Family Tradition

Dr. Danielle Riordan and her family enjoy watersports and life at the lake.
<table>
<thead>
<tr>
<th>Q:</th>
<th>How important is confidentiality when selling my dental practice?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A:</td>
<td>Extremely important! You have only one chance to sell your practice correctly. A dental practice is primarily an intangible asset. Once you hang a “For Sale” sign in front of your office, the damage is done. Word travels fast.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q:</th>
<th>If patients hear that I am thinking about selling my practice, how will they react?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A:</td>
<td>Patients will probably be nervous and upset if they hear you are selling and leaving the practice. It is all about the “Fear of the Unknown.” Patients are concerned about who the new dentist will be. What is his/her background? Will he/she be the same quality dentist and person?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q:</th>
<th>If staff hears that I am selling my practice, how will they react?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A:</td>
<td>The staff is obviously concerned about their future employment. For these reasons, it is critical that confidentiality be maintained until the sale is certain and you are in a position to introduce the new dentist to your staff.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q:</th>
<th>As a dental practice broker, what are some of the things that you do to maintain confidentiality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A:</td>
<td>I only speak with dentists during the evening at home. I never call or write their office. I show practices on the weekend or when the office is closed. All prospects sign non-disclosures before they see a practice. We primarily use lenders out of town.</td>
</tr>
</tbody>
</table>

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**ADS Midwest**

is pleased to announce

**John M. Freeze, D.D.S.**
2857 Independence Street
Cape Girardeau, Missouri

Has sold his practice to

**Dominique G. Harter, D.D.S.**
Cape Girardeau, Missouri

---

**ADS Midwest**

is pleased to announce

**George P. Conour, D.D.S.**
1224 Centre West Dr Suite 100
Springfield, Illinois

Has sold his practice to

**James R. Santarelli, D.D.S.**
1140 Rickard Road, Springfield, Illinois
The Dental Arch is an award-winning publication of the Greater St. Louis Dental Society. It is a quarterly magazine published in Winter, Spring, Summer and Fall. A circulation of more than 1,200 subscribers includes dentists, laboratories and dental schools in and around St. Louis.

OUR MISSION
To promote conversation among members, help improve their professional and personal life and inform them of news within the Greater St. Louis Dental Society.

IN EVERY ISSUE
Page 04 President’s Message
Page 06 Central Office Report
Page 16 Meet Your New Members

Page 17 Part 4 of our series “Things They Never Taught You in Dental School.” This installment is devoted to retirement planning or how to play catch up.

Page 23 Networking mistakes you might be making.

Page 08 You’ll be seeing more of Susan Prosperi around the Central Office. She has joined the staff full time.

Page 10 Pictures from our “Cheers! to 3rd & 4th Years” event at Grafton Winery.

THE DENTAL Feature
Page 26 Dr. Danielle Riordan and her family spend a lot of time on the water. She shares what they love about watersports and how the kids get in on the fun.

THE DENTAL Society
Page 04 President’s Message
Page 06 Central Office Report
Page 16 Meet Your New Members

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CONTACT US:
11457 Olde Cabin Rd. Ste 300
St. Louis, MO 63141
(314) 569-0444 FAX (314) 569-0448

If you would like to contribute to The Dental Arch or share your comments, please contact the Editor, Dr. Shahnaz Ahmed at shahnazdds@hotmail.com. For advertising rates and information, please contact Nikki Sprehe, Communications Director, at (314) 569-0444 or nikki@gslds.org.
PRESIDENT’S MESSAGE

A More Unified Voice for Organized Dentistry

With fall brings many important events for the ADA, MDA, and the GSLDS. The ADA Annual Meeting was held on October 9-14 in San Antonio, TX. I hope that many of you were able to attend and take advantage of the many courses and expansive Exhibit Hall. In addition, the MDA House of Delegates will convene November 7&8 in Jefferson City. If you ever have the opportunity to speak with a Greater St. Louis Dental Society member who is a delegate to the MDA House of Delegates or the ADA House, they can give you an idea of the many important issues our organization addresses.

The ADA has launched the Power of 3, representing improved ways for our local, state and national organizations to work together to achieve our goals. The Power of 3 is focused on three primary areas of collaboration: state and local operations; dental school and new dentist outreach strategies; and the Action for Dental Health. See the sidebar on this page for more information.

