

Pennsylvania's Dental Meeting

May 19-21, 2016  
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PDM



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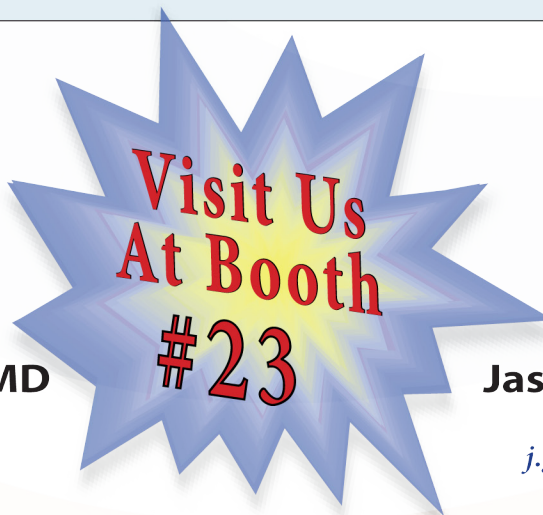
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# PDPA<sup>®</sup>

Pennsylvania Dental Association

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# FROM YOUR PRESIDENT & GENERAL CHAIR

Thank you for taking part in Pennsylvania's Dental Meeting 2016 and traveling with us as we transition the annual meeting into both an educational and fun-filled event. The members of the steering committee worked very hard at making this an amazing meeting, so a special thanks to Dr. Jay Freedman and Dr. Bruce Terry for their time and commitment to this cause.

The power in numbers the Pennsylvania Dental Association brings to dentistry has been instrumental in providing world class continuing education at rock bottom fees. In addition, we have assembled a vendor space to allow attendees one-on-one time to see the newest products all in one location.

Adding tangible value to being a PDA member was one of the goals of this year's steering committee. We listened to our members, and we moved the meeting time frame so that you can enjoy warmer weather and have the opportunity to visit Hersheypark.

We have changed the format to allow greater input from the membership directly to the leadership, removed things that our members deemed of little value and added items of interest.

Your association is changing with the times. As with any new venture, we are sure that there will be room for improvement. Your input is vital in this regard. As we listened and changed from last year to this year, we will again listen to your input and adapt from this year to next year. We want to be responsive to the needs and wants of our members, so please ensure your voice is heard.

Welcome to beautiful central Pennsylvania! Take advantage of all the things this year's Pennsylvania's Dental Meeting 2016 has to offer—world class CE opportunities and the opportunity to test and examine the latest products from our vendors, and enjoy Hershey...it is the sweetest place on Earth.



WADE I. NEWMAN,  
DDS



JOHN V. REITZ,  
DDS

A handwritten signature in black ink that reads "Wade Newman".

A handwritten signature in black ink that reads "John V. Reitz DDS".

# FROM THE PDA CEO

Welcome to the 2016 Pennsylvania's Dental Meeting (PDM)!

I am pleased to report on the state of PDA during the past year with a sense of great accomplishment, but also with hope for a more deliberate pursuit of substantive and objective outcomes that reflect our members' wants and needs.

A large portion of the year was focused on governance issues again. Much like our nation's forefathers, PDA leadership continued to shape our new PDA "nation," addressing unexpected challenges along the way.



CAMILLE  
KOSTELAC-CHERRY,  
ESQ.

- Campaign guidelines were developed and refined to ensure fairness in the election process. The election procedure also was fine-tuned and showed an increase in the number of engaged members who cast votes. It is clear that PDA's message of inclusiveness is being heard.
- At the request of the Council of Presidents, several governance issues were proposed, considered and acted upon.
- Bylaw amendments were adopted to accommodate the governance tweaks that were necessary.
- An extensive analysis of PDA's membership database system was done over a two-year period to consider the suggested conversion to ADA's Aptify database. After careful consideration, the Board of Trustees determined that the Aptify database was not the best fit for PDA.
- At the recommendation of our ADA trustee, the board contracted with Opis LLC to develop a PDA Strategic Plan (page 5) and to conduct a membership survey. These will be the tools your leaders will utilize to move your organization forward.
- The blueprint for future PDM formats and locations has been an ongoing topic of board discussion.
- Monitoring the activities and finances of the PDAIS/Bell acquisition.

Meanwhile, your board maintained a focus on the important substantive initiatives that PDA must develop to remain relevant to our mission and purpose. The new strategic plan was adopted as a framework for constructing those initiatives based on the stated needs and preferences of our members. The three stated goals (Finance, Membership, Organizational), as well as the related objectives and strategies, will be shaped by the results of the recent membership survey. The board is committed to ensuring that PDA's efforts are targeted to substance and fit within our strategic plan. Legislative endeavors are also targeted toward member needs, and financial stewardship is a priority at every meeting.

Unfortunately, due in large part to the legislature's difficulty in passing a state budget, legislative initiatives stalled across the board. However, both your leadership and our experienced dentist advocates, along with our lobbyists and government relations staff, have remained steadfast in pursuing PDA's priority items. They have spent countless hours meeting with legislators to keep PDA and the dental profession positioned favorably.

Financial stewardship has become an increasingly more interesting balancing act for PDA. Declining membership has always been, and continues to be, a predominant theme. However, the Bell acquisition in our for-profit subsidiary has created a ripple effect which negatively impacts the PDA budget, and consequently, much of our programming.



# PDA STRATEGIC PLAN

## GOALS/OBJECTIVES/STRATEGIES

### FINANCE GOAL: ASSURE ORGANIZATIONAL SUSTAINABILITY

**OBJECTIVE 1.0** Non-dues revenue will be at least 30% of total revenue

- 1.1 Maximize price points.
- 1.2 Increase member participation in endorsed vendor programs.
- 1.3 Increase advertising revenue from endorsed vendors.
- 1.4 Increase income from PDAIS.

**OBJECTIVE 2.0:** Reserves will not equal less than 50% of total annual operating expense

- 2.1 Budget for net profit annually.
- 2.2 Annually increase dues by a modest percentage.

### MEMBERSHIP GOAL: INCREASE MEMBER LOYALTY AND INVESTMENT

**OBJECTIVE 3.0:** Increase market share among those eligible for active dues by 2% and maintain retention at 97%

- 3.1 Stabilize PDA's member market share.
- 3.2 Identify member needs and create programs to meet needs.
- 3.3 Continue to conduct multiple contact programs to regain non-renewals.
- 3.4 Implement an incentive program for renewals.

**OBJECTIVE 4.0:** Increase percentage of members transitioning from dental school to full membership by 2%

- 4.1 Continue to implement outreach programs for dental students.
- 4.2 Customize products and services for different member market segments.

### ORGANIZATIONAL GOAL: PDA'S CAPACITY WILL BE SUFFICIENT TO MEET THE NEEDS OF OUR MEMBERS

**OBJECTIVE 5.0:** Create and maintain an administrative structure that efficiently and effectively provides for the coordinated execution of PDA's Strategic Plan along with those of its subsidiary corporations.

- 5.1 Develop and implement an administrative audit to identify strengths and weaknesses of current structure (including subsidiaries) in executing the strategic plan.
- 5.2 Develop and implement remedies to issues that are identified in the audit.

**OBJECTIVE 6.0** Increase our knowledge of members' wants and needs.

- 6.1 Conduct needs assessment of members.
- 6.2 Maintain a comprehensive member information database.

Although the leadership of both PDA and PDAIS expect the impact to be of relatively short duration (5-7 years), we need to tighten our belts. Decisions must be made with laser acuity to stay within our budgetary reality while endeavoring to produce meaningful programming that gives member value.

In spite of the challenges PDA continues to address, I believe your dedicated leadership is committed to moving the new PDA nation forward. My hope is that the majority of "governance growing pains" have been addressed so that we can look beyond the nuts and bolts of "how" we govern ourselves to the substance of "what" is important to you. The new PDA is here to stay; let's plan positively, deliberatively and strategically for our future.

I encourage each of you to forward, through the Council of Presidents, any specific trends that affect your practice or your profession. I invite you to join us at 1:45 p.m. on May 21 for the town hall portion of the PDA Business Meeting. Help your leaders create value as they develop the objectives and strategies that will deliver the tools you need to be successful in your profession.

In 2018, PDA will be marking its 150<sup>th</sup> Anniversary. Help celebrate Pennsylvania's many contributions to organized dentistry by becoming engaged, participatory and forward thinking so that we can be a proud part of PDA's legacy during the NEXT 150 years.

In the words of former United States Secretary of State George C. Marshall, from Uniontown, Pa., "When a thing is done, it's done. Don't look back. Look forward to your next objective."

*Camille Kostelac - Cheryl*

VISIT [padental.org/minutes](http://padental.org/minutes) to view full minutes of all Board of Trustees meetings.

# GENERAL INFO

## THE AMALGAMATION CELEBRATION

Seating for the Amalgamation Celebration must be reserved. There will be a large sign near PDA's Registration Desk for attendees to indicate their seating preferences. Seating arrangements must be made by 5:00 p.m. on Saturday, May 21, and will be assigned on a first-come, first-served basis.

## CONTINUING EDUCATION COURSES

All continuing education courses are ticketed events. Present your ticket at the door of the course and record the code given at the end of the course to receive your continuing education credit. The Adhesive Dentistry Symposium on Friday and the Endodontic Treatment Symposium on Saturday have tickets for the morning session and the afternoon session. If you have questions please visit PDA's Registration Desk in the Chocolate Lobby.

## TICKETS

In addition to the tickets issued for continuing education courses, tickets are required for attendance at the following functions:

- PDA Board Alumni Dinner (*by invitation*)
- PDA Former Presidents' Luncheon (*by invitation*)
- Guided Tour of the Milton Hershey School
- The Amalgamation Celebration

## BADGES

Badges are issued at the meeting and will admit you to all meetings and social events where a ticket is not required. Please wear your badge at all times. To save administrative costs for next year, please deposit your badge in the recycle bin located at PDA's Registration Desk in the Chocolate Lobby.

## APDA OFFICERS

JENNY ZEHNER  
& STEPHANIE TEST  
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JENNY ZEHNER  
Dental Health Education Chair  
JUDITH WORSLEY  
Legislative Chair  
STEPHANIE TEST  
Treasurer  
CONNIE STEINKE  
Recording Secretary  
MAUREEN SZISH  
Past President Chair

## APDA PROGRAM - MAY 20

Registration <i>Chocolate Lobby</i>	11:00 a.m.
Luncheon with Wine Tasting <i>Iberian Lounge, The Hotel Hershey</i> <i>Shuttle departs the Lodge at 12:40 p.m.</i>	1:00 p.m.
Welcome Reception in the Exhibit Hall <i>Chocolate Ballroom</i>	4:30 p.m. – 6:00 p.m.
Penn Dental Medicine Alumni Reception <i>Empire CD</i>	6:00 p.m. – 7:00 p.m.
Temple Alumni Reception <i>Empire AB</i>	7:00 p.m. – 8:00 p.m.

## APDA PROGRAM - MAY 21

Registration <i>Chocolate Lobby</i>	9:00 a.m.
APDA Board Meeting <i>Tower Suite 2</i>	9:30 a.m. – Noon
Guided Tour of the Milton Hershey School	12:30 p.m.
The Amalgamation Celebration <i>Chocolate Lobby &amp; Aztec/Nigerian</i>	7:00 p.m. – 11:00 p.m.

*All events will be held at the Hershey®Lodge unless otherwise noted.*

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# HERSHEY LODGE SCHEMATIC

## Tower Level

## Main Level

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BC

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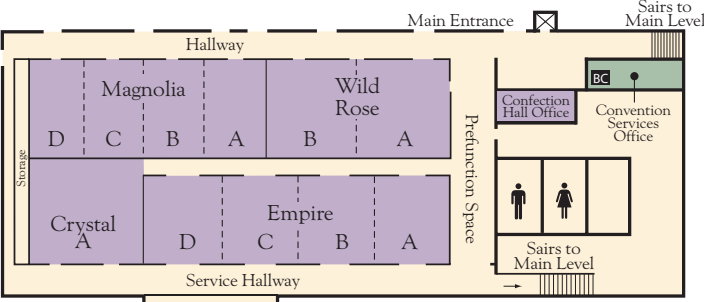
Restrooms

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ATM



## Confection Hall Level



# AGENDA

## THURSDAY, MAY 19

**Pearls for the Pediatric Dental Patient** 3:00 p.m. – 6:00 p.m.  
*Presented by Angela Stout, DMD*

**PDA Board Alumni Dinner** 6:30 p.m. – 8:00 p.m.  
*(Invitation Only)*

## FRIDAY, MAY 20

**Exhibit Hall** 9:30 a.m. – 4:00 p.m.  
*Gain insight on emerging trends and earn CE*

*Breaks in the Exhibit Hall*  
10:00 a.m. – 11:00 a.m. AND 1:45 p.m. – 2:45 p.m.  
*Lunch Carts in the Exhibit Hall*  
11:15 a.m. – 12:45 p.m.

