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**The mission of the Pennsylvania Dental Journal** is to serve PDA members by providing information about topics and issues that affect dentists practicing in Pennsylvania. The journal also will report membership-related activities of the leadership of the association, proceedings of the House of Delegates at the annual session and status of PDA programs.
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“Our rotten dental care system: If you’re poor, just grin and bear it...”

Did I get your attention? Because the above headline caught my attention. It came from an op-ed piece written by Dr. Frank Huylér and printed in the New York Daily News on Sunday, May 15. I don’t regularly read the N.Y. Daily News, but I do constantly trawl for dental news and this popped up the Monday after it appeared in the newspaper.

In the op-ed, Dr. Huylér, an emergency room physician, related a recent event in his life. Bothered by a toothache for several days, he made his way to the office of an endodontist in New York City. He liked the office and the endodontist very much. He felt comfortable and well cared for. The appointment was quick, only 30 minutes, and painless, according to Huylér. His treatment cost $1,200, part of which was covered by his dental insurance.

So why would he write an article for publication that says, “That is why the teeth of the poor are so bad. It’s why the profession of dentistry in the U.S. is an ethical disgrace”?

An ethical disgrace? Every day, Huylér writes, he sees poor patients that walk into his emergency room with a toothache. They come to the ER, according to him, because they have nowhere else to go. They don’t have dental insurance and they can’t afford to pay out of pocket for treatment. The best he can do for them is to give them pain medication, antibiotics and refer them to a community clinic. He goes on to say that when they get to the clinic, restorative treatment is usually out of the question and an extraction is the only alternative. His conclusion is that the dental community is grossly neglecting the poor. Either dentists don’t treat the poor at all, or they provide minimal services at best.

Is that a fair statement? Dr. Huylér says that he is lucky to have a professional career and dental insurance, so a root canal is no problem for him financially. But, if you are unlucky enough to have no job or a low paying job and no dental insurance, then comprehensive dental care is out of the question. If faced with the decision to pay rent or buy food or see a dentist, Huylér says that dental care is not an option.

In fairness to Huylér, his opinion piece was meant to challenge the Republican budget plan put forth by Rep. Paul Ryan. According to Huylér, the plan calls for a retooling of Medicare that will more or less resemble the dental insurance payment system. In reality, Ryan is suggesting a voucher system for those under the age of 55 that would replace the current Medicare system (the plan makes no changes for those 55 and older). Huylér wants others to understand that a vote for the Ryan budget cuts will be a vote for a vastly less robust Medicare plan. Medicare patients will be faced with higher out of pocket expenses that will force many to make hard choices just like the dental patients that walk into his ER.

Today we are faced with many challenges. Moral, financial and health issues clash to form the perfect storm of controversy. While some patients don’t visit the dentist because of a general fear, many just can’t afford dental care. Even if dental care was free to everyone, many would still avoid the dentist at all costs and show up only when the problem is at its worst. Statistics have shown that even when Medicaid pays the bills, only a small percentage of eligible patients actually take advantage of the program. Promoting better eating habits, dental hygiene and fluoride should be lowering the rate of dental decay in this country, but a recent CDC report showed that dental disease is on the rise in children for the first time in 40 years.

Organized dentistry is trying to help. Volunteers give thousands of hours and millions of dollars of donated dental services each year. Dr. Huylér thinks that our offices are charging an excessive fee for our services. He singles out dentistry but then also takes a poke at $2,000 endoscopies and colonoscopies. He sees greed in all of health care but he calls only dentistry an “ethical disgrace.” Since he works in a hospital as an

(continued on page 6)
employee, he must not understand what a small business owner must pay in overhead expenses. He must think that $1,200 goes right into the pocket of the dentist. Huyler does not see the costs of rent, employee salaries and benefits, materials and equipment, not to mention the cost of the education to become a clinician. Working in a hospital, Huyler should know that just because the fee for the root canal was $1,200, by no means was the dentist reimbursed that amount by insurance.

Maybe Huyler’s hospital could establish a dental clinic adjacent to the ER to see these dental patients. The hospital could fund a clinic, purchase equipment and hire staff and a dentist to perform these sorely needed procedures and remove the burden from his emergency room schedule. If they paid a dentist the same salary as Dr. Huyler (along with a handsome benefits package — including medical and dental insurance — generally not provided to self-employed dentists), there would surely be a list of applicants for the job.

At the Kornberg School of Dentistry at Temple University, nearly 50 patients line up each day for emergency dental care. Between 10 and 15 patients will receive an exam, X-ray and initial root canal therapy, a pulpectomy. After the pain has gone away, less than 10 percent will return to have root canal treatment completed. Why? For one reason, emergency treatment costs $92 and to complete the root canal treatment and have a crown will cost $700. For another reason, many patients don’t really want to fix their teeth, they just want to get out of pain. So are extractions for the poor an “ethical disgrace?”

Patients are told about the importance of keeping their teeth. Not to blame the poor for their problems; there are a host of reasons that people can’t or won’t follow through on dental treatment, just as there are many reasons that disadvantaged people often don’t follow up on medical care. Many individuals with good incomes and good insurance live in the same world of denial and don’t fix their teeth until they hurt, and then when the problem is too advanced, the only option is to extract. This is a universal problem unrelated to income levels.

I would disagree with Dr. Huyler’s statement that the dental profession is an “ethical disgrace.” Did he not have enough time or room to write about other ethical disgraces? A Google search of free dental services will show many programs available across the country throughout the year. Thousands of dentists and dental auxiliary give their time to help the poor. I am proud of my profession and what it does for the less fortunate. It’s not dentistry’s fault; it’s everyone’s and no one’s. It’s life and life is not always fair!

—BRT
More than 100 dentists, spouses and dental students traveled to Harrisburg on June 14 to advocate for issues of concern to the profession and patients. Access to care issues and insurance reforms were at the forefront of PDA’s lobbying efforts and we remain hopeful that the legislature will pass a couple of these initiatives before the end of the year.

Pennsylvanians face the stark reality, though, of not having enough money in the state budget to continue some existing programs. This may include cuts to the adult Medical Assistance program as the Department of Public Welfare must slash $400 million from its budget. See the next page for a further update on the MA program.

PDA Testifies Before House Insurance Committee

On May 11, PDA testified at a public hearing before members of the House Insurance Committee in support of HB 532, legislation requiring insurers to cover general anesthesia when needed to provide dental treatment to at-risk patients. Eligible patients include children seven years of age and younger and special needs patients of any age. Coverage would apply when general anesthesia is administered in a health care facility, including dental offices.

Testifying on our behalf were Dr. Dennis Charlton, PDA president, and Dr. Andrew Mramor, vice chair of PDA’s Government Relations Committee. They were accompanied by Dr. James Boyle, a PDA member also representing the Pennsylvania Society of Oral and Maxillofacial Surgeons (PSOMS). They each addressed the need for private insurers to cover general anesthesia costs, the number of states that already provide such coverage and the potential costs to patients and taxpayers when dental problems are neglected.

Testifying in opposition to HB 532 were the Insurance Federation of Pennsylvania and Independence Blue Cross. They questioned the safety of general anesthesia in the dental office, cited the difficulty of establishing a network for non-participating dentists administering general anesthesia and warned of increased costs of insurance premiums. After the hearing, PDA followed up with committee members to address the insurers’ inaccuracies and incorrect statements.

The House Insurance Committee failed to vote on HB 532 before the summer recess but will most likely schedule a vote in the fall.

Rep. Murt Introduces Insurance Bills

PDA is striving to make Pennsylvania a more attractive state in which to practice dentistry. As small business owners, dentists often look at a state’s economic forecast, and whether its business and insurance practices are friendly to the dental profession. We have identified several policy initiatives that would enhance Pennsylvania’s reputation among dentists searching for the right place to practice dentistry.

Rep. Thomas Murt (R-Montgomery) introduced two insurance-reform bills on PDA’s behalf:

- HB 1536 would require insurers to assign benefits to non-participating providers. PDA believes assigning benefits is an issue of protecting patients’ ability to choose their dentist, regardless of whether he or she participates in insurers’ plans. Patients should have the right to choose their dentist and their health insurance plans should be required to respect that choice by paying the dentist directly. This legislation does not change the amount insurers would pay for the services. It only changes to whom they write the check.

  We also believe that without assignment-of-benefits, divorced parents with children are less protected if one parent pays for the dentist’s bill covered by the other parent’s insurance, and the second parent does not send the reimbursement check to the dentist.

We are meeting with members of the House Insurance Committee to educate them about the issue and lobbying the committee chair to place this bill on the agenda for consideration once it is introduced.

- HB 1537 would prohibit insurers from capping non-covered dental services. Dentists who participate with insurance companies are being asked to sign contracts that will prohibit them from charging patients their usual and customary fees for non-covered services. The impact of this contractual change for dental practices could be significant if the reimbursement for non-covered services is too low for dentists to cover their overhead expenses, pay their employees, etc. Dentists may have to choose between economic hardship and disrupting relationships with patients if they are forced to drop out of network.

  This is a business decision on the carriers’ part, with full awareness of the implications for relations with their provider networks. In down economic times, this is a calculated risk they may be willing to take to reduce costs and shift risk to provider networks to remain competitive in the marketplace.

(continued on page 8)
PDA has made passage of this legislation our priority for the 2011-2012 legislative session. Understanding the financial impact this policy has on those members participating with insurance companies, PDA’s lobbyists, staff and volunteers continue to meet with members of the House Insurance Committee, to which the bill is assigned for first consideration.

Sen. Kim Ward introduced a companion bill, SB 1144, in the Senate.

PDA Amended Malpractice Insurance Bill

PDA successfully amended SB 388, legislation requiring dentists to carry malpractice insurance, to include the following exemption for volunteer dentists:

Professional Liability Insurance.—(a) A person licensed and practicing dentistry shall maintain medical professional liability insurance in the minimum amount of $1,000,000 per occurrence or claim and $3,000,000 per annual aggregate. Acceptable coverage shall include:

(i) personally purchased liability insurance;
(ii) self-insurance;
(iii) liability insurance coverage provided by the dentist’s employer; or
(iv) liability insurance coverage provided by the community-based clinic for dentists with a volunteer license.

If passed, a licensee must show proof of having purchased insurance to the State Board of Dentistry within 60 days of the issuance of a policy.

This bill passed the Senate in June and will be considered by the House Insurance Committee.

PDA Opposes Cuts to Adult Medical Assistance Program

In February 2011, Governor Corbett released his proposed budget, which would make the following changes to the Medical Assistance (MA) budget:

• Limits reimbursement for routine examinations and cleanings to one annually
• Eliminates funding for crowns, dentures and periodontal services

These changes would apply to adults 21 years of age and older only.

PDA lobbied in opposition to these proposed cuts, arguing that Pennsylvania should, at the very least, maintain its level of funding in the MA dental program. Exiting services are particularly necessary for adult patients with disabilities. PDA met with lawmakers and the Administration to discuss the impact these cuts would have on patients and MA providers, and argued that short-term savings to the budget would result in longer-term expenses to taxpayers.

The budget passed in June, with some question as to what cuts, if any, DPW will make to the Medical Assistance program. PDA is meeting with DPW officials over the summer to discuss funding issues and try to keep funding.

Legislative Checkup Week | August 22-26

For good oral health, you recommend your patients see you twice a year.

For good legislative health, we recommend that you visit your local legislators at least twice a year.

Schedule an appointment with your local representative and senator the week of August 22-26 in their hometown offices. You can even coordinate with your colleagues to make these visits together and see how they score on our issues. You’ll get to rate how “healthy” they are on our issues.

Will they get a clean bill of “health” or need follow-up preventive and restorative care?

PDA will supply all the information you need for you to prepare and make your visits a success.

Here are three simple steps you need to take:

■ Check out www.legis.state.pa.us and click on the box in the right hand corner of the page to type in your home address and find your legislators. Or call PDA’s government relations department for your legislators’ contact information.

■ Schedule a meeting for the week of August 22-26. Let PDA know of your meeting(s) in advance. We will send you handouts to give to your legislators and their legislative health “check-up” forms.

■ Download background information and talking points from PDA’s website at www.padental.org, or ask PDA to send you this information.

■ Assess your legislators’ “health” on our issues and return their health “check-up” forms to PDA, or submit this information online at www.padental.org. Don’t forget to email a picture of yourself and your legislator to mss@padental.org.

Questions?

