

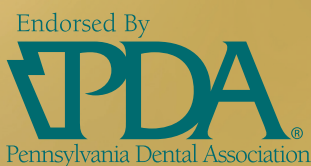


150 YEARS *committed* TO DENTISTRY

Pennsylvania's Dental Meeting

APRIL 27-28, 2018





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Happy Anniversary to the Members and Staff of the Pennsylvania Dental Association

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150 years of professional support
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guidance to elected officials,
and healthcare education to the
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Annual Meeting

Steering Committee

- Dr. Lauri A. Passeri, Chair
Windgap
- Dr. Sara L. Haines
Millersburg
- Dr. Joseph E. Ross
New Castle
- Dr. Seth A. Walbridge
Easton
- Dr. David A. Schimmel
Boalsburg



Welcome to Pennsylvania's Dental Meeting



From your PDA President Bruce R. Terry

WOW! It's been an exciting year at PDA. Your leaders, the Board of Trustees, the Council of Presidents, committees and advisory groups, and staff have been hard at work to benefit both dentists and patients across Pennsylvania.

Our year culminates with our annual meeting at The Hotel Hershey, otherwise known as the "Sweetest Place on Earth." I would like to take a moment to thank all of you for coming to celebrate all that organized dentistry has to offer.

If you didn't already know, this is a very special year as we celebrate 150 years as the PDA. You will see and hear many nostalgic moments as we learn about our organization's past and forge into the future. For example, have you thought about the year PDA was founded? 1868. The U.S. president was Ulysses S. Grant. A group of dentists at the Philadelphia Dental College, later to be Temple University Kornberg School of Dentistry, met to form the Pennsylvania State Dental Society. There were approximately 10,000 men across the U.S. who called themselves dentists in 1868.

It was not easy to be a dentist in 1868. They were still making many of their own instruments. They also were learning the art of Vulcanite denture making and paying a royalty to the Charles Goodyear Company for each denture made. The Pennsylvania State Dental Society fought to end the royalty payment in its first effort in advocacy.

Dental College was a mere 18-month program and learning after dental school involved reading Dental Cosmos and going to lectures in large metropolitan cities.

This year our planning committee, consisting of our chair, Dr. Lauri Passeri, and members Dr. Sara Haines, Dr. Joe Ross, Dr. David Schimmel

and Dr. Seth Walbridge have assembled the perfect two-day program. There is something for everyone and it won't include how to vulcanize a denture.

Members have asked for a simple way to get all their required Continuing Education credits. Our committee has organized presentations that will satisfy Act 31, Child Abuse, Act 124, Opioid Education, and OSHA information for the entire dental team. On Friday there will be several courses for both the doctors and the staff.

But it doesn't end with the required courses. We also have the pleasure of hearing from Dr. Roger Levin. His presentation on Saturday, "New Game. New Rules. New Playbook. Winning Strategies for Increasing Production.," is not to be missed.

Saturday will also include time to have our annual business meeting. We want to give you an update on what we are doing at PDA and around the state to bring value to your membership. We will offer you the chance to speak out and let us know what you see as an urgent or upcoming issue. Please join us as we discuss how to make the most of our organization.

Finally, Saturday will conclude with a black-tie optional dinner in the Garden Terrace Ballroom of The Hotel Hershey. Join friends from across the state as we celebrate 150 years as the PDA!

Again, thank you for taking the time to be with us this weekend. We appreciate your membership and continued participation in PDA. Our beginnings were humble, but we have become something bigger!



SAVE THE DATE

ALL PDA MEMBERS ARE INVITED TO ATTEND...

2018 PDA LEADERSHIP CONFERENCE JULY 27-28, 2018
HERITAGE HILLS GOLF RESORT, 2700 MT. ROSE AVE, YORK PA

Friday, July 27, 8:30 p.m. – 10:00 p.m. – Welcome Reception

Saturday, July 28, 8:00 a.m. – 4:30 p.m. – Join your colleagues for sessions that will demonstrate:

- How to communicate effectively with legislators.
- The keys to being a great leader--a leader who can lead from any position within an organization.
- Good governance practices to protect and further the interests of the organization.
- What it takes to be an "ideal" team member as well as how to influence others on the team to do the same.
- The leadership dynamics between the first dean of Harvard Medical School and a small-town dentist with a big idea.

Invited speakers include:

Craig Busey, Esq., ADA General Counsel

Michael Downs, Author and Associate Professor, Towson University

Jane Anne Long, Ed.D., ADA Staff Development Manager

Dr. Kathy O'Loughlin, ADA Executive Director

PA State Rep. Stan Saylor, Representing the 94th Legislative District

REGISTRATION INFORMATION AVAILABLE AT WWW.PADENTAL.ORG/CALENDAR.

We'd love to hear from you...

PDA

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Rebecca Von Nieda
Barbara Mladenoff
Donna Walchak
Ingrid Steiner
Billy Turns

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General Information



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 at PDA's Registration Desk in the Fountain Lobby.

CONTINUING EDUCATION COURSES

All 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 credits (if applicable). If you have any questions, please visit PDA's Registration Desk in the Fountain Lobby.

MEALS

Breakfast will be offered in the Fountain Lobby beginning at 7:00 a.m. and is included with the tuition paid for the following courses:

- Guidelines for Infection Control (Friday)
- Clinical Records that Prevent Criminal Records (Friday)
- Winning Strategies for Increasing Production (Saturday)

Lunch tickets were distributed to attendees who purchased a lunch ticket or registered to attend the Pain Management (Act 124) course on Friday or the Winning Strategies for Increasing Production session on Saturday. If you have any questions, please visit PDA's Registration Desk in the Fountain Lobby.

TICKETS

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

- Welcome Reception
- Luncheon on Friday and Saturday
- APDA Champagne Luncheon & Cooking Demonstration
- APDA Trolley Tour of Hershey
- 150th Anniversary Gala
- PDA Former Presidents' Breakfast (by invitation)

PDA ANNUAL BUSINESS MEETING

PDA's annual business meeting will be held Saturday, April 28 beginning at 3:15 p.m. with a legislative update. We are excited to welcome ADA's executive director, Dr. Kathleen O'Loughlin, to this year's meeting. All PDA members in good standing are encouraged to attend the business meeting and voice their opinion on issues affecting dentistry and participate in the Bell-PDAIS Shareholder's Meeting. There is no fee to attend the business meeting.

WELCOME RECEPTION

Network with colleagues and mingle with PA legislators and officials from the Governor's Administration on Friday, April 27 from 6:00 p.m. to 7:00 p.m. in the Castilian Room of The Hotel Hershey. The reception is sponsored by the Pennsylvania Dental Association Political Action Committee (PADPAC) and the Fifth District Dental Society. Dress code is business attire.

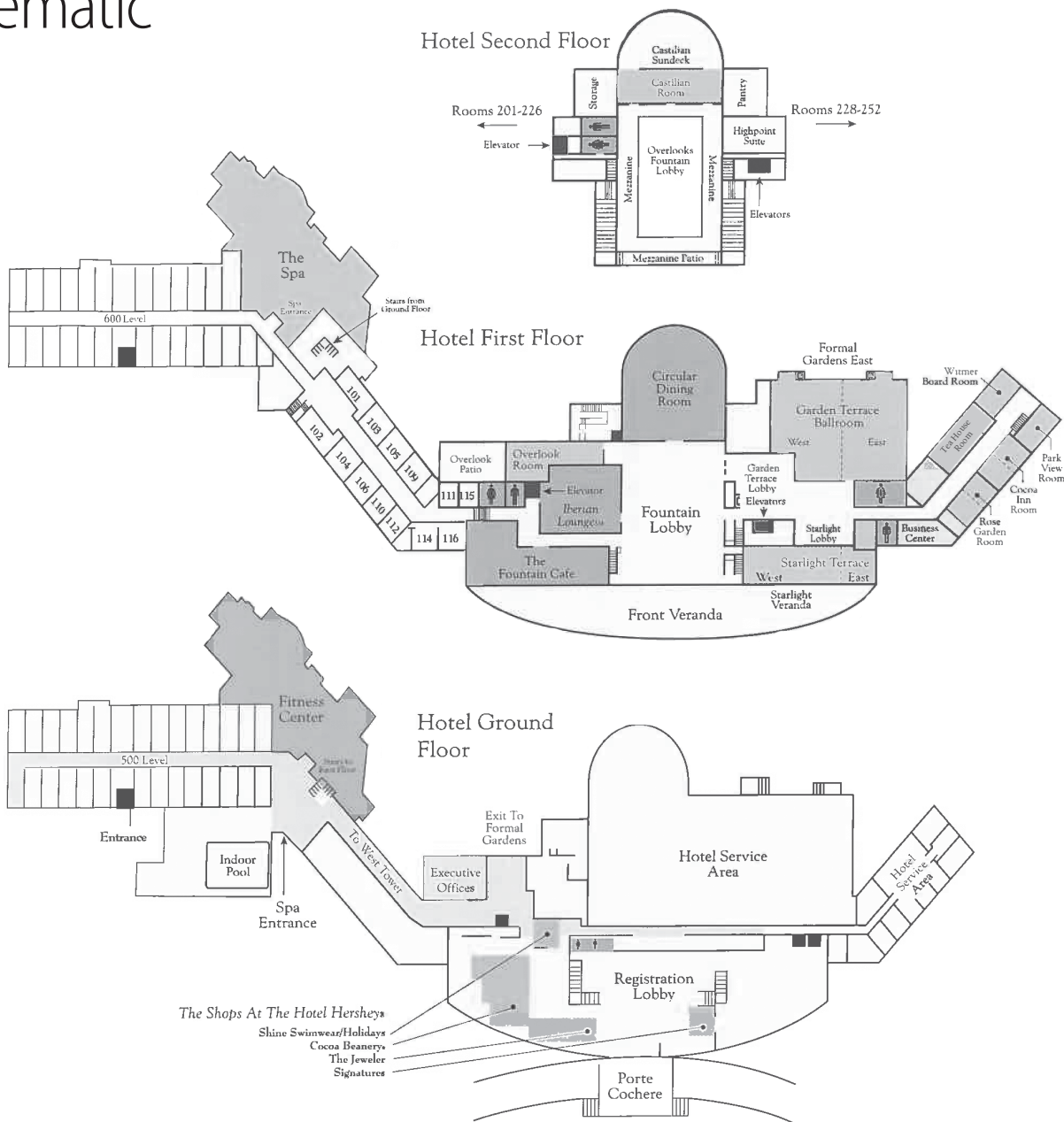
150TH ANNIVERSARY GALA

Celebrate 150 years of PDA history at the 150th Anniversary Gala on Saturday, April 28, beginning with a reception in the Fountain Lobby at 7:00 p.m. Dress code is black-tie optional so a dark suit or black-tie would be appropriate. Sponsored in part by the Pennsylvania Society of Oral and Maxillofacial Surgeons, the Second District Valley Forge Dental Association, TDIC and the Lehigh Valley Dental Society.

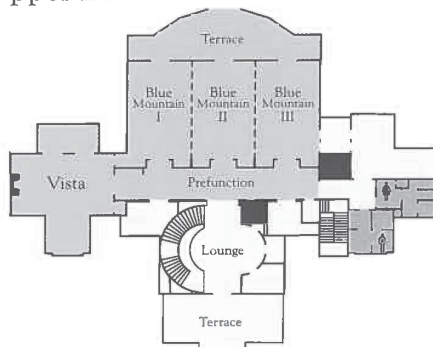
Seating for the Gala must be reserved. There will be a sign near PDA's Registration Desk in the Fountain Lobby for attendees to indicate their seating preferences. Seating arrangements must be made by 5:00 p.m. on Saturday, April 28.