As part of that effort, the ADA has invested in exciting new, robust software that will be shared by the ADA, MDA, and GSLDS called Aptify. Aptify will give us as members more improved access and communication on all that our membership offers. This year, 16 states have come online with Aptify, and Missouri is set to join them in the spring.

Finally, we have our Mid Continent Dental Congress convening November 13 & 14, with incredible speakers and is now free for members. Please sign up for your classes as soon as possible so that you are sure to see speakers you wish to see.

Here’s to a bountiful fall for all,

Cindy

The Power of 3

The new mission of the American Dental Association is to “help all members succeed.” By supporting member success, the goal is to drive growth in membership in the national, state and local associations — more members are good for everyone.

The Power of 3 initiative underscores the mission of the ADA to “help all members succeed” by delivering programs, services and advocacy for members by working with state and local societies to maximize value and service regardless of where the experience occurs for our members. It is our commitment to delivering all members outstanding service, benefits and products at all three levels. Three areas of Collaboration:

State and Local Operations: Improving our use of technology helps everyone. By transitioning states to Aptify, a new association management software program, the goal is to create a seamless membership experience.

Dental Schools and New Dentists: By working together to support the transition from dental school to practice life, we hope to build stronger member relationships.

Action for Dental Health: By participating in the Action for Dental Health campaign, a community-based grassroots movement aimed at addressing the country’s dental crisis, dentists are helping America’s underserved receive the care they need.
Dr. John E. “Jack” Gilster
former editor of the St. Louis Dental Society Bulletin

Dr. John E. Gilster, DDS, Professor Emeritus of Pediatric Dentistry at the Washington University School of Dentistry and one of three principal scientific investigators of the St. Louis Baby Tooth Survey (1959-1970), died peacefully, surrounded by loved ones, Wednesday, August 6, 2014, in Albuquerque, NM. He was 92.

The Baby Tooth Survey Scientific advisory group, through the research directed by its principal investigators, quantitatively determined that above ground nuclear testing was poisoning the children of the world. With this evidence, the USSR, UK and US governments agreed to stop above ground nuclear weapons testing with the ratification of the Limited (Atmospheric) Test Ban Treaty in the fall of 1963. President Kennedy, in the conclusion of his address to the nation on July 26, 1963 said in support of the treaty: “Let us, if we can, step back from the shadows of war and seek out the way of peace. And if that journey is a thousand miles, or even more, let history record that we, in this land, at this time, took the first step.”

Born May 6, 1922, in Chester, IL, Jack graduated from the University of Illinois in 1940 and from Washington University School of Dentistry in 1944. After two years in the army, and three years in general practice with his father (WUSL DDS ‘18) in Chester IL, he established a private practice in Pediatric Dentistry in St. Louis and joined the faculty of the Washington University dental school in 1950. He taught Pediatric Dentistry, rising through the ranks to Professor of Pediatric Dentistry and Professor Emeritus upon his retirement in 1987.

He served as President of the Dental Alumni Association in 1969 and was named a Distinguished Alumnus by the Association in 1977. He was on the American Board of Pediatric Dentistry for seven years (1959-1966) and served as Chairman of that Board in 1966. He was a Fellow of the American College of Dentists, of the International College of Dentists, and of the American Academy of Pediatric Dentistry. Jack served as President of the North District of the St. Louis Dental Society as well as President of the Missouri Society of Dentistry for Children. He was Editor of the St. Louis Dental Society Bulletin (1953-1963), editor of the Journal of the Missouri Dental Association (1963-1973) and editor of the Alumni Newsletter (1973-2002). For six years (1963-1969) he served on the ADA Council on Journalism and was President of the American Association of Dental Editors in 1971. He was named a Distinguished Alumnus of Washington University in 1987. He served as President of the Dental Coalition for Public Awareness and served a board member for the National Federation for Ectodermal Dysplasia.

