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Save the Dates! 2020

- Tuesday Evening, March 31st: *Green Dentistry - Cannabis and Oral Health with Dr. Barry Taylor. (2 CE)*
- Tuesday Evening, May 5th: *Cognitive Bias in Medicine with Catherine Hambley, Ph.D. (2 CE)*
- Tuesday Evening, April 28th, *Financial Planning for Dentists, Collis Wealth Management/ Merrill Lynch. Venue: Oregon Electric Station*

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Clinic Gets New Wings

Community Support Helps White Bird Dental Clinic Expand



Community members join staff from Washington Federal as White Bird Dental Clinic employees celebrate their new home and a sizeable check.



With a 70% increase in capacity, the new state-of-the-art White Bird Dental Clinic will serve more community members in need of immediate relief for pressing dental problems.

White Bird purchased the building using reserves and grant monies for the down payment in 2017. The Lane County Dental Society helped raise \$155,000 to remodel the building, going from seven chairs in the old facility to twelve chairs. With seventy-five percent of White Bird patients living on less than \$1000 per month, the clinic's sliding fee dentistry allows patients access to affordable dental care. Many recipients of services are patients on the Oregon Health Plan.

The Clinic is partially funded from a grant from the government to serve homeless patients.

City Council member Emily Semple listens with unidentified attendee as clinic staff person Kim Freuen describes the sanitization machines and other key facility equipment.





President's Message

A couple of years ago, the newly appointed President of Lane Community College, Dr. Margaret Hamilton, visited the executive council so we can talk about the role LCC dental programs play for us and to get our feedback on what dentists need from their graduates. At that meeting we also talked about the issue with the dental building,

which had been closed some years prior (the LCC dental program relocated to its temporary home on Willamette street). Dr Hamilton mentioned projected costs for a new building - the exact head spinning number of millions I do not recall - but I remember thinking: There is no way they could raise that, even with the \$8 million matching grant.

Fast forward to today and LCC is proposing a bond measure in Lane County. A large portion of the bond will be allocated to building a new Health Professions Center in the main campus, with the dental school building being a major part of it.

I do not need to remind LCDS members how vital the LCC Dental program is to the community. Let's face it, dentists can no longer do dentistry alone. It is likely that most of the dental professionals in the county received their education at LCC. In recent years we have been experiencing a statewide shortage of dental assistants. A larger, new home will help to expand the program and will help to alleviate this problem. Better integration with the other health professions and better clinic flow will help to improve the quality of the education.

In the conversation with Dr Hamilton and her team, I asked them to consider not only training dental assistants and hygienists, but to consider courses or programs for administrative personnel and community dental health coordinators. The latter will hopefully become a vital part of the dental care efforts through Rep. Hayden's House Bill 4127, currently in the legislature.

The LCC dental clinic has also been an important facility for treatment of patients. A larger clinic and a possible residency program can help to further increase the access to care for low-income patients. It can also provide an important home for hands-on continuing education for LCDS and other CE organizations.

For a second time in my president's messages, I will refer to the Washington Post's article titled, "The Unexpected Political Power of Dentists". Indeed, we have a captive audience in our patients, but we are also an important part of the community and now we have a chance to act. I urge you to vote, spread the word, and advocate for the bond measure with patients, friends and family. The future of dentistry in Lane County depends on it.

~Ivan Paskalev, DMD



White Bird Dental Clinic Report

White Bird Dental is working on building up our practice volume now that we are in our new location. Thank you to everyone who came to our open house. It was fun to show everyone our new bright dental office. Our patients walk in and say, "wow this is much nicer than your old building".

This month we host two dental students, one from OHSU and one from ASDOH in Arizona. We can see more patients with their help. We reached our 1000 visit in mid-February.

We are preparing to return to the Bethel schools for our second round of sealant and fluoride clinics. Thanks to Marie Stringer for helping us with the dental screenings.