Hotel Hershey

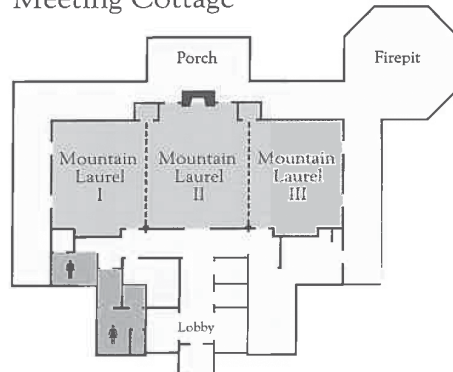
Schematic



Harvest Restaurant
Upper Level



Mountain Laurel
Meeting Cottage



Friday, April 27, 2018

Registration – Fountain Lobby 7:00 a.m. – 6:00 p.m.

Breakfast 7:00 a.m. – 8:15 a.m.

CE - Guidelines for Infection Control in Dental Health Care Settings and OSHA Compliance 8:00 a.m. – 9:30 a.m.

PDA Former Presidents' Breakfast
(invitation only) 8:30 a.m. – 10:00 a.m.

CE - Clinical Records that Prevent Criminal Records 8:30 a.m. – 11:30 a.m.
Sponsored in part by CareCredit and SolutionReach

Exhibit Area – Garden Terrace Lobby 9:30 a.m. – 5:30 p.m.

CE - Child Abuse Recognition and Reporting for Dental Professionals (Act 31) 10:00 a.m. – Noon
Second session added - 1:30 p.m. – 3:30 p.m.

Lunch – Fountain Lobby Noon – 1:00 p.m.

Special Presentation - CHIP Provider Enrollment 12:10 p.m. – 12:25 p.m.

APDA Champagne Luncheon & Cooking Demonstration 1:00 p.m. – 3:00 p.m.
Hosted by the Alliance of the Pennsylvania Dental Association (APDA)

CE – Pain Management Alternatives and Identification of Addiction (Act 124 of 2016) 1:00 p.m. – 5:00 p.m.

Welcome Reception 6:00 p.m. – 7:00 p.m.
Sponsored by PADPAC and the Fifth District Dental Society

Temple Alumni Dessert Reception 7:00 p.m. – 8:00 p.m.

Council of Presidents' Meeting 7:30 p.m. – 9:00 p.m.
Open to district & local presidents and presidents-elect

Friends of Bill W. 8:00 p.m.

Saturday, April 28, 2018

Registration – Fountain Lobby 7:00 a.m. – 3:00 p.m.

Breakfast 7:00 a.m. – 7:45 a.m.

CE – New Game, New Rules, New Playbook. Winning Strategies for Increasing Production 8:00 a.m. to 3:00 p.m.

Exhibit Area – Garden Terrace Lobby 9:00 a.m. – 2:00 p.m.

Lunch – Fountain Lobby 11:45 a.m. – 12:45 p.m.

APDA Trolley Tour of Hershey 1:30 p.m.
Hosted by the Alliance of the Pennsylvania Dental Association (APDA)

Legislative Update 3:15 p.m. – 3:45 p.m.

Greetings from ADA Executive Director, Dr. Kathleen O'Loughlin 3:45 p.m. – 4:00 p.m.

PDA Business Meeting 4:00 p.m. – 4:30 p.m.

Bell-PDAIS Shareholders Meeting 4:30 p.m. – 4:45 p.m.

Town Hall Open Forum 4:45 p.m. – 5:30 p.m.

150th Anniversary Gala 7:00 p.m. – 12:30 a.m.
Sponsored in part by the Pennsylvania Society of Oral & Maxillofacial Surgeons, the Second District Valley Forge Dental Association, TDIC and the Lehigh Valley Dental Society

APDA

Alliance of the Pennsylvania Dental Association



Friday, April 27, 2018

Registration – Fountain Lobby 11:00 a.m.

Champagne Luncheon with Cooking

Demonstration – Overlook Room 1:00 p.m. – 3:00 p.m.

Welcome Reception

Sponsored by PADPAC and the Fifth District Dental Society 6:00 p.m. – 7:00 p.m.

Temple Alumni Dessert Reception

7:00 p.m. – 8:00 p.m.

Saturday, April 28, 2018

Registration – Fountain Lobby 9:00 a.m.

APDA Board Meeting – Witmer Board Room

All spouses are invited to attend 9:30 a.m.

Trolley Tour of Hershey

1:30 p.m.

150th Anniversary Gala

7:00 p.m. – 12:30 a.m.

68th Annual Meeting



Officers

Jenny Zehner & Stephanie Test

Co-Presidents

Jenny Zehner

Dental Health Education Chair

Judith Worsley

Legislative Chair

Stephanie Test

Treasurer

Maureen Szish

Past President Chair



PDA Leadership



Bruce R. Terry
President



Linda K. Himmelberger
ADA Trustee



Gary S. Davis
Fifth District



James M. Boyle, III
President-elect



Stanley W. Markiewicz
First District



John R. Coole
Sixth District



James A.H. Tauberg
Secretary
Tenth District



Charles J. Incalcaterra
Second District



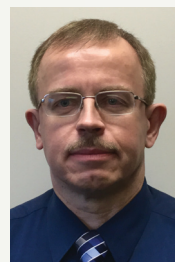
David A. Schimmel
Seventh District



Nicole M. Quezada
Treasurer



Matthew A. Zale
Third District



Theodore J. Rockwell
Eighth District



Stephen T. Radack, III
Editor



Maria J. Tancelosky
Fourth District



Samer Mansour
Ninth District

*On April 13, James M. Boyle, III was installed as president and Charles J. Incalcaterra was installed as president-elect. New trustees for the Second, Eighth and Tenth districts were installed on April 13.

Former Presidents

*A. B. Robbins	1868-69	*R. Hamill D. Swing	1920-21	*Donnel M. McHenry	1973-74
*Thomas L. Buckingham	1869-70	*John Flocker Biddle	1921-22	*William A. Booth	1974-75
*John McCalla	1870-71	*Emerson R. Sausser	1922-23	*Alex J. McKechnie Jr.	1975-76
*James G. Templeton	1871-72	*William L. Fickes	1923-24	*John L. Bomba	1976-77
*M. E. Gillespie	1872-73	*Otto John Specker	1924-25	F. Eugene Ewing	1977-78
*C. W. Klump	1873-74	*Charles Root Turner	1925-26	*Edmund R. Mihalski	1978-79
*John Hugh McQuillen	1874-75	*P. V. McFarland	1926-27	William B. Trice	1979-80
*Edwin Tyler Darby	1875-76	*John Calvin Nugent	1927-28	*David S. Wagner	1980-81
*James Stewart King	1876-77	*Walter H. Fordham	1928-29	*Arthur C. McFeaters Jr.	1981-82
*Charles Sidles Beck	1877-78	*Zachary T. Jackaway	1929-30	Lester L. Levin	1982-83
*Cyrus Newlin Pierce	1878-79	*Alfred C. Young	1930-31	*Nicholas D. Saccone	1983-84
*William D. Magill	1879-80	*H. M. Kirkpatrick	1931-32	*Frank J. Sammartino	1984-85
*Henry Gerhart	1880-81	*George A. Coleman	1932-33	*Simon A. Horkowitz	1985-86
*Charles B. Ansart	1881-82	*Harry C. Metz	1933-34	*Charles M. Ludwig	1986-87
*Jesse C. Green	1882-83	*Walter E. Lotz	1934-35	*Eugene S. Czarnecki	1987-88
*Simeon H. Guilford	1883-84	*F. S. E. Rusca	1935-36	*George W. Brett	1988-89
*George Elliott	1884-85	*Walter E. Mendel	1936-37	*Kay F. Thompson	1989-90
*J. W. Rhone	1885-86	*Fred D. Miller	1937-38	*Herman M. Aqua	1990-91
*Edward Payson Kremer	1886-87	*R. M. Walls	1938-39	*John B. Lathrop	1991-92
*Walter F. Fundenberg	1887-88	*Glen S. Phillips	1939-40	Stephen L. Kondis	1992-93
*Henry C. Register	1888-89	*W. J. Robinson	1940-41	*Jack H. Neff	1993-94
*James C. N. Hamilton	1889-90	*Boyd A. Lowry	1941-42	*John W. Staubach	1994-95
*L. Ashley Faught	1890-91	*Fred C. Robinson	1942-43	Donald P. Lavelly	1995-96
*Louis Jack	1891-92	*LeRoy M. Ennis	1943-44	*Gaetan J. Lavalla	1996-97
*William Van Orsdell	1892-93	*Herbert K. Cooper	1944-45	Ronald B. Gross	1997-98
*Franklin L. Bassett	1893-94	*W. Earl Craig	1945-46	*Harry A. Snyder	1998-99
*James A. Libbey	1894-95	*Milon P. Eaton	1946-47	Ronald D. Bushick	1999-00
*Edward Cameron Kirk	1895-96	*Harry K. Willits	1948	William G. Glecos	2000-01
*Henry Newton Young	1896-97	*John S. Oartel	1949	George A. Kirchner	2001-02
*Wilbur Fisk Fitch	1897-98	*Charles S. Patton	1950	Michael D. Cerveris	2002-03
*Thos Cook Stellwagen	1898-99	*Paul E. Bomberger	1951	Stephen J. Jaworski	2003-04
*Robert Huey	1899-00	*Frederick W. Herbine	1952	Charles R. Weber	2004-05
*Samuel Blair Luckie	1900-01	*Walter F. Wade	1953	Craig A. Eisenhart	2005-06
*Matthew Henry Cryer	1901-02	*Homer D. Butts Jr.	1954	Linda K. Himmelberger	2006-07
*Robert Hodgson Nones	1902-03	*Thomas P. Fox	1955	Jon J. Johnston	2007-08
*George L. S. Jameson	1903-04	*E. Harold Finnerty	1956	Thomas W. Gamba	2008-09
*T. Norman Broomell	1904-05	*Isaac Sissman	1957	Andrew J. Kwasny	2009-10
*Hugh Wilson Arthur	1905-06	*Victor H. Frank	1958-59	William T. Spruill	2010-11
*J. T. Lippincott	1906-07	*Earl H. Albert	1959-60	Dennis J. Charlton	2011-12
*Peter K. Filbert	1907-08	*Robert W. McEldowney	1960-61	Bernie P. Dishler	2012-13
*Charles B. Bratt	1908-09	*Reuben E. V. Miller	1961-62	R. Donald Hoffman	2013-14
*Wilson D. DeLong	1909-10	*Charles F. McDermott	1962-63	Stephen T. Radack, III	2014-15
*Charles C. Walker	1910-11	*Jay H. Eshleman	1963-64	Wade I. Newman	2015-16
*Walter H. Fundenberg	1911-12	*John E. Whittaker	1964-65	Herbert L. Ray, Jr.	2016-17
*Cyrus V. Kratzer	1912-13	*Naysh C. Brennan	1965-66		
*Howard Shimer Seip	1913-14	*George P. Boucek	1966-67		
*James Grant Lane	1914-15	*Kenneth E. Neiman	1967-68		
*H. Edmond Friesell	1915-16	*Laurence L. Lathrop	1968-69		
*Samuel P. Cameron	1916-17	*Willis J. McCormick	1969-70		
*Chris P. VanHorn	1917-18	*Bernard Shair	1970-71		
*Walter Abel Spencer	1918-19	*W. Arthur George	1971-72		
*George S. Schlegel	1919-20	*Waldo G. Gamba	1972-73		



Report

from ADA Trustee

Dr. Linda K. Himmelberger

On behalf of the Board of Trustees of the American Dental Association (ADA), I am delighted to welcome you to Pennsylvania's Dental Meeting, celebrating the 150th Anniversary of the Pennsylvania Dental Association. This is a monumental milestone, one that reflects the commitment and dedication of PDA member dentists to the profession, the organization and the communities that we serve. I am proud of our organization and what we have accomplished, and humbled by the realization of how many scores of dentists have given selflessly to support and grow the PDA for 150 years! As Winston Churchill so famously observed, "we make a living by what we get, but we make a life by what we give." Thank you to everyone who has given time, talent and treasure to make a better life and a better organization.

