool financial contributions from WDA dentists and direct them to state-level candidates with solid records of supporting dentistry and oral health. Relationships established through WIDPAC help position the WDA as a trusted, dental-positive resource for state lawmakers and create a political environment where dentists are asked about, listened to and valued for their public policy views.

None of the WDA's recent legisla-

tive victories – the historic 40% dental Medicaid increase, authorization of Expanded Function Dental Auxiliaries, \$20 million in new state funding to train more dental hygienists – would be possible without WIDPAC. At the time of this writing, WDA-led Assignment of Benefits (dental insurance reform) and Interstate Licensing Compact bills are progressing through the Legislature, fueled in large part by...WIDPAC.

WIDPAC is critically important, but WIDPAC is struggling. Member contributions have decreased in recent years, to the point where it's being noticed in the Capitol. That lack of WIDPAC funds threatens WDA's advocacy efforts and can stop us from moving forward.

For the past several months, we've been part of a workgroup aimed at educating all WDA members about WIDPAC and growing contributions. We're excited to re-introduce WIDPAC, with a new look, a new website with extensive FAQs and a renewed "ask" for you to get involved. Contributions of any amount can make a big difference – please visit WDA.org/WIDPAC to contribute online or learn how you can contribute via phone or U.S. mail.

As the adage goes, "If you're not at the table, you're on the menu." A strong WIDPAC helps keeps dentists at the table when lawmakers are discussing issues important to dentistry and our patients. Will you help us make a difference?

Dental package moving through Legislature will help ease workforce shortage, enhance access to care

Dr. Chris Hansen, WDA President, and Dr. Pat Tepe, Legislative Advocacy Committee Chair

The wheels of government often seem to move at a glacial pace. But sometimes, they move at warp speed – such is the case with a package of dental-focused bills introduced in Madison in mid-November. The WDA has been involved in developing much of this legislation, which centers on alleviating our state's dental workforce shortage and expanding access to care. Both of us testified at an Assembly hearing about the bills at the Capitol, and the package appears to have strong, bipartisan support.

Three of the dental package's four bills directly address WDA's top workforce priorities. This is great news for Wisconsin's dentists and the patients we serve.

- **Interstate Dentist and Dental Hygienist Compact:** Assembly Bill 666 would enter Wisconsin into the Dentist and Dental Hygienist Compact, authorizing states to coordinate standards to allow qualified dentists and dental hygienists to practice across state lines. WDA has long advocated for license portability, and the WDA is registered in support of AB 666.
- **\$20 million to expand dental workforce training programs at Wisconsin technical colleges:** Assembly Bill 667 establishes a process for technical colleges to request and spend the \$20 million designated in the 2023-25 state budget to expand or create dental workforce training programs. As dentistry faces an unprecedented staff shortage, Wisconsin's eight technical college hygiene programs are full, with waitlists, and unable to expand due to lack of funds. This plan will provide much-needed money for renovations, additional space and new equipment to grow Wisconsin's dental workforce. The WDA is registered in support of AB 667.
- **Marquette University School of Dentistry rural scholarships:** Assembly Bill 665 sets aside 15 annual scholarships of \$30,000 each for Marquette dental students who agree to practice in Wisconsin dental health shortage areas upon graduation. The bill also directs \$350,000 annually to MUSoD programs supporting recruitment and training of students in rural dentistry. This initiative can help solve our state's dentist distribution problem, address student debt concerns and bring more care to rural communities. The WDA is registered in support of AB 665.

The fourth bill, Assembly Bill 668, deals with dental therapy. You'll recall that a few years ago, the WDA decided that rather than continue spending all of our political capital and resources trying to kill dental therapy, we would change our approach and work toward a bill we could live with. As a result of that new approach and the relationships we've been able to repair and build, AB 668 includes important guardrails regarding CODA-accredited education and dentist supervision, along with geographic and Medicaid requirements to ensure dental therapists work in areas that truly struggle with access to care. Our involvement has made this bill better and, while we still don't



Drs. Hansen and Tepe testify on the dental package before the Assembly Committee on Health, Aging and Long-Term Care on Nov. 15 in the Capitol.

believe dental therapy is a viable solution, we are registered as neutral on AB 668.

We look forward to seeing these bills on the Assembly floor once voted out of committee, and the WDA is working toward that goal. Then, we'll turn our attention to the Senate.

Those who have been involved in state government for a long time tell us this dental package and its bipartisan support are remarkable. These bills would put into place – in one fell swoop – measures for which the WDA has been advocating for years. Dentistry is not the only health care field to suffer from a workforce shortage, but we ARE the only one to have a solid package of solutions and support progressing through the Legislature. We can thank a great government services and lobbying team, and our members' willingness to adjust our approach to dental therapy, for that.

Assignment of Benefits legislation clears Assembly

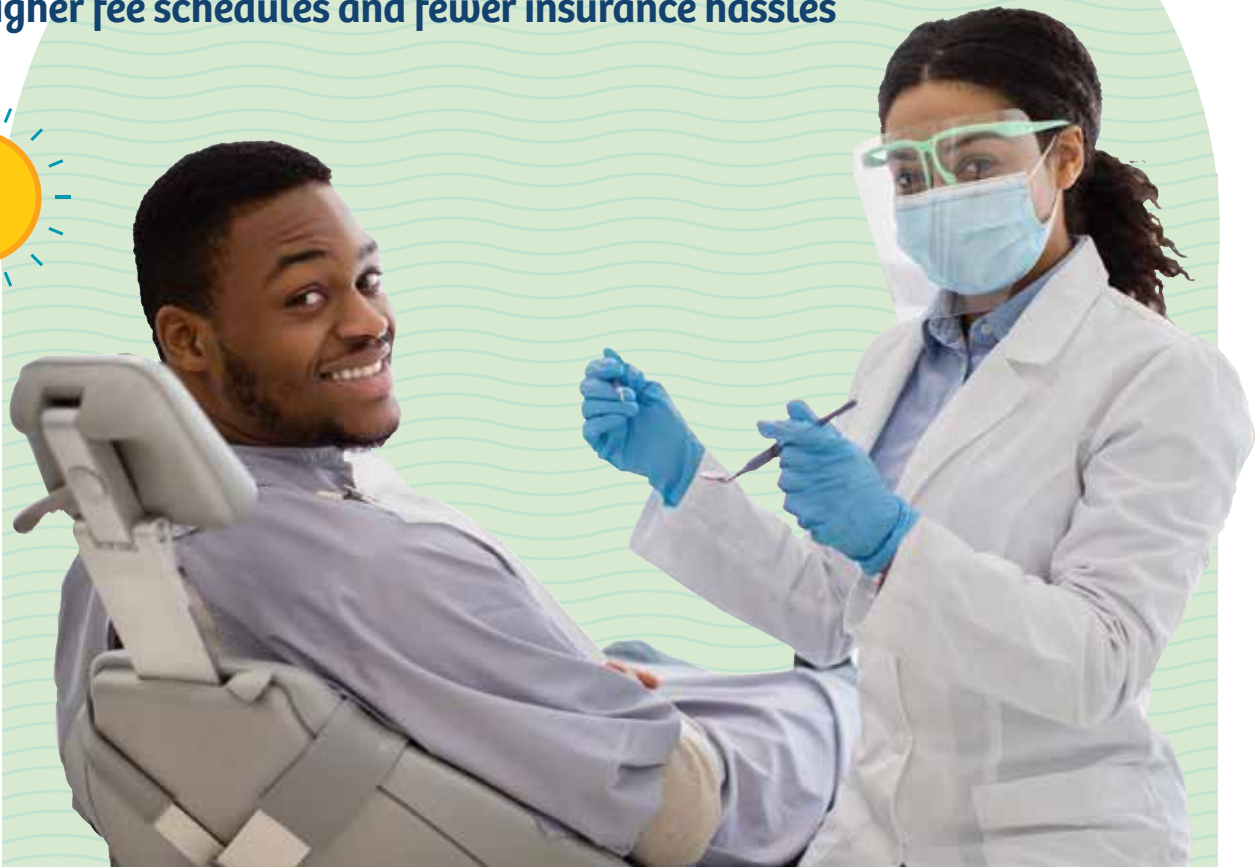
Also in November, the Assembly overwhelmingly passed Assembly Bill 62, WDA-led Assignment of Benefits legislation, on a voice vote. The bill now goes to the Senate, where at the time of this writing, we are cautiously optimistic for similar support.