**Adhesive Dentistry Symposium** 8:00 a.m. – 4:15 p.m.  
*Presented by Alan M. Atlas, DMD; John O. Burgess, DDS, MS; Steven R. Jefferies, DDS, PhD, MS; Mark A. Latta, DMD, MS, and Rick Walter, DDS, MS*

**Insurance Symposium** 8:00 a.m. – 9:00 a.m. United Concordia  
9:30 a.m. – 10:30 a.m. Delta Dental  
11:00 a.m. – Noon Dominion Dental

**Age One Connect the Dots** 9:00 a.m. – Noon  
*Presented by Maria J. Tacelosky, DMD; Alicia A. Risner-Bauman, DDS; Donna L. Schoenecker, RDH, PHDH, and Amy Requa, MSN, CRNP.*  
*Sponsored by PA Head Start Association and the DentaQuest Foundation*

**Poster Session Competition** 11:15 a.m. – 12:45 p.m.  
*1 hour of CE credit offered*  
*Presented by Dental Students*

**Luncheon with Wine Tasting** 1:00 p.m. – 2:30 p.m.  
*at The Hotel Hershey*  
*Hosted by the Alliance of the Pennsylvania Dental Association (APDA)*

**OSHA Requirements for Health Care Practices** 1:00 p.m. – 3:00 p.m.  
*Presented by Charles Watts*  
*Sponsored by Clym Environmental Services, LLC*

## FRIDAY, MAY 20

**Council of Presidents' Meeting** 4:30 p.m. – 6:00 p.m.  
*Open to district & local presidents & presidents-elect*

**Welcome Reception (Exhibit Hall)** 4:30 – 6:00 p.m.  
**Penn Dental Medicine Alumni Reception** 6:00 – 7:00 p.m.  
**Temple Alumni Reception** 7:00 – 8:00 p.m.

## SATURDAY, MAY 21

**Exhibit Hall** 9:30 a.m. – 3:00 p.m.  
*Gain insight on emerging trends and earn CE*

*Breaks in the Exhibit Hall*  
9:45 a.m. – 11:00 a.m. AND 1:15 p.m. – 2:15 p.m.  
*Lunch Carts in the Exhibit Hall*  
11:30 a.m. – 1:30 p.m.

**Endodontic Treatment Symposium** 8:30 a.m. – 4:30 p.m.  
*Presented by Bekir Karabucak, DMD, MS; Meetu Ralli Kohli, DMD; Samuel I. Kratchman, DMD; Frank Setzer, DMD, PhD, MS, and Martin Trope, DMD*

**Child Abuse Recognition and Reporting** 9:00 a.m. – 11:00 a.m.  
*Presented by Angela M. Stout, DMD, MPH, and Camille Kostelac-Cherry, Esq.*

**PDA Former Presidents' Luncheon** 11:00 a.m. – 12:45 p.m.  
*(Invitation Only)*

**Hands-on Endodontic Training** Noon – 2:30 p.m. or 5:00 p.m. – 7:30 p.m.  
*Sponsored in part by Carl Zeiss Meditec, Brasseler USA and B&L Biotech USA*

**Guided Tour of Milton Hershey School** 12:30 p.m. – 1:45 p.m.  
*Hosted by the Alliance of the Pennsylvania Dental Association (APDA)*

**PDA Business Meeting and Town Hall Open Forum** 12:45 p.m. – 2:30 p.m.

**MOM-n-PA Board Meeting** 4:30 p.m. – 6:30 p.m.

**The Amalgamation Celebration** 7:00 p.m. – 11:00 p.m.  
*(Ticketed Event)*



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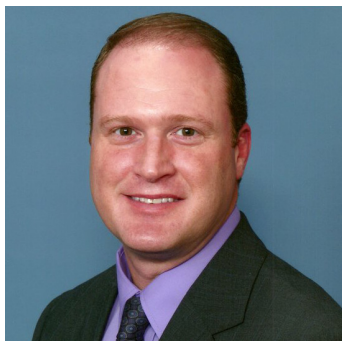
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# PDA OFFICERS



Wade I. Newman  
*President*



John V. Reitz  
*Vice President*



Herbert L. Ray, Jr.  
*President-elect*



Nicole M. Quezada  
*Secretary*



Samuel E. Selcher  
*Treasurer*



Bruce R. Terry  
*Editor*



Andrew J. Kwasny  
*ADA Trustee*

\*President-elect, Herbert L. Ray, Jr., became PDA president effective April 15, 2016., and Bruce R. Terry was installed as president-elect.



# PDA BOARD OF TRUSTEES



Anand V. Rao  
*First District*



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*Second District*



Eli Stavisky  
*Third District*



Frederick S. Johnson  
*Fourth District*



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Cynthia A. Iseman  
*Seventh District*



Theodore J. Rockwell  
*Eighth District*



Joseph E. Ross  
*Ninth District*



James A. H. Tauberg  
*Tenth District*

\*New trustees for the Third, Fourth and Ninth districts were installed on April 15, 2016. Matthew A. Zale (Third), Maria J. Tacelosky (Fourth), and Samer Mansour (Ninth) will serve throughout 2019.

# REPORT FROM ADA



ANDREW J. KWASNY,  
DMD, MSD

On behalf of the Board of Trustees of the American Dental Association (ADA), I would like to welcome you to Pennsylvania's Dental Meeting. This past year has seen your national association continuing to pursue the goals and objectives of our Strategic Plan, "Members First 2020." Its emphasis is to place the needs of the individual member-dentist ahead of those of the organization and to provide valuable products and services in a changing environment for our profession.

The key question is how to provide this value when its definition means something different to each of our members. The ADA will launch an entirely new communication effort that will emphasize the different "personas" that comprise its membership. At each stage of our professional lives, there will be products and services tailored to that individual's specific needs. There will be programs that are based on the data accumulated through actual engagements with our members that directly respond to their requests and demonstrate a higher level of personal service than ever before.

The ADA will now have the ability to investigate innovative programs in a much more timely manner through a specific reserve account that was approved by the 2015 ADA House of Delegates. The ideas generated through various business opportunities and the input from our members will be used to develop pilot programs in targeted areas of the country. The lessons learned from these innovative studies will generate valuable information on future services to be provided to all of our members.

The ADA continues to work closely with state and local dental societies toward organizational capacity that is consistent and efficient through the use of a single data management software system and branded websites. Now that this communication ability has been established, there will be opportunities such as customization of the membership application process and an individual portfolio on your mobile device that is tailored toward the services and products that only you choose to utilize.

The association will continue to investigate and collaborate on the issues of dental delivery models, licensure portability and the enhancement of the ADA member brand to our patients. We continue to be the most trusted and favored profession, and our entire organizational structure will seek to continue that tradition for all of our members in the future.

Enjoy Pennsylvania's Dental Meeting and feel free to talk with me during the meeting or contact me via [kwasnya@ada.org](mailto:kwasnya@ada.org).

# FORMER PRESIDENTS

*A. B. Robbins	1868-69	*William L. Fickes	1923-24	William B. Trice	1979-80
*Thomas L. Buckingham	1869-70	*Otto John Specker	1924-25	*David S. Wagner	1980-81
*John McCalla	1870-71	*Charles Root Turner	1925-26	*Arthur C. McFeaters Jr.	1981-82
*James G. Templeton	1871-72	*P. V. McFarland	1926-27	Lester L. Levin	1982-83
*M. E. Gillespie	1872-73	*John Calvin Nugent	1927-28	*Nicholas D. Saccone	1983-84
*C. W. Klump	1873-74	*Walter H. Fordham	1928-29	*Frank J. Sammartino	1984-85
*John Hugh McQuillen	1874-75	*Zachary T. Jackaway	1929-30	*Simon A. Horkowitz	1985-86
*Edwin Tyler Darby	1875-76	*Alfred C. Young	1930-31	*Charles M. Ludwig	1986-87
*James Stewart King	1876-77	*H. M. Kirkpatrick	1931-32	*Eugene S. Czarnecki	1987-88
*Charles Sidles Beck	1877-78	*George A. Coleman	1932-33	*George W. Brett	1988-89
*Cyrus Newlin Pierce	1878-79	*Harry C. Metz	1933-34	*Kay F. Thompson	1989-90
*William D. Magill	1879-80	*Walter E. Lotz	1934-35	*Herman M. Aqua	1990-91
*Henry Gerhart	1880-81	*F. S. E. Rusca	1935-36	*John B. Lathrop	1991-92
*Charles B. Ansart	1881-82	*Walter E. Mendel	1936-37	Stephen L. Kondis	1992-93
*Jesse C. Green	1882-83	*Fred D. Miller	1937-38	*Jack H. Neff	1993-94
*Simeon H. Guilford	1883-84	*R. M. Walls	1938-39	*John W. Staubach	1994-95
*George Elliott	1884-85	*Glen S. Phillips	1939-40	Donald P. Lavery	1995-96
*J. W. Rhone	1885-86	*W. J. Robinson	1940-41	*Gaetan J. Lavalla	1996-97
*Edward Payson Kremer	1886-87	*Boyd A. Lowry	1941-42	Ronald B. Gross	1997-98
*Walter F. Fundenberg	1887-88	*Fred C. Robinson	1942-43	*Harry A. Snyder	1998-99
*Henry C. Register	1888-89	*LeRoy M. Ennis	1943-44	Ronald D. Bushick	1999-00
*James C. N. Hamilton	1889-90	*Herbert K. Cooper	1944-45	William G. Glecos	2000-01
*L. Ashley Faught	1890-91	*W. Earl Craig	1945-46	George A. Kirchner	2001-02
*Louis Jack	1891-92	*Milon P. Eaton	1946-47	Michael D. Cerveris	2002-03
*William Van Orsdell	1892-93	*Harry K. Willits	1948	Stephen J. Jaworski	2003-04
*Franklin L. Bassett	1893-94	*John S. Oartel	1949	Charles R. Weber	2004-05
*James A. Libbey	1894-95	*Charles S. Patton	1950	Craig A. Eisenhart	2005-06
*Edward Cameron Kirk	1895-96	*Paul E. Bomberger	1951	Linda K. Himmelberger	2006-07
*Henry Newton Young	1896-97	*Frederick W. Herbine	1952	Jon J. Johnston	2007-08
*Wilbur Fisk Fitch	1897-98	*Walter F. Wade	1953	Thomas W. Gamba	2008-09
*Thos Cook Stellwagen	1898-99	*Homer D. Butts Jr.	1954	Andrew J. Kwasny	2009-10
*Robert Huey	1899-00	*Thomas P. Fox	1955	William T. Spruill	2010-11
*Samuel Blair Luckie	1900-01	*E. Harold Finnerty	1956	Dennis J. Charlton	2011-12
*Matthew Henry Cryer	1901-02	*Isaac Sissman	1957	Bernie P. Dishler	2012-13
*Robert Hodgson Nones	1902-03	*Victor H. Frank	1958-59	R. Donald Hoffman	2013-14
*George L. S. Jameson	1903-04	*Earl H. Albert	1959-60	Stephen T. Radack, III	2014-15
*T. Norman Broomell	1904-05	*Robert W. McEldowney	1960-61		
*Hugh Wilson Arthur	1905-06	*Reuben E. V. Miller	1961-62		
*J. T. Lippincott	1906-07	*Charles F. McDermott	1962-63		
*Peter K. Filbert	1907-08	*Jay H. Eshleman	1963-64		
*Charles B. Bratt	1908-09	*John E. Whittaker	1964-65		
*Wilson D. DeLong	1909-10	*Naysh C. Brennan	1965-66		
*Charles C. Walker	1910-11	*George P. Boucek	1966-67		
*Walter H. Fundenberg	1911-12	*Kenneth E. Neiman	1967-68		
*Cyrus V. Kratzer	1912-13	*Laurence L. Lathrop	1968-69		
*Howard Shimer Seip	1913-14	*Willis J. McCormick	1969-70		
*James Grant Lane	1914-15	*Bernard Shair	1970-71		
*H. Edmond Friesell	1915-16	*W. Arthur George	1971-72		
*Samuel P. Cameron	1916-17	*Waldo G. Gamba	1972-73		
*Chris P. VanHorn	1917-18	*Donnel M. McHenry	1973-74		
*Walter Abel Spencer	1918-19	*William A. Booth	1974-75		
*George S. Schlegel	1919-20	*Alex J. McKechnie Jr.	1975-76		
*R. Hamill D. Swing	1920-21	*John L. Bomba	1976-77		
*John Flocker Biddle	1921-22	F. Eugene Ewing	1977-78		
*Emerson R. Sausser	1922-23	*Edmund R. Mihalski	1978-79		



# FORMER TRUSTEES

## ADA THIRD DISTRICT TRUSTEES

TERM	NAME	PLACE OF RESIDENCE/OFFICE
1913-22	Clarence J. Grieves	Baltimore, MD
1922-25	John F. Biddle	Pittsburgh, PA
1925-28	John F. Stephan	Cleveland, OH
1928-29	Reuben E. Denney	Philadelphia, PA
1929-32	James A. Brady	Philadelphia, PA
1932-44	Emanuel G. Meisel	Pittsburgh, PA
1944-50	Leroy M. Ennis*	Philadelphia, PA
1950-53	W. Earle Craig	Pittsburgh, PA
1953-59	Charles H. Patton*	Philadelphia, PA
1959-65	Laurence L. Lathrop	Emporium, PA
1965-71	Jay H. Eshleman	Philadelphia, PA
1971-77	George P. Boucek	Pittsburgh, PA
1977-83	John L. Bomba*	Haverstown, PA
1983-89	Alex J. McKechnie Jr.	Camp Hill, PA
1989-93	William A. Booth	Sharon, PA
1993-97	Kay F. Thompson	Carnegie, PA
1997-01	John W. Staubach	York, PA
2001-05	Ronald B. Gross	Pottstown, PA
2005-09	William G. Glecos	Erie, PA
2009-13	Charles R. Weber	West Chester, PA

\*Dr. Leroy M. Ennis served as ADA president from 1951 to 1952, Dr. Charles H. Patton from 1960 to 1961 and Dr. John L. Bomba from 1984 to 1985.