The ADA has been working diligently on your behalf to assure a better professional life and a better organization, always keeping the mission statement, "Help All Members Succeed" at the forefront of our endeavors. To that end, earlier this year CVS Pharmacy and the ADA began a three-year collaboration to help put millions of Americans on a path to better overall health through the promotion of products with the ADA Seal of Acceptance. The ADA Seal is widely recognized by consumers as assurance that the claims that are made by the manufacturers are true. In addition, customers at point of purchase will be directed to look for a dentist on the ADA Find-A-Dentist online search tool.

The ADA continues to pursue a business model initiative that will ensure that the organization maintains its relevance while maintaining financial sustainability. Field research has uncovered a need in the marketplace for new dentists and established dentists who want to connect for mentorship but have had difficulty doing so. Another unmet need is that of established dentists experiencing difficulty in finding a quality buyer for their practice. While solving this problem is challenging, it may be possible for the ADA to play a role in facilitating these transitions.

The ADA Board has also been having strategic discussions about the feasibility of a Medicare dental benefit and how this would impact our practices. On the advocacy front, our lobbying efforts resulted in the passage of legislation reauthorizing CHIP for the next 10 years. In addition, the recently passed tax bill has a number of provisions for which we lobbied and which will benefit dentists. These are but some of the many ways in which your ADA continues to work for you and for the profession.

There are changes and challenges ahead, but I am sure that we have the necessary resources to adapt, innovate and meet the future head on. Please enjoy the meeting and all that is has to offer. Please look for me at the meeting... I want to hear from you!


"When I look into the future, it is so bright it burns my eyes." – Oprah Winfrey.

Former 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
2013-17	Andrew J. Kwasny	Erie, 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.

¹ Compiled by Andrea Matlak, Archivist, American Dental Association Archives. Source: Transactions of the American Dental Association, 1913-2000. ² 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. ³ In 1928 the Board of Trustees was reorganized into 13 trustee districts. Pennsylvania became the only state represented by the 3rd district.



CONGRATULATIONS TO

DR. BRUCE TERRY

for a successful year
as PDA President

2017-2018

*From your colleagues in the
Second District Valley Forge
Dental Association.*

Exhibit Hours

Friday, April 27
9:30 a.m. – 5:30 a.m.

Saturday, April 28
9:00 a.m. – 2:00 p.m.

Sponsors

PDA is grateful to the following sponsors for supporting Pennsylvania's Dental Meeting 2018:

Platinum Level - \$10,000

Centric Bank
Pennsylvania Society of Oral & Maxillofacial Surgeons

Gold Level - \$5,000

Second District Valley Forge Dental Association

Silver Level - \$3,000

Envolve Dental
Thayer Dental Laboratory, Inc.
The Dentists Insurance Company (TDIC)
Bell-PDAIS

Bronze Level - \$1,500

Avēsis a Guardian Company
CareCredit
PureLife Dental
SolutionReach
Third District Dental Society

Contributors

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Hudson Transition Partners, Inc.
Kettenbach
Lehigh Valley Dental Society
National Practice Transitions (NPT)
NJ Army National Guard
North American Dental Group
Orasoptic
Picket Fence Financial

Exhibits

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Avēsis a Guardian Company.....	5
CareCredit.....	1
Carestream Dental.....	18
Centric Bank.....	2
ECCA Payroll+.....	6
Envolve Dental.....	14
Glaxo Smith Kline.....	7
Greater New York Dental Meeting™.....	8
Hudson Transition Partners, Inc.....	12
Kettenbach.....	9
National Practice Transitions (NPT).....	15
NJ Army National Guard.....	13
North American Dental Group.....	4
Orasoptic.....	10
PDAIS/TDIC.....	6
Picket Fence Financial.....	3
PureLife Dental.....	17
Thayer Dental Laboratory, Inc.....	16

Exhibit Area Map



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Continuing Education

Guidelines for Infection Control in Dental Health Care Settings and OSHA Compliance

Presented by Joel Slesinger, CHC, who serves as a Certified Health care Compliance Consultant with MedSafe/Total Compliance Solutions, Inc.

FRIDAY, APRIL 27 8:00 A.M. – 9:30 A.M.

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

Objectives:

- Know recent updates to the CDC guidelines.
- Recognize key concepts in infection prevention and control.
- Understand the employer's responsibilities under the Bloodborne Pathogens Standard.
- Recognize OSHA standards applicable to health care practices.

Clinical Records Prevent Criminal Records — "Do Dentistry, Not Time"

Presented by Roy S. Shelburne, DDS, who specializes in record keeping and business systems that protect and defend. Sponsored in part by CareCredit and SolutionReach.

FRIDAY, APRIL 27 8:30 A.M. – 11:30 A.M.

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

Dr. Shelburne went to prison on August 20, 2008, and was released on May 14, 2010, and learned a series of lessons the hard way. There are ways to protect and defend a dental practice and to prevent what happened to him from happening to you. You can protect your practice in the event of a Board complaint, insurance audit, malpractice claim, or criminal complaint.

Objectives:

- Understand that what you don't know can hurt you and that ignorance is no excuse.
- Learn to assimilate and maintain records that can be both protected and defended.
- Understand the necessity of due diligence and how to conduct records review and internal audits to insure accuracy and excellence.

Child Abuse Recognition and Reporting for Dental Professionals

Presented by Angela M. Stout, DMD, MPH, a pediatric dentist in private practice in Erdenheim, PA, and Mary C. Pugh, Esq., executive director of Montgomery Child Advocacy Project (MCAP).

FRIDAY, APRIL 27 10:00 A.M. – NOON

SECOND SESSION ADDED 1:30 P.M. – 3:30 P.M.

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

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.



Pain Management Alternatives and Identification of Addiction

Presented by E. Steven Moriconi, DMD, FACD, FICD, who is in private practice in Jenkintown, PA, and is the surgeon-in-chief of the Dental Division at Abington Hospital, a division of Abington/Jefferson Health.

FRIDAY, APRIL 27 1:00 P.M. – 5:00 P.M.

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

Pain management, identification of addiction and the practices of prescribing opioids will be discussed.

Objectives:

- Understand the pathology and physiology of pain and addiction.
- Suggest alternative therapies for pain management.
- Assess treatment programs and understand how to refer for treatment.
- Cite the history and politics of opioids.
- Be aware of doctor prescribing habits.

New Game. New Rules. New Playbook. Winning Strategies for Increasing Production.

Presented by Roger P. Levin, DDS, a third-generation general dentist and the founder and CEO of Levin Group, Inc., the premier dental management and marketing consulting firm in North America.

SATURDAY, APRIL 28 8:00 A.M. – 3:00 P.M.

6 CE credits recommended for all attendees but the credits do not count toward the hours needed to renew a Pennsylvania dental license.

The rules of dentistry have changed and will keep changing. What will it take to keep up? Dr. Roger P. Levin will show doctors and staff amazing ways to thrive—not merely survive—in today's new dental world! This seminar will provide leading-edge management insights and innovations, so that attendees can guarantee growth in a low-stress environment.

Objectives:

- More than 100 pearls that can be implemented ASAP.
- The key targets that practices must hit every month and year.
- How to analyze and control overhead.
- The pathway for team improvement and accountability.
- The “No-Stress” Practice plan for future growth.
- Critical systems every practice needs.
- Internal and online marketing for increasing the number of new patients.
- How to effectively manage the practice's online reputation.
- Strategies for collecting 99% of all fees and reducing no-shows to under 1%.

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PDA is an ADA CERP Recognized Provider

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/cerp.



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2018 Award Recipients

PDA Distinguished Service Award

Dr. William Spruill's natural leadership qualities, strong convictions and energetic approach have all been instrumental in the extraordinary service he has provided to the dental profession, his community and all levels of organized dentistry spanning a 40-year career as a general dentist.

Whether taking the lead on challenging grassroots advocacy efforts to bolster the profession or organizing charitable missions to help the underserved, Dr. Spruill always exhibits the same exemplary qualities that have inspired his colleagues throughout our state.

"Dr. Spruill has been a positive force in both the preservation of our profession as well as an encouraging mentor to those who will lead in the future. Bill is a well-respected colleague to all who know him," said Fifth District Dental Society president Dr. John Grimes.

After graduating from the University of Maryland, Baltimore College of Dental Surgery in 1977, Dr. Spruill served in the United States Army, completing a general practice residency in 1978 before entering private dental practice in Carlisle in 1980.

In addition to terms as president of the Harrisburg Area Dental Society, Fifth District Dental Society, PDA and the Pennsylvania Academy of General Dentistry, Dr. Spruill has been one of the key team members who established the annual MOM-n-PA dental mission, a two-day free dental care event each spring. In five years, MOM-n-PA has provided more than \$4 million dollars of dental care to underserved Pennsylvanians.



Dr. William T. Spruill

Passionate about education, he achieved Mastership and Lifelong Learning and Service Recognition from the Academy of General Dentistry; served as an instructor in the Dental Hygiene Program at the Harrisburg Area Community College and continues to lecture to dental organizations on a variety of relevant topics.

"Dr. Spruill is a welcoming face to members. He is a champion for organized dentistry and the power it has to connect and support dentists through all stages of their careers," added Dr. Brian Lorei, president of Harrisburg Area Dental Society. "He has been a friend and advisor to so many involved in our local dental society. I can think of no one more deserving of the PDA Distinguished Service Award than Dr. Bill Spruill."

Beyond the dental profession, his leadership and service extends to his church in Carlisle and his local Rotary Club.

Congratulations to Dr. Spruill on his prestigious recognition as recipient of the 2018 PDA Distinguished Service Award.

PDA Public Service Award

Community Volunteers in Medicine (CVIM) was founded in 1998 in Chester County, as the first community-based volunteer clinic of its kind in Southeastern Pennsylvania.

The clinic has expanded and evolved over the years, but CVIM's vital mission has remained the same, to provide "compassionate primary medical and dental care and health education to people who live or work in the Chester County region who lack access to insurance, in order to support their goals to lead productive, healthy, and hopeful lives."

CVIM has continued to do that with the help of a vast army of volunteers and donors, providing a tremendous safety net to thousands of people. For the last 20 years CVIM has been supported entirely through philanthropy, starting back with funding from Paoli Hospital Women's Auxiliary in the 1990s. The clinic is located in a converted and renovated warehouse in West Chester and is open five days and one evening a week. CVIM maintains seven dental operatories, 10 medical exam rooms and the Moran Family Conference Center for patient education and wellness programs.