Part of our funding comes from the federal homeless healthcare grant. They are coming in April for a site visit, so we are dusting off our policy and procedures to meet this year's language.

Thanks to the Lane County Dental Society we are in a second location serving even more patients.

With gratitude, White Bird Clinic Dentists and staff.

Kim@whitebirdclinic.org



LCDS News March/April 2020

Published bi-monthly by the Lane County Dental Society 2300 Oakmont Way #110, Eugene, OR 97401, 541-686-1175 and distributed to members of the Society as a benefit of membership. Statements of opinion in the LCDS News are not necessarily endorsed by the Lane County Dental Society. Contributions to the newsletter are welcome in the form of articles, photos, announcements, or other items of interest to share with the membership. Notice of errors or corrections appreciated.

Deadline for the May/June Issue is April 15th, 2020. Send all items to office@lanedentalsociety.org.

Executive Director's Report



As many likely know, value-added is an economic concept that describes the increased value of a new product or service (output) minus the input costs to create that product or service. To achieve a greater value-added figure, we can raise the price of the output or lower the costs of the inputs, or both.

Value-added provides a usable metric when looking at the benefits of the Lane County Dental Society, the ODA, ADA and a dental practice. Looking at the input side of the value-added equation, we know that low-cost inputs that return value do so with little increase in cost. One could call this efficiency, as adding value by using low-cost inputs increases the rate of return without the need to raise prices. On the other hand, if it costs us a lot to add a small amount of value, then the effort could be called inefficient.

Whether it be LCDS or your practice, it is important to look for ways to increase the value of the output without substantially adding input costs. Among the most efficient means are those that increase customer satisfaction without adding more staff time and resulting costs. To that end, providing friendly customer relations comes with almost no additional cost but which return a high degree of value in customer satisfaction. For example: A smile is free.

Understanding how to add value without significantly increasing costs, one of

our members promoted a greater sense of importance for their receptionist position by creating the title "Director of First Impressions." In this way, simply reorienting the job description by changing the title helps the employee understand their value in the value-added chain, adding incentive to give better customer service.

For LCDS, the Executive Council volunteers their time to add value to membership. For example, for years we mailed lifetime member plaques to recipients with a nice note recognizing their accomplishment. We changed this practice by enlisting the Council to present the plaques in person, a practice that took a little more time but which did not add cost. And while the value added from personal recognition largely fell on those receiving the plaque, the recognition of practice staff during the presentation also added value. We might call this a "value-added cascade effect."

This example raises the question: How can a practice add value without increasing input costs?

Improving human relations is probably one of the least costly ways to add value but sometimes one of the most challenging. But just as the Executive Council adds value to membership, it is up to the dental practitioner to lead by example by creating a customer service system that adds value to their practice. And this is where that free smile is such an efficient way to add value. And that cascade effect? As is said, a smile is contagious, a form of contagion we all like to see.

~ J.P. Wilcox

Editor's Note: This article was part of a series. As such, it presents a glimpse of a larger discussion that covered numerous issues. More articles from Dr. Hambley are available at Physicians Practice under "Hambley".

Addressing Overconfidence in Medical Practice

How to recognize—and overcome—the common thought process of overconfidence when it comes to practicing medicine.

Catherine Hambley, Ph.D.

Our brains are inherently lazy—they rely on automatic processes as much as possible.

And for good reason. Imagine if you had to stop and think every time you walked, or got on a bicycle, or drove your car, or logged onto your computer. The examples of situations where our brains are on "auto-pilot" are plentiful. We don't have to spend precious time to think—we just react.

And this can actually be life saving at times. If a car suddenly cuts in front of you while you are on the freeway, you automatically put on the brakes and/or swerve to avoid hitting it. Your body responds before your brain has time to think through the options. We have many learned responses that allow us to be more efficient and often, more effective. In medicine, mental heuristics are useful in solving what can be challenging diagnostic dilemmas.