Contact Donald Smith, government relations coordinator at (800) 223-0016, extension 108, or dls@padental.org.
Building Up in a Down Economy

Across the state, both established and new dentists are reporting that the economy is negatively impacting patient care, office revenue and practice hours. Your Pennsylvania Dental Association (PDA) has benefits and services to assist you with responding to these challenges.

According to the American Dental Association’s (ADA) Survey of Economic Confidence for the Third Quarter 2010, a few of the most common approaches used by members to address patient needs related to the economic downturn include extending treatment durations to help patients pay for care, encouraging patients to use third-party financing, offering patient discounts, acquiring continuing education to broaden scope of services, increasing the use of patient education materials and revised office hours. Full results from the report can be found by visiting www.ada.org/1440.aspx.

In addition to sharing ideas on how your colleagues are coping with the downturn, these survey results also provide assurance that you aren’t the only one facing this challenge.

PDA’s endorsed vendor program includes a vendor for third-party financing for patients, debt collection services and merchant credit card processing. Endorsed vendors have been thoroughly evaluated and offer high quality products and services at a very competitive price and are a great way to reduce office overhead. Visit www.padental.org/vendors for a complete list and more information.

PDA provides a patient referral service to members who participate in the PDA Senior Dental Care program (SDCP). Participating members agree to offer at least a 15 percent discount to patients who are over the age of 65, don’t have dental insurance and are living on a very limited income. Each month, we refer an average of 30 qualified senior citizens to PDA members through this program. Many participating members use the program to broaden their patient base and increase patient referrals. Visit www.padental.org/sdcp to learn more or to participate.

Other ideas for increasing your patient base include a number of “member-only” resources. Both ADA and PDA websites offer an online member directory available to the public. Patients have the option to search for a dentist based on location, specialty or name. PDA directory results include even more detailed information, such as office phone number and website, office hours, accepted insurance, languages spoken and handicap accessibility and allows you to update your profile at your leisure. With the decreasing number of published telephone books, the online directory serves as a valuable tool for marketing your office to the public.

The PDA Members’ Library is an invaluable resource for conducting patient education programs. The library has more than 400 informational brochures, manuals, posters, DVDs, videotapes and slide presentations available to members for a minimal shipping and handling fee. Borrow materials to help build your patient base, give presentations at day care centers, elementary schools and retirement communities or learn more about practice management. Visit www.padental.org/library to view the complete list of materials or place your order.

PDA’s complimentary online Placement Service is available to assist members with finding either full-time or part-time employment. The Placement Service connects dentists who have available job opportunities or practices for sale with dentists looking for employment or to purchase a practice. To enroll in this complimentary member service, please visit www.padental.org/placementservice.

These are just a few examples of how organized dentistry is helping you cope with the challenging economy by saving you time or money. It is important for you to know that PDA is aware of this challenge and will continue to pursue and promote resources that will help you increase your bottom line.

(continued on page 10)
Welcome New Members!

Following is a listing of members who have recently joined PDA, along with the dental schools from which they graduated and their hometowns.

Justin L. Burns, DMD  
Temple University  
Covington Township

Susan A. Cutler, DMD  
University of Pennsylvania  
Bryn Mawr

Nisha Dheer, DDS  
New York University  
East Norriton

William R. Ferguson, III, DMD  
University of Pittsburgh  
Pittsburgh

Paul Fischer, DMD  
Temple University  
Bordentown

David B. Goodale, DDS, PhD  
University of Iowa  
West Chester

Brent D. Guise, DMD  
University of Pennsylvania  
Wexford

Richard J. Horwat, DMD  
University of Pittsburgh  
Wexford

Maki Ishii, DMD  
University of Pennsylvania  
Philadelphia

Steven R. Jefferies, DDS, MS  
University of Maryland  
Media

Stephen M. Kohler, DDS  
Indiana University  
Noblesville

Kristin L. Kratzer, DMD  
Temple University  
Orefield

Margaret K. Loeffert, DDS  
University of Maryland  
Murrysville

Andrew T. Lust, DMD  
Temple University  
Havertown

Joseph Luzzo, DMD  
Univ. of Medicine and Dentistry of New Jersey  
Hamburg

George T. Lynch, DMD  
University of Pennsylvania  
Philadelphia

Jeffery W. Martz, DMD  
University of Pittsburgh  
Venetia

Jeffery M. Parker, DMD  
University of Pittsburgh  
Monroeville

Amar B. Patel, DDS  
University of Maryland  
Moorestown, NJ

Neha J. Patel, DDS  
New York University  
Plymouth Meeting

Udaykumar Patel, DDS  
New York University  
Shavertown

Benjamin Roth, DMD  
Temple University  
Philadelphia

Michelle V. Stovall, DDS  
Howard University  
Gettysburg

Robert G. Wertz, Jr., DMD  
Temple University  
Lebanon

Dana M. Wright, DDS  
West Virginia University  
Pittsburgh

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Andrew J. Mramor, DDS | Clinical Director

Comprehensive Compassionate Care
The Code
One dentist’s thoughts on the importance of understanding the ADA code and how insurance companies’ policies relate to the code.

By Dr. Tad Glossner
Chair, Dental Benefits Committee

“This build up and electro surgery you did on tooth number 30 for Mr. Smith was denied by the insurance company and we can’t collect anything from the patient.”

These, and similar statements from my insurance coordinator, have become the basis of many of my recurring nightmares from which I awake in a cold sweat, sitting straight up in bed, with gritted teeth, a racing heart and the desire to choke a grizzly bear. That is, of course, as long as that grizzly bear worked for any number of insurance companies whose payment policies are more complicated and illogical than the assembly instructions for a 5-year-old’s first bicycle. Why can’t they just simply allocate funds to expertly-completed procedures done by qualified dentists for properly-diagnosed conditions? These are two of the many insurance related questions that haunt me.

Now, you have to understand that I am very unlike most of the dentists I know. I have this crazy idea that I am the one who went to dental school and spent lots of borrowed money to do so. I learned how to properly diagnose the conditions. I learned how to expertly complete the procedures to treat those diagnoses. I took and passed the appropriate tests necessary to be properly licensed to practice this great profession in this great state. Nowhere in my education did my professors tell me that learning insurance companies’ policies was paramount to my successful practice of dentistry. Therefore, why should I concern myself with the insurance companies’ policies at all? They should pay me for what I do and not question my diagnoses.

Now, keep in mind that I understand that my thinking is completely uncharacteristic of everyone reading this article…or maybe not. Maybe, just maybe, you have thought or have heard a colleague say that he or she doesn’t believe that it is his/her/your responsibility to know whether or not an insurance company is going to cover a procedure or at what level that coverage may or may not be. I wonder, have you ever gone shopping and asked a customer service representative how much something was going to cost? How likely would you be to buy that item if that customer service representative’s answer was, “It’s not important what it costs, (i.e. I don’t know what your insurance company will say), it’s just important that you need it?”

So, back to Mr. Smith’s tooth number 30. Had I spent the time to learn and understand that Mr. Smith’s insurance company has a policy not to pay for any gingival procedure in conjunction with a restoration, and that they don’t approve payment for build ups without an intraoperative periapical radiograph that demonstrates sufficient tooth loss to necessitate a build up, I could have treated Mr. Smith a little differently. I could have referred Mr. Smith to a periodontist for crown lengthening or done it myself. Obviously, this would have been best accomplished following a preauthorization so that Mr. Smith knew how much his insurance was going to pay and, more importantly, how much he was going to have to pay. Or, alternatively, I could have done the electro surgery, knowing full well that it needed to be done and that I wasn’t going to be reimbursed for it. Ultimately, if I am honest with myself, my lack of knowledge created a great deal of stress and unhappiness in my life, but I wasn’t the only one affected.

So, let’s review how many people in my life were negatively affected by my apathy toward Mr. Smith’s insurance company’s policies. First and foremost, I was negatively affected. After all, it is me who will not be reimbursed. Then there is my receptionist to whom I dictated three letters to the insurance company in our three fruitless appeals, taking valuable time from her other duties and ultimately making her job more difficult and stressful. Next is my insurance coordinator, who has told me many times that I should consider looking at the insurance guidelines for the procedures because payment happens quicker when the procedures are actually covered and the proper documentation is sent the first time. Her multiple requests for me to understand this has taken valuable time from her other tasks, ultimately making her job more difficult and stressful as well. I can’t forget to mention my accounts receivable coordinator, who has had to remember to pull Mr. Smith’s

(continued on page 12)
bill out of the stack for the last three months because we are still fighting with the insurance company. And, last but not least is my poor wife who, during my nightmares wakes up wondering what kind of maniac she married who is now sitting straight up in bed beside her frothing at the mouth and choking an imaginary grizzly bear.

My second grade teacher used to make me write sentences on the board if I did something wrong. So, my promise to all of those people whose jobs or lives are made more difficult by my refusal to believe that it’s my job to understand insurance companies’ policies is this...I am going to learn insurance company policies. I am going to learn insurance company policies. I am going to learn insurance company policies...

I think it’s about time we, as the leaders of our respective dental teams, start leading by example and taking some responsibility in understanding exactly how to accurately bill for the procedures for which we were professionally trained to complete. By doing so, we will reduce the stress in our lives, our employees lives, our patients’ lives and our family’s lives.

Disclaimer...No grizzly bears were actually hurt in the writing, editing, or publication of this article.

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Tips for finding new patients

A great way to find new patients is to contact insurance carriers with whom you participate and ask if they could give you a list of local businesses that they insure. They may be willing to give you some general information or leads over the phone. Contact the local businesses and ask them to inform their employees that you are accepting new patients and participate with their insurance plan. This would be a great way of advertising to your local business community at very little expense. If you don’t participate with any insurance carriers, you could use the same approach. Contact those large local businesses in your area and let them know you are open for business and taking new patients. In times of serious economic distress being creative can help you keep your appointment book full.
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New Format an Overwhelming Success for Attendees

By Rob Pugliese, Director of Communications

Our 143rd Annual Session was distinct from any other PDA gathering in recent history, but not because of a particular issue debated or a crucial decision made by the House of Delegates.

This year’s Annual Session could potentially be a game changer in the way House of Delegates business gets done. Rather than the customary four-day Annual Session, the 2011 meeting was conducted in a new, streamlined two-day format on April 8 and 9 at The Hotel Hershey.

The condensed slate and accelerated pace maintained a nice blend of business and social activity, with the House of Delegates meeting Friday, followed by Reference Committees and then numerous receptions held Friday evening. The District Caucuses kicked off Saturday, with voting in late morning, the House of Delegates Second Meeting in the afternoon and the President’s Dinner Dance honoring Dr. William Spruill closing the show Saturday evening.

A survey of the delegates and alternates showed that a huge majority approved of the new format and were pleased with the results it achieved in 2011. In fact, the streamlined format was rated the number one thing that attendees liked about this year’s Annual Session.
“The Annual Session Committee worked hard to coordinate all the important activities for both the social and business aspects of the meeting,” incoming president Dr. Dennis Charlton said. “They did a great job!”

“The meeting was impressive,” Dr. Charlton added. “Everything went as well as anyone could expect.”

Dr. William Spruill, who was instrumental in developing this format during his busy presidential term that concluded April 9, said that the overwhelmingly positive response from delegates showed that “it certainly was an idea whose time had come.”

“I couldn’t be more pleased with the results,” Dr. Spruill said. “Though it happened on my watch, the change was the result of collective efforts of the PDA Board of Trustees, guided by our CEO, to assess and evaluate all of our cost centers and implement change where improvements could be realized.”

“The new format demonstrated that the House can make cognitive changes reflecting our commitment to more efficient use of our time and resources while affording plenty of opportunity for camaraderie, social interaction and appropriate recognition of our honorees,” Dr. Spruill added.

Dr. Jeffrey Sameroff, PDA secretary said, “The meeting was great,” adding one suggestion, “I think we should move the President’s banquet to Friday night if possible.”

That suggestion was echoed by several other attendees, but for the most part, delegates were effusive in praising the new format, and cited the reduction of down time, allowing them to spend more time with their families or back home working in their offices.

A few people expressed a desire for more social activities.

“I believe that we are underestimating the importance of camaraderie,” said Pennsylvania Dental Journal editor emeritus Dr. Richard Galeone. “People go to meetings for many reasons, and social interaction is high on that list. I am afraid that over time the abbreviated social experience will lead to a lessened interest in attending the meeting.”

However, some attendees stated that the new format will have great appeal to younger members whom districts want to attract to their delegations, and is more suited to their idea of what a meeting should be.

Cost savings for the association was another positive factor cited by attendees.