After moving from the St. Louis Area to Albuquerque in 2003, Jack enjoyed the company of many dear friends at Brookdale Place Valencia and delighted in the company of his adoring children and grandchildren. He is the father of three children, John E. Gilster II of Madison, WI, Norman T. Gilster (and wife Sharon), of Albuquerque, NM and Elisabeth C. Gilster Velazquez (and husband Gregorio Velazquez) of Roanoke, VA and the grandfather of six brilliant grandchildren, Lucy C. Gilster, Taylor S. Gilster, John E. (Jack) Gilster III, Madalene K. Gilster, Benjamin N. Gilster and Jacqueline C. Gilster.
Changes for the Central Office and Mid-Continent

Spring is usually the time of year when thoughts turn to renewal and change. Here in the Central Office we are doing our revamping this fall, with staff changes and an office remodel and expansion. Susan Prosperi, formerly our part time Public Relations & Education Director, is now onboard full time as Membership & Public Education Director. With a background in HR and recruiting, she is an excellent fit for her new role. We are thrilled to have her in the office five days a week, and look forward to realizing continued growth for the Society. The transition allows Laura Breeden, formerly Meetings & Membership Director, to concentrate her efforts full time as Meetings Director on Mid-Continent and all other CE related activities.

Since the move from the house on Manchester, the Central Office has been located in very nice office space just off of Ballas and Olive in Creve Coeur. With our lease up for renewal in June of 2015, and anticipated growth due to free Mid-Continent registration for members, we felt expansion was necessary to ensure the space would remain adequate for several more years. We were able to negotiate with the building to renew our lease with a partial expansion into adjacent office space which has been vacant for some time. The remodel, underway as I write this message, is scheduled to be complete by mid-October. We are already thrilled with the new space, and I invite you to stop by the office to check it out the next time you are in the area.

By the time this edition of The Dental Arch is in your hands, the 2014 Mid-Continent will be right around the corner! In addition to free registration for members, there are many exciting changes this year. For the first time, we will have a mobile meeting app available for download on your smart phones and tablets. The app will provide everything you need right in the palm of your hand: your course schedule and handouts, exhibiting companies and show specials, notification if a course is full or becomes available, and access to your CE credits.

Verification for your continuing education credits has also changed for 2014. No longer will you receive a little slip of paper CE for each course you attend during Mid-Continent. This year at the end of each course a four digit CE code will be announced. That code will then allow you to download your CE from onsite kiosks located in the Exhibit Hall and outside of the upstairs classrooms, from the web, or from the mobile app. You may download your CE after each course, or wait to download everything at once at the end of the conference.

Once again this year we have a terrific Mid-Continent line-up including internationally known instructors, and excellent hands-on opportunities. Hopefully by now you have had the chance to register. Registering early is more important than ever this year, not only to get the courses of your choice but also to gain entry. Tickets will be required for each course offered, even those that are free after registration. Attendees will not be able to enter any classroom without a ticket. Attendees will also not be able to access CE for courses they are not registered for; the system will not accept completion codes for courses in which an attendee did not register and obtain a ticket.

As always, if you have any questions or concerns, please contact us. Submit your registration today, and I’ll see you in November!
Emailing Patient Information

Member dentists with questions about transmitting patient information via email can turn to a new ADA resource, developed in cooperation with the New Jersey Dental Association, entitled Emailing Patient Information: A Resource for Dental Practices.

Because the use of electronic means for the communication of patient information is the subject of specific HIPAA regulations, this resource is a helpful means of advising dentists about the issues that they may face.

The resource, which contains sample forms, addresses such topics as: emailing patients, emailing radiographs to a specialist, encryption, breach notification.

When it comes to utilizing email, every dental practice must decide for itself how best to meet patient needs in compliance with applicable regulations. These resources provide information that can help dentists better understand the legal issues and options.

ADA Center for Professional Success

Free Resources for Members

There is a ton of available help at your fingertips - all of it free to ADA members. The Center for Professional Success is a valuable resource you should be using.

- Information on regulatory compliance and HIPAA business associates
- Articles on attracting and cultivating new and loyal patients
- White papers on various topics including social media and business plan guides

Easily navigated and simply searched, the CPS delivers relevant and effective solutions to business problems dentists face every day in their offices utilizing original features and links to both internal and external resources. Check it out today! http://success.ada.org/

GSLDS NEWS

Installation 2015

Save the date for next year’s Installation and Awards Ceremony. It will be held on Saturday, January 24, 2015 at St. Louis Union Station. We will celebrate the installation of our 2015 GSLDS President, Dr. Craig Hollander, and honor the year’s achievements during our awards ceremony.

Annual Business Meeting

The Greater St. Louis Dental Society will hold its Annual Business Meeting on November 13, 2014, at Mid-Continent Dental Congress. The meeting will begin at 6:45 am and feature a complimentary breakfast. Please review the Slate of Officers below and proposed bylaw changes on page 13. These materials were also mailed to all GSLDS members. Following the meeting, stick around for our 73rd Annual Mid-Continent Dental Congress.