There is a dark side to these mental short-cuts, however. They can lead to potentially severe and catastrophic decision errors. A recent literature review determined that over a third to two-thirds of diagnostic inaccuracies were attributable to cognitive biases by physicians. In "The importance of cognitive errors in diagnosis and strategies to minimize them," published in *Academic Medicine*, Pat Croskerry notes that internal medicine, family practice, and emergency medicine are specialties more prone to delayed, missed, or erroneous diagnostic decision-making. Overconfidence has been identified as a particularly common form of cognitive bias implicated in diagnostic errors. Physicians are not alone in their use of cognitive biases—everyone uses them, and they show up across professions and industries.

Why are cognitive errors so prevalent in people? The prefrontal cortex (PFC) of our brains allows us to engage in complex cognitive processes, decision-making, emotional regulation, and pro-social behaviors. This region of the brain is an energy hog; for its size, it uses a relatively large amount of energy compared to other body organs. And once the PFC depletes available energy (oxygen and glucose) it just does not work well. So it engages in energy-saving strategies; the primary one being automaticity—the unconscious use of cognitive shortcuts. While this may help in saving energy, it leads to numerous cognitive errors, referred to as "biases" and "heuristics."

The overconfidence bias

We will be exploring some of these errors in greater detail over the next several articles. Today, our focus is on the "overconfidence bias," what experts in the field of cognitive heuristics—such as Daniel Kahneman in "Thinking Fast and Slow"—consider as the most significant and most ubiquitous of all biases. This form of cognitive error is a tendency towards being too certain. It is the propensity to overestimate our ability when it is not objectively reasonable. A common example is that most people, when asked, estimate that their driving ability is significantly better than the mean—of course this is impossible. One frequent manner where overconfidence shows up in medicine relates to diagnostic accuracy. When a physician is certain about a diagnosis, he/she is less likely to order additional diagnostic studies, or to consider other forms of treatment, or to ask more probing questions.

The overconfidence bias (like all cognitive errors) allows us to make decisions quickly and causes us to avoid critical thinking. Often overconfidence is the secondary error. Another bias, such as the confirmation bias (the tendency to search selectively for evidence that confirms our beliefs) may be at the root. Then overconfidence in one's knowledge leads to the error in diagnosis. Because these types of errors occur automatically and unconsciously (most of the time), it presents a significant challenge because if we don't know we are doing it, how can we fix it? The answer to this question is to employ strategies that bring our attention to its presence.

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LCDS Annual Membership Meeting

**Tuesday, March 31st, 2020
6-8 PM**

**Center for Meeting and Learning
Lane Community College
Main Campus**

4000 E. 30th Ave, Eugene, Oregon

AGENDA

**Voting on LCDS Budget
Executive Council Representatives**

**Submission for Approval of the
2020-2021 LCDS Budget**



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LANE COUNTY DENTAL SOCIETY

Green Dentistry: Cannabis and Oral Health

with
Barry Taylor,
DMD, FAGD, FACD, CDE

Tuesday, March 31st 5:30 p.m. - 8:00 p.m.

Dinner Included

Center for Meeting and Learning

Lane Community College | 4000 E. 30th Ave, Eugene



Marijuana is the most common used illicit drug in the United States. Over 28 states currently have some form of legalized marijuana; ten states have legalized it for recreational use. It is estimated that over 10% of the US population uses it at least once a year.

This course is an unbiased and evidence based presentation of marijuana and its role in dentistry. We will present an introduction to the usage of marijuana in the general public population with

Barry Taylor DMD

discussion of the pharmacology of marijuana. In the third part we will discuss how the use of marijuana by your patients affects their dental care. The fourth part of the course will address areas of possible research of cannabinoids and dentistry.