AB 62 allows an individual insured under a dental benefit plan to assign reimbursement for dental and related services directly to a dental provider. AOB puts patients in control of their benefits and removes financial and administrative hurdles that can be confusing for some families. We celebrate this week's vote and look forward to working with the Senate to make AOB a reality in Wisconsin.

We're excited to share this very positive update, and we thank you for what you do every day. We'll share more updates as they occur and if you have any questions, please contact WDA Director of Government Services Andrew "Gus" Gustafson at agustafson@wda.org or 414-755-4130.

The new WDA Dental Savings Club

Deliver more transparent, convenient and affordable care with higher fee schedules and fewer insurance hassles



How does helping more patients sound to you – especially if you could do it with a higher fee schedule, faster payment and technology that makes life easier for your team? The Wisconsin Dental Association invites all member dentists to join the provider network for the WDA Dental Savings Club, a new way for WDA dentists to deliver more transparent, convenient and affordable care.

“It’s a simple concept that accomplishes what WDA members have wanted for a long time – an opportunity to provide more care to more people, without getting further mired in insurance pre-authorizations,

claim denials, clearing house fees, low reimbursement, slow collections and time-consuming administrative chores,” said WDA Insurance and Services Corp. Board Chair **Dr. Laura Lux** (Lake Geneva). “The Club eliminates the unnecessary hassles and costs so our member dentists can focus on what they do best – care for patients.”

Developed over nearly two years with the input of dozens of WDA dentists, the WDA Dental Savings Club is a modern dental savings club aimed at helping uninsured or underinsured Wisconsinites increase access to oral healthcare. Consumers pay an annual membership fee – individual

membership is \$48/year, family membership is \$108/year and there are also options for companies and associations to offer Club membership to their employees and members. Club members have access to savings on dental services through participating dentists. Dentists join by completing the network agreement, acknowledging they will treat patients who are Club members at the fees in the agreed-upon fee schedules for general dentists and specialists.

What’s in it for you

The WDA Dental Savings Club network is open to WDA member dentists only. In addition to offering



It's a simple concept that accomplishes what WDA members have wanted for a long time – an opportunity to provide more care to more people, without getting further mired in insurance pre-authorizations, claim denials, clearing house fees, low reimbursement, slow collections and time-consuming administrative chores.”

- Dr. Laura Lux (Lake Geneva).



more options for patients, being part of the program also has a number of advantages for dental offices, including:

- **Higher fee schedules*, updated annually**
Club fee schedules are higher than many in the market. Compare for yourself (our schedules for general dentists and specialists can be found at WDA.org/dental-savings-club), and keep in mind they'll be updated annually based on Fair Health Organization data.
- **Faster payments**
Patients pay in full, in-office, the day of care. If they select and are approved for a payment plan, you will be paid in full within 48 hours.
- **More new patients**
Once the provider network is in place – we hope by early to mid 2024 – we'll start promoting the Club to consumers across Wisconsin, using outlets like Green Bay Packers and Milwaukee Brewers radio and TV, social media and digital advertising. All participating dentists will be included in the Club's in-app

directory for patients looking for care.

- **Higher treatment acceptance**
With nearly 80% payment plan approval on average, savings club patients will be able to afford the care they need and want.
- **Personal service**
You'll be assigned your own dental practice concierge – a real person – to provide answers and help when you need it.
- **No risk to join**
You can easily end your network participation at any time, no questions.

Joining the Club is easy

Joining the WDA Dental Savings Club provider network takes less than 15 minutes. Simply download the fee schedules and access agreement (see QR code). After reviewing the materials, you can join electronically at WDA.org/dental-savings-club or send your application by mail.

“If you accept any form of dental insurance in your office, I would highly encourage you to look at the

WDA Dental Savings Club,” said WDAISC Board member **Dr. Tom Reid** (Madison). “It's remarkably easy to use, the fees are among the highest I've seen, and this is a wonderful opportunity to reach uninsured and underinsured patients. It truly is a win-win for patients and providers.”

Learn more about the WDA Dental Savings Club and get all the information you need to join the network at WDA.org/dental-savings-club. Or, set up a free, 15-minute call with your personal dental practice concierge. Just email daniel.dee@wdaclub.com or call 262-834-3106 to schedule a meeting.

Scan the QR code to review the Dental Savings Club network agreement and fee schedules, and to watch a video about the Club.



www.WDA.org/dental-savings-club

* The WDA Dental Savings Club Higher Fee Schedule is based on Fair Health Organization data. Please scan the QR code or visit www.WDA.org/dental-savings-club to review the fee schedules to determine if it works for your dental practice.



WDA Equipment & Service Solutions at work: Pulaski Dental

Getting it right, with high attention to detail

Dr. Adam Hammerbeck of Pulaski Dental had considered all of his remodeling options within his existing office location. A growing patient base and a seemingly shrinking office space finally tipped his hand into building a new dental office. And more than anything throughout that process, he wanted to do it right.

Early in the project, he worked with architect Ian Wilson at Nolan Carter Architectural Design and Paul Phelps, equipment specialist for WDA Equipment and Service Solutions. Over the next several months, Dr. Hammerbeck laboriously considered every detail of the new space.

"I've worked with Paul and (WDA Equipment & Service Solutions owner) Richard Wilde in the past, and I've also worked with a lot of the other big-name equipment suppliers," he said. "I can always depend on Paul and

Richard for good, honest advice, and they're very competitive with the big suppliers. Paul took on my project with tremendous attention to detail — he just really puts a lot of pride into his work. I'm a detail-oriented guy myself, and we just worked really well together."

Working with Phelps, Dr. Hammerbeck was confident that considerable attention would be given to the function and design of the custom equipment and cabinetry throughout the office. He is especially proud of his surgical suite where the oral surgery instruments and control panels are cleverly hidden behind a custom stainless steel roll-up shade. The MTI surgical chair is the perfect solution for positioning the patient — including a convertible armrest for the IV pole.

Dr. Hammerbeck and Phelps also planned for future expansion within the office by pre-plumbing utility lines in an empty space for easy conversion into additional operatories.

SURGICAL SUITE

"Paul and Richard worked really hard for me with the dedicated oral surgery suite. I'm about 6 foot 2, and they were able to get a surgical chair that has 38 inches of vertical travel. That's great from an ergonomic standpoint to preserve my body."

- Dr. Adam Hammerbeck



STERILIZATION AREA

"I look at the sterilization space as the hub on a wagon wheel, with operatories surrounding it. It's extremely efficient for our team. Everything flows very well, and we have all the latest in sterilization equipment, an instrument washer, Statims, basically everything we need to keep patients safe. That space has been wonderful – Paul spent a lot of time on planning the space, how to maximize it and plan for future growth. The team really enjoys the work flow he laid out."



TREATMENT ROOM

"We went with MCC cabinetry – we have a 12 o'clock cabinet with dual side cabinets, and delivery units off the base of the chair. Everything is well thought out as far as being within reach – there's no wasted space, we have all the (Americans with Disabilities Act) requirements as far as clearance, but things aren't so far that you're straining or bending to access equipment – there was a lot of thought put into the layout and efficiencies in terms of ergonomics."

