

TDA TODAY

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May Texas Dental Journal

SPECIAL ISSUE: Oral Cancer
Dr Daniel Jones, Guest Editor

Around the State

June 7 - Austin

- TDA Smiles Foundation Board Meeting

June 14 - Austin

- Committee on Access, Medicaid, and Chip Meeting

June 21 - Austin

- TDA Leadership Conference
- TDA Component Presidents Committee
- Council/Committee/Affiliate Training

June 22 - Austin

- TDA Board Meeting

June 28 - 29 - Amarillo

- Texas Mission of Mercy

2013 TEXAS Meeting Features Exceptional Continuing Education and Sold-out Exhibit Hall



A total of 11,875 dental professionals registered for the 2013 TEXAS Meeting, the TDA's 143rd annual session, May 2-5 in San Antonio.

This year, the TDA annual session featured a sold-out exhibit hall, with more than 400 booths representing 360 companies. The large center aisle provided easy access to all booths and led to the DENPAC Silent Auction and Platinum Lounge. The hall also featured an exclusive aisle for TDA Perks Partners.

Attendees had access to more than 93 clinicians and 205 sessions that provided educational opportunities for the entire dental team. In addition, 4 CPR certification sessions were offered, as well as a 2-day laser certification course and the 2-day minimal enteral sedation course were available.

Eighty-four non-member dentists from Texas attended the TEXAS Meeting at a discounted registration fee. The TDA Board of Directors and Council on Annual Session continue to support initiatives to increase TDA membership and to promote the value of the TEXAS Meeting each year.

The support of the TDA leadership and immediate past president Dr Michael L. Stuart was invaluable to the work of the Council on Annual Session and the many volunteers. The 2013 host societies Districts 15B, 15A, 14, 23, and 24, were very important members of the planning and on-site facilitation team. Drs James Foster, John Mason, Charles Rader, Claudia Cavazos, Edward Wuensch and their team's organizational skills and commitment were very much appreciated.

The 2014 TEXAS Meeting is scheduled for May 1-4, in San Antonio. Program information will be available in late summer and housing information will be available December 1 on texasmeeting.com.



The 2013 TEXAS Meeting exhibit floor was sold-out for the first time in TDA history featuring 400 booths representing 360 companies, the DENPAC Silent Auction and Platinum Lounge, and an exclusive aisle for TDA Perks and partners.

House of Delegates: Election Results

The House of Delegates convened at the 143rd annual session of the Texas Dental Association in early May in San Antonio. The House elected TDA officers for 2013-2014, including:



TDA President
Dr David A. Duncan
Amarillo



TDA President-elect
Dr David H. McCarley
McKinney



TDA Secretary-Treasurer
Dr Ron Collins
Houston



TDA Speaker of the House
Dr John W. Baucum
Corpus Christi



TDA Editor
Dr Stephen R. Matteson
San Antonio

For a complete list of the elected 2013-2014 TDA Board of Directors, please see page 2.



TDA members at the Texas Capitol on April 19, 2013, advocated for the passage of House Bill 502 (HB502) filed by Rep. Luna Hernandez (D-Houston). HB502 includes teeth whitening in the practice of dentistry. The House of Representatives passed HB502 on April 24, 2013, and was referred to the Senate Committee on Health and Human Services. Pictured (L-R) are TDA Past President Dr Preston Coleman of San Antonio, TDA President Dr David Duncan of Amarillo, TDA Immediate Past President Dr Michael Stuart, TDA Council on Legislative and Regulatory Affairs (CLRA) Chair Dr Richard Black of El Paso, CLRA Consultant Dr Matthew Roberts of Crockett, and CLRA members Dr Jay Adkins of Lubbock and Dr Jim Condrey of Missouri City.



Using your smart phone, scan this QR code to access the TDA Today on TDA.org

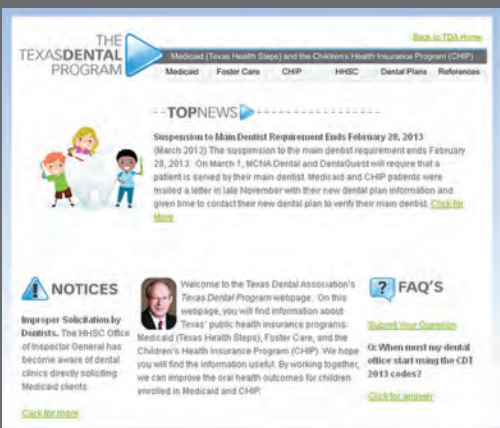
Texas Dental Program Medicaid/CHIP

On April 25, 2013, the TDA hosted the fifth in a series of quarterly meetings with the dental plans administering Medicaid/CHIP — DentaQuest and MCNA Dental. Representatives from the TDA, the dental plans, and the Health and Human Services Commission (HHSC) attended the meeting to discuss a variety of issues including HHSC's continued enforcement of the Main Dentist requirement, the referral and interim transfer of care processes, and dentist network adequacy.