Dr. Barry Taylor is an Assistant Professor in Restorative Dentistry at the Oregon Health & Science University School of Dentistry. In addition he also is a part-time associate in private practice at Woodburn Community Dental. Prior to attending the OHSU School of Dentistry he worked as a research assistant for two year in the field of Neuropsychopharmacology at the U.S. Veteran's Hospital in Portland, Oregon. Dr. Taylor served as the Oregon Dental Association's Editor for nine years and is currently the ODA's President-Elect. He is a current member of the ADA's Council on Communications. He also has had leadership positions with the Oregon Academy of General Dentistry, American College of Dentists, Academy of General Dentistry, Delta Sigma Delta and the American Dental Association. Dr. Taylor has been awarded the "Dentist of the Year" from both the Oregon AGD and the Washington County Dental Society. He is currently enrolled as a student in OHSU's Human Investigation Program (MCR).

ADA CERP® Continuing Education Recognition Program

Register Now

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Lane County Dental Society designates this activity for 2 continuing education credit. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp.

***Late Registration, Cancellation, No Show and Refund Policies:**

Advance registration is required to guarantee seating and to receive the free tuition member benefit. A late registration may be accepted after the registration deadline only if seating is available and a Late Registration fee of \$35.00 is charged in addition to any tuition due. Full refunds can be requested by telephone or email to LCDS prior to the registration deadline. No refunds are available after the close of registration. A No Show fee of \$35.00 will be charged to registered LCDS members who do not cancel prior to the close of registration and do not attend the program.

For more information - 541 686-1175
office@lanedentalsociety.org

2 CE CREDITS
Free for LCDS Members
with advance registration.
Non-LCDS member dentists \$80
Dental staff, student/non-profit staff \$40.
Course content is appropriate for general dentists and specialists.

This course is for doctors, hygienists, assistants, and front office staff.

At the conclusion of the course the participants will;

- Understand the pharmacology and pharmacokinetics of marijuana
- Understand how marijuana usage by patients effects their oral health; specific focus on oral pathology, caries risk, and periodontal disease
- Understand interactions of THC with commonly used prescribed medications and the patient's general health.
- Learn how to communicate with your patients regularly using cannabis
- Explore future areas of research in regards to periodontal health, wound healing, and inflammation.
- Have an introduction to medical uses of cannabinoids



Lane County District Dental Society has been designated an approved PACE Program Provider by the Academy of General Dentistry. This program provider's formal COE programs are accepted by the AGO for membership maintenance, Fellowship, and Mastership credits. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of AGD approval extends from 1/16/2017 to 1/15/2020.

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Grant Gerke is the founder and president of Mountain Top Practice Transitions. He has 25 years experience in the dental industry and personally services the Western United States. Grant regularly publishes articles & conversations around dental practice transitions.

Visit his website for industry news, current listings and associateship opportunities.

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presents

LANE COUNTY DENTAL SOCIETY

Cognitive Bias in Medicine

Understanding Brain Dynamics to Reduce Error

with

Catherine Hambley, PhD

of

California State University

Tuesday, May 5th, 2020

5:30 p.m. - 8:00 p.m.

Dinner Included

Center for Meeting and Learning

Lane Community College | 4000 E. 30th Ave, Eugene



Dr. Catherine Hambley

In her work as a consulting psychologist and Principal of Brain-Based Strategies, Catherine translates relevant neuroscience into practical applications in the areas of leadership development, executive coaching, organizational culture, navigating change, strategic planning, and building successful, high

performing teams. She has served as a strategic business partner to leaders, executive teams and organizations that are looking to enhance their effectiveness and ensure the success of their people and their companies.

As both an internal (for a Fortune 500 company) and external consultant, Catherine has worked across a broad set of industries and organizations, including Fortune 100 companies, healthcare (she has a background in healthcare), agriculture, education, government agencies, privately held businesses, start-up companies, and non-profit organizations. She served as adjunct faculty for the International MBA program at Middlebury Institute of International Studies and is on the teaching staff at California State University, Monterey Bay's Extended Education Program (offering leadership development programs). Catherine is a regular contributor in the Physician Practice Journal, where she writes about practical strategies to enhance personal resiliency, leadership, communication, and relationship skills for physicians.