The office, designed by Wilson, has a bright and airy waiting area, state-of-the-art children's play center, spacious consult room, custom treatment rooms and an expansive central sterilization center with staffing kiosks for charting and imaging processing.

Investing in a new practice is much more than enjoying the benefits of larger spaces and new equipment. Months before the project began, Dr. Hammerbeck was concerned about

the return on investment related to building a new practice. He asked Wilson if other dentists had experienced business growth when they built a new office — to which the architect responded, "Always."

It has been a few months since Pulaski Dental celebrated its grand opening, and the numbers don't lie. Dr. Hammerbeck has seen his monthly intake of new patients nearly triple!

Since 2019, WDA Equipment & Service Solutions has offered WDA members exclusive pricing on service, maintenance, new offices, new equipment, used equipment, dental office design, remodels and assistance with practice transitions.

To learn more, visit
WDAEquipmentSolutions.com
or call 888-213-7300.

What has WDA done for (ME)mbers lately?



The WDA continues to offer invaluable networking opportunities, educational resources and a supportive community, even in retirement. It keeps me connected and updated in the dental field, ensuring my lifelong commitment to excellence in dentistry.

Dr. Anne Fergus
Member for 25 years



The WDA has had a profound impact on my development as a dental professional. Networking with like-minded colleagues to make a difference in my community is so rewarding.

Dr. David Casteel
Member since 2018



My membership in the WDA is meaningful because I know my patients' voices and stories are being represented by WDA leaders who commit their time and resources to advocacy.

Dr. Wesley Chiasson
Member since 2018



As a relatively new practice owner, I've turned to the WDA for information, networking and support. From helping my office navigate COVID, to answering practice management questions and offering a wide variety of savings on supplies, the WDA has been there for me and my staff.

Dr. Heather Harris
Member since 2008



The education and support I've received through the WDA has made my transition into practice and clinical management significantly smoother.

Dr. Molly Conlon Proby
Member since 2019



Even though I have retired, dentistry continues to excite me, and my WDA membership keeps me plugged in. I can stay abreast of changes in our profession, maintain access to a very helpful Professional Insurance Programs team and stay on top of challenges facing the next generation of practitioners.

Dr. Peter J. Sheild
Member for 24 years

Renew or join by Dec. 31, 2023

and we'll enter you to win one of five, \$100 Amazon gift cards.

Sign up for auto-renew and get three chances to win!

Scan here!



Supporting You Strengthening Your Profession

Scan to learn more
about the benefits of
membership!



Years the WDA has been
working on dentistry's behalf
in the Badger State

153

87%

Of your WDA membership dollars
go directly to support member
programs and benefits

ADVOCACY

\$20 MILLION

Secured in the 2023-25
State Budget to lessen workforce
shortages by training more
dental hygienists at Wisconsin
technical colleges

4



**PRO-DENTISTRY BILLS
CURRENTLY BEFORE THE
STATE LEGISLATURE**

Assignment of Benefits
(dental insurance reform)
Interstate Licensing Compact
Dental Workforce Training
Legislation
MUSoD Rural Scholarships

9+

Dental-positive laws passed in the last decade, including:

- Historic 40% Dental Medicaid reimbursement increase
- Authorization of Expanded Function Dental Auxiliaries
- Authorization of dentists to administer COVID and flu vaccines
- Passage of Wisconsin's first dental Medicaid pilot, still in effect today

DENTAL WORKFORCE

INSPIRESMILES

3,190,500

Wisconsinites reached by the WDA's
2023 InspireSmiles digital public
awareness campaign, highlighting
careers on the dental team



\$30,000

Awarded in 2023 WDA Foundation
dental and hygiene scholarships

10

Healthcare and education organizations
comprising the Wisconsin Dental Workforce
Work Group, brought together by the WDA
to identify workforce solutions



COMMUNICATION & COMMUNITY



6 issues of the WDA Journal (print and online magazine)

45 issues of The Drill (weekly e-newsletter)

4 social media platforms

Keeping you up-to-date with the latest Wisconsin dentistry
developments every year



44

Volunteers – general dentists and specialists practicing
throughout the state – ready to talk with you as part of
WDA Mentor Connections, a free micro-mentoring
program for members



Local dental societies offering
opportunities to gather, network,
learn and grow.

24

CONTINUING EDUCATION



2,200+ MEMBERS

attended clinical and non-clinical CE programs sponsored by
the WDA, Wisconsin's 24 local dental societies and our partners
in Chicago and the Twin Cities from fall 2022 to fall 2023.

WDA members receive exclusive discounts on WDA endorsed products and services. Scan the QR code to learn more and start saving today!



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800-236-5010 | thesilverlining.com



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PRACTICE MANAGEMENT



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ADA Visa Business Rewards Card
ADA Preferred Rewards Card
888-327-2265 | adavisa.com

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844-205-1171 | ada.ahitravel.com

classpass

Fitness
ADA.org/classpass



Special events
fiservforum.com/ticketpass



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Staff apparel
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ADA.org/Lenovo



Luxury vehicles
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800-650-1222 | ADA.org/odp



Branded apparel
844-313-7005 | threadfellows.com/ada



Shipping
800-636-2377 | savewithups.com/ada



Sustainable vehicles
800-550-5658 | ADA.org/Volvo



Who will you meet through WDA Mentor Connections?

Whether you have a question on a specific topic, want advice from a trusted colleague or hope to build your professional network, WDA Mentor Connections is a peer-driven, informal "micro-mentor" program to help you succeed!

Visit WDA.org/mentor to find dentist colleagues all over the state who will listen, recommend resources and provide support. WDA Mentor Connections is a FREE member benefit...we've got your back!



WDA.org/mentor

Crossover component membership offers more at the local level

Amy Bastic | Membership & Component Relations Liaison | abastic@wda.org

We are so fortunate to have such a strong association in the WDA, with components that truly enhance our member dentists' lives.

As you may know, ADA bylaws state that all association members belong to a tripartite...which means you are a member of the ADA, WDA and one local dental society. This model brings you the value of three professional organizations with only one membership! It also poses an interesting opportunity for many members.

Each of Wisconsin's 24 local dental societies offers its own blend of CE and social events throughout the year. In densely populated areas, general dentists and specialists may work and live in two different local dental society jurisdictions (e.g. Milwaukee and Waukesha). Because of this growing number of "crossover attendees," several local dental societies now offer an associate membership to outside members. For just one annual fee, WDA members can join an additional local dental society and take advantage of more CE and engagement benefits.

For example, the team at Meridian Endodontics,

Periodontics & Implant Dentistry has three locations spanning two components. **Dr. Lisa Teel** (Brookfield) is a member of the Greater Milwaukee Dental Association. However, she believes that her associate membership in the Waukesha County Dental Society is an easy win for their team.

"We are so fortunate to have such a strong association in the WDA, with components that truly enhance our member dentists' lives. I find that being an associate member provides a more enriching membership experience, allowing participation in a plethora of CE events, social activities and a more diverse experience overall. Most importantly is the ability to connect, volunteer and serve the communities I work in. I am grateful to have the opportunity the associate membership provides."

If you are interested in joining a component as an associate member, reach out to your local component officers or Amy Bastic.