<sup>1</sup> Compiled by Andrea Matlak, Archivist, American Dental Association Archives. Source: Transactions of the American Dental Association, 1913-2000.

<sup>2</sup> The ADA's constituent societies were originally (1913-1927) grouped into nine districts for the purpose of electing the Board of Trustees. The 3rd district represented the states of Pennsylvania, Delaware, Maryland, West Virginia and Ohio.

<sup>3</sup> In 1928 the Board of Trustees was reorganized into 13 trustee districts. Pennsylvania became the only state represented by the 3rd district.



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- Equipment financing solutions to stay up-to-date with equipment and technology<sup>1</sup>

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<sup>1</sup> All loans and lines of credit and all terms referenced herein are subject to receipt of a complete M&T application, credit approval and other conditions. Terms offered are not available for any of the following: refinancing or consolidating existing M&T credit; or credit requiring an SBA loan guaranty. If an applicant's group credit, including all current requests, exceeds \$100,000, additional application information and approvals may be required. Other terms, conditions, fees and restrictions may apply. Offers are subject to change without notice. Please see an M&T representative for full details.

\* According to statistics released by the Small Business Administration (SBA) for total approved loans through the SBA's 7(a) lending program during the fiscal year ending 9/30/14.

\*\* Based on Greenwich Associates 2014 Small Business Banking Excellence Awards.

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# EXHIBIT HALL

## CHOCOLATE BALLROOM

3M Oral Care .....	21
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Association Gloves .....	14
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B&L Biotech USA .....	47
BQ Ergonomics LLC .....	15
Brasseler USA .....	44
CareCredit .....	30
Carestream Dental .....	32
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Delta Dental .....	16
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Dental Cooperative .....	39
DENTSPLY Restorative .....	28
DENTSPLY Tulsa Dental Specialties .....	27
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GC America Inc. ....	4
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Healthplex, Inc. ....	12
Hiossen, Inc. ....	7
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Midwest Dental .....	31
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Nierman Practice Management .....	40
PDAIS/TDIC .....	50
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United Concordia Dental .....	22
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Zoll Medical Corporation .....	34

## SCHEDULE

### FRIDAY, MAY 20

9:30 a.m. – 4:00 p.m.

Breaks available:

10:00 a.m. – 11:00 a.m.

1:45 p.m. – 2:45 p.m.

Lunch Carts available:

11:15 a.m. – 12:45 p.m.

\*Welcome Reception:

4:30 p.m. – 6:00 p.m.

### SATURDAY, MAY 21

9:30 a.m. – 3:00 p.m.

Breaks available:

9:45 a.m. – 11:00 a.m.

1:15 p.m. – 2:15 p.m.

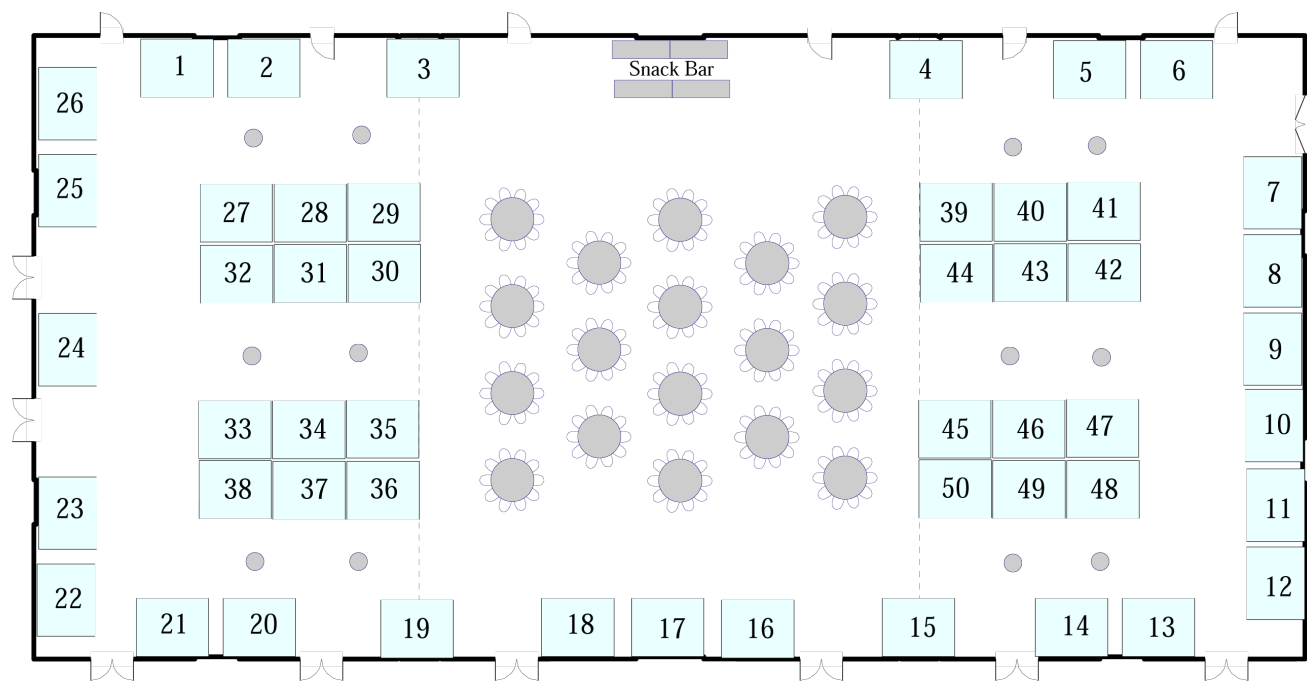
Lunch Carts available:

11:30 a.m. – 1:30 p.m.

\*Reception sponsored by: Pennsylvania Dental Association Insurance Services (PDAIS), The Dentists Insurance Company (TDIC), MHM Services, Inc., VOCO America, Inc., Envolve Health, BENCO DENTAL and SDI, North America.



# EXHIBIT HALL MAP



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2017 Mid-Atlantic  
Dental Meeting

May 4-6, 2017  
Walter E. Washington Convention Center  
Washington, D.C.

For more information, please visit our website [www.midatlantic.org](http://www.midatlantic.org).



# CE COURSES

## THURSDAY, MAY 19

3:00 p.m. – 6:00 p.m.

3 CE credits recommended for dentists, specialists, hygienists, EFDA's & assistants

### Pearls for the Pediatric Dental Patient

*Presented by Angela M. Stout, DMD, MPH*

#### Objectives:

- Use different behavior management techniques to provide a comfortable experience for both the patient and the doctor/staff.
- Treat and manage pediatric dental trauma along with understanding follow up protocols.
- Identify high risk caries patients and recommend a fluoride regimen appropriate for the patient's risks.
- Discuss treatment options for cosmetic restorations for the pediatric patient.

## FRIDAY, MAY 20

8:00 a.m. – 4:15 p.m.

6 CE credits recommended for dentists & specialists

### ADHESIVE DENTISTRY SYMPOSIUM

As the world-class speakers assembled sequentially take the podium, you'll experience the following engaging presentations:

#### Adhesives on Steroids—Bonding Techniques and Trends

*Presented by John O. Burgess, DDS, MS*

#### Objectives:

- Learn what techniques and adhesives reduce post operative sensitivity
- Are universal adhesives really universal?
- Which bonding procedures are best for bonding zirconia.
- Discover what is in adhesives and why they work.

#### Adhesive Cementation for CAD-CAM Ceramics-Composite, Lithium Disilicate and Zirconia

*Presented by Mark A. Latta, DMD, MS*

#### Objectives:

- Understand the diversity of classes of cements based on adhesive use, resin or non-resin chemistry and clinical indication.
- Use the decision tree for matching the correct cement to the restorative material and clinical indication.

#### Adhesion Protocols and Post and Core Strategies for the Endodontically Treated Tooth

*Presented by Rick Walter, DDS, MS*

#### Objectives:

- Recognize clinical situations where post and core strategies are recommended for restoration of endodontically treated teeth.
- List the differences between adhesion protocols to the root canal.
- List the differences between post and core strategies for restoration of the endodontically treated tooth.
- Describe different adhesion protocols to the root canal.
- Discuss limitations of each adhesion protocol and post and core strategy.

FRIDAY, MAY 20

8:00 a.m. – 4:15 p.m.

6 CE credits recommended for dentists & specialists

## ADHESIVE DENTISTRY SYMPOSIUM

CONTINUED

### Bioactive Dental Materials—A New and Emerging Class of Dental Materials That May Present a New Concept in “Adhesive” Dentistry

*Presented by Steven R. Jefferies, DDS, MS, PhD*

#### Objectives:

- Identify the definition of “bioactivity” as it relates to dental restorative materials.
- Review the basic composition and physical properties of bioactive dental restorative materials.
- Recognize the various current clinical indications for “bioactive” dental restorative materials.
- Discuss various possible mechanisms of adhesion of bioactive materials to tooth structure and compare/contrast to mechanisms of adhesion for polymer-based dental adhesives.
- Explore future uses and development of bioactive materials as a possible component in adhesive dentistry.

### Clinical Application of Composite Resins—Bulk or Incremental

*Presented by John O. Burgess, DDS, MS*

#### Objectives:

- Application of posterior bulk fill materials.
- Techniques for layering anterior composites.
- Application of new flowable resins.
- Selection and use of curing lights and their techniques.

### Fractures, Failures and Solutions—Etiologies of Failure for Adhesive Restorations and Guidelines for Successful Outcomes

*Presented by Alan M. Atlas, DMD*

#### Objectives:

- Describe the clinical prerequisites and the impact of material selection, clinician experience and patient compliance on long-term clinical outcomes of adhesive restorations.
- Describe technologies available to achieve precision restorative dentistry.
- Utilize CaMBRA and other preventive measures to facilitate extended survival of the restoration.

FRIDAY, MAY 20

8:00 a.m. – Noon

No CE credits offered

## INSURANCE SYMPOSIUM

Representatives from Delta Dental, Dominion Dental (Capital Blue Cross) and United Concordia each will present opportunities to enhance operations and create a greater level of efficiency between the dental office and the insurance company.

8:00 a.m. – 9:00 a.m. – United Concordia Dental

*Presented by Kristen S. Smith, Director of Provider Network Operations*

9:30 a.m. – 10:30 a.m. – Delta Dental

*Presented by Christine Ruiz, Manager of Professional Relations*

11:00 a.m. – Noon – Dominion Dental

*Presented by Phil Hahn, Director of Provider Relations and Wayne Silverman, DDS, Dental Director*

FRIDAY, MAY 20

9:00 a.m. – Noon

3 CE credits recommended for dentists, specialists, hygienists, EFDA's & assistants (*hands-on course with limited attendance*)

### PA Age One Connect the Dots

*Sponsored in part by the PA Head Start Association and the DentaQuest Foundation*

*Presented by Maria J. Tacelosky, DMD; Alicia A. Risner-Bauman, DDS; Donna L. Schoenecker, RDH, PHDH, and Amy Requa, MSN, CRNP*

#### Objectives:

- Describe the importance of the “Age One” or baby dental visit.
- List the risk factors for early childhood caries (ECC).
- Demonstrate a knee-to-knee examination.
- Describe how the visit, along with anticipatory guidance for parents, is incorporated into a dental practice.
- Describe practical strategies for billing and successful methods to increase productivity when incorporating the baby visit into a dental practice.

# CE COURSES

## FRIDAY, MAY 20

1:00 p.m. – 3:00 p.m.

2 CE credits recommended for dentists, specialists, hygienists, EFDAs & assistants

### OSHA Requirements for Health Care Practices

*Presented by Charles Watts*

#### Objectives:

- Recognize the OSHA standards, by topic, applicable to health care practices.
- Review options for comprehensive OSHA compliance.
- Understand employer's responsibilities under the Bloodborne Pathogens Standard.
- Apply the requirements of the Needlestick Safety and Prevention Act to health care practices.
- Recognize key concepts in infection prevention and control.
- Review radiation safety requirements for health care practices.
- Understand the biological effects of ionizing radiation exposure.
- Define ALARA and identify opportunities to practice this requirement in health care settings.

## SATURDAY, MAY 21

8:30 a.m. – 4:30 p.m.

5 CE credits recommended for dentists & specialists

## ENDODONTIC TREATMENT SYMPOSIUM

As the world-class speakers assembled sequentially take the podium, you'll experience the following engaging presentations:

### A Futuristic Look at Dental Trauma

*Presented by Martin Trope, DMD*

#### Objectives:

- Review the biologic sequelae of dental traumatic injuries.
- Evaluate basic treatment aims to minimize or prevent the sequelae of these injuries.
- Understand "state of the art" treatment protocols for traumatic injuries.
- Recognize possible future treatment trends in dental trauma.

## SATURDAY, MAY 21

8:30 a.m. – 4:30 p.m.