One issue that attendees were fairly split on was whether an informational session should be included in the format. There

“The Annual Session Committee worked hard to coordinate all the important activities for both the social and business aspects of the meeting,” incoming president Dr. Dennis Charlton said.

“They did a great job!”
were passionate views for and against.

“An informational session was held after the reference committee meetings, but unfortunately not all who needed to be there were able to attend due to being on a reference committee,” Seventh District trustee Dr. Wade Newman said. “This was a great time to have an informational exchange on a district to district level about things that are impacting on a district level, such as the IRS. I would like to see that section of time kept for purposes of that nature.”

A small minority of those surveyed expressed concern that a future Annual Session with more issues to discuss and resolutions to consider would not lend itself nearly as well to this format. They saw potential problems.

“I think the streamlined format worked OK only because of our rather light workload this year. If we tried this format for an issue-packed session, I think we will be in trouble,” Dr. John Nase, a Second District delegate, said.

Others, like Dr. David Schwartz, Fourth District delegate, said he is confident that PDA should be able to adapt to whatever a particular year has in store.

“As long as there is the flexibility of adding more time if a particular year shows that there is a need, I see nothing wrong with the current format,” he said.

Overall, the new format was rated an overwhelming success with nearly all attendees wanting to see it continued.

“I was surprised at how well things went,” Fifth District alternate Dr. Harry Meyers said. “I think you need flexibility in case ‘mega issues’ arise, in which case more time could have been needed. But so much ‘down’ time was eliminated [this year].”
Greetings and thank you in advance as you prepare for the 143rd Annual Session of the Pennsylvania Dental Association. Thank you all for volunteering and for your active participation so that, together, we may guide our great profession and our Association. Usually the President’s Report is a review of the progress on the year’s initiatives and this will be a review to some extent. But I hope much of that information has been self evident because of our member communications through our award-winning Journal, Transitions, all of our other publications, our newly re-designed website, our Social Network at www.community.padental.org, e-Grams, newsletters, Capwiz alerts and even my blogs. I have written many and some are actually quite good (opinion, mine).

Special Thanks
Several special thanks are due. First and foremost, my most gracious thanks goes to my loving and generous wife, my soul mate and partner in life, love and dental practice, the lovely and gracious, Dr. Lillian Wong. I have been strengthened by having her at my side on many occasions. We are all blessed by her seemingly unlimited forbearance. Even with an already limited office schedule she covered last minute changes so I could run to Harrisburg to give a speech or discuss a legislative issue. Thank you my love.

When I was elected President-elect I looked at our former presidents seated in the front row and said we stand on the broad shoulders of those who have gone before us and beside us. No President does this job alone. Many thanks to those heritage dentists, who have given us so much in the past, and to your Board of Trustees, who continue to serve.

Immediate Past President Andy Kwasny has shown the perfect balance of encouragement, guidance, support, assistance and letting go when I am on point.
His comprehensive work on HD 10-24 has defined our knowledge base and will lead to informed decision making on PA dental education and dentist workforce issues for years. Thank you, Andy.

President-elect Denny Charlton chaired the Strategic Planning Committee. His committees’ work-product is excellent and is before you for adoption at this House. Denny represented us at New York and Maryland state meetings, Columbia University’s Dunning Conference on mid-level providers and he testified at the FDA hearings in December. He is already one of our best presidents ever, even before he begins his term.

Thanks to PDA Secretary Jeff Sameroff, who after monitoring our work at the ADA House of Delegates, revised the “Responsibilities for ADA Delegates and Alternates” to make us a more effective delegation at our national meeting. These recommendations were unanimously approved by your PDA Board of Trustees. Please look for them in Board Report #3 and keep them in mind if you are nominated as a delegate at-large and as you are called to serve.

Your Pennsylvania Dental Association was very active this fall with our legislative push, attendance at district and local society meetings, as well as district events for legislators. In January we began the third legislative session with our fine Lobby firm, the Winter Group. They deserve our thanks as they have taught us a great deal about accessing the system and about political reality. In turn they have learned about our issues, our profession and our association. The knowledge we’ve gained together portends well for the future. I am excited and optimistic about our effectiveness with a new administration and a new majority in the PA House on matters of importance to dentistry now and in the future.

I must also extend special thanks to Camille Kostelac-Cherry and our excellent PDA staff, each one a true professional, who parks their ego at the door and works diligently on your behalf each and everyday. They are a superbly dedicated group whose one aim is to make dentists, the profession and our association look good. And as Association leaders, so should we all.

Recom m endations

At our Strategic Planning retreat this past July, our consultant described us as “strongly habit bound and change averse.” And indeed we are. So much so that often we make a well thought out change, then change it back before we have seen the change take effect.

At the 2010 House you adopted many changes to this organization; changes which require that we be more efficient, cost-effective and responsive. Special thanks to the entire Board of Trustees who have continued to conduct their business on the PDA Social Network and are leading the way toward the organization we can be and truly must become.

1. Let me share an example of strategic thinking and positioning PDA for the future. At our November Board meeting we discussed the ADA Annual Meeting Delegation. Again this year it was evident that funding 18 alternate delegates is excessive. And while we agreed that it may be fiscally unwise to fund all 18 for the coming year, your BOT decided to recommend no changes in the ADA Delegation for two to three years so that we may completely evaluate the effectiveness of your decision last year. We discussed the value of sending new leaders by having alternate delegates from the districts including district presidents and president-elects who may not be PDA delegates. This gives them the national exposure of the ADA Annual Session and equipping them as future leaders. We compared filling those “designated alternate” slots with folks already committed to ADA Councils and Committee positions because of their contacts with their other council members around the country. Are these folks committed enough already with their meetings in Chicago throughout the year
and tapped out when it comes to the ADA Annual Session? Is the additional 5 days required at the ADA Annual Session asking too much? And are the relatively few contacts from their council members, who may or may not be ADA delegates, even meaningful at the ADA House? And what has been the performance of our own delegates and alternates who are elected at-large by the PDA House of Delegates?

This is an example of a classic leadership debate, balancing possibility-thinking with effectiveness and reality constraints. Like your BOT, I hope the HOD will not change the make-up or funding for at least another year or two so that your Board can evaluate the delegation’s effectiveness which will be enhanced by the changes that Secretary Sameroff and the BOT have instituted. I look forward to an information-driven decision when we have a few more years of experience to adequately evaluate the changes you prescribed in 2010.

II. The 2010 HOD also changed the dues statement. Unfortunately in this dues cycle, 2011 contributions to the Pennsylvania Dental Foundation and the PAC are lower than ever. So much for the “above the line, below the line” debate. But please, let’s not change it for 3 years. Maybe it will get better as our members become more familiar with it or maybe it’s the economy. In the meantime please contribute to the PAC and the Foundation yourselves – leadership by example is a powerful statement. Then, as PDA leaders, please encourage all our members at every gathering to do so as well.

With regard to the dues statement itself, my view is that the HOD should be determining the strategic directions and philosophy of the association, not operational issues. I hope you will return the responsibility for the statement format to the Membership Committee and our membership staff. Allow them to determine the most effective format for the dues statement based on their years of experience; what works well and avoids problems with our most eclectic members at renewal time.

“Every leader in the Pennsylvania Dental Association, in fact every member of our profession, is a legacy in our organization, among our colleagues, in our communities, and most importantly, within your own family.”
III. Our Annual session, two full days, will be new this year. It is “right-sized” and I applaud the House for the decision. I am excited with all that is planned. Given the constraints of the venue, we are doing exceedingly well with the transition. I am asking the 2011 House to stay the course with the annual meeting format for the next few years and not propose any changes this session.

You should know that the Friday evening social event requires significant outside financial support and can be a strain on the fundraising abilities of the committee charged to plan the event. Further, it always seemed odd to me that we would throw a party that our most dedicated delegates, those serving on reference committees, cannot attend. This year we will have a night of receptions open to all delegates and members present. There will be abundant opportunity for camaraderie and collegiality at the Pit Reception 4:30 to 6:30, the PADPAC Reception 6:30 to 7:30, then a dessert reception sponsored by Temple. At the PADPAC reception we will present the Outstanding Legislator Award to Sen. Orie and Rep. Pashinski for their sponsorship of Act 19, our EFDA Bill. I expect to see all of you there to honor them and sow the seeds for future legislative successes.

Our contract with the Hotel is complete in 2013. The Hotel Hershey is a resort hotel not a convention venue. The PDA is a significant customer and the hotel staff love to have us. They have admitted to me how shocked they are at how much chocolate we dentists eat in the brief time that we are there. But the Hotel Hershey is an expensive venue and it is cost prohibitive to provide electric at each delegates’ place so we can conduct our business electronically. There are many newer venues in the mid-state and we should explore these opportunities. For our Annual Session 2013 and beyond, I encourage the board to conduct a comprehensive assessment of our needs so our staff can research other appropriate venues in preparation for decision making about our annual gathering.

My long-term vision is that the Pennsylvania Dental Association will have a two-day, statewide meeting in an appropriate venue that is revenue neutral. I believe we should set a goal for 2014 or 2015 for a day of meaningful, broad-appeal CE
with vendors and exhibits, followed by an evening House of Delegates. On the following day begin with Reference Committees then after the discussion, draft resolutions in plenary (committee of the whole), convene the House and adopt our resolutions. Then enjoy our accomplishments and celebrate with a social event. Please give it some thought.

IV. In my President’s Address to last year’s House, I asked each of you to become a PAC contributor at some level and the owner of at least one PDAIS product. PDAIS is our single largest asset and our single largest contributor to our endeavors throughout the year even though the market penetration into our own membership is a mere 16 percent. Please, please allow them to quote your auto, workers comp, professional liability or business property and casualty insurance. Imagine the possibilities if we would double or triple our own participation. You should know that all of my practice policies are with PDAIS.

V. I also asked local leaders to strive to create a welcoming environment for non-members as an encouragement to all. In January, I spoke to the Cumberland Valley Dental Society on workforce issues. They have an 89 percent overall member market share and 100 percent of their women colleagues are members. Outstanding!

Our dental school classes became 45-55 percent women in 1994 and have been ever since. I would love to see a dedicated effort to recruit, retain, encourage and involve greater numbers of our women dentists at the district and local level. I don’t know how specifically. Perhaps it will occur as a natural by-product as those of us with 20-30+ years in our local leadership continue to step aside for younger leaders. Every district needs to avoid “churning” from the same pool of folks and create capacity to involve our new leaders. Our vitality depends on it and the women are out there. The first step is to invite them.

**Observations and Reflections**

One of the more somber duties of the President is to honor the passing of a colleague. We lost John Staubach and Charlie Ludwig on the same day last summer. Both men were giants in the Fifth District and important in my accepting leadership responsibilities decades ago. I was gratified to see to strong support from their many friends who attended their services.

John was a WWII vet, one of the “Greatest Generation” a man with many, many talents. I was particularly warmed by his obit which said he was “survived by his loving wife of 54 years.” We all were very used to seeing John and Lois together. Lois joined John on New Year’s Day.

My reflections on these events coincided with my own family research. Genealogists and social historians caution that, if you are an immigrant, (aren’t all Americans?) when you research your ancestry you will rarely find nobility or greatness. Those who succeed well in a society are not those who emigrate. They are more usual folk, sometimes without means, seeking a better life. Satchel Page said, “ain’t no man can help being born average, but ain’t no man got to be common.” I would add, commonness has never been a negative. My parents, many of your parents and others of the greatest generation shared that commonness in large part; ordinary people who accomplished extraordinary things. After all it was the middle of America that stormed the beaches at Normandy and Guadalcanal not the Harvard elite.

Our dads, William Hester Spruill and Mun Him Wong, were like 74 percent of their peers who personally shared the WWII experience, which taught them in the two decades that followed, if you join a large organization with dedicated values and work hard, you can only succeed. I liken that to our PDA. We all share a commonality and we are an organization with dedicated people, dedicated values and shared commitments.
Before I finish with one more reflection, when you see our heritage dentist leaders; Alex McKecknie, Bill Trice, Les Levin, Nick Saccone or Steve Kondis, make it a special point to thank them for being pioneers of the profession, for being great leadership role models and for getting us where we are today as an Association. We almost lost Ronnie Gross some years ago after his new knees were installed. Please thank him for all he has meant to us and give him a man hug.

You are a legacy

For me the clear highlights of this year were events with dental students. These young people are sharp and our future has never looked brighter. You may have heard me say, there is no shortage of qualified applicants. Let me speculate why I believe that is so. Our medical colleagues have been telling their children not to go into medicine for a generation. Not so dentistry. I believe in large part these young women and men are choosing their careers based on what they see in their families and in their communities. Like it or not, you are a legacy to them because of your lifestyle and your personal and professional standards. I believe dentistry is a calling. Every day we deal with people's fears, real and imagined. We restore, rebuild and renew people's oral health insuring that integral part of their overall health.