In Memoriam

The Wisconsin Dental Association extends its condolences to the families and friends of the following dentists who have passed away:

Dr. Albert Boehmer
Ladysmith
Sept. 28, 2022
Member for 59 years

Dr. Christopher Dix
Brookfield
Oct. 9, 2023
Member for 20 years

Dr. Curtis Hendrickson
Green Bay
Sept. 20, 2023
Member for 55 years

Dr. Vernon Larsen
Menasha
Sept. 2, 2023
Member for 60 years

Dr. Jerry Walker
Whitefish Bay
July 30, 2023
Member for 63 years

Dr. Leon Cummings
Grafton
June 25, 2023
Member for 38 years

Dr. Robert Eckardt
Fox Point
May 18, 2023
Member for 55 years

Dr. Robert Klessig
Valders
March 8, 2023
Member for 61 years

Dr. Ronald Possell
Green Bay
July 8, 2023
Member for 52 years

Dr. Gerald Ziebert
Wauwatosa
Sept. 30, 2023
Member for 67 years

Help us keep our information current. If you are aware of a colleague who has passed away, please contact Amy Bastic at abastic@wda.org or 414-755-4126.



3 WAYS

to foster team loyalty and retention

Heather Crockett, RDH | Lead Practice Coach | ACT Dental

Acts of service, quality time, words of affirmation, tangible gifts and appropriate touch are the avenues through which your team members seek appreciation.

In the fast-paced world of talent acquisition and retention, maintaining a dedicated team has become more challenging than ever. Are you keeping pace with the evolving landscape? High turnover rates can signal issues within your practice when scouting top-tier talent. We've had the privilege of assisting numerous dentists in nurturing the loyalty and retention their teams desire. Here are three key steps to building a steadfast, long-term team.

1. Weekly Team Meetings

We recommend making weekly team meetings a cornerstone of your schedule. While many dentists adhere to the "patients first" philosophy, we firmly advocate for prioritizing the team. When your team is taken care of, exemplary patient care naturally ensues. Reimagine your approach to team meetings, introducing a structured agenda to infuse each session with productivity and effectiveness. These meetings gift your team with alignment, a thriving culture and the achievement of goals.

2. Frequent and Consistent Check-Ins

If you haven't explored the concept of check-ins, you're missing out! A check-in involves intentionally scheduling uninterrupted time with each team member, fostering connections and individualized communication. These sessions focus on the team member's highs and lows, both personal and professional, and how you, as a leader, can support them. Prioritize regular check-ins, and you'll find yourself and your team eagerly anticipating this time together.

3. Express Appreciation Actively

How do you convey your appreciation for your team and their daily contributions? The "5 Languages of Appreciation in the Workplace" offer valuable insights. Acts of service, quality time, words of affirmation, tangible gifts and appropriate touch are the avenues through which your team members seek appreciation. Engage your team members in a conversation, perhaps during your first check-in, to determine their preferred form of

appreciation, and then take proactive steps to demonstrate your gratitude. A simple "thank you" means more than you know.

Do you genuinely care about your team? What measures are you taking to convey this care? Would your team attest to feeling appreciated? Even if you've initiated weekly meetings, frequent check-ins and active appreciation, there's always room for enhancement. If you haven't adopted these practices, select one and start today. It's the pathway to cultivating the loyalty and retention that are crucial to your thriving practice.

Heather Crockett, RDH, is a lead practice coach with ACT Dental. With over 20 years of experience in assisting, office management and clinical dental hygiene, her expertise supports many aspects of the practice setting.

Visit
actdental.com
to learn more.



Does my practice require an infection control coordinator?

Katherine Schrubbe, RDH, BS, MEd, PhD

Infection control and prevention in dentistry have always been vital to ensuring patient and staff safety, but the global COVID-19 pandemic has demonstrated their value and impact at an unprecedented level.

Do I really need an Infection Control Coordinator (ICC) for my dental practice?

Yes. As early as 2003, the Centers for Disease Control and Prevention (CDC) made the case that an ICC is an essential part of the dental team. The 2016 CDC Summary of Infection Prevention Practices in Dental Settings: Basic Expectations for Safe Care also advocated that the position be prioritized and that the employee with the most expertise in infection control should be designated as the infection prevention coordinator.¹

What are an ICC's duties?

Although specific responsibilities may vary, general responsibilities include:²

- Developing site-specific policies and standard operating procedures consistent with CDC guidelines, Occupational Safety

and Health Administration (OSHA) regulations, state and local regulations and relevant standards

- Reviewing existing policies and standard operating procedures to identify gaps and outdated information
- Serving as a resource for dental team personnel
- Maintaining relevant documentation, including records, permits and licenses
- Providing infection prevention training for new and existing personnel
- Monitoring compliance with written policies and procedures through observations, checklists and other evaluation methods

The ICC plays an important role as the leader for infection prevention and safety in the practice and should be familiar with the OSHA Bloodborne Pathogens Standard and CDC guidelines for dentistry. Reliable resources for ICCs include the Organization for Safety Asepsis and Prevention (OSAP), the American Dental Hygienists' Association (ADHA), the American Dental Association (ADA) and Association for Professionals in Infection Control and Epidemiology (APIC).

Are there specific training programs for an ICC or a team

member who is taking on that role?

Yes. A coalition of the Dental Assisting National Board (DANB), Dental Advancement through Learning and Education (DALE) Foundation and OSAP offers a certificate in dental infection prevention and control (CDIPC). Obtaining a formal credential demonstrates that oral health professionals are competent to provide the proper education, training, monitoring, compliance, planning and tracking necessary to meet the personnel health elements of the CDC guidelines.

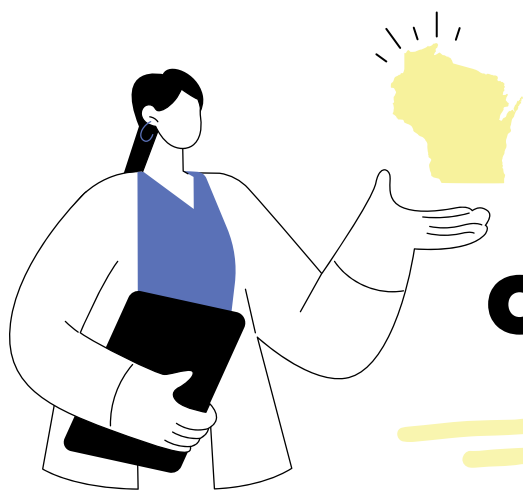
In conclusion, the infection control and prevention horizon has changed over the last four years since the COVID-19 pandemic, and who is to say what future challenges may bring? Having a strong infection prevention program is critical to maintaining health and safety of your staff and patients.

Scan the QR code to read an extended version of this article and view a full list of sources.



1 Centers for Disease Control and Prevention. Summary of Infection Prevention Practices in Dental Settings: Basic Expectations for Safe Care. Atlanta: Centers for Disease Control and Prevention, US Dept of Health and Human Services; October 2016.

2 Ecklund, KJ. Role of the Infection Prevention Coordinator. Decisions in Dentistry; February 18, 2020.



Opportunities to serve ADA 9th District

WDA member dentists have two opportunities to serve the American Dental Association's 9th District, which includes Wisconsin and Michigan, in the next few years.

A 9th District seat on the ADA Council on Ethics, Bylaws, & Judicial Affairs (2024-2028) is opening in 2024 for a Wisconsin member. This council is dedicated to enhancing the conscience of dentists by promoting the highest moral, ethical and professional standards in the provision of dental care to the public. The term will begin

at the close of the ADA House of Delegates session next October.

Council appointments are four-year terms, and most councils meet twice per year. All council members must be in good standing with the ADA. If you are interested, please submit your CV by January 1, 2024, so the WDA Board of Trustees can review candidates at their winter meeting.

In 2025, the 9th District ADA trustee seat will rotate back to Wisconsin. This elected individual

will begin serving at the close of the 2025 ADA House of Delegates. To follow the election process the WDA has established, CVs and applications for interested members should be received in the WDA Executive office by June 1, 2024. Election will be held at the 2024 WDA House of Delegates.