Community Volunteers in Medicine

In 2015 CVIM launched its Mobile Dental Program, which expanded access to its services, emphasizing exams and oral health education at its satellite locations. In 2017, CVIM provided \$6.9 million of care to the community, with close to 4,000 patients receiving care, education and medication during 41,416 visits. In addition to the generous private funding from individuals, foundations, corporations and faith-based organizations, this effort was made possible by more than 400 licensed clinical and support volunteers, who donated more than 54,000 hours of their time and services.

It is fitting that in the year CVIM is celebrating its 20th anniversary of providing health care, hope and healing to the uninsured of Chester County, CVIM is being honored with PDA's 2018 Public Service Award.

PDA Recognition Award

Dr. Thomas P. Sollecito has made great contributions to the art and science of dentistry with his important work as an educator, author and researcher.

An educator for the past 25 years, Dr. Sollecito has focused on numerous areas, including TMD, oral mucosal diseases, head and neck tumors/cancer, HIV dental treatment and Diabetic type 2 children. Since 1991, Dr. Sollecito has authored five books and authored or co-authored more than 120 articles, abstracts and reports. Throughout his education and research he has provided research support for 31 grants.

A 1989 graduate of the University of Pennsylvania, Dr. Sollecito's career as an educator began at Temple University, where he was a Clinical Assistant Professor of Oral Medicine, and continued with several positions at Penn Dental and the University of North Carolina, progressing to today where he is a professor and specialist in Oral Medicine at Penn Dental and the Perelman School of Medicine, Clinical Professor at the Medical College of Georgia, and has consulting positions at the National Naval Center and the University of Hong Kong.

Dr. Sollecito has been honored with a multitude of awards, such as the 2009 Distinguished Service Award from the Alumni Society at the



Dr. Thomas P. Sollecito

University of Pennsylvania School of Dental Medicine, and in 2014 he won the International College of Dentists/American Association of Dental Editors and Journalists' Golden Pen Award for Dental Journalism.

In a nominating letter from the Second District Valley Forge Dental Association, Dr. Joel Funari, president, said that, "As a Pennsylvania educator, Dr. Sollecito's contributions to the dental profession have had a huge impact on the next generation of dental leaders as he has laid a very solid foundation for the future."

PDA is delighted to name Dr. Sollecito as the 2018 PDA Recognition Award winner.

Past Award Recipients

Distinguished Service Award

Dr. George T. Gregg	1946	Dr. Simon A. Horkowitz	1995
Dr. John J. Stetzer Sr.	1947	Dr. George W. Brett	1996
Dr. R. Hamill D. Swing	1948	Dr. Marlin A. Miller	1997
Dr. Milon P. Eaton	1949	Dr. Kay F. Thompson	1998
Dr. Cris S. Van Horn	1950	Dr. Herman M. Aqua	1999
Dr. George S. Schlegel	1952	*Dr. Jack H. Neff	2000
Dr. Joseph D. Whiteman	1953	Dr. John B. Lathrop	2001
Dr. W. Earle Craig	1954	Dr. Stephen L. Kondis	2002
Dr. Zachary Jackaway	1955	Dr. John W. Staubach	2003
Dr. Cloyd S. Harkins	1956	Dr. Eli Stavisky	2004
Dr. Albert R. Pechan	1957	Dr. Augustine J. Chialastri	2005
Dr. Leroy M. Ennis	1958	Dr. Ronald B. Gross	2006
Dr. Herbert K. Cooper	1959	Dr. Ronald D. Bushick	2007
Dr. William F. Swanson	1960	Dr. George A. Kirchner	2008
Dr. Walter Wade	1961	Dr. William G. Glecos	2009
Dr. Charles H. Patton	1962	Dr. Judith A. McFadden	2010
Dr. Gerald D. Timmons	1963	Dr. Richard J. Galeone	2011
Dr. George A. Coleman	1964	Dr. Charles R. Weber	2012
Dr. Harry K. Willits	1965	Dr. Craig A. Eisenhart	2013
Dr. Clarence Hagan	1966	Dr. Robert S. Runzo	2014
Dr. Thomas P. Fox	1967	Dr. Linda K. Himmelberger	2015
Dr. Albert Goho	1968	Dr. Jerrold H. Axler	2016
Dr. R. E. V. Miller Sr.	1969	Dr. Andrew J. Kwasny	2017
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		


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
Dr. Susan M. Chialastri	2016
Dr. Paul A. Moore	2017

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 Eingorn	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
Patricia Lee Atno, CDA	2016
Dr. Charles A. Kosteva	2016
Dr. Kenneth A. Fetter	2017

*Posthumously



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PENNSYLVANIA SOCIETY OF
ORAL & MAXILLOFACIAL SURGEONS
PSOMS

The Pennsylvania Society of Oral and Maxillofacial Surgeons is pleased to support the 150th Anniversary Gala and commends PDA on its achievements to support the dental profession and raise awareness of the importance of oral health.

Best wishes to James M. Boyle, III, DDS, a former president of PSOMS, as he begins his term as PDA president!



membership

Growth & Outreach



2017 ADA ENGAGEMENT PROGRAM

PDA HOSTS MEET & MINGLE

The ADA Engagement Program allows societies to apply for grant funding to conduct new programs that aid in membership recruitment and retention, with a focus on dental students, residents and new dentists. In 2017, PDA conducted a “Meet and Mingle” program, partially sponsored by the ADA’s Engagement Program.

PDA created and hosted a new social event for University of Pittsburgh dental students to help gain insight into what it is like to practice in different types of locations and practice settings. At the beginning of the event, students completed a quiz to help determine a location and setting that might fit their interests or personality. PDA members who represent a variety of locations and practice settings were in attendance and students participated in small discussion groups with the dentist that best fit their location and setting quiz result. The event gathered 39 dental students and 10 member dentists.

MEMBER BENEFITS

2017 SPI

Pennsylvania was identified by the ADA as one of five states with an opportunity for membership growth. Eligible nonmembers can join for a one-time, 50% discount on the ADA and PDA levels of their dues. By the end of the 2017 year, 42 new members joined for this offer.

This special membership offer was available in 2015, 2016 and 2017. The offer will continue to be offered to eligible nonmembers through 2018.

PDA TEXT ALERTS NOW AVAILABLE

To provide an additional tool for member communication, PDA has implemented a texting software. The software is fully integrated with our membership database and offers PDA the ability to notify members of upcoming deadlines, regulatory notices or legislative alerts. The text will drive members to the respective section of www.padental.org for details. To receive text messages from PDA, members must complete an authorization form.

MATCH EVENT

In October 2017, PDA hosted MATCH in King of Prussia. MATCH is a speed interviewing program where dentists looking for career opportunities have five-minute interviews with dentists who are looking to hire or sell their practice. This program is open to PDA member dentists, including residents and new dentists, and dental students. PDA plans to host two MATCH events in the fall of 2018 in King of Prussia and Pittsburgh.

The event had 15 job providers, 16 job seekers, (12 D4s and four new dentists) and 39 total attendees.

MEMBERSHIP COMMITTEE SURVEY

PDA's Membership Committee surveyed district and local society presidents to gather insight on their new member welcome procedure. The committee wants to identify more ways that PDA can support districts and locals with contacting new members, as personally welcoming new members is an important tool for membership retention. The survey had a 45 percent response rate.

PDA plans to do more personal contact with district and local societies to determine what assistance can be provided.

CONNECTIONS

The Connections program matches dental students or new dentists with PDA member mentors based on criteria like practice location, practice type or specialty. PDA's New Dentist Committee (NDC) sponsored a mentor incentive in 2017. After mentors agreed to a match and confirmed contact with their mentee, they were mailed a check for \$50. The NDC encouraged mentors to use these funds to support mentoring activities like taking their mentee out to lunch or covering the cost for the mentee to attend a local meeting. In 2017, 12 Connections were made, nine mentor incentives were distributed, and seven dental student mentees and three new dentist mentees participated.

Enroll as a mentor or mentee by signing in to www.padental.org/connections.

NEW DENTIST RECEPTIONS

PDA hosts New Dentist Receptions twice a year that invite new dentist members and non-members to join state, district and local leaders for drinks, appetizers and conversation. For many aspiring leaders, the receptions have provided the spark that has motivated them to continue to seek advancement in organized dentistry. In Fifth District, Hershey, Pa. (combined with the PDM Welcome Reception) 26 dentists and seven new dentists attended. In Ninth District, Erie Pa., 10 dentists and nine new dentists attended.

NEW DENTIST BLOG

In January 2018, the New Dentist Committee launched the New Dentist Blog on the Social Network. All content for the New Dentist Blog is written by new dentists and will be updated on a monthly basis. To access the blog, please visit www.community.padental.org.

**You must be logged into your account in order to view the blog.*

PDA's component resources



PDA's Component Resources are available to assist district and local dental societies with a variety of activities, like social events or CE course promotion and increasing volunteer interest. PDA staff and society leadership work together to identify membership needs, address areas of improvement and strive toward achieving membership goals.

MEMBER TESTIMONIALS

"PDA's Program Assistance has been very helpful to the Eighth District. We organized a CPR renewal course for Eighth District members and wanted an effective way to get the message out. PDA staff developed a very nice, bright, easy to read, and easy to respond to email through Program Assistance that was sent to all Eighth District members. After the second email, the course was full and organized, and ready to roll. The organizers and the members were very happy with the method of communication, the ease of use, and the results. It was extremely inexpensive."

Ted Rockwell, DMD
PDA Eighth District Trustee, 2015-2018
Warren, PA

"This service that PDA can offer locals and districts to reach their members in an efficient and extremely cost effective manner is an underused communication tool that other districts and locals should seriously consider for their needs. We will definitely use it again."

Dave Larson, DDS
Immediate Past President,
Fifth District Dental Society
Hummelstown, PA

"Just registered and it was SO easy. So much better than having to collect checks and field phone calls. Thank you again for making my life better."

Julie Barna, DMD
Secretary Treasurer,
Sixth District Dental Society
Lewisburg, PA

Program Assistance

Program Assistance is one of PDA's newest Component Resources. Through Program Assistance, society volunteers work with PDA staff to coordinate administrative tasks or email promotion for social and continuing education programs. There are a variety of assistance options available: mass email promotion, online registration through PDA's website, CE course materials and CERP co-sponsorship.

2017 Project	Services Provided	Total Promo Emails Delivered	Total Emails Opened	Email Open Rate*
8th District - CPR renewal course	Email promotion - 2 emails	96	40	41.66%
5th District - position available at a community service-based outreach program	Email promotion - 1 email	685	282	41.17%
6th District - OSHA & radiology CE	Email promotion - 4 emails, Online registration with payment processing, CE materials, CERP compliance	2,024	776	38.34%
5th District - annual meeting & CE	Email promotion - 3 emails	1710	658	38.48%
Monroe County Dental Society - CE	CE materials and CERP co-sponsorship	N/A	N/A	N/A
Monroe County Dental Society - CE	CE materials and CERP co-sponsorship	N/A	N/A	N/A

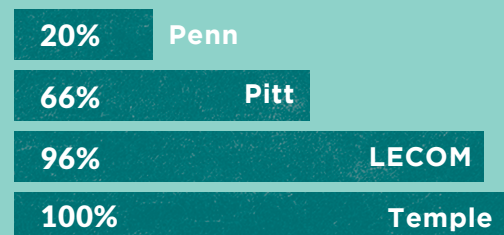
*industry benchmark for email open rate = 35.44%

2017 student events

ADA NATIONAL SIGNING DAY (NSD)

The ADA NSD 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 ADA NSD events for Penn, Temple, Pitt and LECOM Erie class of 2017.