Every leader in the Pennsylvania Dental Association, in fact every member of our profession, is a legacy in our organization, among our colleagues, in our communities, and most importantly, within your own family. Through the challenges we face each day, we determine what that legacy will be.

Lillian and I, like so many of our generation of dentists, are the sons and daughters of the working class. I see some of that has changed. As I traveled over 5,000 miles on your behalf this year, the pride I see when a son or daughter joins one of our age peer colleagues in the family dental practice is always palpable. If you joined one of your parents in practice you know exactly what I mean.

Let me close with this thought. If we are “distinctive, it is because of our heritage and our experiences.”* From the days of Sir Walter Scott, “the Highland clans resembled a large family; all of whose members share the same name. The chief was not “upper class” rather he was the leader who traditionally made decisions and took responsibilities as Kinsman to all members of the clan; he rarely lord it over them, but asked only for their loyalty and their service.”*

That is how I looked at my term, one of servant leadership. As I have traveled around the Commonwealth I have experienced that kinship first hand and greatly appreciate the kindness and hospitality extended to Lillian and me.

When we build each other up, the whole becomes greater than the sum of its parts! And isn’t that the essence of the Pennsylvania Dental Association, our professional association? To preserve, protect, defend, enhance, involve and uplift our profession and each other. That indeed is worthy of joyous celebration! Please plan to join us on Saturday evening. Thank you again for your service. It has been a privilege and an honor to represent you this year. All the best.

—Bill

*Quotes are from The Scotch Irish, A Social History by James G. Leyburn
Dr. George Bullock presented the PDA Distinguished Service Award to Dr. Richard J. Galeone on April 9 during the Second Meeting of the House of Delegates.

At this time it is my privilege to present the highest honor that the PDA can bestow upon an individual – the PDA Distinguished Service Award.

Each year, the PDA selects from among its members a dentist whose contribution of time and effort to the association has been exceptionally significant, whose achievements and high standards have been of such character as to have materially aided and advanced the science and art of dentistry; or whose public life and activities have been of such a nature as to reflect great credit upon the dental profession. This year, the Awards Committee of the Pennsylvania Dental Association has selected Dr. Richard Galeone to receive this very prestigious award.

For more than 40 years since his graduation from Temple University School of Dentistry, Dr. Galeone has shared his extraordinary talents, perceptive insights and unfailing commitment to benefit the dental profession.

After graduating from dental school in 1968, Dr. Galeone received his specialty training in the field of Pediatric Dentistry at the National Children’s Medical Center in Washington DC. He went on to serve in the Dental Corp of the United States Air Force. With the rank of Captain, he was put in charge of dental care at Loring Air Force Base in Maine. At the conclusion of his brief, but exemplary, military career he received the Air Force Commendation Medal for Meritorious Service. In 1972 he returned to Pennsylvania and founded North Penn Pediatric Dental Associates in Lansdale, the highly respected and successful practice that he still runs today.

In 1972, in addition to opening his private practice, Dr. Galeone served as an educator and became involved in the
association of his local dental society. He served as a clinical associate professor in the Department of Pediatric Dentistry at Temple University and volunteered his services to help the Montgomery-Bucks Dental Society. With his local dental society he served as chair of the Children’s Dental Health Month, Dental Care Programs and Fluoride committees. It is interesting to note how often we find that these same committees serve as the stepping-stone for the future leaders of our profession.

Among his many other noteworthy achievements, Dr. Galeone was president of the Montgomery-Bucks Dental Society and was a founding Co-Chair of the Valley Forge Dental Conference in 1986.

He has served as a delegate in the PDA House of Delegates for nearly 30 years. Many of you here have served alongside of him and benefited from his counsel.

While serving on numerous local, district and state committees, starting in 1989 Dr. Galeone simultaneously began his decorated career as a dental editor, with the Second District Valley Forge Dental Association’s publication. He served as editor of the Valley Forge Dental Association Journal from 1993-1999. At that same time, he began serving as associate editor of the Pennsylvania Dental Journal before rising to the position of editor in 2000.

As editor, he built upon the successes of Dr. Judith McFadden and continued to attract national attention to our publication through his editorials, sometimes light-hearted tales and at other times serious pieces about advocacy or urgent issues impacting the dental profession that needed to be addressed. Dr. Galeone served as the editor of the Pennsylvania Dental Journal for eight years and continues to serve as Editor Emeritus.

In 2002, Dr. Galeone won the prestigious William J. Gies Foundation National Award for the editorial “Everyday Ethics.” In 2007, he won his second Gies Editorial Award for the piece “There is No Single Solution to Access Challenge.” It is interesting to note that early on Dr. Galeone was at the forefront of addressing two major issues that continue to impact the dental profession today.

His insights and vision for the future have helped shape our understanding of what actions the leaders in the field of dentistry need to take in order to withstand the winds of change that buffet our noble
profession. In the process, he has given us a better understanding of not only what our organization presently is, but what it needs to become to be most efficient and effective in the future.

His leadership has impacted numerous other organizations, many of them at the national level. He held every office in the American Association of Dental Editors, including his term as AADE president in 2001-2002.

In 2004, the Second District Valley Forge Dental Association presented him with its Annual Recognition Award for distinguished and unselfish service to the dental profession. Currently, he is editor of the USA Section of the International College of Dentists – a position he has held since 2004.

Just this past fall, the International College of Dentists honored Dr. Galeone at the group’s annual journalism awards in Orlando. The award for the 2010 Outstanding International College of Dentists Newsletter went to Dr. Galeone for his work as editor of The College Call, the publication of ICD’s publication for Pennsylvania.

There are many of you here today who know Dr. Galeone through his editorials in the Pennsylvania Dental Journal or by simply working beside him here in the House of Delegates. We have all enjoyed his vibrant and refreshing style of writing and his sharp wit and unique sense of humor that serve as the cornerstone of his engaging and upbeat personality. If there is fun and laughter to be had you will often find Rich in the middle of it. For him laughter is truly the best medicine and he shares it with others everyday.

Dr. Galeone: educator, master clinician, philosopher, humanitarian, journalist and editor — he truly is a man of multiple talents who is deeply committed to the profession he loves and, like many of you here, I am proud to call him a friend.

Please join me in giving a warm reception to the recipient of the 2011 Pennsylvania Dental Association Distinguished Service Award, Dr. Richard Galeone.

Dr. Galeone’s Remarks:

Thank you, Dr. Bullock for that generous introduction.

President Spruill, officers, trustees, delegates and guests:

I want to thank all of my friends in the Second District for nominating me, and the members of the Annual Awards Committee and its chair, Dr. Craig Eisenhart, for selecting me to be the 63rd recipient of this most prestigious award. I accept it with a deep sense of humility and gratitude.

It’s a little daunting to realize that you are receiving the most meaningful honor of your life. For me, this is surely the case. And to receive that honor for doing things that I enjoy makes it all the more special.

Time is a precious thing. It’s right up there with family, good health and happiness. Once spent, a person can’t get a refund. If it’s spilled, one can’t get it back into the bottle. But time is the gift that we, all of us in this room, give when we volunteer our service for our patients and our profession. That time, for the most part, we have taken from our families. So, they must share in any recognition we receive. In my case I have consistently been supported and cheered on by my wonderful wife and proofreader, Carolyn, my mother, my daughter, Gwen and my sister, Angela, who are sitting in the back of the room, and, it seems to me, by a Cecile B. DeMille host of a thousand relatives.

They have given me only a few minutes, so I’ll try to make the best of them. Although my volunteer life in organized dentistry started out as chairman of the Fluoride Committee, a committee of one, of the Montgomery-Bucks Dental Society, after working my way up through the chairs of that group I was drawn to Dental Journalism and, for me, that turned out to be a good fit. I liked being involved. I liked sharing my opinion. And I liked feeling that I had some say about the course of the profession. Some people agreed with my views, and some didn’t. There were phone calls. There were letters. And there were e-mails. I discovered that I wasn’t the only one in

1978 Dr. Lawrence L. Lathrop
1979 Dr. Bernhard Shair
1980 Dr. Dale F. Roeck
1981 Dr. W. Arthur George
1982 Dr. Edward J. Forrest
1983 Dr. John L. Bomba
1984 Dr. George P. Boucek
1985 Dr. Alex J. McKechnie, Jr.
1986 Dr. Waldo G. Gamba
1987 Dr. William A. Booth
1988 Dr. Eugene E. Katz
1989 Dr. James W. Smudski
1990 Dr. William B. Trice
1991 Dr. Nicholas D. Saccone
1992 Dr. Lester L. Levin
1993 Dr. Marvin Sniderman
1994 Dr. Frank J. Sammartino
1995 Dr. Simon A. Horkowitz
1996 Dr. George W. Brett
1997 Dr. Marlin A. Miller
1998 Dr. Kay F. Thompson
1999 Dr. Herman M. Aqua
2000 Dr. Jack H. Neff
2001 Dr. John D. Lathrop
2002 Dr. Stephen L. Kondis
2003 Dr. John W. Staubach
2004 Dr. Eli Stavisky
2005 Dr. Augustine J. Chialastri
2006 Dr. Ronald B. Gross
2007 Dr. Ronald D. Bushick
2008 Dr. George A. Kirchner
2009 Dr. William G. Glecos
2010 Dr. Judith McFadden

* Formerly known as the PDA Annual Award; renamed in 2008
dentistry with an opinion. But little did I suspect that 39 years later I’d still be sharing my views with other dentists.

Over a 16-year period as associate editor and then editor of the Pennsylvania Dental Journal I had the opportunity to travel around the Commonwealth, meeting and interviewing dentists, hearing their stories and getting their opinions about the issues that impacted the dental profession. Later, with the American Association of Dental Editors I had the privilege of meeting and working with dental editors from every state in the country in our attempts to raise the standards of dental journalism. And then with the International College of Dentists I have had the chance to work with dentists from different parts of the world on various projects. It has been a fantastic ride for me – a ride that I don’t think would have been offered in any other profession.

So, when you take a ride that lasts 39 years, you can’t help but notice a few things: In general, serving the profession is fun; one determined person can effect great change; dentistry is probably the most ethical of all professions; volunteerism makes one a better and more compassionate practitioner; when you serve, you always get a more compassionate practitioner; when you serve, you always get more that you give, and; the friends you make along the way are the greatest reward of service to the profession.

Thank you again for this recognition and great honor. It is something I will always cherish. I am very proud to be a member of the Pennsylvania Dental Association.
Dr. Peter Carroll and Dr. David Tecosky Honored with PDA Public Service Award

Dr. Judith McFadden presented the PDA Public Service Award to Dr. Peter Carroll and Dr. David Tecosky on April 9 during the Second Meeting of the House of Delegates.

Our first encounter with adversarial and public picketing in Philadelphia occurred during October 2005, at the ADA’s Annual Meeting. On the first day of the meeting word quickly spread among the members of the Committee on Local Arrangements that there was a group gathering around the west entrance to the convention center. Police, Philadelphia’s finest, were everywhere. Their car lights were flashing furiously and guns were in evidence. The small band of picketers, maybe about 12 to 15 individuals, (honestly, a rather motley group) were quietly preparing their placard signs and body sandwich boards which showed terrible illustrations about what amalgam had done to the sad individuals pictured. Pete Carroll, the vice chairman of the Committee on Local Arrangements, was standing next to me right outside the door of the center. We had been given strict orders by the American Dental Association not to speak with or anyway interact with any group that might show up to use the meeting as a public forum for its grievances. I whispered to Pete and asked what he thought. I think he said something like, “It’s a weekday; I wonder what they do for a living?”

Fast forward to 2008 and they’re back, the motley crew, and they have found a way to harass the citizens of Philadelphia and seriously compromise access to care especially for children and the underserved. They have gotten to city council to try and convince the medical and dental geniuses on that group to pass a resolution to ban amalgam from within the city limits.

When I learned that Pete and David
Tecosky were both chosen to receive the Public Service Award. I was very pleased with the Annual Awards Committee’s decision. Both of them, Pete and David, gave up countless hours of professional and personal time to represent the best interests of dental health in the city of Philadelphia and by extension to turn back ill-considered legislation that the anti-amalgamists would surely have used to further their cause in other cities and municipalities. They, under the guidance and with the support of ADA and PDA, were able to bring science and an understanding of the economic and medical benefits of amalgam restorations to the discussion.