5 CE credits recommended for dentists & specialists

## ENDODONTIC TREATMENT SYMPOSIUM *CONTINUED*

### Endodontic Microsurgery

*Samuel I. Kratchman, DMD*

#### Objectives:

- Diagnose and treatment plan when endodontic microsurgery is indicated.
- Gain an understanding of the latest instruments and techniques in performing endodontic microsurgery.
- Tackle the endo/perio lesions surgically and know the latest bone grafting/tissue regeneration materials.

### Instrumentation & Obturation for Optimal Success

*Presented by Meetu Ralli Kohli, DMD*

#### Objectives:

- Understand the biological principles of endodontic treatment.
- Evaluate the new technical advances and their application in order to achieve the above principles.
- Streamline their clinical work to ensure long term success.
- Self assess and evaluate future products and their application in their clinical practice.

### Surgical and Non-surgical Retreatment—Clinical and Evidence Based Approach

*Presented by Bekir Karabucak, DMD, MS*

#### Objectives:

- Understand the biological and technical reasons for failure of initial root canal therapy.
- Interpret clinical signs, radiographic images and cone-beam CT.
- Discuss the advantages and disadvantages of non-surgical and surgical retreatment.

### Endo-Implant Prognosis

*Presented by Frank Setzer, DMD, PhD, MS*

#### Objectives:

- Compare endodontic and implant studies according to success and survival rates.
- Discuss the long-term prognosis of endodontic and implant therapy.
- Make an educated decision whether to endodontically treat a tooth or extract and replace it with an implant.

# SPEAKERS

## SATURDAY, MAY 21

Noon – 2:30 p.m. OR 5:00 p.m. – 7:30 p.m.

3 CE credits recommended for dentists & specialists

### Optional Endo Hands-On Training

(limited attendance)

Sponsored in part by Carl Zeiss Meditec, Brasseler USA and B&L Biotech USA

Participants are asked to bring 2 – 4 ACCESSED, extracted teeth (no third molars please).

As a follow up to the instrumentation and obturation presentation at the main podium, a state-of-the-art continuing education facility will be set up with individual microscopes and armamentarium.

### Participants will gain training in:

- Microendodontic Instrumentation to Biologically Adequate Sizes
- Obturation with gutta percha and BioCeramic Sealers

By the end of the session the participant should be able to instrument and obturate 2-4 teeth of various complexities in an adept structured workflow, which is repeatable, and easily transferable to their clinical practice.

## SATURDAY, MAY 21

9:00 a.m. – 11:00 a.m.

2 CE credits recommended for dentists, specialists, hygienists, EFDAs & all office personnel

### Child Abuse Recognition and Reporting for Dental Professionals

Presented by Angela M. Stout, DMD, MPH, and Camille Kostelac-Cherry, Esq.

#### Objectives:

- Understand categories of child abuse as defined by the Child Protective Services Law.
- Recognize universal child abuse indicators.
- Recognize clinical and intraoral pathologies of physical and sexual abuse.
- Understand the legal responsibilities as mandated reporters.
- Know when, how and where to report suspected abuse, and what happens after a report is made.
- Understand the protections for reporters and penalties for failure to report.



Angela M. Stout, DMD, MPH, pediatric dentist in private practice and a clinical assistant professor of Pediatric Dentistry at University of Pennsylvania School of Dental Medicine and the Kornberg School of Dentistry at Temple University



John O. Burgess, DDS, MS, Professor and Director for the Division of Biomaterials, and Assistant Dean for Clinical Research at the University of Alabama at Birmingham School of Dentistry



Mark A. Latta, DMD, MS, Dean and Professor of General Dentistry at Creighton University School of Dentistry



Rick Walter, DDS, MS, Clinical Associate Professor in the Operative Dentistry Department at the University of North Carolina School of Dentistry



Steven R. Jefferies, DDS, MS, PhD, Professor of Restorative Dentistry, Director of the Biomaterials Research Laboratory and Director of Clinical Research at Temple University Kornberg School of Dentistry



Alan M. Atlas, DMD, Clinical Professor, Director of Implant Dentistry in the Department of Preventive and Restorative Sciences at the University of Pennsylvania School of Dental Medicine



Charles Watts, President, Clym Environmental Services, LLC



Martin Trope, DMD, Clinical Professor in the Department of Endodontics at the University of Pennsylvania School of Dental Medicine



Samuel I. Kratchman, DMD, Associate Professor of Endodontics at the University of Pennsylvania School of Dental Medicine



Meetu Ralli Kohli, DMD, Clinical Associate Professor of Endodontics and the Director for Continuing Education and International Postdoctoral Program at the University of Pennsylvania School of Dental Medicine



Bekir Karabucak, DMD, MS, Interim Chair, Associate Professor of Endodontics and Director of the Postdoctoral Endodontics Program at the University of Pennsylvania School of Dental Medicine



Frank Setzer, DMD, PhD, MS, Clinic Director and Pre-doctoral Program Director in the Department of Endodontics at the University of Pennsylvania School of Dental Medicine



Camille Kostelac-Cherry, Esq., CEO, Pennsylvania Dental Association



# PAST AWARD RECIPIENTS

## DISTINGUISHED SERVICE AWARD

Dr. George T. Gregg	1946
Dr. John J. Stetzer Sr.	1947
Dr. R. Hamill D. Swing	1948
Dr. Milon P. Eaton	1949
Dr. Cris S. Van Horn	1950
Dr. George S. Schlegel	1952
Dr. Joseph D. Whiteman	1953
Dr. W. Earle Craig	1954
Dr. Zachary Jackaway	1955
Dr. Cloyd S. Harkins	1956
Dr. Albert R. Pechan	1957
Dr. Leroy M. Ennis	1958
Dr. Herbert K. Cooper	1959
Dr. William F. Swanson	1960
Dr. Walter Wade	1961
Dr. Charles H. Patton	1962
Dr. Gerald D. Timmons	1963
Dr. George A. Coleman	1964
Dr. Harry K. Willits	1965
Dr. Clarence Hagan	1966
Dr. Thomas P. Fox	1967
Dr. Albert Goho	1968
Dr. R. E. V. Miller Sr.	1969
Dr. W. Harry Archer	1970
Dr. Homer D. Butts Jr.	1971
Dr. Albert L. Borish	1972
Dr. Victor H. Frank	1973
Dr. Isaac Sissman	1974
Dr. Lester W. Burket	1975
Dr. Jay H. Eshleman	1976
Dr. Charles F. McDermot	1977
Dr. Laurence L. Lathrop	1978
Dr. Bernard Shair	1979
Dr. Dale F. Roeck	1980
Dr. W. Arthur George	1981
Dr. Edward J. Forrest	1982
Dr. John L. Bomba	1983
Dr. George P. Boucek	1984
Dr. Alex J. McKechnie Jr.	1985
Dr. Waldo G. Gamba	1986
Dr. William A. Booth	1987
Dr. Eugene E. Katz	1988
Dr. James W. Smudski	1989
Dr. William B. Trice	1990
Dr. Nicholas D. Saccone	1991
Dr. Lester L. Levin	1992
Dr. Marvin Sniderman	1993
Dr. Frank J. Sammartino	1994
Dr. Simon A. Horkowitz	1995
Dr. George W. Brett	1996
Dr. Marlin A. Miller	1997
Dr. Kay F. Thompson	1998
Dr. Herman M. Aqua	1999
*Dr. Jack H. Neff	2000
Dr. John B. Lathrop	2001
Dr. Stephen L. Kondis	2002
Dr. John W. Staubach	2003
Dr. Eli Stavisky	2004
Dr. Augustine J. Chialastri	2005
Dr. Ronald B. Gross	2006
Dr. Ronald D. Bushick	2007

\*Posthumously

Dr. George A. Kirchner	2008
Dr. William G. Glecos	2009
Dr. Judith A. McFadden	2010
Dr. Richard J. Galeone	2011
Dr. Charles R. Weber	2012
Dr. Craig A. Eisenhart	2013
Dr. Robert S. Runzo	2014
Dr. Linda K. Himmelberger	2015

## RECOGNITION AWARD

Dr. George P. Boucek	1977
Mr. Henry Thornton	1978
Dr. Gerald J. Cox	1983
*Dr. Arthur C. McFeaters	1986
Dr. H. William Gross	1987
Dr. Anthony L. Checchio	1988
Dr. Emanuel Ploumis	1990
Dr. Betty J. McWilliams	1991
Dr. Manuel M. Album	1992
Dr. C. Everett Koop	1993
Dr. Benedict Kimmelman	1994
Dr. Samuel B. Detweiler	1995
Dr. David C. Hamilton	1996
Dr. Gregory D. Pence	2002
Dr. Susan E. Calderbank	2003
Dr. Leonard Abrams	2004
Dr. Dennis N. Ranalli	2006
Dean Marjorie K. Jeffcoat	2008
Dr. Elliot V. Hersh	2009
Dr. Thomas W. Braun	2012
Dr. Steven R. Jefferies	2015

## PUBLIC SERVICE AWARD

Mrs. Ann Bixler	1976
Mr. Stearl Sponaugle	1977
The Honorable Anita Kelly	1977
The Honorable Marvin Miller Jr.	1977
Dr. Maurice K. Goddard	1989
*Dr. Eugene Czarnecki	1991
Pennsylvania Dental Association	
Team Members	1995
Dr. Eli Stavisky	1996
Dr. Edwin Weaver	1998
Dr. Julius Ingorn	2001
Dr. Joseph J. Kohler III	2002
Dr. David Shapter	2002
Mr. William Sesler, Esq.	2002
Dr. John M. Bush	2005
Dr. Joseph R. Greenberg	2006
Dr. Craig S. Pate	2007
Dean Martin F. Tansy	2008
Dental Society of Chester County & Delaware County	2009
Dr. Philip T. Siegel	2010
Dr. Peter J. Carroll	2011
Dr. David A. Tecosky	2011
Dr. Andrew D. Gould	2012
Dr. John H. Kiessling	2012
Dr. Harry P. Meyers	2012
Dr. E. Steven Moriconi	2013
Dr. Gary S. Davis	2014
Dr. David R. Russell	2015

# 2016 AWARD RECIPIENTS

## PDA PUBLIC SERVICE AWARD

Since its inception in 2009, the Lehigh Valley Hospital Miles of Smiles Mobile Dental Van has treated more than 7,000 patients and provided \$2.5 million in treatment services at no charge, a huge success largely due to the grant writing efforts of director Patricia Lee Atno and chairman Dr. Charles Kosteva.

Miles of Smiles provides free dental services to low-income, uninsured and underserved children in the Allentown School District. The van features two treatment rooms, a digital X-ray unit, a sterilizing device, registration area and a wheelchair lift. The van serves students in four Allentown elementary schools, with a dentist, dental hygienist, dental assistant and a driver who doubles as a clerk.

In her nomination letter, Dr. Cynthia Olenwine, president of the Second District Valley Forge Dental Association, stated "...these two individuals and this important access to care program are eminently qualified to be the recipients of the Pennsylvania Dental Association Public Service Award."

Since 2009 Miles of Smiles has had 12,000 visits and its staff has performed 40,000 procedures. Ms. Atno and Dr. Kosteva have utilized their grant writing skills and contacts with the Foundation of the American Academy of Pediatric Dentistry and its Healthy Smiles, Healthy Children Initiative in order to secure the necessary funding for this wonderful initiative.

Dr. Kosteva is a 1971 graduate of Temple University School of Dentistry and has been on staff at Lehigh Valley Hospital since 1972, including 27 years as chief of the Division of General Dentistry. He has either chaired or worked on a lengthy list of committees, both at the hospital and with the Valley Forge Dental Conference, a conference he has been heavily involved with for 20 years.

Ms. Atno has been Practice Director for Dental Medicine at LVH and Miles of Smiles since 1976. She has served on several important community boards and committees, including Greater Lehigh Valley Access to Care Task Force, LVH Access to Care Committee and the Head Start Advisory Board.

PDA is proud to recognize the efforts of Ms. Atno and Dr. Kosteva in improving the oral health for underserved children in the Lehigh Valley and is pleased to honor them with our 2016 Public Service Award.



PATRICIA LEE ATNO,  
CDA



CHARLES A. KOSTEVA,  
DDS

# 2016 AWARD RECIPIENTS

## PDA RECOGNITION AWARD



SUSAN M.  
CHIALASTRI,  
DMD, MS

Dr. Susan Chialastri has dedicated her life to exceptional service, research and instruction in the science of dentistry. With more than 40 years of experience, she is an esteemed educator who has enthusiastically contributed her knowledge and expertise to mentoring countless students.

Dr. Chialastri's career in dentistry and higher education started as a Professor for the Department of Dental Radiology at Temple University School of Dentistry in 1979. She has since then worked as an instructor at several institutions – including the University of Pennsylvania and Harcum College. Since 2004, she has been the Assistant Professor of Pediatrics at Drexel University College of Medicine and is currently Associate Professor of Periodontology and Oral Pathology and Predoctoral Periodontology Clinic Director at Temple's Kornberg School of Dentistry.

In the nomination letter for the 2016 PDA Recognition Award, Dr. Amid Ismail, Dean of Temple's Kornberg School of Dentistry, said, "Dr. Chialastri's experience and willingness to share her expertise with students enables the transfer of knowledge that sustains important foundational structures of dental education."