Percentage of applications received from dental schools after NSD events held by PDA.



SPEED MENTORING EVENT

PDA hosted a speed mentoring event in September 2017 for dental students at Temple University and the University of Pennsylvania. Students were in small groups and participated in 12 eight-minute mentoring sessions with PDA member dentists.

Attendance:



21 member dentists



22 dental students

CV SUCCESS

In March 2017, PDA's New Dentist Committee hosted CV Success for University of Pittsburgh D4s, residents and new dentists. The program featured a CV presentation and a panel discussion with experienced dentists from a variety of practice backgrounds. CV Success followed the University of Pittsburgh's ADA National Signing Day lunch event.

Attendance:

12 students



4 new dentists



3 dentist panelists



D3 LUNCHES

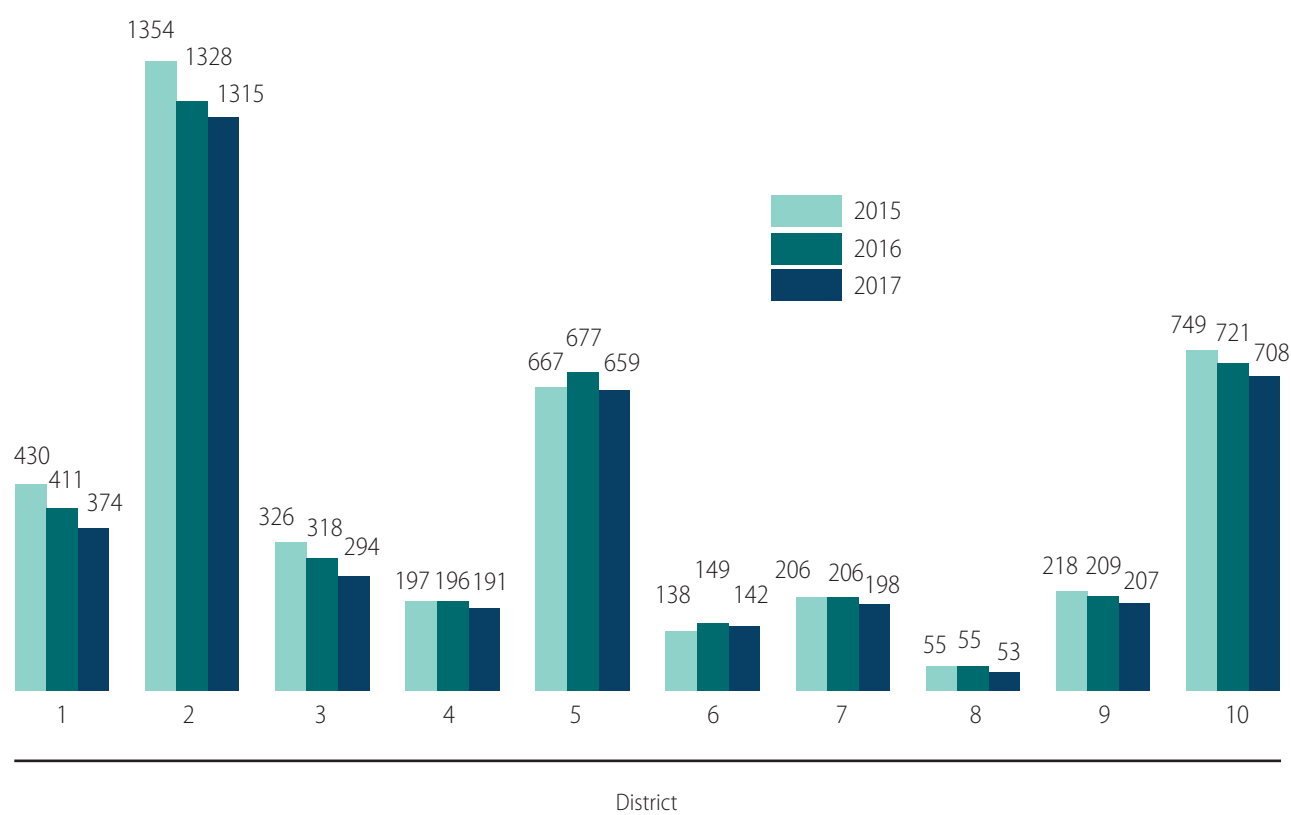
During spring/summer of 2017, the New Dentist Committee sponsored special lunch programs for the Class of 2018 at Temple, Penn and Pitt. NDC members led a group discussion with the students about topics such as applying for residency and life after dental school, as well as shared details about PDA resources. We welcomed approximately 45-60 students per program.

45-60
students
per program

membership statistics

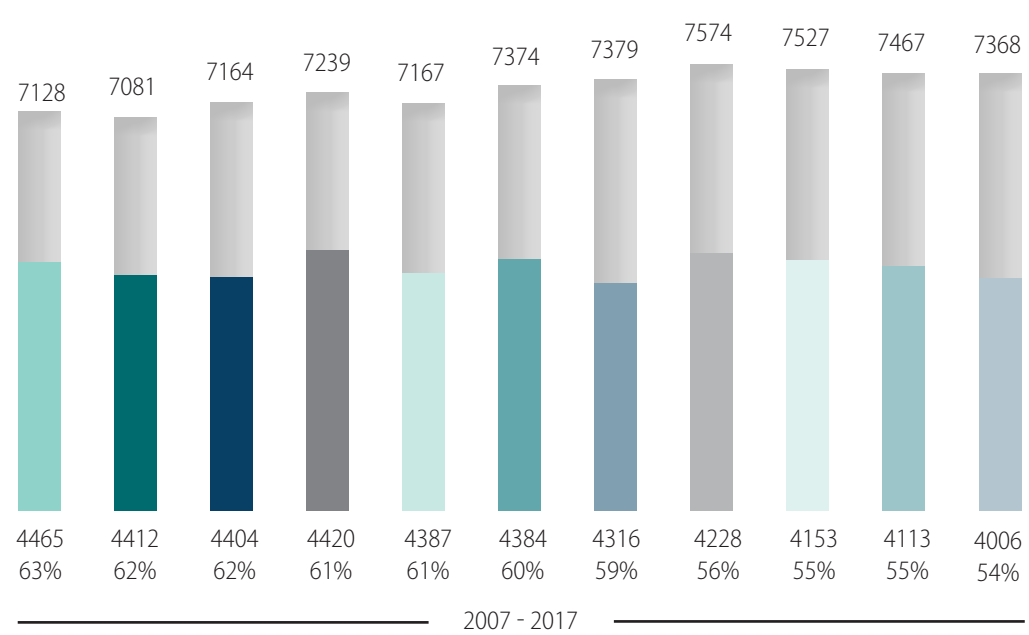
TOTAL MEMBERS

*excludes Retired Life Members



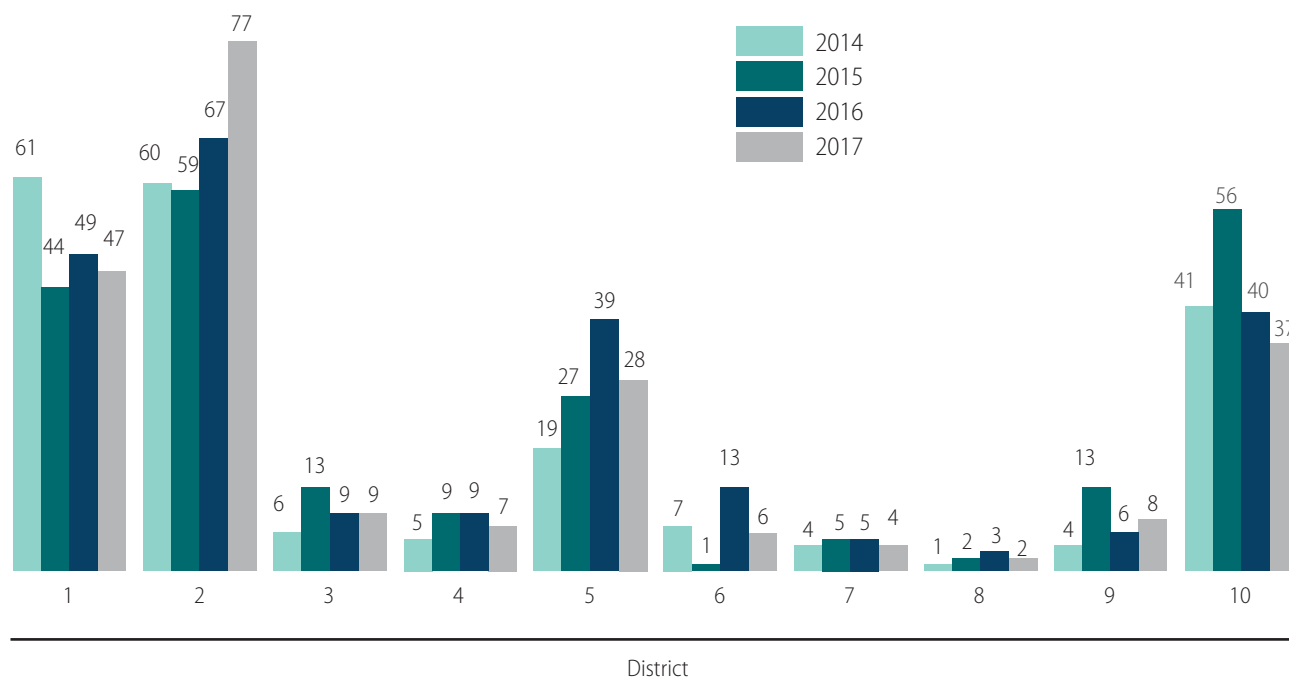
NUMBER AND MARKET SHARE OF PDA MEMBERS VS. PENNSYLVANIA ACTIVE LICENSED DENTISTS