Please contact WDA Executive Director Mark Paget at mpaget@wda.org or 414-755-4100 for more information or to submit your application materials.

WDA Foundation welcomes Mark Spiegelhoff

"I am excited to direct and use the Foundation's resources to improve the oral health of Wisconsin residents and support those with needs in the professional dental community."

The WDA Foundation is pleased to introduce Mark Spiegelhoff as its new executive director.

Mark has more than 35 years of experience in nonprofit association management and fundraising. In his previous role as CEO of the Kishwaukee Family YMCA in Sycamore, Illinois, he increased annual giving by more than 60%, allowing the organization to serve more children and families.

"The WDA Foundation Board of Directors is thrilled to welcome and work closely with Mark Spiegelhoff," said Foundation President **Dr. Thomas Nockerts** (Green Bay), who co-led the search process with WDA Executive Director Mark Paget. "His experience, demonstrated success and enthusiasm

for fundraising and cultivating strong relationships will serve as a tremendous asset to our Foundation."



As executive director for the WDA Foundation, Mark will oversee the

Association's philanthropic activities and initiatives, which include fundraising, Mission of Mercy, Donated Dental Services, Dentists Concerned for Dentists and the Charitable Assistance (to Dentists) Program.

"I am excited to direct and use the Foundation's resources to improve the oral health of Wisconsin residents and support those with needs in the professional dental community," said Spiegelhoff. "It's all about people helping people, and I'm glad to play a significant role in this important effort!"

To learn more about the WDA Foundation, please contact Mark at m Spiegelhoff@wda.org or 414-755-4198.



Clarice Michalski

MUSoD Class of 2025

Taking care of yourself!

As dental students and practicing dental professionals, we are so focused on what is best for our patients, that we often lose sight of our own bodily health. We go home at the end of the day with stiff necks, backs and so many aches and pains. How do we combat this in the demanding field of dentistry?

I've learned from my fiancé who is a physical therapist that "motion is lotion." I take this seriously during my day working with patients at Marquette University School of Dentistry. Between patients or writing notes, I like to do some neck stretches to realign myself. My favorite stretches are chin tucks, upper trap stretches and doorway chest stretches. Simple, controlled movement throughout the day will help keep our bodies healthy in the long run so we can practice without injury.

Motion is an important way to take care of your body, but don't forget to give yourself a break once in a while. We can't do all things at all times, so be forgiving of yourself. Self-care isn't just physical — it is mental as well. To release some tension from the day, try lighting a candle, journaling or practicing mindful breathing.



The American Student Dental Association website has helpful resources if you are looking for more ways to expand your physical and mental well-being. Scan this QR code to learn more!



Clarice Michalski is a D3 at MUSoD. She serves as secretary for the Marquette chapter of ASDA.



Prevent noise-induced hearing loss



Dentists are exposed to sustained high-frequency, noisy equipment every day, which can lead to sensorineural hearing loss and tinnitus. Although hearing loss cannot be reversed, it can be prevented.

Here are a few tips for reducing your risk:

- Have your hearing tested to establish a baseline
- When selecting dental equipment, consider noise levels
- Use ear plugs or noise-canceling headphones when working with handpieces or ultrasonic scalers
- Monitor your hearing acuity regularly

Scan for more tips!





Dr. Maura Darnieder (Sheboygan)

Membership Development Committee member

What motivated you to serve on the Membership Development Committee?

I was motivated by my valuable experience attending the 2022 WDA Leadership Academy. During that time, I gained a better appreciation for the support and benefits offered by the WDA, and I wanted to help share that with other dentists. At times, it can be all too easy to take the WDA for granted, but it's important to recognize and appreciate all that this organization does for our profession. Membership and involvement are imperative to the success of the WDA. I also wanted to be involved in shaping the WDA member experience. I work in public health and wanted to help improve the inclusivity of other public health dentists within the WDA community. During my time on the Membership Development Committee, I've been impressed with the WDA's commitment to supporting dentists in all walks of the profession. Whether it be private practice, large group practices, public health or dental specialties, the WDA has your back.

What do you most enjoy about being a member of the Wisconsin Dental Association?

I really enjoy the sense of community afforded by the WDA. There are so many ways to meet and engage with other members. There are mentorship opportunities, CE and networking events, volunteer opportunities and many other ways to get involved with the WDA directly. The Wisconsin Dental Association has something for everyone and really supports camaraderie and professional connections among dentists.

Who or what has inspired you in your career?

I've been fortunate to work at Lakeshore Community Health Care, a quality driven FQHC in Sheboygan, for the majority of my career and am inspired every day by those around me. The people in leadership positions inspire me with their enthusiastic and tireless dedication to promoting high quality and comprehensive healthcare for the underserved. Those who work alongside me in the dental clinic inspire me with their compassionate commitment to providing excellent whole mouth dental care to those who need it

"I've been impressed with the WDA's commitment to supporting dentists in all walks of the profession. Whether it be private practice, large group practices, public health or dental specialties, the WDA has your back."



most. And those who work in support roles inspire me with their patience and empathy when working with what can sometimes be a challenging patient population. And really, my patients inspire me too. This community of patients is so supportive of each other, and I'm inspired by their ability to advocate for themselves and their needs.

How do you spend your free time?

Most of my free time is spent with my friends and my growing family. My husband and I have two sweet and silly little girls and a third baby on the way. We all really enjoy being outside and can often be found going for walks around the east side of Milwaukee or hiking in one of Wisconsin's state parks. I also enjoy traveling with my family and friends. Whether it's checking out a new city or returning to a familiar spot, I love a good get-away.

What advice would you share with dental students?

Take time to celebrate your achievements and learn from your mistakes, but don't dwell on either. And always ask for help when you need it!

What is the best benefit of your WDA membership?



"Being a WDA member has helped me network and build relationships in the dental community. I didn't come from a dental background or have family in dentistry, so being a member has been a great resource for me."

- Dr. Taylor Lundquist (Osceola)



"I most appreciate the Association's advocacy efforts at the state and local level. The WDA keeps Wisconsin dentists' and patients' best interests at the forefront of their agenda when advocating for our profession at the Capitol. As someone who previously didn't understand the importance of advocacy, I have appreciated what the WDA has done to protect our profession and put dentistry as a priority in our state and local leaders' minds."

**- Dr. Jay Banez
(Delavan/Whitewater)**



"The WDA has provided me with a platform to network with other dentists throughout our state. I encourage members to become involved with their local dental society. Attend events hosted by your component — this will afford you the opportunity to network, have conversations on topics influencing our profession and broaden your knowledge on what the WDA is actively working on for the advancement of our profession. The WDA's Leadership Academy and House of Delegates introduced me to many dentists throughout our state, and our conversations and participation at these events is guiding the future of my profession."

**- Dr. Nicole Sawatzke
(Milwaukee)**



"My WDA membership has proven invaluable. Not only does it allow for socialization with my fellow dentists, it also helped me buy in to my current practice. After the 2022 WDA House of Delegates, Dr. Emily Eckdahl (Brookfield) suggested I contact the bank she had used. I did and found the process to be almost seamless! There are times I feel a bit lost and confused as my professional life swirls around me, but meeting all of these young WDA dentists and new business owners keeps me grounded and appreciative as we mutually support one another. Thank you, WDA!"

Dr. Swathi Golla (Milwaukee)



"The WDA advocates on behalf of its members for equitable insurance reimbursement."

- Dr. Sami Kawas (Waunakee)



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Case Study Q&A

**Final diagnosis:
Chronic (atrophic)
candidiasis or
denture stomatitis**

Answers: 1- A & B, 2 - A & B

Candidiasis is the most common opportunistic oral fungal infection. Several factors may predispose individuals to develop this mycotic infection including immunologic deficiencies, endocrine disturbances, steroid therapy, systemic antibiotic therapy, malignancies, dry mouth and poor oral hygiene.