"Dr. Hambley presents valuable insights on how to identify critical biases in your diagnosis and case selection." Chris Verbiest, TDIC

ADA CERP® Continuing Education Recognition Program

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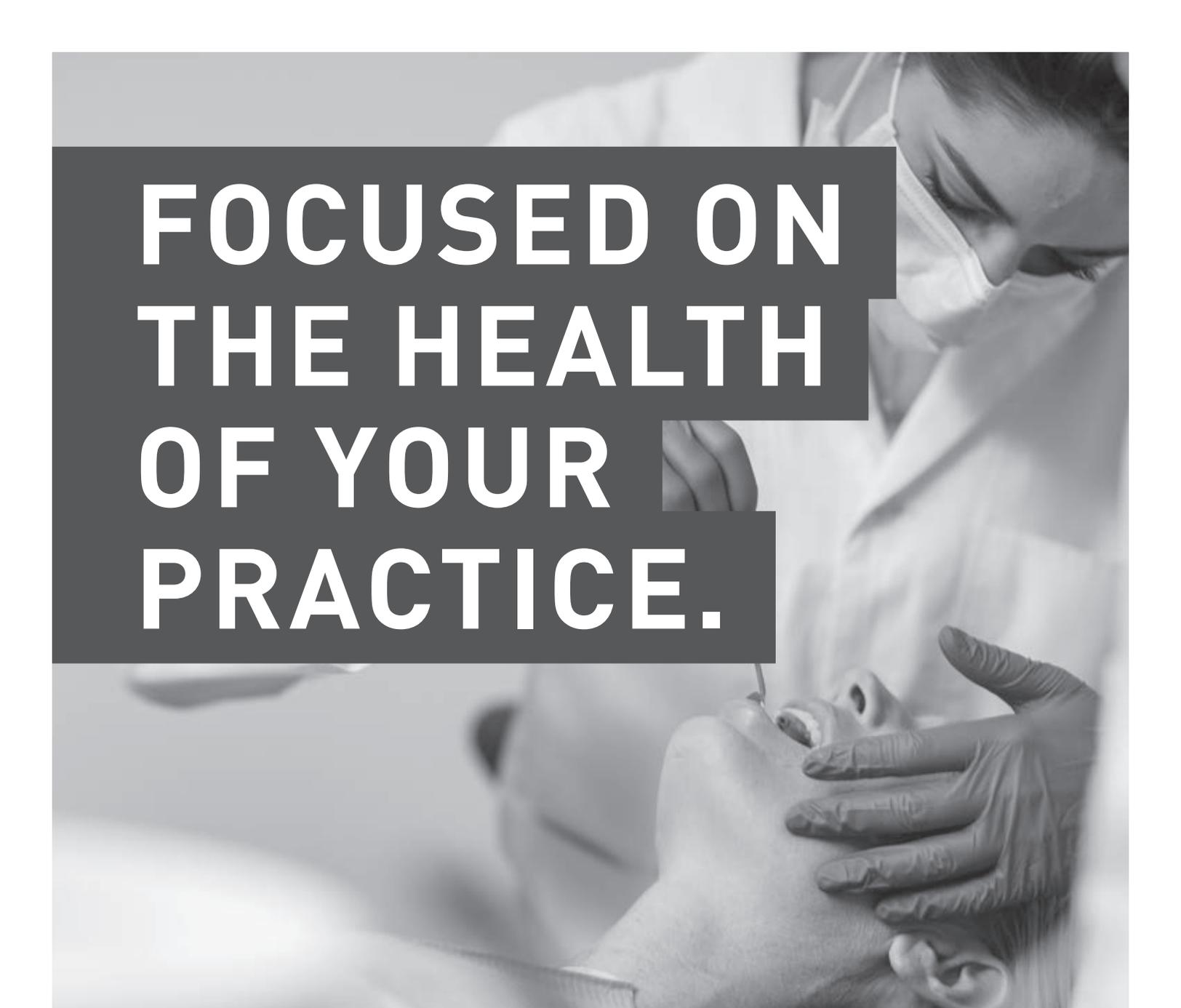
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Dental Training a Key Focus of LCC Bond

Submitted by the Lane Community College Administration

Lane Community College will ask voters to approve a \$121.5 million bond in the May 19 Primary Election. If approved, the bond would fund safety and security updates, seismic retrofitting, expand Health Professions and Workforce Training programs, and modernize classroom technology throughout the district.