*excludes Retired Life Members



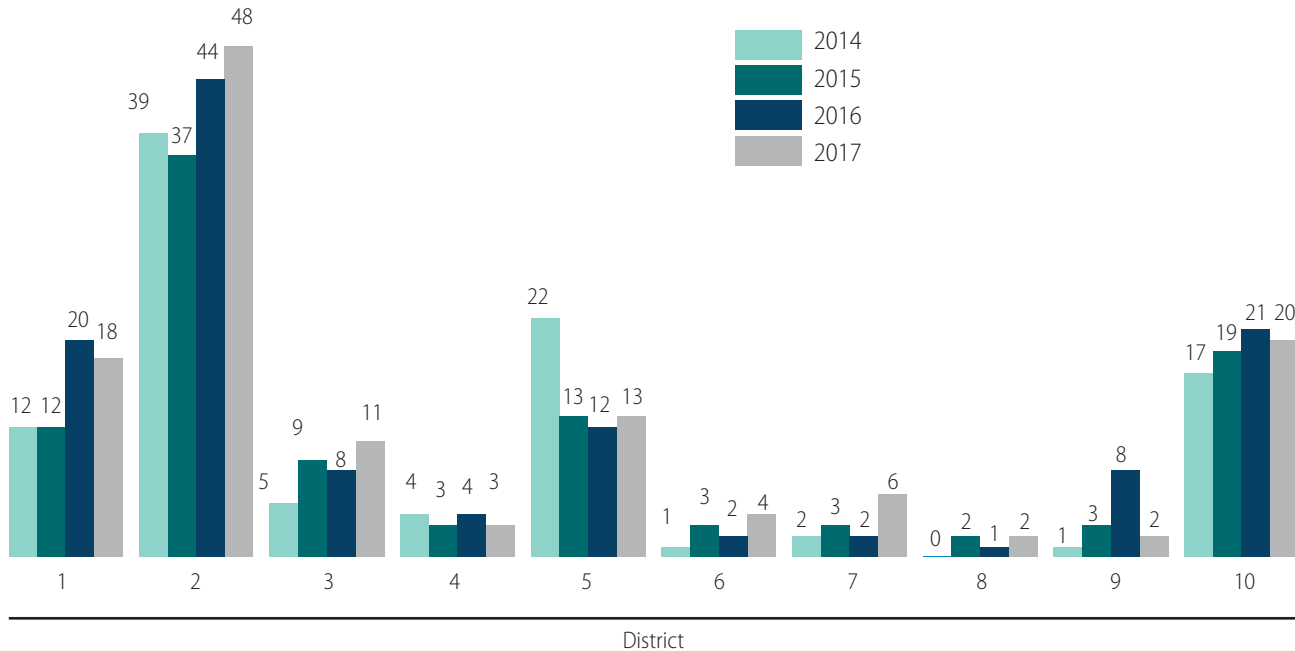
NEW MEMBERS

*excludes Retired Life Members



ACTIVE MEMBER NON-RENEWS

*excludes Retired Life Members



PDA Legislative Goals

PDA is the premier dental organization at the forefront of legislative initiatives to improve the dental practice environment in Pennsylvania for dentists and the oral health of all patients. The legislative session allows PDA two years in which to advocate on members' behalf for these important insurance reforms, scope of practice and access to care initiatives. Though there are only a few months left in the session, PDA is optimistic that the General Assembly will pass PDA's top legislative priority: assignment of benefits legislation.

PDA'S 2018 GOALS

- Assignment of benefits for non-participating providers.
- Student loan forgiveness for dentists practicing in health professional shortage areas.
- Increased funding in the Medical Assistance program for dental providers.

While PDA takes a focused approach in limiting its primary advocacy efforts to these three issues, we will monitor and address these issues on an as-needed basis:

- Teledentistry and the delivery of services remotely.
- Maintaining funding for the Donated Dental Services program.
- Prescription drug prescribing authority, abuse and patient monitoring.
- Protecting the current dental team model and patients' safety by limiting or restricting the unsupervised practice of non-dentists.
- All other workforce and scope of practice issues.
- Supporting programs and policies aimed at improving oral health.
- Representing dentistry's interests on issues pertaining to the Affordable Care Act.
- All insurance issues, such as balance billing, coordination of benefits and credentialing.

GOVERNMENT RELATIONS

In 2018, PDA achieved legislative milestones with assignment of benefits legislation. We were also successful having loan forgiveness legislation introduced and with securing appropriations in the state budget for dental initiatives such as Dental Lifeline Network's Donated Dental Services program.

Through the years, PDA has used dentists' collective voice in the legislative arena to accomplish great things:

PASSED legislation limiting the time frame in which insurers may retroactively review and deny dental claims to 24 months.

PASSED legislation prohibiting insurers from capping fees for dental services which are not covered in a patient's plan.

PASSED legislation requiring insurers to cover the cost of general anesthesia when needed to treat patients of any age with special needs or children seven years of age or younger.

PASSED legislation allowing out-of-state dentists to apply for temporary licenses so that they may volunteer at charitable events or assist during states of emergency.

REINSTATED funding in the state budget for Dental Lifeline Network's Donated Dental Services program.

SECURED additional funding in the state's health care practitioner loan forgiveness program for dentists who agree to practice in shortage areas in exchange for student loan forgiveness.

PASSED legislation that expands the scope of practice for expanded function dental assistants to include some hygiene functions performed under dentists' direct supervision.

AMENDED legislation requiring dentists to carry malpractice insurance by including an exemption for dentists with volunteer licenses and those who practice in community based settings.

AMENDED legislation to safeguard patients and require additional training and education for public health dental hygiene practitioners practicing independently in public settings.

TRANSFORMED the dental profession by convincing the legislature to legitimize the practice of expanded function dental assistants, increasing dental office productivity.

DEFEATED legislation that would have required dentists to submit proof of having paid taxes before renewing their dental license, threatening their livelihood if the state made mistakes processing this information.

REMOVED provisions in a city ordinance that required dentists to install amalgam separators and display a poster in their offices needlessly alarming patients about the dangers of "mercury amalgam."

DEFEATED legislation allowing municipalities to remove fluoride from water supplies without prior notification to the public or Department of Environmental Protection.

STOPPED the legislature from passing a bill prohibiting dentists from administering general anesthesia and deep sedation in their offices.

To learn more about current legislative efforts visit the Government Relations page at www.padental.org/gr.



Legislative Recap

SOFTEDGE PROVIDES INNOVATIVE ADVOCACY EXPERIENCE FOR PDA MEMBERS

PDA uses the new and improved SoftEdge for its comprehensive grassroots advocacy and legislative outreach software. This customized software meets our specific needs at PDA and helps us effectively communicate our members' legislative priorities to the PA House and Senate, as well as the Governor's Administration.

Through SoftEdge, our lobbyists can visit the Capitol with confidence that we are well-prepared to interact with legislators and staff on issues important to PDA. The tool is quick and easy for our members. Check out the Advocacy section of PDA's website and learn to communicate with your state lawmakers quickly and effectively!

PDA'S ASSIGNMENT OF BENEFITS LEGISLATION PASSES THE SENATE

In January, the Senate of Pennsylvania passed SB 373, PDA's legislation requiring insurers to assign benefits, on patient's request, to non-participating dentists. SB 373 now moves to the House Insurance Committee in the House of Representatives.

Assignment of benefits legislation is PDA's top priority this legislative session. PDA's lobbyist, staff and volunteer leaders drafted the legislation, found sponsors to introduce bills in both the House of Representatives and Senate, and spearheaded negotiations in both chambers to garner enough support for legislative leaders to begin moving the bill through the Senate. PDA is very optimistic that the House of Representatives will pass SB 373 before the end of session in late fall.

PDA thanks the hundreds of you who have responded to our action alerts as SB 373 moved quickly through the Senate. This victory illustrates how the collective voice of organized dentistry can make a positive difference for your profession and patients! Help us keep the momentum going to pass this important insurance practice reform legislation and send it to the Governor for his signature. Please respond to PDA's action alerts requesting that you contact your state representative about assignment of benefits and the need to support SB 373. We need a united front to counter the insurance lobbyists hard at work opposing this bill.

PDA'S LOAN FORGIVENESS BILL INTRODUCED IN THE HOUSE

Representative Karen Boback introduced HB 1267, which creates a stand-alone student loan forgiveness program for dentists. Under the current model, dentists are eligible to earn up to \$100,000 in loan repayment, in exchange for a two-year, full-time commitment to practice in a health professional shortage area (HPSA). This amount is inadequate given the amount of debt most dental students accumulate. HB 1267 would increase funding to up to \$200,000 for a three-year, full-time commitment in a HPSA.

There are a total of 87 dental HPSAs in Pennsylvania.

TELEMEDICINE

Senator Elder Vogel introduced SB 780 to address the emerging issue of telemedicine (including dentistry), which is the remote delivery of health care services and medical information using telecommunications technology. Telemedicine and teledentistry are a significant and rapidly growing component of health care. Through the use of telemedicine and teledentistry, health care providers are able to expand their reach, helping rural patients stay in their communities and avoid traveling long distances for treatment.

SB 780 defines telemedicine, offers guidelines outlining who can provide telemedicine services, and provides clarity around insurance company reimbursement for these services. Although the legislation requires payments for telemedicine and teledental services, those payments will be established between the provider and insurer.

The Senate Banking and Insurance Committee approved SB 780 in January. The legislation now moves to the Senate Appropriations Committee for a vote.

REGULATORY UPDATE

PDA monitors and responds to the State Board of Dentistry (SBOD) as it promulgates regulations for the dental profession. Emerging issues that the SBOD may address in the future include licensing exams, the administration of botox, corporate and mobile dentistry and teeth whitening services. PDA reviews all regulatory proposals and advocates on members' behalf for the enactment of fair and reasonable regulations.

PHDHPs

In September 2017, the SBOD voted 6-4 to proceed with regulations expanding Public Health Dental Hygiene Practitioner (PHDHP) practice site locations to include childcare settings, physician offices, and residences of homebound and hospice patients.

PDA's lobbyist and staff met with staff for the House Professional Licensure Committee (HPLC) to discuss concerns about expanding practice locations for PHDHPs, stressing the need for dentists to exam and diagnose patients and to strengthen the referral process between dentists and PHDHPs. The HPLC, along with the Governor's Policy Office and Independent Review Commission (IRRC), are tasked with reviewing licensing boards' regulations, and they play an instrumental role before

regulations are finalized and enacted. PDA will continue to work with HPLC members and staff, as well as the SBOD, Governor's Policy Office and IRRC as the regulations move through the regulatory process.

It may take two or more years before regulations are enacted, so PDA will use every opportunity to amend the draft, with particular attention paid to the referral process, scope of practice in these settings, the role of physicians and liability. PDA is also assessing the adequacy of current educational and training requirements for PHDHPs to determine whether additional requirements are needed to ensure patient safety and appropriate standards of care.

Resources

REGULATORY COMPLIANCE RESOURCES

It can be difficult navigating all of the laws and regulations your dental office needs to be compliant with, but PDA is here to help! We offer a number of different resources in order to assist members in assuring their offices are meeting all regulatory obligations. Here is a listing of some of the resources offered.

WEBINARS AND CONTINUING EDUCATION

In addition to the live courses PDA offers, there are several online webinars and continuing education courses available that can help you complete required continuing education hours, or simply provide you with information you need to keep your practices in compliance. PDA's online offerings include:

HIPAA- 2013 UPDATE WEBINAR – This webinar provides an overview of general HIPAA Privacy and Security Rules and how they impact dental practices. This course is worth 1 CE credit.

RADIOLOGY PROTECTION UPDATE – This online CE course provides a general overview of basic radiology principles and addresses radiation safety, biological effects, quality assurance and quality control. This course is worth 2 CE credits and will satisfy the Department of Environmental Protection's (DEP) CE requirement for x-ray equipment operators.

INFECTION CONTROL – This webinar highlights the most important aspects of the Center for Disease Control's (CDC) Infection Control Guidelines and can help you to identify potential problem spots in your office, and help establish a protocol for inspection and recordkeeping. This webinar can also serve as a training tool for use in your office. This course is worth 1 CE credit.

HIRING AND FIRING IN PA - This two-part series can help you navigate compliance with both federal and state laws and regulations that affect you as an employer, and also provide you with information that can help protect and enhance your everyday practice environment.

NEW DENTIST WEBINAR SERIES – This webinar series focuses on topics relevant to dentists in the beginning stage of their careers, however, these topics can benefit dentists in all stages of their careers. Topics include: legal aspects of practice transition; eMarketing; and practice management.

