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 Cavaos, Edward Wunsch 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 texasmeeeting.com.

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:

For a complete list of the elected 2013-2014 TDA Board of Directors, please see page 2.
On April 25, 2013, the TDA hosted the fifth in a series of quarterly meetings with the dental plans administering Medicaid/CHIP — Dent-a-Quest 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 Dent-a-Quest 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.

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 TDA-discounted prices. For example, each TDA member and TDA member employees can purchase a Sonicare DiamondClean brush for $219.95. To order trial units, visit tdapersks.com (Supplies/Philips Sonicare), download an order form, and call 800-422-9448.

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

“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 tdapersks.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.

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.
"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.

David A. Duncan, DDS, TDA President

President’s Statement

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 for 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 where we have a baseball bat (with our left hand)

What did you do before you came here? Before becoming 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 meet 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.

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. 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 selflessly! 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.

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.

Denistry is literally a hands-on profession. The same is true for pianists, whose hands are their livelihood. Such is the case for 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."

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 800-932-7275. Mention priority code: VARD01.

T. Bob Davis, DDS – Dallas, Texas

Dr Davis dressed in tux ready for a concert!

TDA MEMBER SPOTLIGHT

Your TDA Perks Credit Card! For more information, call 800-932-7275. Mention priority code: VAR021.
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 remove a fact 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;
- 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 information for Contributors is available at tda.org.