2015 SLATE OF OFFICERS:
Dr. Jane Otto, President-Elect
Dr. Kevin Killian, 1st Vice-President
Dr. Dean Telthorst, 2nd Vice-President
Dr. Cynthia Nouri, Board of Censors

Last Seminar of the Year: Forensic Dentistry

Sign up today for the last GSLDS seminar of 2014. Julie Howe, MBA will present “The Role of the Medicolegal Death Investigator” on December 5th. She’ll cover aspects of dental forensics including determining the extent of the death with dental records and an overview of the NamUs system. Visit www.gslds.org for more information and to register.

Dental Events on Website

There’s a new page on our website where you can view area dental events. The new web page will feature continuing education and social events that are being offered throughout the area by vendors and other groups. Check out these events at www.gslds.org/dental-events.php.
Three Generations of Dentists: The Family Legacy

BY DR. JOHN LANDGRAF | GSLDS MEMBER

This story began with a young boy’s experience in 1942. At the age of 13 he was intrigued by the orthodontist who worked so hard to straighten his teeth.

After several years of orthodontic treatment, this young orthodontic patient thought “I can do this; maybe I should go to dental school.”

Fast forward to 1949, and now as a junior, pursuing a chemistry degree at Saint Louis University, he applied for entry into the Saint Louis University Dental School.

The rejection letter held a hint of promise: “you might be accepted this year if we do not fill the class.” Back then the GI Bill made it easier for soldiers returning from WW2 to get into college, but after they got there, it did not always go well. And so those wayward GIs allowed J. Richard Landgraf the chance to start his dental career before attaining an undergraduate chemistry degree.

The Navy patiently waited for their draftee to graduate, and pass his dental board exams, before commissioning him as a lieutenant in 1953. After a brief stay at Great Lakes Naval Base in Illinois he was ordered to Asia, as the US was still very involved in that part of the unsettled world.

He quickly married Elizabeth Jane Eschmann, and later she joined him at the 8169 Naval base in Atsugi, Japan. It was there that, Ichiban san (number one son), John R. Landgraf Jr. was born in 1955. The next year all returned to St Louis to begin civilian life and start a dental office.

Fast forward again to 1969 and another 13 year old boy was intrigued by dentistry: he was encouraged to do dental lab work, which helped his father care for his patients. It was fun to build caps from gold, and he too thought “I can do this; maybe I should go to dental school.” And so, in 1975 John R. Landgraf Jr. was accepted into Washington University Dental School’s accelerated three year program. He graduated in 1978 to practice dentistry with his father, and a year later married Mary Patricia Brennan.

They had five children with the only boy, Sean Patrick Landgraf, coming right in the middle. Jump ahead to 2002, and another 13 year old boy is also given the chance to “play with dental crafts” by helping his father do dental lab work. He also enjoys this challenge and thinks “I can do this; maybe I should go to dental school.”

Sean Landgraf entered the University of Missouri Dental School in 2010 and recently graduated on May 17th, 2014. He now practices dentistry in the building his grandfather still owns, working with his father at their Florissant Dental Office (located at the corner of St Catherine and New Florissant Road).

Three generations of Landgrafs have made dentistry their careers and although Sean is not married, the question must be asked, “Do you plan to have your child do dental lab work when she or he is 13 years old?”

New Membership Director

Susan Prosperi has taken on a full time position with the Greater St. Louis Dental Society, adding Membership recruitment and retention efforts to her duties.

Susan has been with GSLDS in a part-time role since February of 2012 as our Public Relations & Education Coordinator, and she will retain those education and outreach related duties. Her new title, effective September 1st, is Membership & Public Education Director. This transition will allow Laura Breeden to concentrate her efforts full time, as Meetings Director, on Mid-Continent and all other CE related activities.

Susan has a Bachelor’s degree from University of Missouri in Education with an emphasis on Counseling and Personnel Management. She has more than six years of Human Resources experience in both recruitment and retention.

In her part-time role at GSLDS, Susan instituted the Career Shadowing program, the high school oral health education program entitled “Brushing Up! Your Future Smile Starts Today”, and NCDHM program “Magical Smile Night” among others. She is very excited to take on the role of Membership Director, and is looking forward to the continued growth of GSLDS.
Dealing with a Patient Dispute?  
Peer Review Can Help You

Did you know that as a member you have free access to “Peer Review” through the Missouri Dental Association?