Both DentaQuest and MCNA Dental are accepting electronic appeals via each dental plan's web portal in addition to offering best practices trainings. Please visit each dental plan's website for more details.

MCNA Dental recently decided to raise the reimbursement rate for CDT code 7111, *Extraction of Coronal Remains – Deciduous Tooth*. The new reimbursement rate is \$30.00 and went into effect on April 15, 2013.

Members for the TDA's Committee on Access, Medicaid & CHIP for 2013-2014 include Dr William Steinhauer, chair, Dr Jason Zimmerman, Dr Kelly Rynchek, Dr Adam LaLonde, Dr William Kemp, and Dr Susan Jolliff. Please submit any questions, comments, or concerns about the Medicaid/CHIP dental programs to TDA Policy Manager Diane Rhodes at diane@tda.org. Please also be sure to visit the TDA's new *Texas Dental Program* web page on the member side of the TDA's website: tinyurl.com/TXDental.



Evidence-Based Practice

Tip of the Month

Stephen R. Matteson, DDS, FICD, TDA Editor

"The Dental Elf"

"The Dental Elf" will send you convenient daily updates on recent key systematic reviews, trials, guidance and patient information: Sign up on its home page to receive their free updates. thedentalelf.net.



Announcing the 2013-2014 TDA Board of Directors

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Dr David A. Duncan

President-elect

Dr David H. McCarley

Past President

Dr Michael L. Stuart

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Dr David C. Woodburn (NW)

Dr Jean E. Bainbridge (NE)

Dr Gregory K. Oelfke (SE)

Dr Yvonne E. Maldonado (SW)

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Dr Jerry J. Hopson (NE)

Dr William S. Nantz (SE)

Dr Joshua A. Austin (SW)

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Dr William H. Gerlach (NE)

Dr Karen A. Walters (SE)

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Speaker of the House

Dr John W. Baucum III

Parliamentarian

Dr Michael D. Vaclav

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Dr Stephen R. Matteson

Executive Director

Aaron Washburn

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William H. Bingham



"Creating Your Successful New Office" Coming to Dallas

TDA Perks Program will present its popular new dentist symposium, "Creating Your Successful New Office," at the Dallas County Dental Society office on June 21, 2013. The program is free to TDA members and will cover the following topics: accounts receivable, compliance, real estate, practice financing, patient financing, online marketing, and insurance. For more information, visit tdaperks.com and download a flyer from the homepage

(under the "Upcoming Events" section). To register, call 512-443-3675 and ask for marketing specialist Josh Epstein.

Philips Sonicare at Special Prices for TDA Members, Staff

TDA members and their staff can enjoy a professional trial unit of Philips Sonicare's DiamondClean, Flexcare Platinum and AirFloss products at special Perks-discounted prices. For example, each TDA member and TDA-member employee can purchase a Sonicare DiamondClean brush for \$69.95 (retail value: \$219.95). To order trial units, visit tdaperks.com (Supplies/Philips Sonicare), download an order form, and call 800-422-9448.

For more information regarding TDA Perks Program, visit tdaperks.com, or call 512-443-3675.



happy healthy smiles...
that's our mission!

2013 Healthy Smiles Golf Classic

Thanks to all of our 2013 Healthy Smiles Golf Classic Sponsors and players for your commitment to improving access to dental care for the citizens of Texas!

Title Sponsor

- Straumann

Double Eagle Sponsors

- Fuji Dental Laboratory

- DentaQuest

Eagle Sponsors

- Amarillo Endodontics

(Dr Douthitt)

- KoolSmiles

- Bland Garvey

- Delta Dental

- MCNA Insurance Company

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- Texas Society of

Periodontists

Birdie Sponsors cont.