Acute pseudomembranous – also known as thrush – is the most common clinical form of candidiasis. Other forms of candidiasis include acute and chronic erythematous (atrophic) candidiasis, chronic hyperplastic (leukoplakic) candidiasis and mucocutaneous candidiasis.

Chronic atrophic candidiasis (or denture stomatitis) is commonly seen in geriatric patients who wear complete dentures. There is a distinct predilection for the palatal mucosa, and patients usually wear an ill-fitting denture that is not removed at night. The oral hygiene in these patients is less than desirable, and individuals with denture sore mouth may additionally show angular cheilitis.

Management and treatment of candidiasis depends on predisposing factors. Most patients may be treated with topical antimycotic drugs. In case of denture sore mouth, fabrication of a new denture is highly recommended. Patients should be reminded that a good oral hygiene and removal of the dentures at night are essential to prevent recurrent candidiasis.

Acknowledgement: This case was contributed by Dr. Robyn Tabibi, a family physician in Minneapolis, Minnesota.

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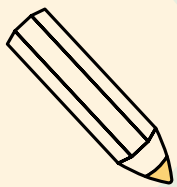
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CODE CHANGES:

Have you bought your CDT 2024 yet?

Erika Valadez | Dental Practice and Government Relations Associate | evaladez@wda.org

Another year, and another CDT. Every year, the ADA publishes a dental office reference manual with all the Code on Dental Procedures and Nomenclature (CDT Code) – national terminology for reporting dental services on claims submitted to insurance companies.

For 2024, there are 14 new codes, two revised codes and no deleted codes. CDT 2024 also includes some commonly used ICD-10-CM (diagnosis) codes that are applicable to dentistry. It is important for offices to update their systems to coincide with these changes so they can reflect the proper billing code for treatments performed.

If you still need to purchase the CDT Manual, you can do so by calling the ADA at 800-621-8099 or visiting store.ada.org/catalog/cdt-2024-book-and-app-114941.

DIAGNOSTIC

Post Processing of Image or Image Sets

D0396: 3D Printing of a 3D dental surface scan – 3D printing of a 3D dental surface scan to obtain a physical model

PREVENTIVE

Other Preventive Services

D1301: Immunization counseling – A review of a patient's vaccine and medical history, discussion of the vaccine benefits, risks, and consequences of not obtaining the vaccination. Counseling also includes a discussion of questions and concerns the patient, family or caregiver may have and suggestions on where the patient can obtain the vaccine.

RESTORATIVE

Other Restorative Services

D2976: Band stabilization – per tooth – A band, typically cemented around a molar tooth after a multi-surface restoration is placed, to add support and resistance to fracture until a patient is ready for the full cuspal coverage restoration.

D2989: Excavation of a tooth resulting in the determination of non-restorability

D2991: Application of hydroxyapatite regeneration medicament – per tooth – Preparation of tooth surfaces and topical application of a scaffold to guide hydroxyapatite regeneration.

IMPLANT SERVICES

Other Implant Services

D6089: Accessing and retorquing loose implant screw – per screw

ORAL & MAXILLOFACIAL SURGERY

Other Surgical Procedures

D7284: Excisional biopsy of minor salivary glands

Other Repair Procedures

D7939: Indexing for osteotomy using dynamic robotic assisted or dynamic navigation – A guide is stabilized to the teeth and/or the bone to allow for virtual guidance or osteotomy.

ADJUNCTIVE GENERAL SERVICES

Miscellaneous Services

D9938: Fabrication of a custom removable clear plastic temporary aesthetic appliance

D9939: Placement of a custom removable clear plastic temporary aesthetic appliance

SLEEP APNEA SERVICES

D9954: Fabrication and delivery of oral appliance therapy (OAT) morning repositioning device – Device for use immediately after removing a mandibular advancement device to aid in relieving muscle/jaw pain and occlusal changes.

D9955: Oral appliance therapy (OAT) titration visit – Post-delivery visit for titration of a mandibular advancement device and to subsequently evaluate the patient's response to treatment, integrity of the device, and management of side effects.

D9956: Administration of home sleep apnea test – Sleep apnea test, for patients who are at risk for sleep related breathing disorder and appropriate candidates, as allowed by applicable laws. Also to help the dentist in defining the optimal position of the mandible.

D9957: Screening for sleep related breathing disorders – Screening activities, performed alone or in conjunction with another evaluation, to identify signs and symptoms of sleep-related breathing disorders.

INSIGHTS FROM MEDPRO



The illegibility liability

Can poor penmanship lead to a malpractice lawsuit? The latest case study from MedPro details how this was the catalyst for a series of errors by multiple parties.

An experienced dentist's hesitancy to use electronic prescriptions and his messy handwriting led to his office staff sharing medical information with a pharmacist, who eventually filled the wrong prescription – one to which the patient was allergic!

Although the dentist's initial prescription would not have harmed the patient, the series of events began with his illegible writing and eventually ended in a settlement favoring the patient.

Scan the QR code to read the full case study by Marc Leffler, DDS, Esq. of MedPro.



MedPro, a partner of Professional Insurance Programs and co-endorsed by the WDA, is an exclusive, dental malpractice insurance carrier that offers customized professional liability coverage.





Industry experts share advice for preventing dental malpractice

Mara T. Roberts, ARM, ACI, CLU | President | WDA Insurance & Services Corp.

Earlier this fall, the WDA's insurance agency, Professional Insurance Programs, hosted our annual Risk Management Seminar in Madison. Our keynote speaker Marc Leffler, DDS, Esq., presented "Dental Malpractice: What It Is and How to Prevent It; An Approach Based in Risk Management."

Dr. Leffler, MedPro Group's dental risk solutions lead, delivered a captivating presentation through relevant case studies and consideration of topics ranging from general legal concepts and the anatomy of a dental malpractice lawsuit to pharmacology.

Key takeaways included:

- Consider requesting medical clearance from a patient's physician if they are/may be medically compromised
- Know when to say no – select your patients carefully and stay in your comfort zone
- A patient cannot dictate what you must do
- Have a complete pharmacologic understanding of every

drug used and/or taken by the patient

- Use available tools to prevent the patient from swallowing or aspirating objects
- Informed consent is a necessity
- Record keeping is not optional and must be thorough
- Reversal agent administration requires strict and lengthy monitoring/support of the patient due to the half-life of narcotics and benzodiazepines

After Dr. Leffler's presentation, Attorney Patrick Sullivan of Siesennop & Sullivan shared trends he has noticed in Wisconsin malpractice cases and Dental Examining Board complaints. To conclude our seminar, Attorney Ellison Hitt presented on the Prescription Drug Monitoring Program (PDMP) and the Wisconsin requirement that prescribers view a patient's record before issuing a prescription for a monitored drug. The state's electronic PDMP application uses sophisticated data analytics to identify and alert prescribers to potential indications of abuse, diversion or overdose risk, such as high morphine milligram equivalent doses,

overlapping benzodiazepine/opioid prescriptions and multiple prescribers or dispensers.

As each of our presenters demonstrated, awareness and education are key to risk management. Professional Insurance Programs is committed to sharing practical, applicable information and industry experts with you. Together, we can minimize your risk and ensure your success.

Mara Roberts is the president of WDA Insurance and Services Corp., Wisconsin dentists' source for professional and personal advice, solutions and resources for 40 years. Visit insuranceformembers.com, email info@profinsprog.com or call 800-637-4676 to learn more about the specialized insurance programs available to you as a WDA member.



Mark your calendars!
2024 Risk Management Seminar
Friday, Sept. 20 | Brookfield Conference Center

Scan the QR code to view a recording of Attorney Ellison Hitt's presentation on Wisconsin's Prescription Drug Monitoring Program (PDMP).