Dr. Chialastri holds a bachelor's degree in education from Temple University (1974) and earned her DMD from Temple University School of Dentistry in 1987. Her path of education continued on as she received a post graduate certificate in periodontics at Penn and a master's of science degree in Oral Biology from Temple in 2009. Starting in 1972, Dr. Chialastri worked in dental hygiene private practice in Philadelphia for 17 years, followed by 18 years in Periodontics and Oral Implantology private practice in the Philadelphia region.

All the while she has continued to serve organized dentistry, including a term as a member of the Board of Governors of Philadelphia County Dental Society, and has served as the Kornberg School's American Student Dental Association (ASDA) chapter faculty adviser since 2009.

Dr. Chialastri has an impressive history of lectures, courses, and seminars in Periodontal Therapy and Treatment, an area in which she commands a vast in-depth knowledge. She has received countless awards recognizing her contribution to dental education over the years, including numerous faculty awards from Temple, and in 2012 was given the Advocate Award from ASDA.

One might say that these exemplary achievements are second nature to Susan. She comes from a highly-respected dental family. Her dad is Dr. A.J. Chialastri (recipient of the 2005 PDA Distinguished Service Award) and her brother is Dr. Gregg Chialastri.

In addition to all of her accomplishments, Dr. Chialastri has still managed to make time to support valuable community services, such as the Give Kids a Smile initiative and fundraising for Living Beyond Breast Cancer.

PDA is pleased to honor Dr. Chialastri with the 2016 Recognition Award.

# 2016 AWARD RECIPIENTS

## PDA DISTINGUISHED SERVICE AWARD

For the past 35 years, Dr. Jerrold Axler has dedicated his professional life to advancing the dental profession while also forging a consequential leadership role, not just at the local and state level but also at the national level.

Among his many valuable roles, Dr. Axler has served a four-year term as PDA treasurer, and also served as PDA's Second District trustee and vice president. Dr. Axler was a founding member of the PDAIS board. At the district and local level, he served as president of both the Second District Valley Forge Dental Association and the Montgomery Bucks Dental Society.

"Dr. Axler's contributions, philosophy and ethics have paved the way for the next generation of dental leaders and have laid the foundation for strong recognition by his peers," said Second District Valley Forge president Dr. Cynthia Olenwine. "Therefore, we believe Dr. Axler is eminently qualified to be the recipient of the Pennsylvania Dental Association Distinguished Service Award."

A 1966 graduate of Temple School of Dentistry, Dr. Axler was in private practice in Phoenixville for 41 years. He began his sizable contributions to both the American Dental Association and PDA back in 1976, when he first served as an ADA delegate, and continued with his first time as PDA delegate in 1978. Dr. Axler served on and chaired an array of committees through the decades, including his time as Fluoridation Chair of Montgomery-Bucks Dental Society, member of ADA's Council on Insurance and Membership Benefits and founding Co-Chair of the Valley Forge Dental Conference in 1986.

Dr. Axler is a member of numerous professional honorary societies including the Pierre Fauchard Academy and International College of Dentists, and received the Subin Award of Sigma Epsilon Dental Fraternity and the Valley Forge Conference Annual Recognition Award in 2002.

He continues to serve his community today through charitable work on the MOM-n-PA dental missions in 2014 and 2015.

A true champion for patients and the dental profession, Dr. Axler's contributions have earned him prestigious recognition as recipient of the 2016 PDA Distinguished Service Award.



JERROLD H. AXLER,  
DDS



# MEMBERSHIP STATISTICS

## 2015 ADA MEMBERSHIP PROGRAM FOR GROWTH SUMMARY

The ADA Membership Program for Growth (MPG) allows societies to apply for grant funding to conduct new programs that aid in membership recruitment and retention. In 2015, PDA conducted four programs, listed below, that were sponsored by the ADA's MPG.

### WHITE COAT CEREMONY

PDA leaders attended the White Coat Ceremony at Temple University in May of 2015. PDA President Dr. Wade I. Newman spoke at the ceremony where approximately 140 students from the Class of 2017 received their white coat. PDA was a sponsor of this event.

### ADA 2015 STUDENT BUS

PDA was granted funding to sponsor a student bus for ADA 2015. In November of 2015, 47 dental students from the University of Pennsylvania and Temple University utilized the bus transportation to attend a day at ADA 2015 in Washington, D.C. Each class was represented on the bus trip (Class of 2017 saw the highest percentage of student participants at 57 percent).

Students were able to explore the Exhibit Hall, attend CE courses and network with member dentists. All of the students surveyed said having free bus transportation had influenced their decision to attend ADA 2015.

### MATCH EVENT

PDA held a speed interviewing event for members and fourth-year dental students in December of 2015. As a result of the program, one provider hired a participating job seeker.

Attendance:

- 17 member dentists
- 3 dental students
- 11 job providers
- 7 job seekers
- 24 people total attended (including non-dentist guests)

### UNIVERSITY OF PITTSBURGH FACULTY RECEPTION

Attendance:

- 22 dentists (members and nonmembers)
- 3 nonmember faculty members

# MEMBERSHIP STATISTICS

## 2015 STUDENT EVENTS

399 Students   
*\*not including Lunch and Learn programs*

### ADA National Signing Day

Events held for Penn, Temple and Pitt class of 2015.

### Student Outreach Events

Networking receptions held for all students and members.

Philadelphia: 94 students, 19 dentists

Pittsburgh: 100 students, 22 dentists

41 Dentists 

### Lunch and Learn Program

Held at the University of Pittsburgh and the University of Pennsylvania. (40-50 students per program.)

## 2015 NEW DENTIST RECEPTIONS

68 Dentists 

### Tenth District

Pittsburgh

54 dentists (members and nonmembers)

41 new dentists

50 New Dentists 

### Second District

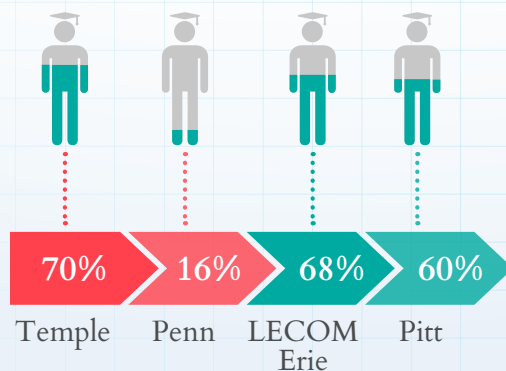
Downingtown

14 dentists (members and nonmembers)

9 new dentists

## 2016 ADA NATIONAL SIGNING DAY

### ADA National Signing Day Stats

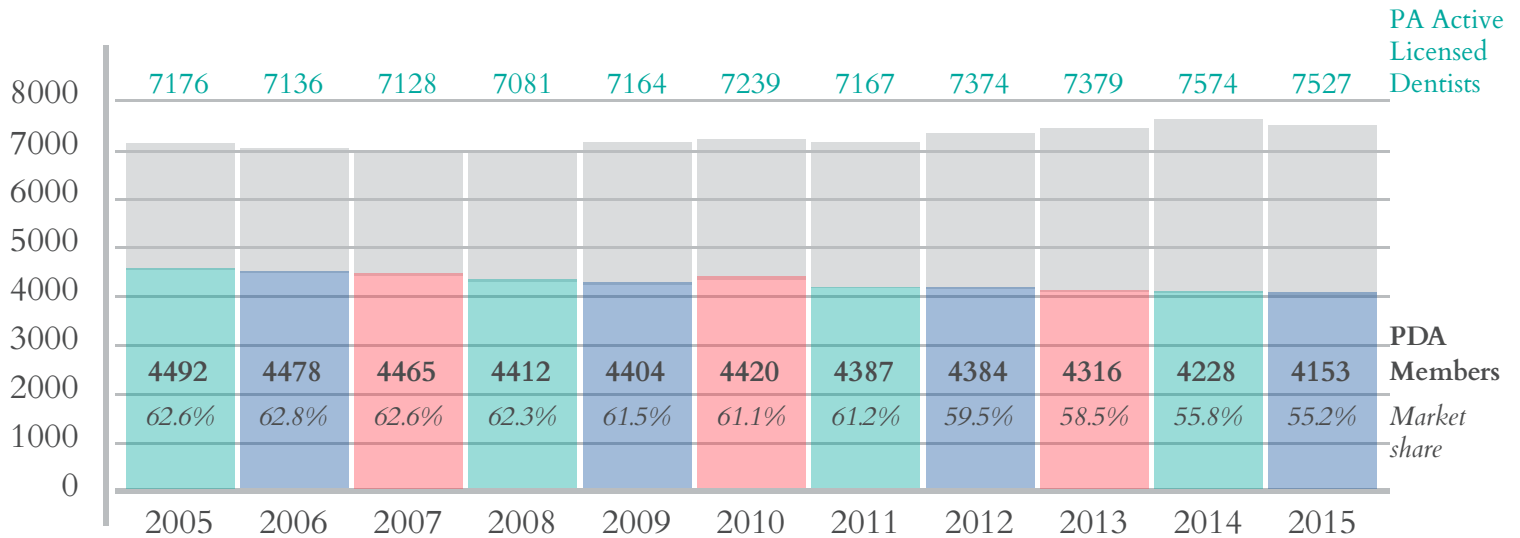


The ADA National Signing Day campaign provides senior dental students with the opportunity to sign up for ADA/PDA membership and learn more about how it can help them transition to life as a new dentist. PDA hosted National Signing Day events at each dental school in Pennsylvania. Events included lunches and evening receptions.

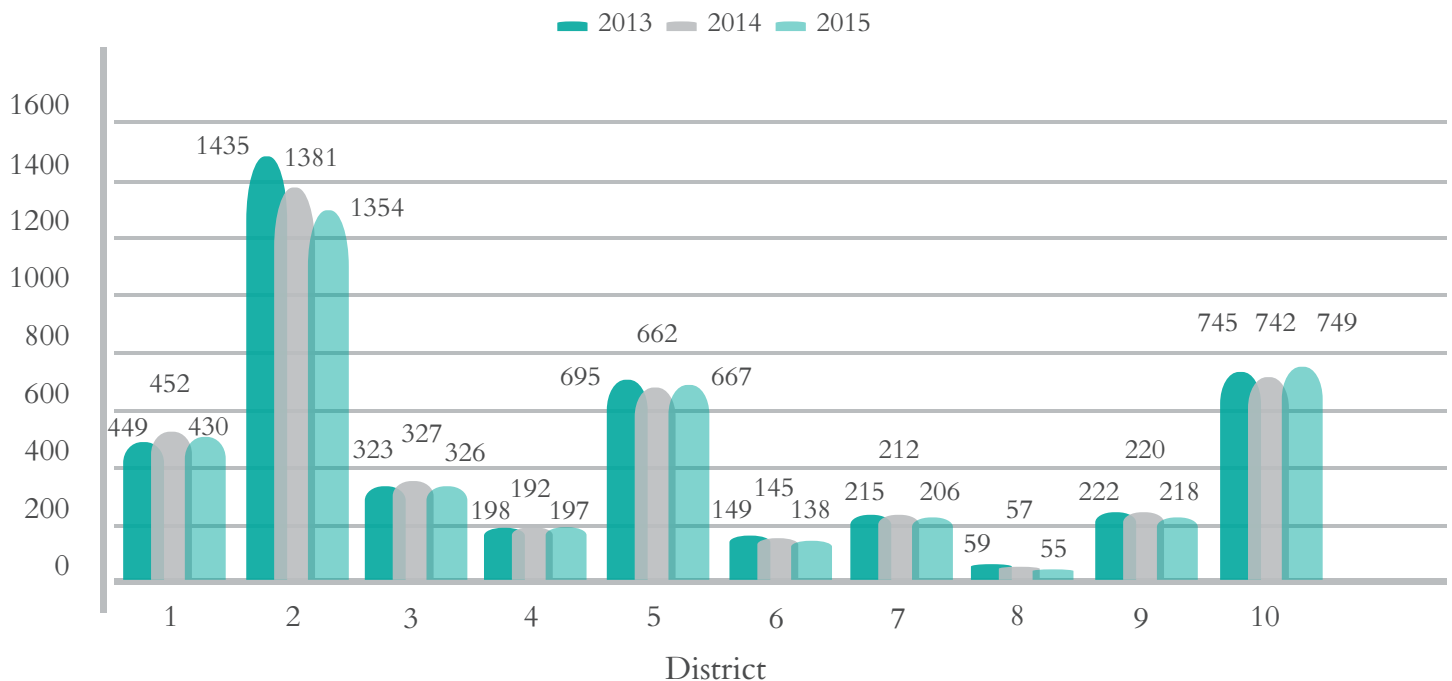
PDA staff and ASDA leaders are working to collect more applications from seniors. The ADA National Signing Day campaign ends on June 1, 2016.

# MEMBERSHIP STATISTICS

Number and Market Share of PDA Members 2005 - 2015 vs.  
Pennsylvania Active Licensed Dentists  
*excluding Retired Life Members*



2013, 2014 and 2015 Total Members by District  
*excluding Retired Life Members*



# MEMBERSHIP BENEFITS

## PRACTICING IN PA: A GUIDE FOR THE NEW DENTIST

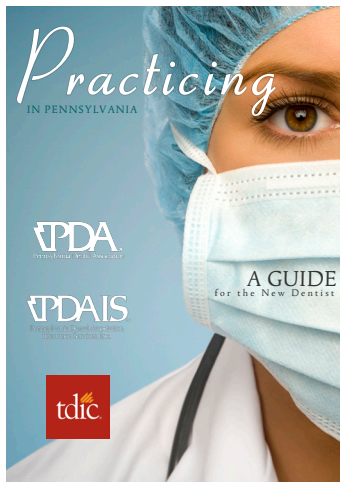
Also known as the “New Dentist Roadmap,” this popular guide is compiled by PDA’s New Dentist Committee. The guide has been updated for 2016 and includes current information on topics such as:

- licensure in Pennsylvania
- Act 31 requirements
- insurance information
- regulatory agencies
- employee information
- and much more!*

Although the guide is intended as a resource to help recent graduates transition from dental school to daily dental practice, it contains information that is relevant for dentists in all stages of their careers.