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Bogey Sponsors

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- TDA PERKS Program

- CBC Tees



Texas State University 2013 Bragging Rights Winner

Texas State University was the 2013 Bragging Rights winner. You will be seeing a lot of maroon and gold throughout the year! Thanks to everyone who participated in this year's Bragging Rights Campaign. You can start making contributions towards your alma mater any time during the year but the official kick off date is November 1, 2013.



Amarillo TMOM

On June 28-29, Amarillo will host their second Texas Mission of Mercy event. Amarillo's first TMOM was held in 2011, where almost 100 dentists volunteered their time to treat nearly 1,200 patients, delivering more than \$700,000 worth of charitable care. Dentists came from as close as Canyon and as far as Houston to help relieve pain and restore patients to oral health.

TMOM events depend on the involvement of Texas dentists. To sign up to volunteer for this event, or to make a monetary contribution, please visit tdasmiles.org.

G.O.L.D. Reception

Graduate of the Last Decade



We hope to see you at next year's G.O.L.D. Reception!

To view pictures taken at this year's event, please visit tinyurl.com/2013GoldReception.



President's Statement

David A. Duncan, DDS, TDA President

“Frankly, my dear ...”

If you can complete that statement then you have just placed yourself in the generation that is soon to relinquish its position of majority in the workforce. In 2 short years, the Millennials (those born between 1977 and 1997) will take over as the largest working age group, replacing the Baby Boomer generation, currently the largest group of TDA membership.

As this year begins, we find ourselves searching for the right way to keep TDA viable and pertinent in the midst of a changing practice model. The practice model of yesterday is tried and true and certainly working for many of us; however, today's young dentist is facing a totally different landscape than we did. Large company practices, Medicaid, social media, and technology have become the norm.

As leaders of our profession, it's time for Baby Boomer dentists to assume their next role in dentistry — mentors. We need to find a way to bring the young practitioner, and their way of practicing, into the world we call TDA. Not only into the world of seeing patients, but also into the world of leadership within our association. Not only will we assure our association of existing for years to come, I bet we learn a few things to make our lives and our patients' lives better.

Find a G.O.L.D. (Graduate of the Last Decade)-member dentist and invest in him or her. It will pay off for all of us. ■



Editorial: Thoughts from Your ED

Aaron Washburn, TDA Executive Director

This has been a year of firsts: first day, first Board meeting, first component society visit, etc. I can now add to that list my first TEXAS Meeting and first House of Delegates.

If you have never been to the TEXAS Meeting, you should. The quality of education is fantastic, the floor is full of exhibitors with useful products and services, and the social times are a lot of fun. Be sure and mark your calendar now, and plan on coming to San Antonio in 2014 and join the fun.

I also very much enjoyed my first House of Delegates. With busy schedules it is hard to find the time to review the more than 100 resolutions, understand the budget, and digest the 1,000-page House Book. But, the members participating in this meeting did it and they deserve a special thank you. Their work makes this association work.

The end of the House also brought my first round of new Board members and transition to new president. I would like to personally thank the members on the Board whose terms have expired. Your service included many decisions, including my hire. I want to thank you for the faith you have shown in me, and I hope to serve this membership for many years. ■



MEET YOUR STAFF

Paula is the exhibits manager at the Texas Dental Association, and she has worked for the organization for more than 10 years. She sells exhibit space for the

TEXAS Meeting and manages the expansive exhibit hall, which if you haven't had the opportunity to see, it's not to be missed! The huge exhibit hall features more than 350 dental exhibits and booths. At the annual session in early May 2013, Paula sold out the exhibit space, which is a first in TDA history!

Where did you grow up? My dad was an education administrator so we moved all over the state of Michigan. I was born in Lansing and graduated high school in Bad Axe, AKA “tip of the thumb.” (I am lucky to be from a state that we have a built-in map with our left hand)

What did you do before you came here? Before beginning in the industry, I attained college credits for nursing school. But I could not stand the sight of blood and decided that wasn't for me. I was offered a job in the trade show industry and have been in the business ever since.

Why did you decide to come to the Texas Dental Association? The contractor side of the trade show industry requires many long hours, including weekends, and traveling all over the country many days out of the year. Although I am no stranger to hard work, I was ready to get off the road to spend more time at home in the great city of Austin. I was lucky that this position opened up at a time when I was ready to settle down and work more “normal” hours.