Even in the best doctor/patient relationship, a problem may occur. From time to time, the Greater St. Louis Dental Society (GSLDS) and the Missouri Dental Association (MDA) receive calls from patients who are dissatisfied. We encourage such patients to first discuss their concerns with the dentist, as often times this will clear up the matter. If it does not, then the MDA offers assistance through the Peer Review program.

Peer Review helps to resolve the occasional disagreement regarding dental treatment by providing an impartial and easily accessible means for resolving misunderstandings regarding the appropriateness or quality of care.

Peer Review is an important program for both dentists and patients, as it provides a method by which members of the dental profession may provide expert and credible solutions to disagreements. Peer Review is structured in a manner that provides equal opportunity for each participant to be fully heard.

It’s also important to note that there are a few things which Peer Review is not. It is not a court of law. It is neither an adversary proceeding nor a punitive expedition, nor is it a member decision-making body. It is available to help educate, mediate, clarify, and make corrections where necessary. Peer Review is voluntary, and those using it should abide by its findings. The strength of the program is derived entirely from its ability to function effectively and fairly. Of utmost importance is demonstrating publicly the initiative the profession takes to correct problems that arise.

To be eligible for Peer Review, the treatment in question must have occurred in the past 12 months, and must be related to either appropriateness of care or quality of treatment. With regard to appropriateness of care, the Peer Review Committee is to determine the professional acceptability of planned or completed treatments, consistent with diagnosis. In other words, did the dentist provide appropriate treatment for the condition that existed? For quality of treatment issues, the Committee seeks to determine the acceptability of completed treatment based on the standard of care expected by the profession. Meaning, was the treatment performed by the dentist done correctly? Not all matters are accepted for MDA Peer Review. Any complaint that doesn’t concern the appropriateness of care or quality of care, that regards poor customer service, practice management or is concerning a staff member’s behavior will not be accepted. Additionally, cases involving a fee or billing dispute are not accepted. If either party has contacted an attorney, even if litigation has not been initiated, the case will not be accepted. Finally, if a complaint has already been filed with the Missouri Dental Board, it will not be accepted for Peer Review.

Because the MDA has a responsibility to both the public and the profession, dentists who are not members of the association may also participate in Peer Review. Non-members must sign an agreement and pay a fee of $650.

2015 Incoming Life Members

Congratulations to the following members who have achieved Life Membership in the American Dental Association, Missouri Dental Association and the Greater St. Louis Dental Society. Members who attend the Annual Business Meeting will be presented with their life member pins.

- Dr. James E. Bubenik
- Dr. Dennis D. Clayburn
- Dr. Gene C. Cohen
- Dr. Theodore J. Deibel
- Dr. Thomas C. Ewing
- Dr. Harry J. Fendren
- Dr. Donald J. Fuchs
- Dr. Karl H. Gruendl
- Dr. Edward C. Hotz
- Dr. Jeff J. Johnson
- Dr. Elliot I. Leon
- Dr. Barry R. Liebman
- Dr. Marzban Patel
- Dr. Daniel B. Livingston
- Dr. Mark D. Meyers
- Dr. Guilan Norouzi
- Dr. John J. O’Connell
- Dr. Mark M. Ortinau
- Dr. Michael J. Pernoud
- Dr. Robert V. Rivlin
- Dr. James L. Unger
- Dr. Stephen D. Vitale
- Dr. Robert M. Waxler
- Dr. Mark R. Zust

What is a Life Member? A member in good standing who has been an active and/or retired member for 30 consecutive years or a total of 40 years. They must also have reached the age of 65 in the year prior to eligibility.

A.T. Still Town Hall Meeting

A.T. Still is holding an informational meeting to discuss potential opportunities for faculty involvement with the nation’s newest dental school and St. Louis-based clinic. The presentation, conducted by Dean Halliday, will be held on November 4, 2014, at 7pm at the Double Tree Hotel in Chesterfield.