The guide is now available online!  
To view the guide, please visit the PDA website:

[www.padental.org/practicinginpa](http://www.padental.org/practicinginpa)



## SPECIAL MEMBERSHIP OFFER

In 2015, Pennsylvania was identified by the American Dental Association (ADA) as one of five states with an opportunity for membership growth. Nonmembers who join are eligible to receive a one-time, 50 percent reduction on the ADA and PDA levels of their dues. By the end of the 2015 year, 117 total new members joined for this offer.

This special membership offer will continue to be available to eligible nonmembers who join in 2016 and 2017.

# UPCOMING EVENTS



## THURSDAY, JULY 21

7:30–9:30 p.m.

*Student Networking Reception*  
for the LECOM Erie class of 2017  
and local member dentists.



## THURSDAY, SEPT 15

Philadelphia | 6:30–9:00 p.m.

*Speed Mentoring Event*

This is a brand new event that will welcome 15 member dentists and 45 dental students. Dentists will participate as mentors.



## THURSDAY, SEPT 15

Pittsburgh | 6:30–8:30 p.m.

*New Dentist Nonmember Dinner Series*  
New dentist nonmembers will be invited to attend, along with leaders from PDA.



## THURSDAY, SEPT 22

6:30–9:00 p.m.

*University of Pittsburgh*

*Student Outreach Event*

This event will follow the Pitt ASDA Steel City Dental Expo; open to first-through fourth-year dental students and member dentists.



## THURSDAY, OCT 13

Harrisburg | 6:30–8:30 p.m.

*New Dentist Nonmember Dinner Series*  
New dentist nonmembers will be invited to attend, along with leaders from PDA.



## THURSDAY, DEC 1

6:30–9:00 p.m.

*PDA MATCH Event*

This “speed interviewing” event will welcome up to 20 senior dental students, residents or new dentists in the Pittsburgh area and up to 20 job providers. Each job seeker will interview with each provider for approximately five minutes. The event is open to members and fourth-year dental students only.



# GOVERNMENT RELATIONS

## PDA'S TOP FOUR ADVOCACY GOALS FOR THE 2015 - 2016 LEGISLATIVE SESSION

PDA is the premier dental organization at the forefront of legislative initiatives to improve the dental practice environment in Pennsylvania for both dentists and patients. We are more than halfway through the legislative session. For the remainder of 2016, PDA's lobbyists, staff and volunteer leaders will work on members' behalf to pass these important insurance reforms, and scope of practice and access to care initiatives:

- Assignment of benefits for all providers.
- Limiting time frame insurers may retroactively review and deny claims.
- Health practitioner student loan forgiveness.
- Restoration of funding in the adult Medical Assistance program for dental providers

## GENERAL ASSEMBLY UPDATE

### **Assignment of Benefits (HB 973 and SB 843)**

PDA is lobbying for enactment of assignment of benefits legislation, having spent last fall working with Senate and House leaders and staff on language that satisfied their concerns about adequate consumer protection safeguards when they need dental treatment in emergency situations.

### **Retroactive Insurance Claim Reviews (SB 554 and HB 1178)**

PDA is playing a prominent role in a coalition of other health care provider groups lobbying for passage of legislation that would limit the time frame in which insurers may retroactively review and deny claims to 18 months.

### **Student Loan Forgiveness for Practicing in Underserved Areas (HB 1276)**

PDA supports legislation increasing the loan repayment to \$200,000 for dentists who are part of the Primary Care Loan Repayment Program. In exchange, dentists must commit to practicing full-time for two years.

## GOVERNOR'S ADMINISTRATION UPDATE

PDA advocates for the profession with Administration policymakers to advance new policies or policy reform in the executive branch of government. We represent dentistry when working with officials from the Departments of Human Services, Health, Environmental Protection and Insurance.

### **Department of Human Services: Medical Assistance funding**

PDA continues to lobby for the restoration of funding in the adult Medical Assistance (MA) program to at least the 2010 level. The decision to limit most essential services for adults resulted in increased cost to taxpayers when adults do not get the services they need and eventually seek treatment in hospital emergency rooms.

### Department of Health: Regulation of dental laboratories

PDA is encouraging DOH to consider adopting regulations or internal policies to ensure more accountability from dental laboratories, including requirements for the following:

- Reporting the point of origin for where the device or material is fabricated.
- Disclosing materials contained in dental prosthetics.
- Registration of out-of-state laboratories doing business in Pennsylvania.
- Dental labs employing at least one certified dental technician.
- Certified dental technicians obtaining continuing education credits.

### Department of Insurance: Balance Billing

The Department of Insurance is proposing legislation regarding the issue of balance billing, which occurs when a patient receives a bill for health care from a provider who is not in-network with the patient's insurance company. PDA submitted testimony to the Department to clarify how the issue of balance billing works in dental offices. We will continue to monitor the department's activities to ensure that any policies or regulations that are promulgated do not negatively impact dentists' billing procedures.

## PENNSYLVANIA COALITION FOR ORAL HEALTH MAKES STRIDES IN IMPROVING ORAL HEALTH CARE FOR ALL

The Pennsylvania Coalition for Oral Health (PCOH) is comprised of a diverse group of leaders from across the state from schools of public health, philanthropic organizations, businesses, dental organizations, health insurance plans, advocacy organizations, state agencies and other champions. PDA is a founding member of PCOH and several members serve in leadership positions, helping to steer the direction PCOH takes on policy and other oral health care initiatives.

PCOH advances policies and practices that increase access to oral health services, education, and prevention especially for our most vulnerable Pennsylvanians. Its mission is to "actively promote evidence-based preventive services and research; promote and fund strategies that will increase the oral health workforce capacity and effectiveness; and, fund oral health infrastructure in the Pennsylvania Department of Health."

Have an interest in joining the coalition as an individual or as a representative of your place of employment? Contact Lisa Schildhorn, PCOH's executive director, at (610) 247-3360 or [paoralhealth@gmail.com](mailto:paoralhealth@gmail.com), for more information and to sign on as a member.

# SBOD UPDATE

## NEW REGULATIONS FOR DENTISTS

This year Pennsylvania State Board of Dentistry (SBOD) is working to finalize a number of regulatory proposals, many of which will impact how you run your office. Here are new regulations you can expect to take effect sometime in the near future:

### ANESTHESIA PERMIT HOLDERS:

Proposed regulations will update the standards for anesthesia permit holders. There will be new regulations pertaining to the issue of administering oral sedatives and "stacking" medications.

### CHILD ABUSE REPORTING REQUIREMENTS:

Proposed regulations will update the SBOD's existing regulations to include the new requirements for applicants and licensees to obtain the required amount of training and continuing education in child abuse recognition and reporting.

### GENERAL REVISIONS OF 49 PA. CODE:

The SBOD reviewed existing regulations with the goal of updating regulations and updating outdated and obsolete provisions. There will be a brand-new requirement for dentists to install an AED in their offices.

### SCHEDULE OF CIVIL PENALTIES:

The SBOD proposed increases in the amounts in the schedule of civil penalties for lapsed license/certificate violations. The SBOD believes that it is necessary to increase the civil penalties to deter prospective violators.

### RESTRICTED FACULTY LICENSES:

New regulations will allow for restricted dental school faculty licenses, which are granted to individuals for the limited purpose of teaching in a dental school or advanced dental education program as a faculty member of an accredited dental school.

### TEMPORARY VOLUNTEER DENTAL

**LICENSES:** Act 7 of 2014 established the procedures in which to apply for a temporary volunteer dental license. The purpose of Act 7 of 2014 is to allow for out-of-state dentists to volunteer their services in Pennsylvania at charitable events sponsored by PDA or other organizations.

What's on the horizon? Stay tuned as the SBOD explores whether to promulgate regulations pertaining to issues such as sleep apnea, botox injections, teeth whitening services, corporate dentistry and mobile dentistry. PDA will continue to monitor all SBOD activities, submit comments and keep members informed of new regulations that take effect.

*PDA cannot accomplish its legislative goals without a financially sound PAC.*

*PADPAC ensures that dentistry's interests are properly represented in Pennsylvania.*

*During your time at the PDA Annual Meeting, please consider joining PADPAC.*

#### **PADPAC BOARD OF DIRECTORS AND ADVISORS**

##### **Treasurer & GRAG Liaison:**

*Dr. Craig Eisenhart*

##### **At-Large Liaison:**

*Dr. Richard J. Clark III*

##### **Trustee Liaison:**

*Dr. Herbert L. Ray Jr.*

##### **Staff Liaison:**

*Charles F. McElwee*

#### **JOIN PADPAC AT THE FOLLOWING CLUB LEVELS!**

*Century Club: \$120-\$199*

*Keystone Club: \$200-\$499*

*Capitol Club: \$500-\$999*

*Liberty Club: \$1000+*

*President's Club: \$2,500+*

# **PADPAC**

## **PADPAC WELCOMES YOU**

The Pennsylvania Dental Association Political Action Committee (PADPAC) welcomes you to the 2016 Pennsylvania's Dental Meeting. We thank our PADPAC contributors for investing in the dental profession's interests and future. Throughout 2015, PADPAC was instrumental in supporting candidates who work on behalf of dentists and their patients. In 2016, our hard work will continue to depend on our members' generous support. It is a major election year in Pennsylvania, meaning we will be diligently monitoring legislators' records and how they support our advocacy goals. Whether a new member or an annual contributor, your donation to PADPAC helps us remain one of the largest and strongest bipartisan PACs in Pennsylvania.

### **What is PADPAC?**

A political action committee is an organization that pools contributions from members and donates those funds to campaigns. Due to state and federal laws, PDA has categorized PADPAC funding into two categories. When deciding how to appropriate PADPAC contributions, PDA must distinguish how donors make their contributions:

**Hard Dollars:** Contributions made with a personal check or credit card. Only hard dollars may be used for political campaign contributions.

**Soft Dollars:** Contributions made with a corporate check or credit card. Only soft dollars may be used for administrative purposes such as assisting district or local dental societies with a fundraising event.

For decades, PDA's PADPAC has built its statewide reputation by supporting candidates and causes that ensure dentistry achieves its professional and advocacy goals in Pennsylvania.

PADPAC does not make contributions based on party affiliation. Instead, PADPAC works to build a positive relationship with legislative candidates through its government relations staff, lobbyists and donors. It's critical to have access to voice dentistry's position on legislative and regulatory proposals. The PADPAC board determines contribution levels upon the advice of our lobbyists, staff and donors.

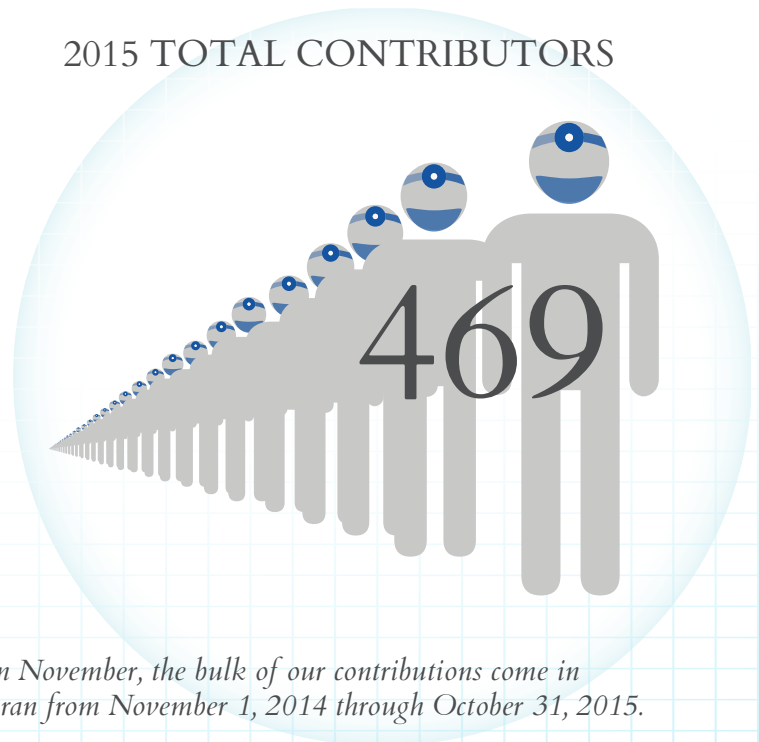
PADPAC cannot achieve its goals without a strong grassroots foundation. PDA members from across the state comprise this grassroots network and they help us determine how to reach out to candidates and promote our legislative priorities. Through PADPAC, members can get to know their local legislators and speak for their profession. All PADPAC members comprise an effective lobbying force at the local level.