What training have you had for this position? I worked for TDA's current service contractor for the TEXAS Meeting, Freeman, for 18 years in both Dallas and Chicago. I was their director of exhibitor services for the branch, servicing exhibitors on the trade show floor and managing a staff. I handled accounts such as the American Dental Association, the American Heart Association, and National Association of Home Builders. I received my CEM (Certified Exhibits Manager) accreditation in 2006. Over the years, I have also served as an officer on both national and local boards for the International Association of Exhibitions and Events and have traveled to various meetings around the country as a speaker for the organization.

What is your favorite thing about the job? Since I am a people person and love to talk, I enjoy helping the exhibitors, solving problems, being creative, and selling. I like to see my hard work come together every year at the convention and finally meeting the exhibitors, sponsors, and members that I have been talking to and helping.

What is one thing about you that might surprise people? Since I had a great dentist growing up, I have never had a cavity in my entire life. ■



TDA MEMBER SPOTLIGHT

T. Bob Davis, DDS – Dallas, Texas



Dr Davis dressed in tails ready for a concert!

Dentistry is literally a hands-on profession. The same is true for pianists, whose hands are their livelihood. Such is the case for Dr T. Bob Davis of Dallas, a dentist by day and a pianist by night.

Dr Davis graduated from the University of Alabama School of Dentistry in 1967. After serving in the U.S. Air Force in Sherman, Texas, he moved to Dallas in 1969 and married his wife Janis. The couple has 3 children, Shawn, Angie, and Creth, plus 7 grandchildren. Dr Davis is a general dentist as well as a recorded and internationally-traveled pianist. He says that his interest in piano began at an early age. “When I was 4, I went to a movie and heard the song ‘Good night, Irene,’” Dr Davis recalls. “I went home and tried to play it on our upright piano.”

Dr Davis doesn't use sheet music much anymore. Rather, he chooses to memorize the songs by ear and create his own arrangements that sound similar. “It's my own thing. I sight read, but I try to not do other people's arrangements of music. They call it playing by ear (maybe that's why I have big ears).”

He has recorded 10 albums, 7 currently available on CDs, many of which are available on iTunes, with such titles as “The Best of T. Bob,” “Sunday Sounds,” and “Hymns of Worship.”

When he moved to Texas more than 45 years ago, he joined the First Baptist Church of Dallas, and for more than a decade participated in 10 international tours with their youth choir. He played the piano in some of the world's most famous concert venues – Royal Albert Hall in London, Salle Gaveau Music Hall in Paris, and the Congress Halls in Berlin, Germany and Salzburg, Austria. He performed with the choir during tours through Canada, Mexico, South America, Israel, Russia, Japan and Hong Kong.

Dr Davis has played numerous receptions, banquets, and programs for various dental organizations. For more than 10 years, he and a group of other dentist-musicians, affectionately known as “T. Bob and the AGD Singers,” perform the national anthem before each Academy of General Dentistry annual session.

Like a drill to a dentist, the Steinway to a pianist. Dr Davis currently has 2 Steinway grand pianos at his home, a self-player piano in his office reception room, and just gifted a concert grand to his church. He says playing on a quality instrument makes all the difference, recalling the opportunity he had to play a 9'6" Bösendorfer Imperial Concert Grand piano during a mission trip to Guatemala this year. “I loved that! That model has another octave of notes (97 keys) at the bass thus making those bass strings longer, plus there is more wood to vibrate the sounds creating beautiful overtones!”

The song is not over for Dr Davis. His musical calendar is booked through the year, and he is planning his 38th annual dental student mission trip during spring break 2014, returning again to Guatemala. This spring break 31 dental professionals joined him including students from UT Houston and Baylor. “Our profession is full of talented people who serve so unselfishly! I'm the beneficiary of the joy that comes from guiding that talent and sharing it with others!”



Dr Davis demonstrates the great prowess of the Bösendorfer in Guatemala during a dental student mission trip.

This recurring section highlights the lives of TDA members outside of the office. If you have an interesting story about yourself, if you are working on a project that your peers might find interesting, or if you have a hobby that keeps you busy, please contact TDA Managing Editor Nicole Scott, nicole@tda.org, 512-443-3675.

Your DENPAC Contribution Is Worth More with Your TDA Perks Credit Card!

Use your TDA Perks Credit Card to make your 2013 DENPAC contribution, and you'll support TDA in 2 ways, instead of 1. In addition to supporting dental advocacy, you'll help raise non-dues revenue for TDA! In order to receive DENPAC membership recognition in the directory issue of *Texas Dental Journal*, you must make your contribution by the end of July.