2013 AFFORDABLE CARE ACT WEBINAR – This webinar addresses aspects of the ACA, and how it impacts not only health care professionals, but small business owners and consumers.

All online webinars and continuing education courses are available complementary to our members as a PDA member benefit.

QUICK TIPS FOR THE DENTAL OFFICE

These handouts were designed to provide essential information in order to comply with regulations related to a specific topic. "Quick Tips" are available in a range of topics including:

- Radiology
- Occupational Safety and Health Administration (OSHA)
- Waste Management
- Dental Hygienists Supervision and Scope of Practice
- Unprofessional Conduct
- Maintaining and Retaining Patient Records
- Regulations for Anesthesia Permit Holders

For more information about obtaining these quick tips, please contact the government relations staff at (800) 223- 0016.

WASTE MANAGEMENT GUIDELINES

Do you know how to properly dispose of all the waste generated in your office? The practice of dentistry involves the generation of several different types of waste, and knowing how to properly dispose of it all can be confusing. PDA recently updated our Waste Management Guidelines, which are available on PDA's website at www.padental.org.

Our guidelines can help you determine what types of waste may be present in your office, how to properly dispose of it and any regulations you need to be aware of concerning the particular type of waste. If you do not currently have a company that you use for your waste disposal, we also provide you with some companies that may be able to assist you with your disposal needs. Our guidelines also include listing of potentially hazardous chemicals that may be found in the dental office, as well as their potential sources.

PADPAC & Grassroots



THE PENNSYLVANIA DENTAL ASSOCIATION POLITICAL ACTION COMMITTEE

(PADPAC) welcomes you to the 2018 Pennsylvania's Dental Meeting. We thank our PADPAC donors for investing their time, money and effort in making the dental profession's future brighter for dentists and patients. Throughout 2017, PADPAC was instrumental in supporting candidates who work on behalf of dentists and their patients. In 2018, our hard work will continue to depend on members' generous support. Whether a new member or through your continued support, your contribution to PADPAC helps us remain one of the largest and strongest bi-partisan PACs in Pennsylvania. With your help we can get Assignment of Benefits (SB 373) in Pennsylvania. This is the year. It will happen this year, or not at all. Please help us to help you change the legislative landscape for the better.

PADPAC BOARD OF DIRECTORS AND ADVISORS

Treasurer and GRAG Liaison: Dr. Darleen Oleski

At-Large Liaison: Dr. Richard J. Clark III

BOT Liaison: Dr. Mathew Zale

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.

Join PADPAC to ensure success during the 2017-18 Legislative Session!

As we finish up this legislative session, it is critical that we maintain PADPAC's standing as one of the top bi-partisan health care political action committees in Pennsylvania. A new legislative session means new Senate and House members to educate about the dental profession and the importance of maintaining an excellent environment to practice statewide. It is through hard dollars (personal checks or personal credit cards) that our members, lobbyists, and staff can forge relationships with legislators. Through hard dollars, we can attend legislative receptions and golf outings and meet legislators and staff who determine the outcome of our legislative priorities. After a major election year, it is important to build our hard dollars in the lead up to the 2018 gubernatorial election.

5 Reasons to Support PADPAC



PADPAC is one of the largest bi-partisan health care political action committees in Pennsylvania. If PDA members do not participate in advocacy efforts through PADPAC, we risk ceding control of legislative debates to other groups. PDA members must ensure their professional voice is heard in Harrisburg!



PADPAC contributions directly support electing candidates who support a healthy practice environment for dentists in Pennsylvania.



There are many new members of the Pennsylvania General Assembly who are unfamiliar with PDA's issues. PADPAC helps us build relationships with these new lawmakers, allowing us to educate them about the association, the valuable services we provide, our mission, and how we benefit our dentists, patients, and the overall quality of oral health care in Pennsylvania.



PADPAC delivers results! It's through our advocacy efforts that PDA has built relationships that lead to successful legislative outcomes for dentists and their patients. We must continue to protect our victories by supporting candidates who understand and support PDA. This cannot be accomplished without the support of our members.



The foundation for PADPAC is our members. It's through PADPAC that members can join their peers in championing issues that directly impact the future of their profession.

2018 PADPAC CONTRIBUTIONS

This year we have made contributions to the following legislators:

Representative Marci Toepel - House leadership as the Majority Caucus Chair. The Caucus Chair conducts all Majority meetings and notifies members when bills they are sponsoring are scheduled for a House vote.

House Republican Campaign Committee - Republicans currently control the House chamber by a wide margin.

Senator Bob Mensch - Majority Caucus Chair- assists in the formulation of the daily Senate calendar and presides over Republican caucus meetings.

Representative Stephen Barrar - PDA member request for the contribution. Rep. Barrar is a long time friend of PDA and has been routinely supportive of dentistry.

Representative Stan Saylor - House Appropriations chair. Long time true friend of PDA and has helped get PDA bills passed. Rep. Saylor will continue to help us with the heavy lifting for SB 373 Assignment of Benefits.

Representative Judy Ward - Running for the state Senate to take current Pennsylvania Senator John Eichelberger's seat. Retiring to run for Congress. Sits on the Health committee.

Representative Karen Boback - Prime sponsor of SB 1267 the Student Loan Forgiveness for Dentists Program bill. True friend of PDA. Sits on the Appropriations committee. Rep. Boback's son is a dentist in the state of California.

In mid March, the Government Relations group had a dinner for the members of the House Insurance committee. Our guest speaker, Majority Appropriations chair Representative Stan Saylor, did a tremendous job sharing with House members and PDA members that SB 373 Assignment of Benefits was a big priority and he would be with us every step of the way. Rep. Saylor has helped us in the past and is a true friend of PDA. PDA President-elect Jim Boyle makes it a point to meet with his friend Rep. Saylor routinely and keep in contact so that the relationship is always intact. Please feel free to thank Rep. Saylor and make a PADPAC contribution so we can continue to support those who understand our profession and how important it is to your patients and Pennsylvania. We have a long way to go on SB 373 but we are getting closer.

Bell-PDAIS

Insurance Finances

FROM GIL DAVIS, PRESIDENT AND CEO

SUMMARY

Fiscal 2017 was another year of progress for the Bell-PDAIS Agency. We continue to make great strides in delivering on the strategic initiatives that we have been working towards. Since the acquisition, we have worked to improve the operations, products and services we offered to our customers and PDA members for more than three years. We continue to pride ourselves on delivering competitive products and superior service to our clients. Overall, the company's operations, competitive posture and foundation for profitable growth are all stronger today than a year ago. Bell-PDAIS exists to provide competitively priced, quality insurance products to its clients, employees and families, as charged through the endorsement of the Pennsylvania Dental Association. This annual report will highlight in abbreviated fashion the accomplishments of the past 12 months.

OUTLOOK

As the health care industry still remains uncertain, we believe the worst is behind us. Our main goal is to continue to grow the agency in every facet of the business, by focusing on growing the property and casualty business that is more stable. With the new processes that have been implemented, we are positioned for positive growth in the future. We currently have a strong income statement, but until we pay off the acquisition debt we will need to continue to be disciplined in managing our operational expenses and continue effective strategies that will increase sales.

2017 Highlights

PRODUCTS/GROWTH:

- 35 employees
- Six offices - corporate office Harrisburg, Chambersburg, Hanover, Shippensburg, Greencastle, and Mercersburg.
- Licensed in PA, NJ & MD.
- Book of Business: 39% personal lines - 45.5% commercial - 15.5% benefits.
- Combined written insurance premium \$36,043,155
- 2017 gross earnings: \$4,126,669.
- 2017 Gross net profit: \$177,752.
- Obtained combined increase of a little over 2.5% in new written premium growth. (TDIC granted PDA and NJ dentist policy holders a dividend of 2% for the 13th consecutive year.)
- Received "Best in Class" award, from the Eastern Alliance Insurance group for the fourth consecutive year.
- Continued to have a very good combined loss ratio with our top tier property and casualty carriers.
- Showed a slight increase in new business sales and total written premium despite health insurance industry challenges. With the future of the individual marketplace still in turmoil we continue to see an increase and a shift back to small group medical coverage.
- Maintained steady growth in the Affinity Personal Lines Program through Donegal Insurance Company. (This provides all member dentists a 5% discount on auto and home owners Insurance.)
- Maintained an overall retention of 88%.

COMMITMENT

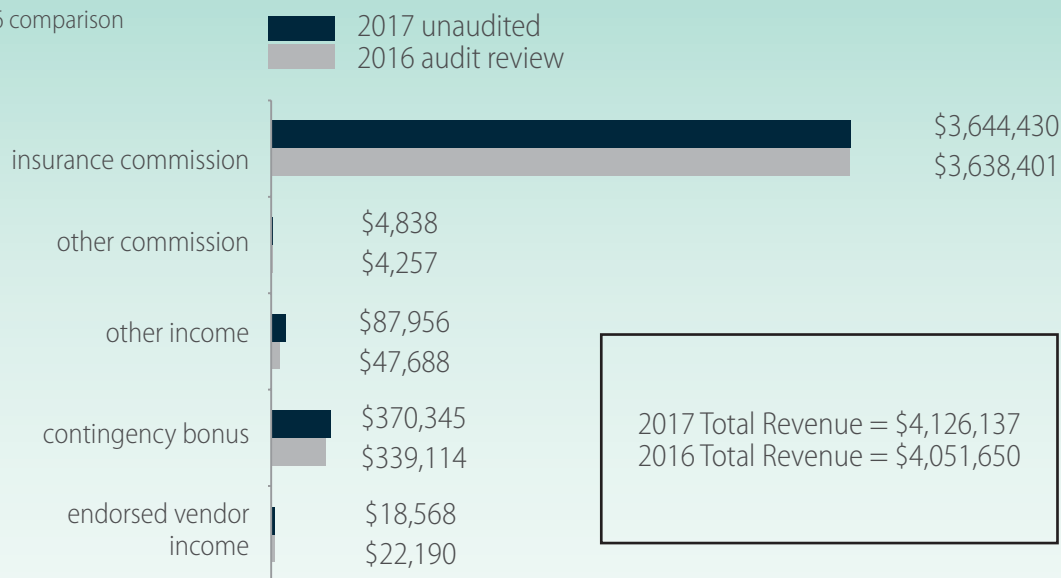
- PDAIS completed its seventh year managing the PDA Endorsed Vendor Program, which experienced a 17% decrease in royalty revenue. The total revenue in 2017 was \$93,398 vs. \$110,725 in 2016. This is due to the termination of Bank of America Practice Solutions Program, in Q4 2016. With the new agreement with Centric Bank, we will see an increase in non-dues revenue for 2018.
- Added two premier companies PureLife (Amalgam Separators) and Centric Bank (practice financing), to our Endorsed Vendor Program. We are excited about these partnerships and the value they will bring to PDA members.
- Bell-PDAIS continued to provide non-dues revenue to the PDA and local dental societies with a total of \$50,500.00 for a 17-year total of \$2,937,340.
- Bell-PDAIS sponsored and/or attended 37 CE, study clubs, etc. throughout the commonwealth and 11 programs in NJ.
- Performed significant marketing campaigns and performed risk management presentations all in the attempt to increase sales and educate our clients.