# PADPAC 2015 YEAR IN REVIEW

## TOTAL DOLLARS COLLECTED



## 2015 TOTAL CONTRIBUTORS



*\*\*Note: Due to our dues statement being mailed in November, the bulk of our contributions come in November and December. Contributions for 2015 ran from November 1, 2014 through October 31, 2015.*

## 2016 PADPAC CALENDAR

*PADPAC members should mark their calendars for the following events in 2016. Please note that our legislative receptions will be part of an ongoing baseball-themed circuit for PADPAC members across the state.*



**July 8 – PADPAC High Donor Reception – Pittsburgh**  
*PADPAC will hold a special legislative reception for PADPAC's highest donors on Friday, July 8 at PNC Park in Pittsburgh. Members who donate \$500 and above can attend this reception (family included), which will be an opportunity to watch the Pittsburgh Pirates play the Chicago Cubs with legislative leaders and staff from western Pennsylvania. The event will be held in a box suite.*



**July 21 – PADPAC High Donor Reception – Philadelphia**  
*PADPAC will hold a special legislative reception for PADPAC's highest donors on Thursday, July 21 at Citizens Bank Park in Philadelphia. Members who donate \$500 and above can attend this reception (family included), which will be an opportunity to watch the Philadelphia Phillies play the Miami Marlins with legislative leaders and staff from Greater Philadelphia. The event will be held in a box suite.*

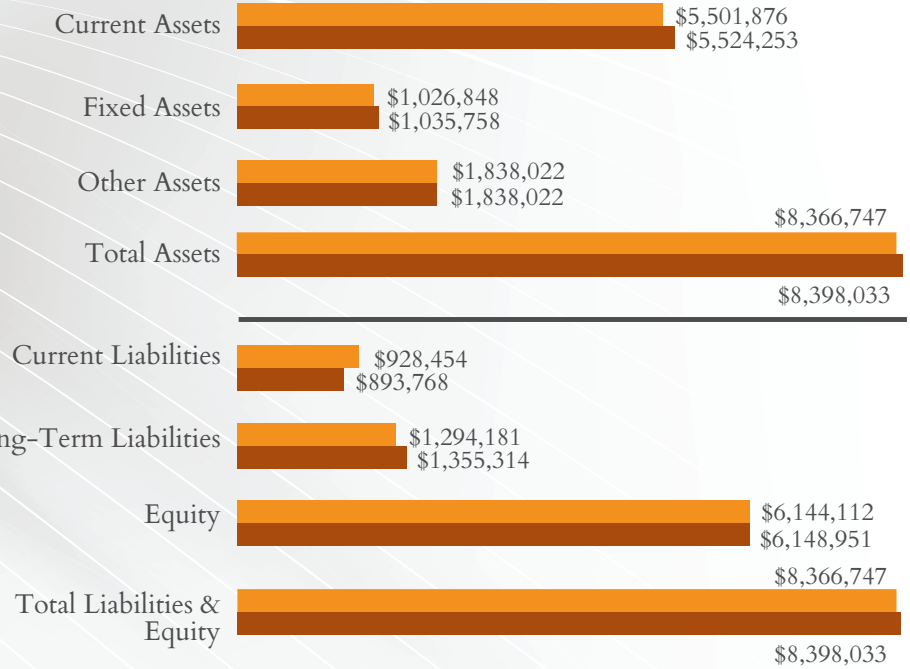


# PDA FINANCES

## PDA BALANCE SHEET 2015 - 2014 Comparison

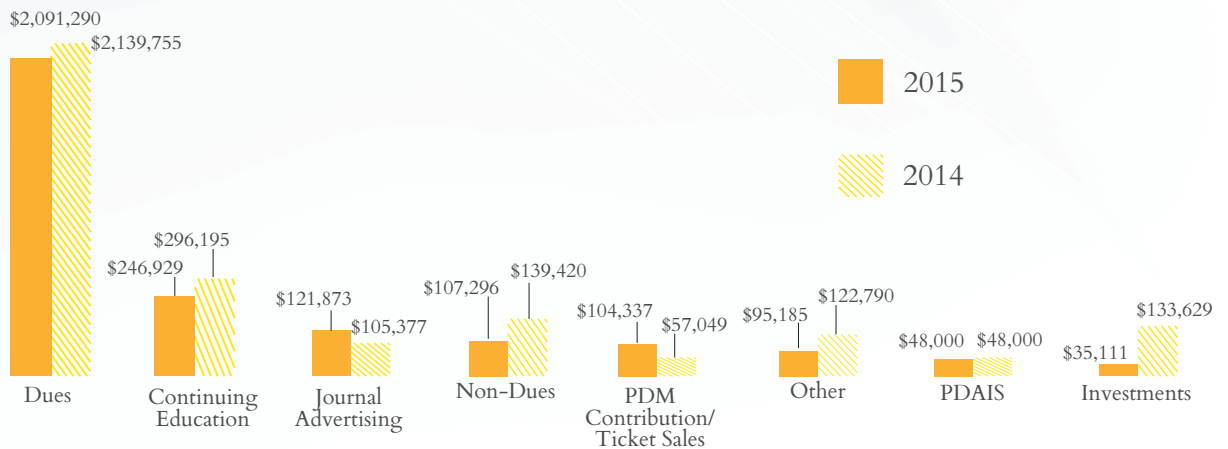
2015

2014



## THE INCOME STATEMENT THROUGH DECEMBER 31, 2015, SHOWS A DEFICIT OF \$4,839.

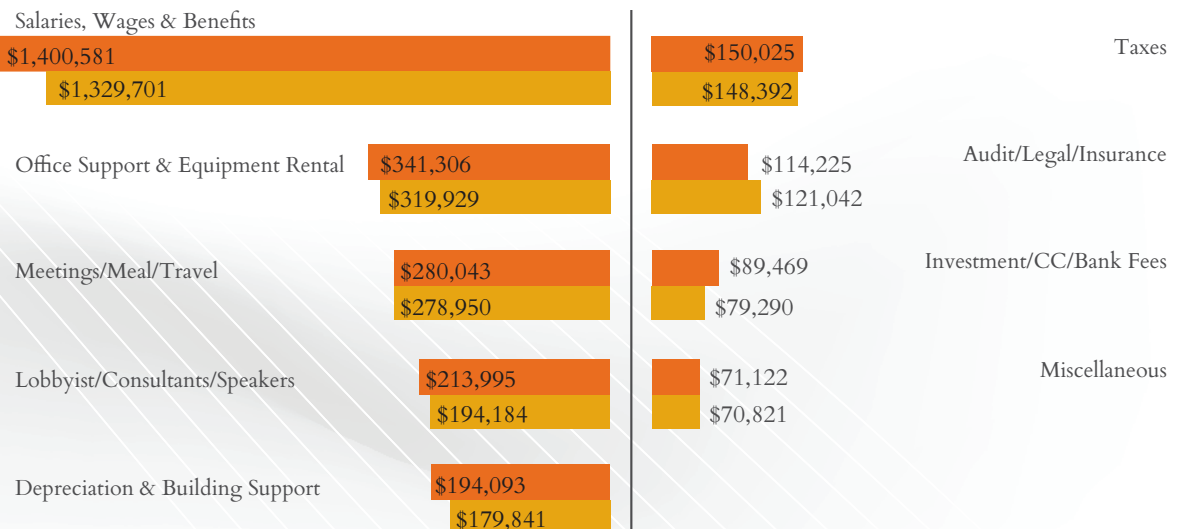
## PDA AUDITED REVENUE 2015 - 2014 Comparison



## PDA AUDITED EXPENSES 2015 - 2014 Comparison

2015

2014

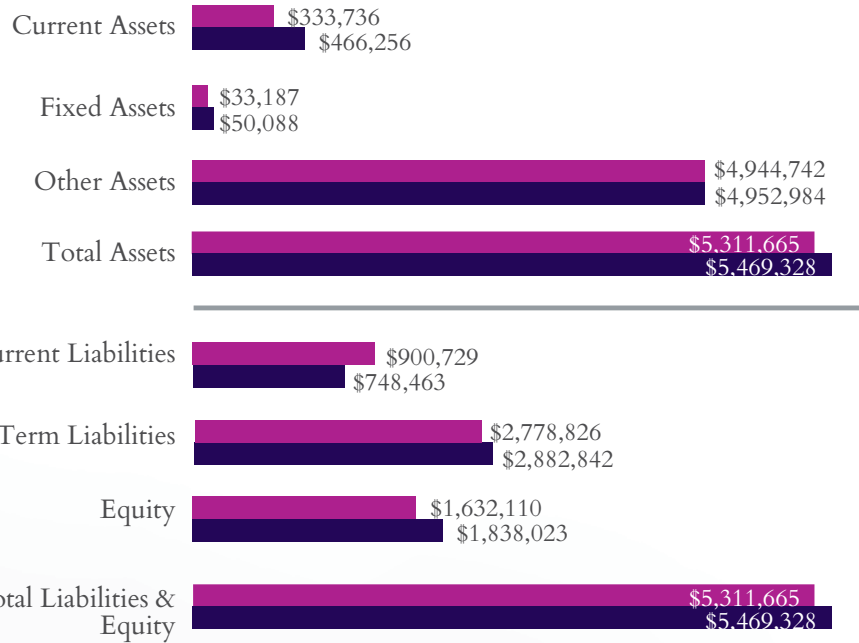


# PDAIS FINANCES

## PDAIS BALANCE SHEET

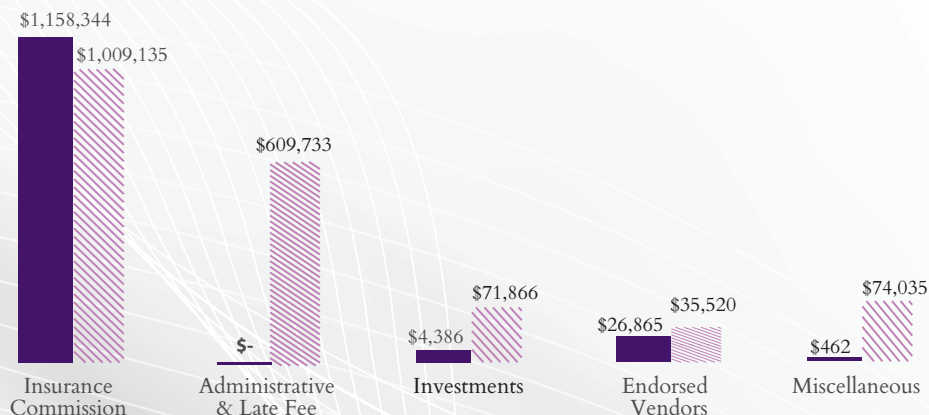
2015 - 2014  
Comparison

- 2015 Audit Review
- 2014 Audited



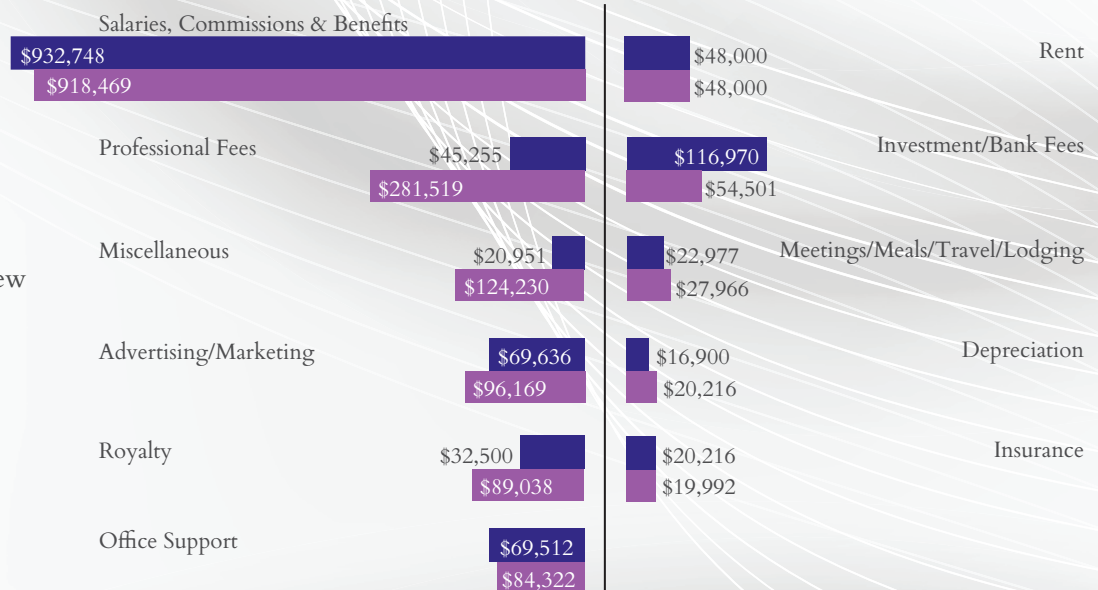
## THE INCOME STATEMENT THROUGH DECEMBER 31, 2015, SHOWS A DEFICIT OF \$205,913.