Visit denpac.org to become a DENPAC member!

Visit tdaperks.com (Programs for Your Practice/Credit Card) to apply for your TDA Perks Credit Card. For more information, call 800-932-2775. Mention priority code: VABQ92.





TSBDE Rule Update

This recurring section is designed to help TDA members keep up with important Texas State Board of Dental Examiners (TSBDE) rules, other regulations, and state law affecting their practices.

In January the Texas State Board of Dental Examiners (TSBDE) adopted new *Business Promotion* (ie, advertising) rules. These rules will take effect September 1, 2013. This update is the fourth in a series of articles devoted to summarizing the new rules.

Advertising Requirements

False, Misleading or Deceptive Advertising. Dentists must always communicate in a truthful manner to the public. Dentists must respect the position of trust inherent in the dentist-patient relationship, communicate truthfully and without deception, and maintain intellectual integrity. All advertisements are presumed to have been approved by the licensee named in the advertisement.

In published communications under a dentist's byline, including dental health articles and newsletters, the dentist must make a clear disclosure of authorship and whether compensation was made in exchange for the published communication. If compensation was paid to the dentist author, then the communication must be disclosed as a paid advertisement. Otherwise, the dentist in question is engaged in a false or misleading communication to the public. Additionally, a dentist is engaged in false or misleading communication if the publication's content is designed to give rise to questionable expectations for the purpose of inducing the public to utilize the services of the sponsoring dentist.

The TSBDE listing of examples of advertisements that may be false, misleading, deceptive, or not readily subject to verification include but are not limited to:

- materially misrepresenting a fact or omitting a fact that causes the statement to be materially misleading;
- intimidating or exerting undue pressure or influence over a prospective patient;
- appealing to an individual's anxiety in an excessive or unfair way;
- claiming to provide or perform dental work without pain or discomfort to the patient;
- implying or suggesting the superiority of materials or professional services;
- comparing the health care professional services of different practitioners unless the comparison can be factually substantiated;
- creating unjustified expectations concerning the potential result of dental treatment including future satisfaction or success of a dental service except for guaranteeing to return a fee if the patient is not satisfied with the dental treatment;
- referring to the benefits of dental procedures or products that have significant risks without also disclosing realistic assessments of the safety and efficacy of those procedures or products;
- causing confusion as to the credentials, education, or licensing of a health care professional;
- representing or using the professional name or professional identification that is expressly or commonly used by another profession or professional;
- communicating that a dental service is free or discounted when the fee is built in to a companion procedure that is provided and charged to the patient; and
- communicating statistical data or other representations not subject to reasonable verification by the public.

Testimonials will be allowed as long as they are "inherently truthful," and are given by a patient of record and subject to verification. The testimonial must include any needed disclosures or warning as to the identity and credentials of the person making the testimonial.

Photographs or other representations may only be used to advertise actual patients of record of the licensee. The licensee must have written consent from the patient prior to the communication of any data that may identify the patient. The advertisement must include language stating "Actual results may vary." Dentists receiving remuneration for advertising or promoting products must fully and clearly disclose that he/she is a paid spokesperson or fully and clearly disclose that he/she invented or manufactured the product.

The information in this TSBDE Update came from 22 Texas Administrative Code §§108.57. For more information, please contact TDA policy manager Diane Rhodes at 512-443-3675, diane@tda.org.



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Contributions: Manuscripts and news items of interest to the membership of the Association are solicited. Manuscripts should be typewritten, double spaced, and the original copy should be submitted. Please refer to Instructions for Contributors in the annual September Directory of the Texas Dental Journal for more information. The information for Contributors is available at tda.org. All statements of opinion and of supposed facts are published on authority of the writer under whose name they appear and are not to be regarded as the views of the Texas Dental Association, unless such statements have been adopted by the Association. Articles are accepted with the understanding that they have not been published previously. Authors must disclose any financial or other interests they may have in products or services described in their articles.

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TDA members also save on all Philips Sonicare products purchased for resale. **To obtain the Perks discount pricing lists or to order,** call the number below and mention that you have a "Key Account" with TDA Perks.

(800) 676-7664



Trial Unit
\$69⁹⁵
Retail Value:
\$219.95



Sonicare DiamondClean
Glass not included in trial units.

More at: tdaperks.com Questions? Call: (512) 443-3675.