FINANCIAL STATEMENTS

Revenue	\$4,126,137
Expense	\$3,949,385
Profit before income tax	\$176,752
Income tax expense	\$204,403
Net profit after income tax	(27,651)

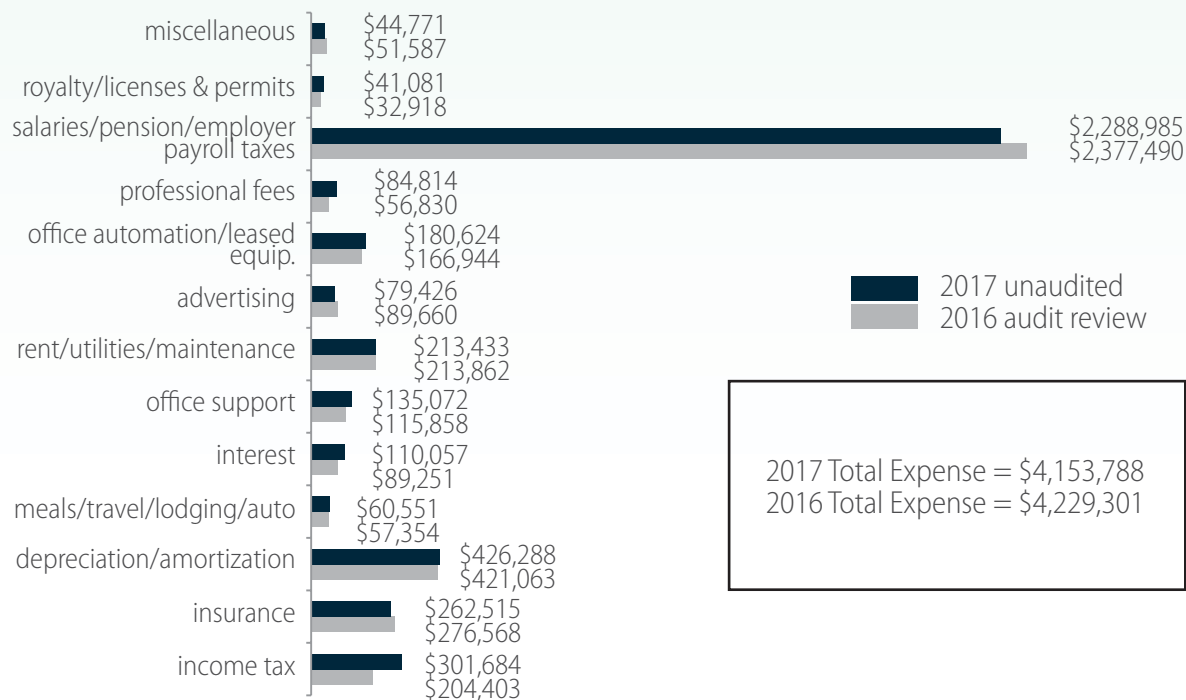
BELL-PDAIS REVENUE

2017-2016 comparison



BELL-PDAIS EXPENSES

2017-2016 comparison



BELL-PDAIS BALANCE SHEET

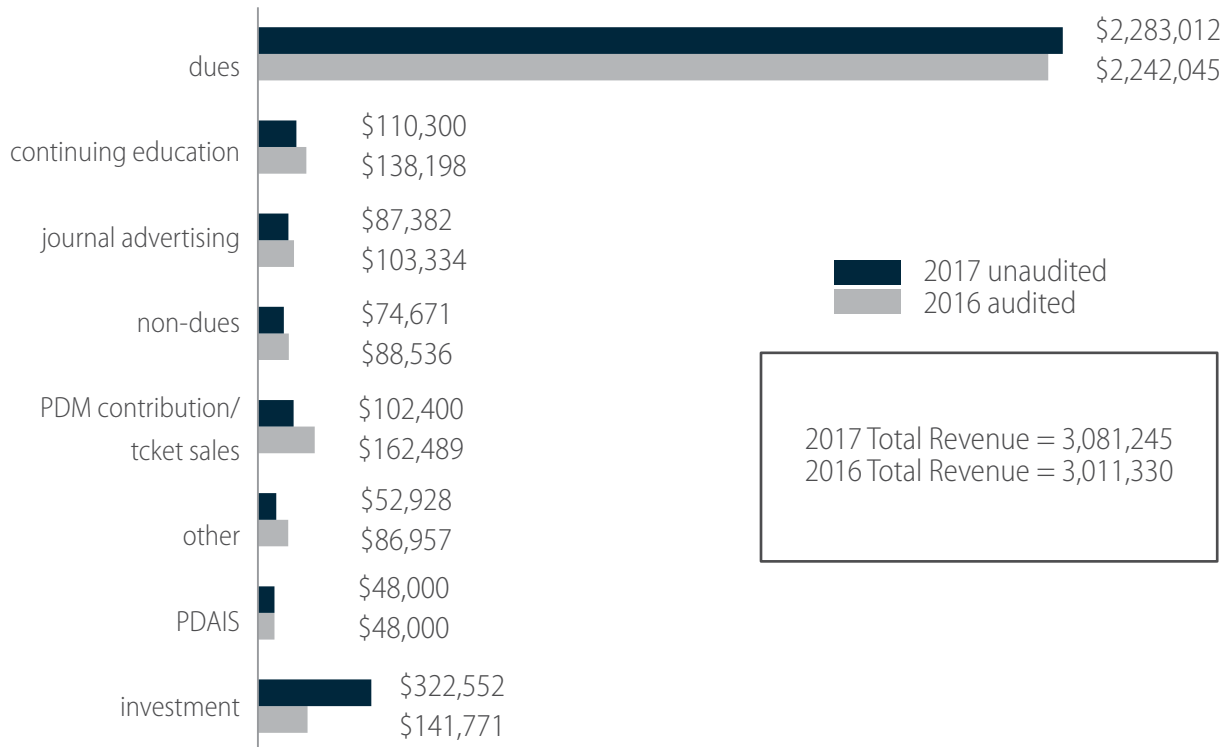
2017-2016 comparison

	2017 UNAUDITED	2016 AUDIT REVIEW
Current Assets:	\$1,748,635	\$1,187,722
Fixed Assets:	\$41,398	\$51,530
Other Assets:	\$3,406,896	\$4,118,654
Total Assets:	\$5,196,929	\$5,357,906
Current Liabilities:	\$907,783	\$1,044,958
Long-Term Liabilities:	\$2,839,083	\$2,835,234
Equity:	\$1,450,063	\$1,477,714
Total Liabilities & Equity:	\$5,196,929	\$5,357,906

PDA Finances

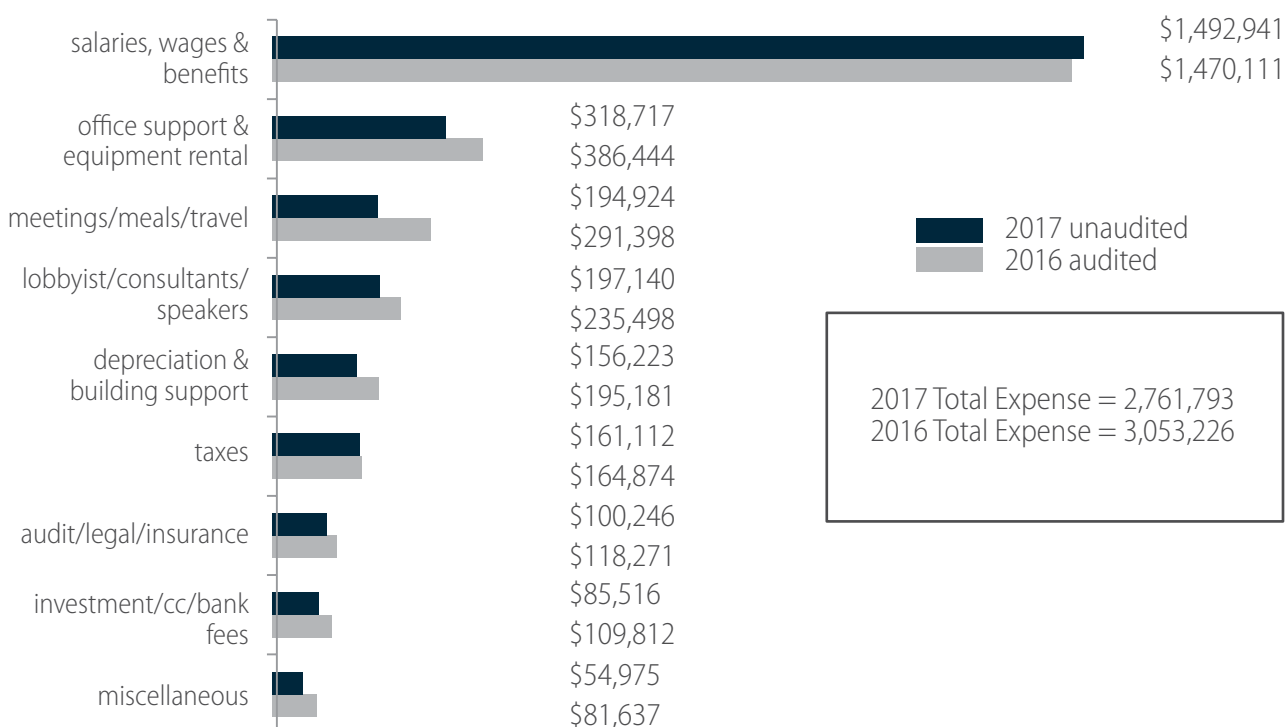
PDA REVENUE

2017-2016 comparison



PDA EXPENSES

2017-2016 comparison



PDA BALANCE SHEET

	2017 UNAUDITED	2016 AUDITED
Current Assets:	\$6,359,671	\$5,397,622
Fixed Assets:	\$815,371	\$928,079
Other Assets:	\$1,450,066	\$1,477,717
Total Assets:	\$8,625,108	\$7,803,418
Current Liabilities:	\$1,268,604	\$782,742
Long-Term Liabilities:	\$1,295,143	\$1,278,768
Equity:	\$6,061,361	\$5,741,908
Total Liabilities & Equity:	\$8,625,108	\$7,803,418

PDA AND PADPAC

WOULD LIKE TO PROFOUNDLY THANK

THE MEMBERS OF FIFTH DISTRICT FOR THEIR VERY GENEROUS PAC CONTRIBUTION.
THEIR SIGNIFICANT CONTRIBUTION IS BEING UTILIZED TO SUPPORT THE PADPAC WELCOME RECEPTION.

Fifth District truly embodies the spirit of dentistry in their care for patients, support of the dental profession, continuous improvement of access to dental services for all Pennsylvanians and educating the public about the importance of good oral health.



A Brighter, Healthier Future.
One Smile at a Time.

*Established to deliver quality dental healthcare, **Envolve Dental** is a dental benefits manager committed to improving the oral health of the community one smile at a time, which leads to improved overall health of individuals. We draw on local and national experience through our parent company, Centene, and our sister company, **PA Health & Wellness**.*

Participating Provider Benefits:

- Timely claim payments
- Interactive web-based tools to ease administrative hassles
- Detailed provider education and orientation
- Electronic transaction options

Enroll today! Call us at **1-844-524-8255** or email us at networkmanagement@envolvehealth.com.



SAVE THE DATE



PLAN TO ATTEND PENNSYLVANIA'S DENTAL MEETING 2019

SATURDAY, APRIL 6, 2019
THE GETTYSBURG HOTEL, EST. 1797