## PDAIS REVENUE 2015 - 2014 Comparison



## PDAIS EXPENSES 2015 - 2014 Comparison

- 2015 Audit Review
- 2014 Audited



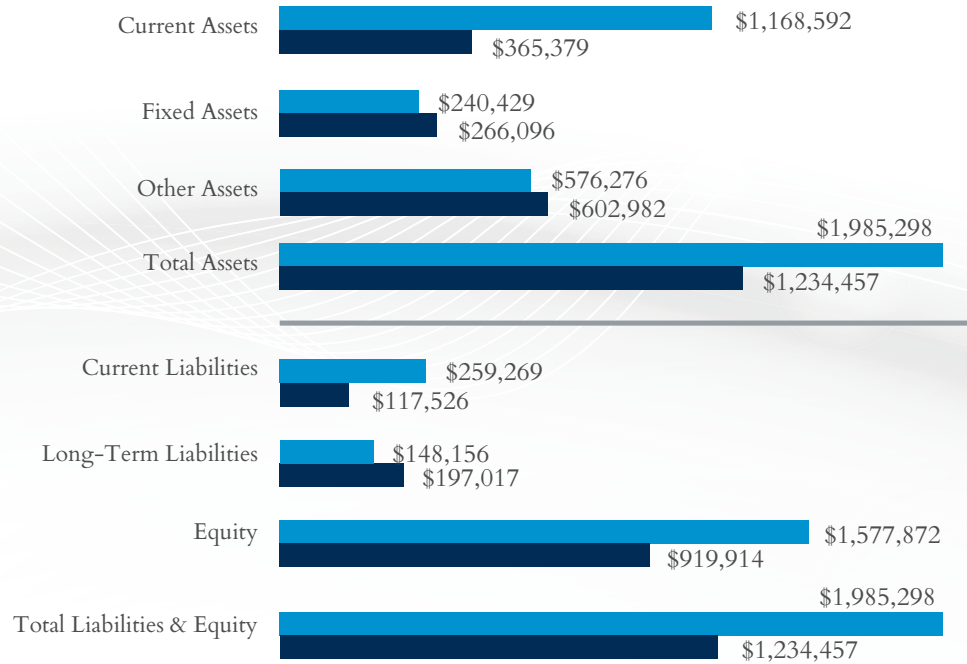
# BELL FINANCES

## BELL BALANCE SHEET

2015 - 2014  
Comparison

2015 Audit Review

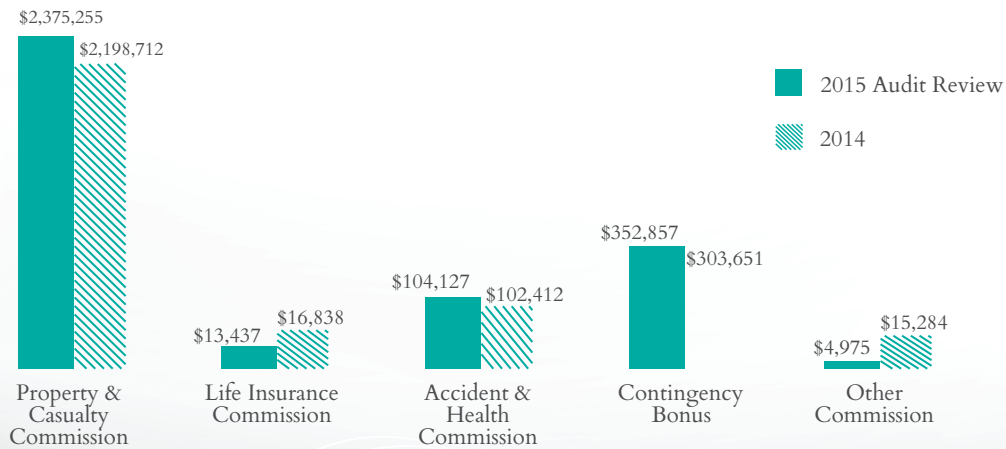
2014



THE INCOME STATEMENT THROUGH DECEMBER 31, 2015,  
SHOWS A PROFIT OF \$651,276.

## BELL REVENUE

2015 - 2014  
Comparison

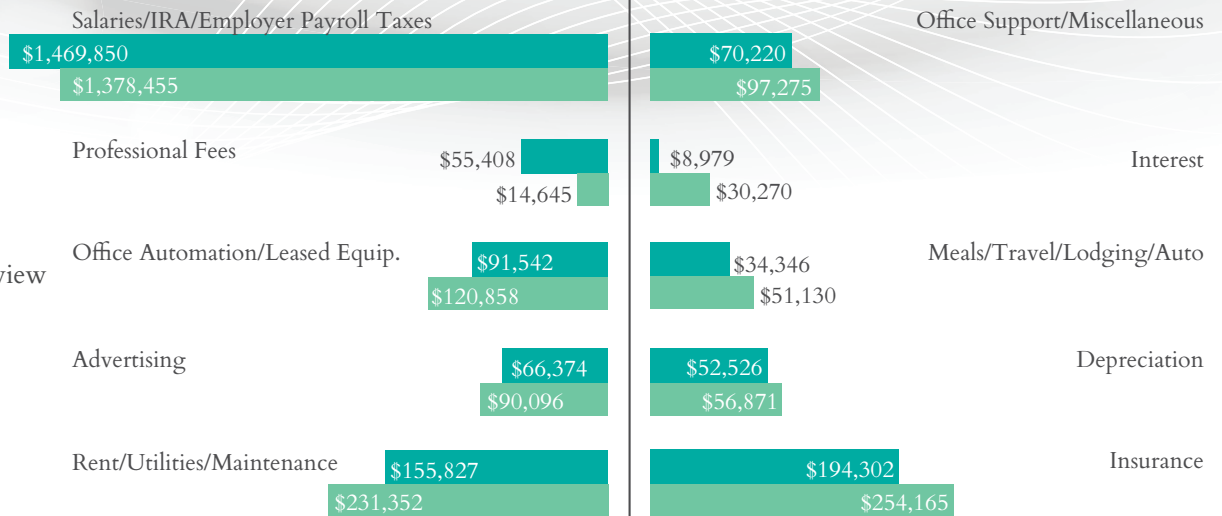


## BELL EXPENSES

2015 - 2014  
Comparison

2015 Audit Review

2014



## 3M True Definition Digital Impression Scanner

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As a new customer you can take advantage of this offer. To become a digital impression partner you only need to purchase \$33,000.00 of **fixed and removable** products over 12 months with us. That's it! There aren't any surprises/hidden fees. It's this simple, purchase \$33,000.00 and we pay the digital impression cost. **You will save approximately \$21,400.00 in your 1<sup>st</sup> year and \$3,600.00 in each following year!**

**Contact Bob Albrecht today to get answers to your practice specific questions about partnering with Muth and Mumma or would like the FREE review to discover how digital impressions can make good financial sense and provide marketing advantages to grow your practice.**



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6360 Flank Drive, Suite 500  
Harrisburg, PA 17112  
Bob Albrecht 717-579-1347  
[balbrecht@dentalservices.net](mailto:balbrecht@dentalservices.net)



# PDAIS

## PDAIS/BELL MISSION

PDAIS/Bell exists to provide competitively priced, quality insurance products to their clients, their employees and families, as charged through the endorsement of the Pennsylvania Dental Association. The five key measures that help us understand whether or not PDAIS/Bell is following its mission and doing its job can be defined by our commitment, high ethical standards, growth, customer service and quality products. While practical measures are not necessarily indicators of health and depth of commitment, they do serve as barometers that help us ask the appropriate questions. This year-end report will attempt to highlight in abbreviated fashion the accomplishments of the past 12 months.

## PDAIS/BELL 2015 HIGHLIGHTS:

### *Products/Growth*

- PDAIS acquired Bell Insurance agency on November 1, 2014. The importance of an agency acquisition was mainly due to the implementation of the Affordable Health Care Act (ACA). The ACA, unfortunately, has had an adverse effect on PDAIS's revenue and the long-term prospect of PDAIS fulfilling its mission to serve PDA dentists and provide revenue to the PDA.
- The Bell acquisition provides PDA with an even more valuable asset and a broader portfolio of products for PDA members. However, we can assure you that PDAIS' focus and mission will be to continue to serve our dental community and clients. Perhaps most importantly, our member's clients will not experience any negative changes or deterioration in service they have grown accustomed to receiving.
- PDAIS's overall written premium is \$16,200,990 with a total revenue of \$1,190,057.
- PDAIS experienced increased growth for 2015, with TDIC increasing by 2% in new client growth and 4% in written premium growth. TDIC granted PDAIS for the 12<sup>th</sup> consecutive year a dividend of 6%. Mid-Atlantic Insurance Resources growth was up 15% in new client growth, but 7.4% in written premium growth and a fifth consecutive dividend of 6%. The total TDIC PDA member penetration is 14%.
- Offers free malpractice for the volunteers at the Mom-n-PA event.
- The workers compensation program with Eastern Alliance Insurance group grew by 12% in written premium with a three-year loss ratio of 19.6%. For the second consecutive year we received the "Best in Class" agency award, which is a very prestigious award.
- Our Business Property program with Liberty Mutual grew by 8% in written premium with a three-year loss ratio of 35%.
- The benefits department continues to struggle with new business, due to the challenges with the full implementation of the ACA. We had a decrease in new business sales and a decrease in total written premium. This is due to the transferring of clients from the 21 County health insurance program, written through Capital BlueCross.
- On March 2015 we added The Affinity personal lines program through Donegal Insurance Company. This provides all member dentists a 5% discount on Auto and Home Owners Insurance.
- During all this growth and challenges the agency is still able to maintain an overall retention of 88%.
- Wrote a number of disability, life and long-term care insurance policies.
- Bell Insurance grew by 17% in written insurance premium and 6.2% in gross revenue.

## HIGHLIGHTS OF THE COMBINED PDAIS & BELL AGENCY:

- 34 employees
- 6 Offices- Corporate office Harrisburg, Chambersburg, Hanover, Shippensburg, Greencastle, and Mercersburg.
- Licensed in PA, New Jersey and Maryland
- Appointments with nearly 40 P&C and 20 benefits, life and DI carriers
- Insures over 7,500 families and 2,500 businesses
- Book of Business: 41%  
Personal lines - 40%  
Commercial- 19% Benefits
- Combined written insurance premium \$37,524,000
- 2015 gross earnings \$4,040,708
- Gross net profit \$445,363

# PDAIS

## COMMITMENT

- PDAIS completed its sixth year managing the PDA Endorsed programs, which experienced a 30% decrease in royalty revenue. The total revenue in 2015 was \$134,161 vs. \$174,940 in 2014. This is due to the poor fourth quarter of the Bank of America Practice Solutions; the discontinuance of the BofA credit card program for 2015. However, we were able to replace the credit card program with the ADA program.
- PDAIS continued to provide non-dues revenue to PDA and local dental societies, totaling \$125,456.11, for a 16-year total of \$2,808,665.
- PDAIS sponsored and attended 53 CE programs and study clubs throughout the commonwealth and 7 programs in New Jersey.
- PDAIS continues to perform significant marketing campaigns in the attempt to increase sales and education of PDA and NJDA dentists.
- The PDAIS Benefits department is providing assistance to PDA members during this monumental change in the Health insurance environment.
- PDAIS' financial support was able to contribute to the success of PDA's New Dentist and Student Outreach Programs and continued its financial support of the PDA Annual Meeting again this year.

## FINANCIAL STATEMENTS

PDAIS - As indicated on the financial statements (page 35), in 2015 we experienced a decrease in overall gross revenue of -31.4%. The decrease is due to the dissolving of our 21 county association health plan and moving all clients either to individual plans or group plans direct with carriers. However, we were able to decrease expenses by \$358,452 (20.8%). This results in a net loss of (\$205,913). Also, remember that \$125,456 of the PDA marketing fee and local royalty dollars would be considered as a return of profit in net income in a standard insurance agency mode, which would bring a net income loss of (\$80,457).


Bell Agency - As indicated on the financial statements (page 36), Bell experienced an increase in overall gross revenue of 8.0%. There was a decrease in expenses of 5.2%. We ended the year with \$651,276 in net income.

## THREAT

In 2015 PDAIS experienced the full impact of the Affordable Care Act, as reflected on our decrease in revenue, due to the dissolution of our 21 County Association health insurance program. Our short-term threat is maintaining a balanced cash flow until the debt is paid. We currently have a strong income statement, but until we pay off the debt we will need to stay disciplined in managing our operations.


## OUTLOOK

As the health care industry still remains uncertain, we believe the worst is behind us. Our focus is to grow the combined agencies in every facet of the business, but we are currently focusing on growing the property and casualty business. With the new processes that we have implemented, along with the Bell agency acquisition, we are positioned for positive growth in the future.



*Supporting dentistry for*  
**150 years**  
*is something to celebrate*

*Don't miss Pennsylvania's Dental Meeting  
2018 for our Anniversary Gala*



**PDA**  
Pennsylvania Dental Association  
**150TH ANNIVERSARY**

**THANK YOU  
DR. NEWMAN**  
for your devotion to  
organized dentistry.

**FROM: THE 7TH DISTRICT  
AS WELL AS THE ENTIRE PDA.**





# Send Your Digital Impressions to Thayer Dental Laboratory

## SAVE \$20 Per Unit!



Simply transmit your digital impression (open STL file format) to us and request a model-less e.max® or BruxZir® crown – Thayer will deduct \$20 per unit off your invoice. We accept IOS files from 3M™ True Definition, Cadent iTero™, CareStream Dental, PlanMeca PlanScan™, and 3shape TRIOS®. Discover how we can help you grow your practice with CAD/CAM technology by calling us at **800.382.1240**.

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# SAVE THE DATE

April 21-22, 2017

*The Hotel Hershey®*