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Dentist



Associate dentists. Dental Health Associates of Madison, WI has full-time associate positions available. Our group is 100% locally owned by current, practicing dentists, and our associates are encouraged along the path toward partnership. We have been able to grow the group in both staffing and footprint in the Madison community. Our doctors have the autonomy to focus on clinical dentistry and develop their practice while having full support of administrative staff and a group of over 30 dentist and specialist colleagues to collaborate with. We are looking for highly motivated, compassionate, and skilled applicants to join our practice. Compensation will be based on experience and includes a competitive initial salary. Motivated candidates on production-based compensation will find their earning potential to far exceed national averages. Additional benefits include 401k with profit sharing, health/disability/life/malpractice insurance, paid vacation, CE allowance. Contact HR@dhmadison.com. #70258

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Dr. Reem Mahjoub

True Dental associate dentist position - Milwaukee. Looking for an energetic, talented, compassionate dentist to join our growing team of dentists! We perform all specialties of dentistry including implants! Associates average \$220-300k in yearly salary. Base salary is \$850 daily or 36% of collections. Email us at rmahjoubdmd@gmail.com. #70369

Looking for a compassionate dentist.

Community Smiles Dental is looking for compassionate dentists to join our team at both of our clinic locations! Come work with an awesome team and get the opportunity to truly focus on patient care, making a difference in the lives of your patients! In as little as one day per week, you can make a huge impact joining the CSD team! This is a paid opportunity. Learn more at communitysmiles.org or email Elizabeth Sheehan at esheehan@communitysmiles.org! #70502

Dental Associates

General dentist and specialist opportunities. Dental Associates of Wisconsin – General Dentist and Specialist Opportunities!

Serving Wisconsin for over 45 years with a robust patient base at 15 locations from Green Bay to Kenosha, WI offering competitive compensation, incentive plan, full benefits, signing/retention bonus, collaboration, mentorship, CE, in-house network of doctors and specialists. If you are a General Dentist or Specialist and are ready for an exciting, stable career with a growing company then we're your choice. Contact Katie Herman at kherman@dentalassociates.com or visit <https://www.dentalassociates.com/careers> to learn more. #70379



General dentist. Tired of the big city? Long commute?

Practice in central Wisconsin at Dental Clinic of Marshfield in a unique doctor-owned large group practice established 1969, 88 operatories, satellite location, full administrative and support staff, central Xray, cone beam, intra oral scanners. Five minute commute, safe community, good schools, low cost of living, 1-2 hour drive to your cabin in the Northwoods, world class health care in town at Marshfield Clinic. Associate general dentist, opportunity for partnership in two years. Established patient base, full schedule, you can just focus on practicing. Email CV and letter of interest to ryan.fisher@dentalclinicofmarshfield.com. #70429

Dental director. \$205k starting salary with \$10k sign on and \$10K moving bonuses. Located in beautiful Northwest Wisconsin, the St. Croix Tribal Dental Clinic is seeking a full time dental director position. We are team-based clinic providing quality dental care with a focus on providing holistic care for our patients. Monday-Friday, 8am-4pm with no after-hours or on-call times. IHS Loan Repayment opportunities and many benefits such as 401K, health insurance, PTO and over 20 paid holidays. Please send resume to timj@stcroixtribe-we-nsn.gov or call Shaurette Reynolds at 715-349-8554. #70451

General dentist. Opportunity for a third dentist to join our family private practice in Lake Country.

Our office is modern and 100% digital. We are located in Oconomowoc close to both Milwaukee and Madison. Please send your resume to Tim Williamson, DDS at wmsnfd@gmail.com. #70698

GUNDERSEN HEALTH SYSTEM®

Endodontist. Gundersen Health System, based in La Crosse, WI is recruiting for an Endodontist to join its Department of Dental Specialties! Qualifications include a DDS/DMD degree, completion of an ADA accredited advanced education program in Endodontics and a current Wisconsin license or eligibility to obtain one. A Minnesota dental license is desirable. We seek a champion in innovation with the ability to collaborate extensively with others. The Dental Specialties Department is composed of a team of dental specialists in orthodontics, oral and maxillofacial surgery, endodontics, periodontics, prosthodontics and pediatric dentistry. Our teams work collaboratively across clinical departments to provide excellent care and high-quality treatment to meet our patient's needs. In addition, we are home to an accredited Oral and Maxillofacial residency program. Therefore, you will be encouraged to incorporate teaching in this collaborative and collegial atmosphere. Outreach to close neighboring communities is a possibility.

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Associate general dentist - Altoona. Join an amazing strengths-based team, purpose driven mission, and special growth-oriented workplace culture. Privately owned, spa dental clinic where patient comfort is #1 priority, dental practice seeking a FT Associate Dentist to join the team. Technology driven practice heavy into CAD/CAM prosthetics, implant placement and restoration, all types of bone grafting (including sinus augmentation) endodontics, Smile Design cases (6-10 units); quadrant dentistry. We are out of network for all insurance plans. The ideal candidate will be a good communicator, confident and charismatic, self-motivated to be GREAT! Keeping our reputation for quality and super high-end patient care intact. Minimum of 3 years' experience; with competency in CAD/CAM and Implant Surgery. Open to a work schedule of 4 days week and ½ day on Friday. Path to partnership/ownership possible. Contact of-ficemanager@martindentalec.com. #70488

Dentist

Associate dentist. Two Rivers Family Dental is hiring an associate dentist! New graduates are welcome! We offer comprehensive general dentistry in a clean, newly remodeled office. We enjoy having the latest in technology with CBCT, ITERO, digital radiographs, IO cameras, laser therapy, computer charting, etc. Office hours are: Mondays, 8 a.m. -4 p.m.; Tuesdays-Thursdays, 7 a.m. -3 p.m.; Fridays, 8 a.m. -12 p.m. Email Bridget, our operations manager, at Bridget@tworiversfamilydental.com for more information. #70506



General dentist – Cherry Tree Dental. Cherry Tree Dental is currently seeking General Dentists to join our team in La Crosse, Onalaska and Wausau! In addition, we are seeking a Periodontist to join our team in Eau Claire, Wisconsin. We offer a signing bonus, competitive compensation, and benefits with a work-life blend. Contact Becky at 608-480-3938 or becky.maedke@cherrytreedental.com for more information. #70620



Pediatric dentist – Children's WI. Are you a pediatric dentist interested in treating the BEST kids? Consider joining Children's WI where we are open to part-time and full-time schedules. We offer competitive benefits, opportunities to work with pediatric residents, support staff and much more. Contact Kelly Klingbeil today at kklingbeil@childrenswi.org or apply on the Children's WI career website! #70646



Pediatric dentist – Green Bay. Are you interested in joining a team that makes a difference? Oral Health partnership (OHP) is a nonprofit children's dental program that provides preventative, diagnostic, and restorative dental services to uninsured children and underinsured children ages 0-19. We provide care at our dental clinics, in schools and at hospitals in Green Bay. #70718

Associate dentist – Plymouth. A unique opportunity exists for a qualified general dentist obsessed with quality and a quest for knowledge. Our practice is undergoing tremendous growth, and we are looking for

an experienced general dentist to join our specialty practice. We are a multispecialty practice with a periodontists, an oral surgeon and a prosthodontist. The office has an in-house dental laboratory with all the modern digital equipment and two trained laboratory technicians. This is a fulltime, four day a week position with a buy-in opportunity after one year. Please contact us at wjodds@gmail.com if interested. #70720



Associate dentist for Green Bay private practice. Burned out from corporate dentistry? Join our 2x Best of the Bay private practice dental team. Full treatment autonomy. Opportunity to learn high end cosmetic dentistry. Competitive wage and benefits. Send resume to Xray@dentalexcellencegb.com. #70721