Bond projects include a facility to house our new Center for Excellence in Health Professions on the main campus and to expand LCC's other health professions programs.

Lane's Dental Clinic is a longtime and valued service for people in the community who need low-cost dental hygiene and dental assisting services—and it is an invaluable training and learning resource for students.

The clinic has been operating at 2460 Willamette Street for the last several years. With 19 chairs, dental hygiene students provide comprehensive dental services and care. Dental assisting students work alongside dentists providing restorative treatment. Students serve diverse patient populations and routinely provide assessment services.

Lane enrolls about 60 dental program students a year who go on to achieve a near 100 percent employment rate.

Housing the clinic on main campus would give students the advantage of interdisciplinary collaboration with other Health Professions as well as provide immediate access to other classes and college services. This new clinic would allow LCC to expand enrollments in both dental programs, and enable LCC to explore new programs such as dental therapy and a possible dental residency.

If the bond is approved, Lane would receive an \$8 million matching state grant for the new Health Professions building. The bond also would fund learning space and technology updates for other career and technical education programs, such as advanced technology and cybersecurity, plus safety, security and accessibility upgrades districtwide.

The \$121.5 million bond would provide \$32.5 million for safety and security; \$12 million for classroom and learning space updates; and \$77 million for workforce training investments—including a home for the Dental Clinic. Information about proposed bond projects can be found at lanec.edu/bond.

If passed, the bond measure is estimated to increase property taxes \$0.12 per \$1,000 of assessed value for LCC bond debt. Property taxes are estimated to increase by about \$3 a month or \$36 a year for a property assessed at \$300,000.

If the bond does not pass, Lane would not get the \$8 million state grant and the Center for Excellence in Health Professions could not be completed. Additional safety, infrastructure, and modernization projects also could not be completed.

In that case, Lane would continue using its general fund to pay for facility improvements as well as educational operating expenses. Bond funding for facility improvements would help Lane avoid or delay tuition increases.

Remember to vote May 19. Whatever the outcome of the election, Lane will remain committed to our community partners in the dental profession, and to the public we all serve who need good dental care throughout their lives.

Regional CE Calendar

(fees may apply)

Date	Host Dental Society	Course title	Speaker	Hours CE	Location	More Information
4/28/2020	Clackamas	Functional Approach to Medicine & Dentistry	Casey Means, MD	2	Oregon City (Providence Willamette Falls Comm. Center)	www.clackamasdental.com or executivedirector@clackamasdental.com
5/8/2020	Southern Oregon	Functional Aesthetics	Dr. David Hornbrook	8	Medford (Hilton Garden Inn)	www.sodsonline.org or sodentalsociety@gmail.com
5/12/2020	Marion & Polk	Oral Cancer / Oral Pathology	Daniel Petrisor, DMD, MD	1.5	West Salem (Roth's)	www.mpdentalce.com or marionpolkdentalsociety@gmail.com
5/21/2020	Multnomah	Table Clinics	TBA	2	Portland (MAC Club)	multdental@aol.com or lora@multnomahdental.org
5/26/2020	Clackamas	Perio	Drs. Tran / Nguyen	2	Oregon City (Providence Willamette Falls Comm. Center)	www.clackamasdental.com or executivedirector@clackamasdental.com
10/27/2020	Clackamas	Risk Management	Chris Verbiest	3	Oregon City (Providence Willamette Falls Comm. Center)	www.clackamasdental.com or executivedirector@clackamasdental.com



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Our mission is to create an exceptional product while fostering a positive personal relationship with each office.