The amalgam issue is certainly an ongoing discussion and concern for all of us within the tripartite. But David and Pete, through their resourcefulness, determination and great expense of personal and professional time were able to turn aside a radical move by a radical group at a critical time.

As a footnote to the picketing at the ADA meeting in 2005, I phoned David, who was a group leader of the Committee on Local Arrangements, to ask if he had been at the west entrance of the convention center on that day that the anti-amalgamists were picketing. He replied that he was not and was just as happy that he wasn’t. Given that David has the job to organize the national AGD meeting in Philadelphia in 2012, I know that he now has plenty of experience on how to handle such problems if they occur on his watch.

You have in your Annual Session program book, biographies of Pete’s and David’s significant accomplishments within organized dentistry. It is not for no reason that awards are given to member individuals with a long list of accomplishments in the profession. To do what David and Pete did demands significant experience and a deep understanding of all the aspects of providing care and its legal, medical and economic ramifications. I am proud to introduce to you both Pete Carroll and David Tecosky and to present them with this year’s Public Service Award.

Dr. Carroll’s remarks:

Thank you. I am both humbled and honored. There is just one other person who should be up here with us but because he is on the Annual Awards Committee he could not award himself this award. But, Tom Gamba was just as critical in this fight and had just as much influence and he’s got a great story to tell you about the very first public hearing Tom and I attended together. Time is of the essence, so when you see Tom in the hallway, ask him about that day we spent in city council. I really am humbled by this award and I hope you have a great meeting today. I wish you wisdom and God’s speed. Thank you.

Dr. Tecosky’s remarks:

I’d like to second what Pete said about my good friend, Tommy Gamba, because without Tom’s assistance, I think I would have had a little bit of difficulty dealing with some of those crazies at our meetings. I also want to make a point about being active in organized dentistry. Early in my career, in the late ‘80s, I was at a Southern District Dental Society dinner meeting and one of the practicing dentists said to me, “What do you think about organized dentistry?” And I said to him, “I think it’s a bunch of old guys.” Now I look in the mirror and think, wow, my hair is turning white now. But the point of it is, he asked me to get actively involved and I haven’t stopped since. And that’s what we all need to do. Ask for the opinions and advice of our young members and get them actively involved. Thanks so much. This [award] means a lot to me.
THANK YOU
The Pennsylvania Dental Association is deeply grateful to the following supporters of the 143rd Annual Session

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The Pennsylvania Society of Oral and Maxillofacial Surgeons
The Dentists Insurance Company (TDIC)
Fifth District Dental Society

Trustee’s Circle ($2,000 - $3,999)
United Concordia Dental
Thayer Dental Laboratory
DSG Muth and Mumma Dental Laboratory
Harrisburg Area Dental Society

Delegate’s Circle ($1,000 - $1,999)
Pennsylvania Association of Orthodontists
Bank of America
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Nemacolin Woodlands Resort
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York County Dental Society

Member’s Circle ($500 - $999)
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Metro Bank
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PDA ENDORSED WEBSITE SOLUTION ATTRACTS NEW PATIENTS

Today more than ever, people are turning to the Internet as a simple means of learning about their medical and dental health. Having a great website that provides information on dental procedures, conditions, and treatment options will help current and prospective patients become better informed on the services and care you provide. An effective website is also a great referral tool, because it's a simple way for your current patients to introduce others to your practice. No matter how it's used, a great website WILL help you grow your practice.

Recognizing the importance of a strong online presence, the PDA was compelled to assist doctors in their search for an excellent dental website design firm. After carefully evaluating the website design, content, and ease of use of several website development companies, the PDA selected ProSites as the preferred website solution for PDA members.

“My website consultant was friendly and the set-up process was very easy,” remarked Dr. Stephen T. Radack, III, Treasurer of Pennsylvania Dental Association Insurance Services, Inc. (PDAIS). “If you have been thinking about adding a website to your practice, I strongly recommend ProSites.”

Attracting New Patients Just Got Easier

As the dental industry’s fastest growing website design and Internet marketing firm, ProSites makes it both easy and affordable for dental professionals to launch a high-quality website that attracts new patients from the Internet. In addition to the excellent patient-oriented content that is provided, each website includes interactive features that help streamline patient communications and online appointment requests.

Setting the industry standard, ProSites website designs are more graphically compelling than typical dental websites. The exceptional layouts, attractive color schemes and premium photographic images are certain to impress visitors and enhance your professional image. Flash movie introductions, patient education videos, a customizable smile gallery and an online appointment request page are just some of the many elements included in every ProSites website, at no additional charge. The websites also include advanced search engine optimization (SEO) techniques for maximum exposure on top search engines like Google, AOL, Bing and Yahoo! SEO is a blend of content enhancement, link placement, and HTML code that provides optimum results for each given search query.

Discover Greater Flexibility

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Committed To Your Success

ProSites doesn’t merely furnish doctors with a great website; they deliver exceptional customer service and support. Their friendly, helpful and qualified staff is ready to deliver white-glove service anytime you call. The entire ProSites team is as passionate about customer service as you are about patient care. It’s no wonder why the PDA selected ProSites as the endorsed website provider for PDA members.

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If you’ve thought about getting a new website for your practice but aren’t sure where to begin, you’re in luck. ProSites offers a Free Test Drive that lets you build a high-quality website in less than five minutes. There’s no payment or obligation of any kind and you’ll have the benefits of seeing your actual website before you spend a dime. Visit www.prosites.com/pda and give it a try right now – you’ll be impressed!

For more information about ProSites, or to take the FREE Test Drive, visit their website at www.prosites.com/pda or call toll-free (888) 932-3644.
THERE'S A REASON WHY...
The Pennsylvania Dental Association Selected ProSites®

My website consultant was friendly and the set-up process was very easy. If you have been thinking about adding a website to your practice, I strongly recommend ProSites.

Stephen T. Radack, III, DMD
Treasurer, Pennsylvania Dental Association Insurance Services, Inc. (PDAIS)

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## Attendance Record

### 2011 House of Delegates Attendance Record

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As I sit down at my computer to begin this report I realized that the deadline to complete this report is more than two months before the PDA Annual Session. So as I begin writing, I’m reflecting back over only nine or ten months that I have served in this office. My “year” as President-elect has been educational, interesting and rewarding. I’ve learned so much and I still sit here feeling there is more I need to master to be able to effectively take the lead on the issues that are before the PDA. In the book, Outliers, the Story of Success by Malcolm Gladwell, the author theorizes that it takes 10,000 hours to master a particular subject or skill. After spending four years as a PDA Trustee, five years as Speaker of the House of Delegates and this last year as President-elect, I’m sure I’m approaching that mark. Let me tell you what I’ve been up to these past months preparing to follow in the footsteps of so many great PDA presidents.

This past year has been one of increased concern about the prospect of mid level dental providers. I spent a weekend in Austin, Texas, last February as my introduction to the strong Texas opposition to any dental auxiliary providing restorative service. Many of your ADA delegates and alternates spent time at the ADA Annual Session in debate about all aspects of allied dental personnel. Then in December 2010, I attended and spent time at the Dunning Symposium conducted by Columbia University School of Dental Medicine. There the debate continued as they presented the “dental practice of the 21st century” (which included mid levels.) The Kellogg Foundation and Pew Foundation both have weighed in to effect the development of some type of mid level provider in dentistry. Kellogg is actively pursuing legislation in five states this year (thankfully not here in Pennsylvania) that would result in a law that develops dental providers other
than licensed dentists. This is a concern that we have on our radar and will continue to monitor in the coming year. The eyes and ears of the ADA and PDA are watching and listening to those who feel they need to change the way dentistry is administered to our patients. We are ever vigilant and preparing to protect our current dental delivery system.

Our advocacy efforts have been another area that has required plenty of attention. We managed to have positive affects on several pieces of legislation in the last legislative session. House Bill 602, which amended the dental law further expanding the definition of “expanded function dental assistant.” This new law gives the EFDA’s a wider range of duties. Although regulations are yet to be established to implement this act, the law is in place and soon our EFDA’s will be able to add the additional duties. EFDA’s will now be authorized to perform the additional duties which include polishing teeth, applying fluoride treatments and taking impressions for athletic mouth guards all under dentists’ direct supervision. House Bill 482, which was to require ID badges for all health professionals, was successfully tweaked to exempt dentists and their staffs. We argued that our practices are fundamentally different from hospital based physician practices. Our message was well received and ID badges won’t be necessary in dental offices the near future.

Other areas of good solid progress were Senate Bill 1222 and House Bill 2684. SB 1222 is a bill generated by the PDA to make it law to prohibit an insurance company to dictate fees for services that they don’t cover. This issue was given to the BOT by the HOD via HD 10-26, which reads:

RESOLVED: THAT PDA ADVOCATE FOR THE PASSAGE OF LEGISLATION IN THE PENNSYLVANIA GENERAL ASSEMBLY THAT PROHIBITS INSURERS FROM CAPPING NON-COVERED SERVICES PROVIDED BY PARTICIPATING PROVIDERS.

This “non-covered services” bill was voted out of the Senate Banking and Insurance committee. As the legislative session came to an end so did the opportunity to enact this important legislation. The PDA is positioned to reintroduce this legislation.
and others and pick up where we left off with the new legislative session that has just begun. Dr. Spruill has taken the point by making numerous visits to “the Hill.” Bill has met with potential sponsors of legislative bills and ensured the meaningful language of each piece of legislation supported by PDA. Bill has given so much and we owe him a huge debt of gratitude.

HB 2684 from the 2009-2010 legislative session was a bill written to permit a restricted license to teach dentistry for foreign trained dentists. This bill is designed to aid our dental schools fill teaching positions in the schools. The deans of the dental schools support this legislation and we have been working to help them. Time ran out in the legislative session for this bill as well and I’m sure we’ll be seeing it in some form in the 2011-2012 legislatures.

The Lobby Day back in June 2010 was a big success. There were twenty-some teams of dentists, spouses, and dental students who spent time with nearly every state legislator or their staff. Each team was given a list of appointments with various legislators. The meetings were held in their legislative offices where we presented the dental issues of concern to our PDA members. The dental teams were well received and many were thanked for their participation in the legislative process.

The PDA went through a “Request for Proposal” (RFP) process to analyze the lobbying firm we currently use and others that may be interested in representing the PDA. Detailed proposals were received from four firms; the committee interviewed three of these lobbying firms. After careful consideration of firms we interviewed, the RFP committee and the BOT elected to maintain the relationship with the Winter Group for 2011.

The Strategic Planning Committee worked in conjunction with the PDA standing committees and the BOT to develop a refined PDA Strategic Plan for 2011-2015. A strategic planning retreat kicked off the search for those goals we as an organization should embrace over the next five years. These goals led to more specific objectives and a strategic plan structure that will promote progress on each of the stated goals. The details of the PDA Strategic Plan 2011-2015 are contained in the Strategic Planning report in this workbook.
Continued development and refining of the PDA Social Network has progressed during 2010 and continues into this year. More social network groups have been established and are being utilized for sharing of ideas and deliberating on issues. New social network groups include some local dental societies, all PDA standing committees, the BOT and all their committees, and leadership groups such as the ADA Delegates and Alternates. Now much of the business of the PDA is being conducted electronically. This e-business is getting things done quicker and at a lower administrative cost to PDA. The governance of PDA has become more cost effective and efficient. This efficiency makes every dues dollar collected work harder for our members. The trustees, officers, and leaders of the PDA are committed to further expanding this social network to continue to increase the financial advantage of using electronic business techniques.

This year, for the first time, our ADA delegation will complete the pre-ADA caucus entirely electronically. Last year, we used the social network to begin discussions on issues and to streamline face to face deliberations at a caucus. Using the success of that experience and the social networking expertise of the BOT and other ADA delegation members, we will meet and caucus electronically utilizing forums in our PDA social network. The PDA leadership is working to keep pace with the changes in the electronic social arena.

Dental Education Task Force was been developed in response to HD 10-24, which states:

RESOLVED: THAT RESOLUTION 2090 #1 BE REFERRED TO THE BOARD OF TRUSTEES WITH THE DIRECTIVE TO ESTABLISH A TASK FORCE TO STUDY THE PROPOSED “IMPROVED ACCESS TO DENTAL EDUCATION INITIATIVE” THROUGH ELECTRONIC ONLINE DISCUSSION. THE BOARD OF TRUSTEES SHALL REPORT RESULTS TO THE 2011 HOUSE OF DELEGATES.