Hygienists & Assistants



Clinical positions. Dental Health Associates has openings for clinical positions including dental hygienists and dental assistants. DHA is a leader in the community as a widely respected dental provider. You can be a vital part of our tradition of excellence. Since DHA's inception as a traditional group dental practice in the late 1960's the concept of a group of dentists joining together provides many benefits for both the patients and the practitioners. As a group, their goal is to provide a comprehensive approach to dental care for their patients. We have grown over the years from only performing general dentistry to having specialties--periodontics, endodontics and orthodontics. We have grown from 5 to 31 dentists with auxiliary staffing of over 275. With seven locations that reflect the geographic distribution of our patients in and around the Madison area. Visit www.dhamadison.com. #70263



Dental hygiene – Cherry Tree Dental. Cherry Tree Dental is currently seeking Dental Hygienists to join our team in Mequon, Jackson, Brookfield, Oshkosh, and Gurnee, Illinois! We offer competitive compensation and benefits with a work-life blend. Contact Becky at 608-480-3938 or becky.maedke@cherrytreedental.com for more information. #70620

Business Staff



Administrative Positions. Dental Health Associates has openings for administrative positions at several of our Dental Clinics in Madison, WI. DHA is a leader in the community as a widely respected dental provider. You can be a vital part of our tradition of excellence. Since DHA's inception as a traditional group dental practice in the late 1960's the concept of a group of dentists joining together provides many benefits for both the patients and the practitioners. As a group, their goal is to provide a comprehensive approach to dental care for their patients. We have grown over the years from only performing general dentistry to having specialties--periodontics, endodontics and orthodontics. We have grown from 5 to 31 dentists with auxiliary staffing of over 275. With seven locations that reflect the geographic distribution of our patients in and around the Madison area. Visit www.dhamadison.com. #70259

Classified Advertisements

Rates for classified advertisements for Wisconsin Dental Association members are 0-34 words - \$70; 35-69 words - \$95; 70-105 words - \$140; 106-140 words - \$150.

Nonmember rates are 0-34 words - \$105; 35-69 words - \$120; 70-105 words - \$150; 106-140 words - \$165. Place ad in print Journal for an additional \$25 each issue.

Make your ad stand out by boxing your ad for \$150 per month, adding a company logo for \$50 per month or anonymous for \$10 per month.

Artwork can be created for you at an additional charge: \$75 for initial mini-display creation \$50 per hour for edits after initial run (one hour minimum will be charged).

All classified ads must be pre-paid by credit card or check. For more information and to place your ad, visit shopwda.org. **Cancellation of ads must be received in writing.**

Please note: All classified ad cancellations must be submitted in writing to the WDA managing editor by the next month's deadline (e.g., November/December 2023 ads must be canceled by August 1, 2023).

A \$10 cancellation fee will be assessed for all refunds. It is recommended ads only be secured for one or two months at a time to avoid this fee.

It is against WDA policy to do unauthorized mailings pertaining to individual classified advertisements. When responding to an anonymous ad, please indicate the number on the envelope. When they are received by the WDA office, they are forwarded unopened to the address of the person holding the blind box.

Sample: Wisconsin Dental Association, Anonymous #10, 6737 W. Washington St., Ste. 2360, West Allis, WI 53214.



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Edge Advisors. Wisconsin's leading dental transitions, accounting and recruiting firm since 2010 has 15+ dental offices for sale. Our available offices are constantly changing. For more information, (844) 200-3343, email Andy@edgeadvise.com or visit our website at <http://www.edgeadvise.com>. #70443

Dental space for lease — must see! Retired dental practice left many amenities. Great space, opportunity for new/additional or specialty dental practice in West Allis. Four operatories with room for one additional. Call 414-630-0592. #70736

IL/WI state line practice for sale. Oral surgery practice with \$520K+ revenue in beautiful growing Illinois town by the Wisconsin state line. Tremendous growth potential as dentist chooses to see patients only 25hrs/wk-no weekends...limited procedures done. Only OS in area. Four rooms (three equipped) on a major street. Contact Al Brown at al.brown@henryschein.com or 630-781-2176. #WI3251 #70538

Practice for sale. Long standing practice in western suburb of Milwaukee is for sale along with the building. We use Dentrax, Dexis with Titanium sensor, Planmeca Pro-max Digital Pan, IO and digital cameras. We are looking for a patient-centered dentist to care for our patients. Please respond to transition3532@gmail.com. #70613

Southwest Wisconsin practice for sale.

Well-established dental practice and building for sale in small town in southwest Wisconsin. Low crime, safe, peaceful living. Decent and honest clientele. Doctor wants to retire and exit practice. If interested, contact:

Dr. Mike Mecikalski
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or call 608-375-4640. #20770

Dental office for lease — Brookfield. Fully equipped suite is 980 square feet on the first floor of a perfectly maintained professional building in the Eastbrook Office Park at 12720 W. North Avenue in Brookfield. Present layout includes two operatories, lab, doctor's office, receptionist's office and waiting room. \$15.00/Square Foot. Available April 1, 2024. Contact John at Kubichek Property Leasing at 414-416-4839. #70741

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Retirement special. SLEEP APNEA & TMJ package: (\$0.25/\$1.00), pharyngometer and rhinometer to predict successfulness of OSA device before construction; BioResearch's JVA: screens for TMD, EMG: relaxed muscle position, jaw tracker: full mouth reconstruction. \$12,500. Call 715-828-2748. #70452

Equipment for sale. 11 used Royal chairs and 25 waiting room chairs. 2021 Air Techniques digital x-ray Model Provecta S-Pan (Panoramic/Ceph). Statim 2000 sterilizer. Contact Dr. Thomas P. Kuhn at tpk@moc-braces.com. #70612

Miscellaneous

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40-year, semi-retired DDS looking for temp work. Looking for temporary assignments in southeast and east central Wisconsin. 1-3 days a week. All clinical procedures except difficult impactions and perio surgery. Simple implants are no problem. Call or text 920-254-6400 and leave a message or email dr.dan@taylordrivedental.com. #70469

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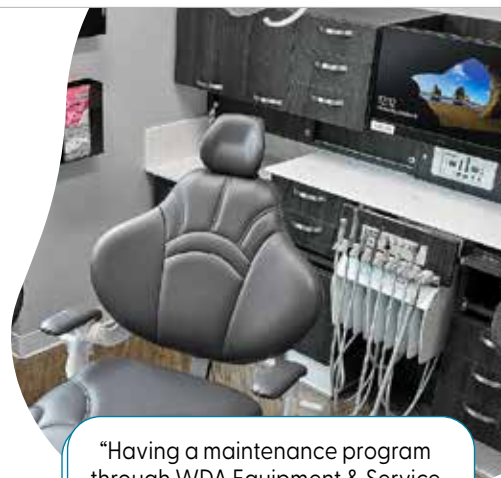
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- **EQUIPMENT FOR THE ENTIRE OFFICE** including technology, treatment room, sterilization, lab, and utility.
- **WARRANTY INCLUDED** on labor and parts
- **WORRY-FREE INSTALLATION**

SERVICE:

- **EMERGENCY SERVICE AT NO EXTRA COST!**
- **\$200/HOUR** minimum flat rate, billed in 15-minute increments after the first hour
- **NO CHARGES** until the technician arrives
- **MOST REPAIRS MADE ON-SITE** or at our local facility



"Having a maintenance program through WDA Equipment & Service Solutions makes our equipment predictable and keeps it running in good condition. It's a 'scheduled equipment care plan' instead of a string of emergency fixes."

Dr. Craig Janssen
Janssen Dental Clinic | Green Bay

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