(Photo from left to right
Phill, Megan, Whitney, Kim, Matt, Justin, Bryan)

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**October Executive Council Meeting Minutes
December 3rd, 2019**

Meeting was held at the office of Elizabeth Vivona Dow, 4750 Village Plaza Loop, Ste 200, Eugene, OR

Attending: Andrew Dow, Elizabeth Vivona Dow, Kevin Sweeney, Carly Peterschmidt, Dan Frederickson, Jim Wilcox

Reading of the anti-trust policy

Agenda review – approved

Minutes from last meeting – approved

Reviewed statement of income and expenses – approved

Review of CE Events

- Brindis (hybrid dentures) – Sirona paid a portion for his lodging and transportation (LCDS saved \$1000)

Upcoming CE Events

- Infection Control: speaker scheduled - FREE

- Employment law practices – FREE

- Green Dentistry –

- Dr. Sweeney proposed new speakers:

Proposed speaker: Orthodontist in PA: Orthodontics for the GP

Proposed speaker: New oral surgeon trained in craniofacial surgery; also does orthognathic surgery

AGD Certification – nearly complete

- Also working on CERP certification

LCC dental student special CE rate:

- We offer free CE to hygiene students but last few CE events, we have not had any attendees

- Dan Frederickson can help figure out how this is being advertised – will let Jim know when the department meetings are so he can go speak to the instructors about this offering

- Recommendations:

Invite dental assisting students also

Ask students to sign up so we know who and how many are coming

Select only those programs of interest to RDHs and EFDAs so it's not an open invitation for every event

Membership

- Quite a few new members in the past few months

Socials:

- Oakshire and Public House were both good venues

- Columbia Bank sponsors the Fall Social

- Recommendation: call Multnomah Dental Society to ask how they deal with sponsors and exclusivity issues (our CPA brought up that there may be an issue with offering sponsors exclusivity within a given field).

Meeting adjourned

Respectfully submitted by Elizabeth Vivona Dow

Bias, cont. from page 3

Addressing overconfidence

“Debiasing” refers to strategies aimed at mitigating the impact of mental errors and its use has gained some attention in the medical literature (e.g., Cassam). Know that whenever we are under stress, it takes a toll on the PFC, causing us to rely even more on automatic processing, which of course leads to cognitive errors. That’s when it becomes particularly important to practice debiasing strategies.

Here are a few you can use to address overconfidence:

1. Recognize that medicine often lends itself to overconfidence— not knowing or being uncertain is not always valued, by the profession and/or by patients. However, acknowledging uncertainty coupled with strategies to gain greater certainty (such as further diagnostic assessments, asking more questions, consulting with a colleague, and/or reviewing the literature) go a long way toward increasing patient confidence and appreciation for their physician.

2. Recognize that overconfidence is a common cognitive error and that the more you are aware of its existence, the more you can do to mitigate its potentially detrimental effects.

3. Be aware that you don’t know what you don’t know. Practice humility and an openness to learning. On a regular basis, ask yourself more questions. For example: What might I be missing? What else could this set of symptoms mean? What else could I ask the patient to gain more understanding?

Dr. Hambley will discuss these strategies and others in the upcoming CE: Cognitive Bias in Medicine, Tuesday, July 5th, 2020. Registration is available online.



left to right:
Jonathan D. Powell, CPA
Lindsey S. Steigleder, CPA
John C. Mlynczyk, CPA, Partner

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and the Lane County Dental Society

- *Asset Allocation Strategies*
- *Risk/Performance Analysis*
- *Practice Buy and Sell Agreements and your questions*

Free for Member Dentists and Domestic Partners

Dinner and Beverage Included

Tuesday, April 28th 6 - 7:30 p.m.

Oregon Electric Station

27 E 5th Ave, Eugene

Registration Online at www.lanedentalsociety.org