Under the very capable leadership of past PDA President Dr. Andrew Kwasny, this task force is attempting to narrow the gap between the need for more young dentists in rural Pennsylvania and the number of new PA dental licensees annually. The Sixth District proposed in their resolution an increased number of Pennsylvania residents could be accepted to our state dental schools. Dr. Kwasny has discovered that the acceptance of dental students into each school’s class is a complicated procedure where we can have little effect. His creative solution is to create a pilot program that would place dental students in rural Pennsylvania for experiences that they would otherwise not receive. The solution is certainly complex but Andy has the principal players discussing the issues on an electronic social network forum. The PDA leadership is hopeful these discussions will lead to implementation of his idea or the development of a similar effective way to attract young dental graduates into the settings where they are most needed. So you can see with all this going on at the PDA, the 10,000 hours needed to master my new job are accumulating as rapidly as the snow in Erie. Like the plows in northwestern Pennsylvania handle that snow, these jobs are being handled with the best know how and efficiency available to us. Some snowfalls may slow our progress but with persistence and steadfastness we’ll accomplish what needs to be done. Lastly, I’d offer my sincere thanks to you, the delegates, who have allowed me to serve in this position.
Meet Your President
Dr. Dennis J. Charlton

By Rob Pugliese, Director of Communications

One thing that jumps out at you when talking with Dr. Dennis Charlton is his enthusiasm and willingness to dive in and try anything. His intellectual curiosity about a wide swath of subjects has helped to make him the person he is today, and has led to many wonderful accomplishments.

Along with his at ease personality comes a real awareness of what it takes to be successful in any given position or profession. In his address to the House of Delegates in April, Dr. Charlton recalled the path he has taken to become PDA’s 143rd president.

“I’ve learned so much and I still sit here feeling there is more I need to master to be able to effectively take the lead on the issues that are before the PDA,” he said.

An engaging leader who enjoys collaborating with others to strategize issues and solve problems, Dr. Charlton holds his predecessors in high regard, having observed and absorbed their methods during his five years as PDA Speaker of the House and prior to that, four years as Ninth District trustee.

Dr. Charlton’s style is to solicit input on a decision, and give everyone a shot at shaping his direction, but ultimately he is more than comfortable setting the pace.

“I want to hear from others who have the same information I have to see how they view the decision that is pending,” Dr. Charlton said.

Sometimes, as in the case of crafting legislative strategy for PDA’s non-covered services bill, the input serves to reinforce his thinking, while at the same time letting colleagues know they have an influential voice and a real stake in his approach to vital decisions.

Taking the reins from Dr. William Spruill during a time of real momentum for PDA’s legislative agenda, Dr. Charlton was pleased with the strong showing in Harrisburg at

Dr. Charlton and his airplane. He’s had a pilot’s license since 1995.
Day on The Hill June 14, where he discussed our general anesthesia bill at a press conference in the Capitol Rotunda.

Rep. Stan Saylor, the sponsor of the bill has said that the bill is a “priority” for legislative action this session and the House Insurance Committee will likely move the bill forward in the fall.

The non-covered Services bill was voted out of committee during the last legislative session but the calendar ran out before it could advance further. PDA is in strong position to reintroduce this bill and advance it further this time. Dr. Charlton credits Dr. Spruill for the work he has done visiting legislators, crafting our message and giving us the opportunity to build some legislative successes.

Dr. Charlton’s year as president-elect came during a time when dental workforce continued to emerge as a serious challenge in a variety of states across the country.

He talked with colleagues in Texas about the prospect of mid level providers and also participated in the Dunning Symposium at the Columbia University School of Dental Medicine to discuss “the dental practice of the 21st century.” Dr. Charlton is monitoring this emerging issue, as he mentioned in his address to the House (“We are ever vigilant and preparing to protect our current dental delivery system.”) He spotlighted this challenge by writing a front page column in the June issue of Transitions (“The Midlevel Mishap”).

It is his hope that the Community Dental Health Coordinator (CDHC) pilot program at Temple University’s Kornberg School will be a shining example of a better solution to workforce issues here in our state.

“I hope we can begin to think about a legislative action to make CDHC an ongoing reality in Pennsylvania,” Dr. Charlton said. “If that gets started in my term, I’d be proud to have that as part of my legacy.”

Dr. Charlton has practiced in Sandy Lake since 1982 and he has a branch office in Meadville.

He graduated from Springdale High School in 1970, and in 2008 was inducted into Springdale’s Hall of Fame. After graduation from Indiana University of Pennsylvania with a degree in Education, he earned his DMD from the University Of Pittsburgh School of Dental Medicine.

It was during his first year of college at IUP that he met Lynn, his wife of 38 years.

“Our story is kind of fun,” he said. “We both were among a group of friends and one of my friends was dating one of Lynn’s friends. As the group started doing things together, we became friends and then started dating shortly after that. It seemed from that time on we were always doing things together.”

They got married during their junior year
and began married life without a car “or any luxury,” according to Dr. Charlton.

“My father just shook his head and said, ‘well, you’ll never finish college.’ I wonder now if he said that just to motivate me but we both worked part-time jobs and struggled to get finished with school,” he said.

After the young couple graduated from IUP, both began teaching school, until Dr. Charlton decided to change direction. He wanted to go back to school, and after serious contemplation, they decided they could survive if he went to dental school.

“Lynn continued to teach and support me while I went through dental school. I often tell people ‘we went through dental school.’ Even though I was the student, Lynn made every sacrifice I did as we worked for our future,” he said. “We started our family two years after I graduated from dental school at the old age of 31.”

Serving as president of the Mercer County Dental Society and Ninth District Dental Society, Dr. Charlton began representing his district as a delegate at PDA’s Annual Session in 1991. During his term as Ninth District trustee, he began serving as a delegate to the ADA.

The support from and camaraderie among his colleagues in the Ninth District has had a profound impact on him.

“I wouldn’t hold the position I have today without the support and friendship of the dentists of the Ninth District,” he said. They are a great bunch of friends!”

Dr. Charlton has volunteered on a slew of committees and task forces over the last 20 years and became Speaker of the House in 2004. He is a Fellow of the Academy of General Dentistry and also a member of the American Institute of Parliamentarians, where he studied Sturgis and parliamentary procedure.

Away from his profession, he is heavily involved in a multitude of different community groups, where he enjoys helping other people and improving the lives of children.

As a member of the Sandy Lake Presbyterian Church, he has served as a member of the session and as a Sunday school teacher. He is not only the sponsor of the local Boy Scouts of America Troop 86, but the scouts actually meet in the basement of his office. He is a fundraiser and chairman of the Lakeview Educational Foundation, an organization that raises scholarship money and offers awards to graduating seniors from the local high school, Lakeview High School, in Mercer County.

But that’s not all he does for students.

“I started and continue to fund a scholarship for Lakeview students interested in pursuing a career in the dental field,” he said. “The Charlton Dental Professional Scholarship has awarded financial aid to four dental hygiene students and one EFDA
Meet Your President — Dr. Dennis J. Charlton

He was a longtime little league baseball and softball coach while his children played those sports. These days, he is a soccer referee.

“I enjoy the game from that perspective,” he said. “This helps to keep me fit and gives me the chance to be involved with the high school-aged kids now that my children are all out of the house.”

Denny and Lynn’s three adult children, James, Dana and Eric, are a great source of pride. James, 27, is a fifth grade teacher. He and his wife Becca live in Las Vegas with their daughters, Annabelle and Gracie, who hold a special place in their “papa’s” heart.

“[They] make the old adage come to mind, ‘if I knew having grandchildren was going to be so much fun I would have done that first.’ I enjoy every moment I spend with those little girls and they make me feel very special.”

Dana, 23, has completed her second year of dental school at West Virginia University School of Dentistry. Her husband, Daniel, is a Scout in the 82nd Airborne Division of the United States Army and is currently stationed at Fort Bragg, North Carolina.

Eric, 21, completed his junior year as an art student at Slippery Rock University of Pennsylvania.

Dr. Charlton said his family is truly his pride and joy.

“I have a lovely wife. She is my best friend, the person I never tire of and she is as nice as she is beautiful.”

“I enjoy my work, I enjoy my volunteer activities and I also find time for hobbies,” he said. “The biggest part of my leisure time is spent golfing or flying.”

He enjoys taking to the skies of western Pennsylvania with his private pilot’s license he’s had for nearly 20 years.

Dr. Charlton also enjoys cooking, making new recipes that he has either created or attempted to copy from a restaurant.

“I also love to bake. My father was a baker and I inherited the love of making delicious baked goods. Although I don’t seem to get time to bake as often as I’d like, usually during the holidays I spend lots of time making cookies.”

Dentistry, teaching, learning the details of legislation, flying, golfing, coaching, refereeing, hiking, traveling, cooking, and of course, spending time with family. For Dr. Dennis Charlton, there’s a lot of fun to go around.
RESOLVED: THE PENNSYLVANIA DENTAL ASSOCIATION HOUSE OF DELEGATES, ON APRIL 8, 2011, IN HERSHEY, PENNSYLVANIA, RECOGNIZES AND APPRECIATES THE MANY CONTRIBUTIONS TO THE PROFESSION AND OUR ASSOCIATION MADE BY DR. MARK J. PIACINE, AND BE IT FURTHER RESOLVED THAT THE MEMBERS OF THIS HOUSE OF DELEGATES EXPRESS THEIR PROFOUND CONDOLENCES AND SINCERE SYMPATHIES TO HIS ENTIRE FAMILY, INCLUDING HIS DEDICATED WIFE BARBARA AND CHILDREN, SUZETTE AND ANDREW, AND BE IT FURTHER RESOLVED THAT A COPY OF THIS RESOLUTION BE PRESENTED TO HIS WIFE IN RECOGNITION OF OUR HIGHEST RESPECT FOR DR. MARK J. PIACINE AND HIS DEDICATION TO OUR PROFESSION.

Whereas Dr. Charles M. Ludwig had been an active member of organized dentistry for more than 40 years; and

Whereas he served with distinction as the President of both the Pennsylvania Dental Association and the Harrisburg Area Dental Society, a delegate, a trustee, and most recently as the Department of Health Dentist; and

Whereas his contributions to the art and science of dentistry and the compassionate care and expertise he demonstrated to all of his patients defined him as an outstanding member of the Pennsylvania Dental Association; be it
RESOLVED THAT THE PENNSYLVANIA DENTAL ASSOCIATION HONORS THE
MEMORY OF DR. CHARLES LUDWIG FOR THE MANY
CONTRIBUTIONS MADE TO OUR PROFESSION AND THE
PENNSYLVANIA DENTAL ASSOCIATION, AND BE IT FURTHER
RESOLVED THAT A COPY OF THIS RESOLUTION BE PRESENTED
TO HIS FAMILY IN RECOGNITION OF OUR RESPECT FOR HIS
LEADERSHIP AND DILIGENCE ON BEHALF OF THE PDA.

Whereas Dr. Staubach demonstrated outstanding leadership, concern, and untiring
energy as Trustee and Delegate to the American Dental Association, and

Whereas Dr. Staubach served the Pennsylvania Dental Association as President,
Trustee and in countless other ways for more than forty years, and

Whereas Dr. Staubach was a highly respected and dedicated member of the 5th
District and the York County Dental Society, and

Whereas Dr. Staubach represented the ideals of organized dentistry and the true
meaning of the word dentist, and

Whereas Dr. Staubach was a Fellow of the American College of Dentists as well as
the International College of Dentists and was committed to the ethical and
honorable practice of dentistry, and

Whereas Dr. Staubach was a quintessential gentleman, a mentor, a loyal friend, a
loving husband, a devoted father and grandfather and enriched the lives
of all he touched, therefore, be it

RESOLVED THAT THE PENNSYLVANIA DENTAL ASSOCIATION HOUSE
OF DELEGATES CELEBRATES THE LIFE OF DR. JOHN W. STAUBACH,
IS THANKFUL FOR THE MANY GIFTS HE SHARED WITH US AND
APPRECIATES HIS SERVICE AND DEDICATION TO THE PROFESSION
HE LOVED, AND BE IT FURTHER
RESOLVED THAT THE PENNSYLVANIA DENTAL ASSOCIATION EXPRESSES ITS SINCERE SYMPATHY FOR HIS LOSS, AND BE IT FURTHER

RESOLVED THAT A COPY OF THIS RESOLUTION BE PRESENTED TO HIS FAMILY WITH OUR DEEPEST APPRECIATION FOR DR. STAUBACH’S INNUMERABLE CONTRIBUTIONS TO THE DENTAL PROFESSION AND OUR HIGHEST RESPECT FOR THE ACCOMPLISHMENTS OF HIS LIFE.

RESOLVED THAT THE PENNSYLVANIA DENTAL ASSOCIATION SINCERELY THANKS DR. BERNARD DISHLER FOR HIS TIME, DILIGENCE AND DEDICATION DURING HIS TERM AS TRUSTEE OF THE PENNSYLVANIA DENTAL ASSOCIATION. CONGRATULATIONS TO BERNIE FOR HIS WHOLEHEARTED REPRESENTATION AND TIRELESS EFFORTS TO EXPAND OUR MEMBERSHIP.

Whereas Dr. William “Bill” Spruill has faithfully served organized dentistry as president of the Pennsylvania Dental Association and a member of the PDA Board of Trustees. He also has served as president of the Fifth District Dental Society and the Harrisburg Area Dental Society, and

Whereas He has devoted countless hours serving the dental community and the public, and

Whereas Dr. William Spruill has demonstrated his dedication to organized dentistry through his staunch advocacy of legislative causes of vital importance to our profession and the dental health of the public at large, and

Whereas Dr. Spruill has worked tirelessly with the Board of Trustees in preparation for the 2011 Annual Session. Therefore, be it

RESOLVED THAT THE PENNSYLVANIA DENTAL ASSOCIATION OFFER ITS MOST SINCERE APPRECIATION TO DR. WILLIAM T. SPRUILL ON THE COMPLETION OF HIS TERM AS PRESIDENT OF THE ASSOCIATION.

RESOLVED THAT THE PENNSYLVANIA DENTAL ASSOCIATION SINCERELY THANKS DR. DONALD STONER FOR HIS TIME, DILIGENCE AND DEDICATION DURING HIS TIME AS TRUSTEE OF THE PENNSYLVANIA DENTAL ASSOCIATION. CONGRATULATIONS TO DON FOR HIS REPRESENTATION AND DEDICATION TO ORGANIZED DENTISTRY.

RESOLVED THAT THE HOUSE OF DELEGATES POSTPONE DISCUSSION ON AUTOMATIC MEMBERSHIP FOR NEWLY LICENSED DENTISTS UNTIL THE MEMBERSHIP COMMITTEE EVALUATES THE RESULTS OF INCREASING THE NUMBER OF PROSPECTS FROM 60 TO 80 IN THE NEWLY LICENSED DENTIST PILOT PROGRAM AND COMPLETES THE 2011 IMPLEMENTATION OF THE PROGRAM. (FISCAL IMPLICATION $2,270)

RESOLVED THAT THE PDA STRATEGIC PLAN FOR 2011-2015 BE APPROVED.
RESOLVED
HD 11-09: THAT THE FOLLOWING HOUSE OF DELEGATES POLICIES BE
FORWARDED TO THE 2011 HOUSE OF DELEGATES WITH THE
RECOMMENDATION TO SUNSET: HD 71-9, HD 85-27, HD 86-9,
HD 91-30 AND HD 94-33.

RESOLVED
HD 11-10: THAT THE FOLLOWING HOUSE OF DELEGATES POSITIONS BE
FORWARDED TO THE 2011 HOUSE OF DELEGATES WITH THE
RECOMMENDATION TO SUNSET: HD 67-8, HD 71-8, HD 76-5,
HD 81-12, HD 87-32, HD 89-30, HD 97-74, HD 01-32 AND HD 03-47.

RESOLVED
HD 11-11: THAT SECTION 1.1.2 OF PDA BYLAWS BE REVISED TO EXTEND
THE DEADLINE FOR ELECTRONIC DUES PAYMENT FROM JUNE 30
TO DECEMBER 15.

RESOLVED
HD 11-12: THAT PDA REQUESTS THE ADA ADOPT AND IMPLEMENT A
PENNSYLVANIA /ADA PILOT PROGRAM FOR A CONDENSED
tIMEFRAME FOR TERMINATION OF MEMBERSHIP BENEFITS.

RESOLVED
HD 11-13: THAT SECTION 4.2.1 “UNFILLED DELEGATION” BE ADDED TO
THE PDA BYLAWS.

4.2.1 UNFILLED DELEGATION: In the event that a district is unable to seat the authorized
number of alternate delegates for an entire meeting of the House of Delegates, that
district, upon a majority vote of the district delegates present, may seat any Association
member from that district who meets the criteria set forth in 4.2 of these Bylaws.

RESOLVED
HD 11-14: THAT SECTION F, “SEATING OF A NONCREDENTIALED MEMBER
FOR AN ALTERNATE DELEGATE,” BE ADDED TO THE PDA HOUSE
OF DELEGATES MANUAL.

F: SEATING OF A NONCREDENTIALED MEMBER FOR AN ALTERNATE DELEGATE:
In the event that a district is unable to seat the authorized number of alternate delegates
for a session of the House of Delegates, that district, upon a majority vote of the
district delegates present, may seat any Association member from that district, whose
dues have been paid in full by the last business day of January or who participates in the
electronic dues payment program, as an alternate delegate for that session of the
House of Delegates. The district chair shall present that member to the Committee on
Credentials prior to being seated. The Secretary will read into the record the name of the
new alternate and the alternate being replaced.

RESOLVED
HD 11-15: THAT CHAPTER IV, SECTION D OF THE HOUSE OF DELEGATES
MANUAL BE AMENDED TO READ:
Alternate delegates do not have the privilege of access to the floor but may be seated in
the visitor’s section or in a section designated specifically for alternate delegates.
Each component society delegation, through a chair elected by the delegation to the
annual session, shall have the privilege of determining the duly elected alternate delegate
who shall be substituted for an absent delegate from that component society.
If an alternate delegate is to act in the absence of a delegate for an entire meeting of the
House of Delegates, the district chair must report to the Committee on Credentials the
name of the alternate delegate who will be seated as a delegate.
If an alternate delegate is to act in the absence of a delegate for a portion of a meeting of
the House of Delegates, it is acceptable for a credentialed alternate to use a delegate’s
voting card for a short interval during any meeting of the House of Delegates. The exchange of the voting card between credentialed delegate and alternate delegate must be witnessed by a member of the Committee on Credentials. It is not acceptable for the delegate or alternate delegate to give the voting card to a member-at-large.

RESOLVED THAT THE ACCESS TO CARE COMMITTEE CHANGE ITS NAME TO THE ACCESS TO ORAL HEALTH COMMITTEE.


RESOLVED THAT THE DENTAL EDUCATION TASK FORCE REPORT BE ACCEPTED.

RESOLVED THAT THE 2011 PDA OPERATING BUDGET IN THE AMOUNT OF $3,178,001 BE APPROVED.

RESOLVED THAT THE 2012 PDA MEMBERSHIP DUES IN THE AMOUNT OF $579 BE APPROVED.
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Necrology

It is with deep regret that we report the following deaths since the 2010 Annual Session:

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<thead>
<tr>
<th>NAME</th>
<th>DENTAL SCHOOL</th>
<th>AGE</th>
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<td>Dr. Robert A. Arner</td>
<td>University of Pennsylvania</td>
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<td>Dr. Floyd E. Baker</td>
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<td>Dr. John D Barrett</td>
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<td>Dr. Cletus M. Bonds, III</td>
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<td>Dr. Donald J Brady</td>
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<td>Dr. Sylvan Orens</td>
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<td>Dr. Scott M. Papa</td>
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<td>Dr. Samuel F. Zeigler</td>
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PDA Distributes Inaugural Great Idea Awards at Leadership Symposium
by Jessica Forte, Component Relations Manager

At the 2011 Leadership Symposium, held in Harrisburg, May 20-21, PDA was pleased to distribute “Great Idea Awards” to component societies who implemented new, fresh, outside-of-the-box ideas. Congratulations to the district and local societies that were honored for their innovation:

**Chester Delaware Dental Society** — Awarded for their “Special Acknowledgement Molar Flash Drives.” These flash drives, given to new members, society volunteers and milestone members (25 years & 50 years), are shaped like a molar and imprinted with the society’s logo.

![Dr. Bernadette Logan accepts a Great Idea Award for Chester Delaware Dental Society’s “Special Acknowledgement Molar Flash Drives.”](image)

**Crawford County Dental Society** — Awarded for their “Program Planning Committee” technique in which three members are charged with obtaining a guest speaker for each of their five yearly meetings. Not only does this give 15 members an opportunity to volunteer in a leadership position, but also keeps the speaker/materials current and created a strong bond of camaraderie among local members.

**Lancaster County Dental Society** — Awarded for their “Installation of Officers Day of Events,” which commences with a CE Course in the morning, followed by an afternoon golf outing, and wraps up with the Installation of Officers Dinner/Dance. The evening dinner also includes a silent auction benefiting a local dental charity each year.

**Montgomery Bucks Dental Society** — Awarded for their “Presidential Merit Awards.” Given at the Annual President’s Banquet, the merit awards (an engraved iPod Shuffle), were given in appreciation of volunteers, selected by the President, that showed extraordinary effort.

![Dr. Bruce Singer accepts a Great Idea Award for Montgomery Bucks Dental Societies “Presidential Merit Awards.”](image)
North Dental Club — Awarded for their “Legislative Update Focused Meeting,” which featured three local legislators, as well as PDA leaders and staff for a legislative Q & A and discussion. For more than 10 years, this group was defunct and only recently revitalized through the Component Relations Outreach Program. As a fledgling local dental organization, still getting its feet wet, this was an extraordinary accomplishment.

Philadelphia County Dental Society — Awarded for their “Mock Board Meeting,” Philadelphia County organized a tour of their local office for interested members and non-members that featured a mock board meeting for participants to experience volunteerism firsthand. The meeting was presided over by local leaders and included current, hot-button issues – giving attendees an understanding of what the local society does on their behalf.

Second District Dental Society
Awarded for their “Local Lobby Day,” a week-long grassroots advocacy campaign in which member dentists discussed issues of interest and built a better relationship with local policy makers.

Third District Dental Society — Awarded for their “Annual Meeting New Dentist Recruitment.” Third District, in an effort to boost interest, attendance and membership among new dentists, invited them to attend 3rd District’s Annual Meeting at no charge. The Annual Meeting includes a CE program, business meeting and lunch.

Awarded for their “Helping Hands of Dentistry” program, which acknowledged members who donated their time and energy to volunteer in dental clinics, schools, abroad, etc. The program also brought attention to community organizations in need of additional volunteers.

For more information on these great programs, please contact component relations manager, Jessica Forte, at (800) 223-0016, ext. 134 or jsf@padental.org. Also, be sure to check out other great ideas, suggestions and helpful templates in the PDA Component Resource Center, located online at www.padental.org/crc.
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In Memoriam

Dr. William Alli, II
Hermitage
Fairleigh Dickinson University (1984)
Born: 5/17/1960
Died: 4/14/2011

Dr. Robert L. Blevins
Exton
University of Pennsylvania (1971)
Born: 7/12/1945
Died: 4/20/2011

Dr. Earl C. Costa
Lewistown
Temple University (1942)
Born: 1/1/1917
Died: 5/16/2011

Dr. Frank J. Dombroski
West Wyoming
Temple University (1963)
Born: 7/17/1939
Died: 5/7/2011

Dr. James W. Fazio
Ligonier
University of Pittsburgh (1962)
Born: 6/25/1931
Died: 4/14/2011

Dr. Lewis R. Knox
Emmaus
Marquette University (1960)
Born: 5/30/1934
Died: 4/23/2011

Dr. Marvin Rappaport
Levittown
Temple University (1952)
Born: 1/1/1923
Died: 5/18/2011

Editorial Correction
In the last issue of the Pennsylvania Dental Journal we omitted the following in the obituary of Dr. Mark Piacine: He was a founding member of the American Endodontic Society (AES). He served in many roles in this organization over the years and devoted much of his time to the AES. We apologize to friends and family for this error.
Gross Receives Distinguished Honor

Dr. Ronald B. Gross of Pottstown, a former president of PDA, received the prestigious James E. Brophy American Association of Orthodontists Distinguished Service Award on May 15 at the annual session of the AAO in Chicago.

Dr. Gross, a graduate of Temple University School of Dental Medicine, has been involved on every level of organized dentistry throughout his career. He has held major leadership positions in many organizations, including his terms as president of Second District Dental Society, PDA, the Middle Atlantic Society of Orthodontists, the Pennsylvania Association of Orthodontists, and the AAO. He also served as the vice president of the American Dental Association as well as our trustee to the ADA.

Dr. Gross resides in Radnor with his wife, Stephanie.

He has not lost his passion for dentistry and he continues to support and promote our profession. The Second District Dental Society salutes and thanks Dr. Gross for his many years of service.
University of Pittsburgh
Contact: Lori Burkette
Administrative Secretary
(412) 648-8370

September 10-11 – Part 1
October 8-9 – Part 2
Local Anesthetics for the Dental Hygienist
Paul Moore, DMD, MPH

September 24
Digital Radiography: Hands-On
Anitha Potluri, BDS, DMD, MDS

October 1
Everyday Endodontics
Eugene Pantera, Jr., DDS, MS

October 7
OSHA/Bloodborne Pathogen Update
W. H. Milligan, DMD, PhD

October 14
Drugs and Dentistry – Including Herbals and Natural Products
Richard L. Wynn, PhD

October 22
A Review of Radiological Procedures: DEP Requirements
Marie George, RDH, MS

November 4
Potpourri Series
Oral Pathology
Kurt Summersgill, DDS, PhD
Laser Biostimulation in Dentistry
Alan Timko, DMD
Oral Surgery
James Tauber, DMD
Problem Solving with Composite
Robert Obradovich, DMD

November 5
Dental Radiography: DANB Exam Prep Course
Ms. Marie George, RDH, MS

November 18
Current Concepts in Oral Medicine
Scott S. DeRossi, DMD

December 2
Diagnostic Considerations and Restorative Management of Difficult Cases
Edward M. Feinberg, DMD

December 3
Surgical Crown Elongation – Hands-On
Pouran Famili, DMD, MDS, MPH, PhD
Ali Seyedain, DMD, MDS

December 9
Forensic Dental Casebook: Techniques and Methods
Michael N. Sobel, DMD, D-ABFO

December 9
Effective Claim Administration – Demystifying the Claim Process
Richard M. Celko, DMD

Radiation Safety and DEP Regulations
Anitha Potluri, BDS, DMD, MDS
Online course – Coming soon
Contact the CDE department for more info – 412/648-8370

Off-Campus Programs

Bradford

September 15
The ABCs of Pediatric Dentistry… It’s as Easy as 1...2...3...!!!
Dr. Mary Beth Dunn

October 13
Drugs in Dentistry, Including Herbal Supplements: Keeping Your Practice Current
Dr. Richard L. Wynn

Johnstown

October 12
Forensic Dental Casebook: Techniques and Methods
Dr. Michael N. Sobel

November 17
Porcelain Laminate Veneers - The Whole Story!
Dr. Steven P. Weinberg

Reading

September 16
Current Issues in Health and Disease
Dr. Kenneth R. Eitzel

October 14
Adhesives, Composites, Cements and More: Eliminating Sensitivity with Predictable Procedures
Dr. George Freedman

Temple University
Contact: Dr. Ronald D. Bushick
or Nicole Carreno
(215) 707-7541/7006
(215) 707-7107 (Fax)
Register at
www.temple.edu/dentistry/ce

September 9-11
2011 Bender, Seltzer & Grossman Academic Review of Endodontology
(Refer to Kornberg School of Dentistry website for more info)
September 10
Advanced Lawsuit Protection and Tax Reduction Strategies
Larry Oxenham, Author, Senior Advisor

September 16
Implementing Evidence-Based Dentistry in Practice (Hands-On)
Richard Neiderman, DMD

September 23
Occlusal Based Restorative Dentistry
Jack Shirley, DDS

October 14
Lasers in Dentistry: The Journey to MID
Howard Golan, DDS, JD

October 21
Turning Assessments into Action
Brian B. Nový, DDS

October 28
1st Annual Straumann Distinguished Speaker Lecture
Accelerated Implant and Restorative Dentistry
Dr. Robert A. Levine

November 4
A Partial Course on Partial Dentures with Hands On RPD Framework Design Principles Workshop (Hands On)
M. Nader Sharifi, DDS, MS

November 9
Impression Techniques, Concepts and Technology (Hands On)
Marc Gottlieb, DDS

November 18
Drugs and Dentistry Including Herbals and Nutraceuticals
Richard L. Wynn, PhD

November 9
Optimal Aging for You and Your Patients
Barbara J. Steinberg, DDS

November 11
Restoration of the Worn Dentition

Danville
Geisinger Medical Center, Danville
Contact: Rebecca Von Nieda, PDA
(800) 223-0016, ext. 117

October 26
Evidence-Based Dentistry (EBD) in a Clinical Context
Richard Neiderman, DMD

November 9
Restoration of the Worn Dentition
Terence E. Donovan, DDS

December 14
Mugs and Drugs: A Look at Today’s Counter-Culture Trends and Their Impact on Oral Health
Betsy Reynolds, MS, RDH

Wellsboro
Pennsylvania College of Technology, North Campus
Contact: Rebecca Von Nieda, PDA
(800) 223-0016, ext. 117

September 16
Updates in Pediatric Dentistry: Treating Tiny Tots to Teens
Lance E. Kisby, DMD

October 21
Ethics in Dentistry—Ethical Principles and Code of Professional Conduct
Lillian Obucina, DDS, JD
Terence E. Donovan, DDS

The Institute For Facial Esthetics
Fort Washington
Contact: Linda Maroney, CE Coordinator
(215) 643-5881
On-Line Registration:
www.iffe.net/registration

September 15-16
Teeth In A Day®
Thomas J. Balshi, DDS, PhD, FACP
Glenn J. Wölfinger, DMD, FACP
Stephen F. Balshi, MBE
James R. Bowers, DDS

September 14
Newest Restorative Systems
Karl F. Leinfelder, DDS, MS

September 30
Esthetic Veneers: Clinical & Laboratory Procedures
James R. Bowers, DDS
Robert Winkelman, CDT, MDT
Connie Nguyen, CDT

October 8
CDT Certification Course
Robert Winkelman, CDT, MDT
October 12
All-On-4 and More
Thomas J. Balshi, DDS, PhD, FACP
Glenn J. Wolfinger, DMD, FACP
Stephen F. Balshi, MBE

October 22
Dental Assisting in the Implant Practice
James R. Bowers, DDS
Hillerie Swinehart, EFDA

October 28-29
NobelClinician™ 3D Computerized Planning
Thomas J. Balshi, DDS, PhD, FACP
Glenn J. Wolfinger, DMD, FACP
Stephen F. Balshi, MBE
Robert Winkelman, CDT, MDT

November 14
Advanced Guided Surgery with Zygoma
Thomas J. Balshi, DDS, PhD, FACP
Glenn J. Wolfinger, DMD, FACP
Stephen F. Balshi, MBE

November 19
Treatment Planning for the General Practitioner
James R. Bowers, DDS

December 5
Severely Atrophic Maxilla
Thomas J. Balshi, DDS, PhD, FACP
Glenn J. Wolfinger, DMD, FACP
Stephen F. Balshi, MBE
34th Annual

BUFFALO NIAGARA DENTAL MEETING

WEDNESDAY - NOVEMBER 2ND
Dental Ethics & Jurisprudence in NYS
Chester J. Gary, DDS ’78, JD Alumni Speaker Series
Additional Fee Required

Infection Control: That Thing You Do
John A. Molinari, PhD Additional Fee Required

CPR: The Safety Company
Limit 50 Participants Additional Fee Required

Risk Management
John Asaro, DDS ’73 Alumni Speaker Series
Kevin Ricotta, JD Additional Fee Required

Physical Diagnosis of the Head and Neck: A Modern Approach to an Old Subject
Michael N. Hatton, DDS ’82, MS, FACO
Alumni Speaker Series and Elizabeth R. Hatton, MD, MS
Hands-On Course Additional Fee Required

THURSDAY - NOVEMBER 3RD
Michael A. Meenaghan Implant Symposium
Immediate and Implant Dentistry: Current Thoughts and Trends
Jay R. Beagle, DDS, MS, MD

Robert J. Genco Distinguished Speaker Series
New & Emerging Concepts in Periodontal Tissue Engineering and Bone Regenerative Biology for Periodontal Medicine & Diagnosis
William V. Giansonne, DDS, MS, DMSc

Today’s Clinical Endodontics
William T. Henson, DDS

Sports Dentistry:
Treating the Athletes in Your Practice
David P. Creglio, DDS ’87 Alumni Speaker Series

Billing and Coding Strategies That Work and The Secrets of Total Team Scheduling
Lois J. Banta

Infection Control: That Thing You Do
John A. Molinari, PhD Additional Fee Required

21st Century Minimally Invasive Dental Hygiene:
From Diagnosis to Treatment
Ronald Kamber, DDS ’90 Alumni Speaker Series

Body Praxis – Physical Rehabilitation Program for Dental Professionals
Rick Williamson and Julie Williamson, MSPT

CPR: The Safety Company -- AM & PM Sessions
Limit 50 Participants Additional Fee Required

Creating a Simple Life!
Patricia Green

Experience the Excitement of Lasers in Everyday Dentistry – AM Hands-On Course
Scott D. Benjamin, DDS ’78 Alumni Speaker Series

Experience Laser Utilization in Dental Hygiene – PM Hands-On Course
Scott D. Benjamin, DDS ’78 Alumni Speaker Series
Additional Fee Required

FRIDAY - NOVEMBER 4TH
7th Annual
Alan J. Driman Memorial Symposium
Forensic Dentistry: Tales From the UB Case Files
Raymond G. Miller, DDS ’85, Mary Bush, DDS ’99
Alumni Speaker Series and Peter Bush, DDS

Office Oral Surgery For The General Practitioner Made Easy
Robert R. Edsward, DDS

 Practical Periodontics for the General Practitioner
Joseph P. Breloff, DDS ’75, MS
Alumni Speaker Series

Advances in Direct Composite Resins – Materials and Placement and Clinical Treatment Planning & Problem Solving - When It Doesn’t Go By The Book
Robert A. Lowa, DDS

Digital Radiography:
A Review of Systems and Diagnosis
Robert F. Majewski, DDS ’78
Alumni Speaker Series

Perio Education Experience:
How To Put Perio Into Practice and Stay Out Of Jail: The Top Coding Errors
Charles Blair, DDS

Firm Footing on Shifting Ground and Having Moments with Seniors
Patti D’Gargi

Why Implants?
Eileen Bardwell

Sleep Bruxism, Snoring, Apnea & TMJ in Dental Practice
Michael Gelb, DDS Alumni Speaker Series

Smoking Cessation/Tobacco Counseling
Olman Shibly, DDS ’99 Alumni Speaker Series
Scott McIntosh, PhD

AM Hands-On Course ITBA
Ivoclar
Additional Fee Required
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Well established practice in an area with explosive growth. A new state of the art facility in Glen Mills near, West Chester/Philadelphia and near Wilmington, DE. Practice expanding in need of a part time general dentist to start leading to full time. Right candidate could secure early partnership position. Please send a resume or CV to (610) 459-8290 or e-mail mreid1955@yahoo.com.

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**PRACTICE FOR SALE**

**Practice for Sale**
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**Practice for Sale**
Practice for Sale
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Pleasant Hills $130,000
Oakmont $150,000
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Mercer County $660,000
Mercer County $155,000
Clearfield County $1,000,000
Clearfield County $500,000
Mt. Pleasant $210,000
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Mid Mon Valley $250,000
Tri-State Periodontist $750,000
Latrobe $400,000
Forest Hills $320,000
Venango County $360,000
Delaware County $260,000
Altoona $275,000
Philadelphia County $173,000

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Berks County – Great place to raise a family. This practice collects over $900K.
Near Chambersburg and Bedford – Practice and building for sale. Great practice.
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We are the only transition consulting company in the area that has a Certified Valuation Analyst (CVA) as a principal that focuses exclusively on the transition of DENTAL PRACTICES. Please see the article by CVA Karen Norris on page 82 of the April ‘07 issue of Dental Economics on this subject or call or e-mail us for a FREE CONSULTATION and a copy of the article. If you are selling, buying, creating a partnership or just want to find out the current value of your practice contact THE MCNOR GROUP, (888) 273-1014, ext. 103, or johnf@mcnorgroup.com. www.mcnorgroup.com.
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- Final fixation screw
- Soft tissue model with analog
- Your choice of implant crown

**Titanium**

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<thead>
<tr>
<th>Material</th>
<th>Atlantis</th>
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<th>3i Encode® Complete</th>
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**Zirconia**

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**Gold Anodized Titanium**

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<th>3i Encode®</th>
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<td>Captek®</td>
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* Noble or High Noble alloy is additional

For more information, please call our Implant Coordinator, Mark Cherewka, DMD, FICOI at: 800.382.1240

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