A.T. Still University’s Missouri School of Dentistry and Oral Health, based in Kirksville Mo., will be opening its St. Louis-based Dental Education and Oral Health Clinic in partnership with Grace Hill Health Centers in late spring 2015. For more information, visit atsu.edu.
Student Outreach:

Cheers! To Third & Fourth Years

CHEERS TO DENTISTS

On Friday, September 12, we hosted a wine and beer tasting event at Grafton Winery for 3rd and 4th year dental students from SIU-SDM. We had a great turnout and everyone had a good time. Thank you to the MDA and our Council on Membership for their help with the event.
Give Kids A Smile — Getting Ready for Fall

BY JOAN ALLEN | GKAS EXECUTIVE DIRECTOR

What a wonderful summer we had at Give Kids A Smile! Loads of activities including community health fairs and presentations that saw more than 2,500 kids receive oral health education and supplies valued at nearly $260,000. Our volunteers are truly the heart of our organization and we thank them so very much!

As the weather changes, so does the focus of Give Kids A Smile. It is time for our October 24 & 25, clinic at SLU. Of course, it is never too late to become a volunteer. Go to the GKAS website and sign-up on-line today. At our 26th clinic we will again be hosting the ADA Give Kids A Smile Leadership Development Institute. Ten leaders from across the U.S. will be visiting our clinic and learning from our staff and volunteers about conducting a successful and expanded clinic in their communities. It is always a fun and exciting time at GKAS.

Fall months also bring fun activities that can involve the participation of your families. Our 2nd Annual “Candy Burn” 5K Run/Walk sponsored by Chesterfield Day School is scheduled for Saturday, November 8th. What a great way to finish off the Halloween candy and enjoy a beautiful Fall morning with family and friends to benefit Give Kids A Smile. This is a perfect time to view the changing Fall leaves and enjoy a crisp morning. We certainly hope to see you there.

As we enter the holiday season, please consider Give Kids A Smile in your year ending gift giving. Remember that all donations to GKAS are tax-deductible. We also offer tribute cards that can be purchased and sent by you directly to a friend or relative to honor them and acknowledge them in this special way. What a great holiday gift too. Our office can send these cards directly to the honored recipients if you prefer. Contact Patti or Joan at 636-397-6453 for more information or visit our website at www.gkas.org

Without the help of our volunteers and the financial support of individuals, businesses and the community, Give Kids A Smile would not exist. We are extremely grateful as we end 2014 and begin another new year.

Mark your 2015 calendars for the following:
• February 20 & 21, 2015—27th GKAS Bi-Annual Dental Clinic
• April 17, 2015—GKAS Trivia Night
• June 1, 2015—Annual GKAS Golf Tournament
• October 23 & 24, 2015—28th GKAS Bi-Annual Dental Clinic.
Letter to the Editor

BY NORM FREIBERGER | GSLDS RETIRED LIFE MEMBER

I am encouraged to write this response after reading the comments echoed by Dr. Vince Rapini, MDA Trustee. Dr. Rapini’s comments are in response to Marko Jujicic, PhD findings to the MDA Board. I must say that I haven’t read that report, but I think Dr. Rapini covered his findings well. They are not pleasant findings to read for the future of dental care.

POINT:

My remarks are largely centered around two questions which Dr. Rapini presents in his column. First... “Has the Affordable Care Act (ACA) affected dentistry and dental care.” YES, emphasis on the latter part. There is no doubt that the direction of the inception of that federal program will ultimately lead to Universal Health Care. What is the response that dentistry and dental care is faced? We already see some of those changes, e.g. higher tuition costs, franchise dentistry and commercialism are dictating the choices that a graduate dentist is forced to make. Also, the insurance companies have devised changes in their benefits as a result of ACA and quality dental programs that were in existence prior to ACA inception date. This has been a cryptic change for the insurance industry. The consumer (patient) is left with few alternatives. Dr. Rapini’s second query is a valid one. “Do economic pressures affect ethics?” I feel that they do. The day of the “carriage practice,” has passed. The quality of dentistry ultimately goes down. The baseline is quantity, not quality. Time has always been a constraint in a busy dental environment, but now time is essential on the number of patients seen and the higher cost of the delivery of the dental service. More is not better in dental care... Bigger is not better in dental care. The principles of dental care are still valid. They are: ordinary care, skill and judgment.

COUNTERPOINT:

What is modern dentistry and delivery of dental care doing RIGHT?

I suggest that you read GSLDS President, Dr. Cynthia Nouri’s, column in the last issue of The Dental Arch. I can think of no better way to PUMP dentistry then to mention GIKAS. This program which began in 2002 has taken the best of dentistry and showcased it to the public for the benefit of children’s dental care. Second, the Delta Dental Health Theatre, which began showing GIANT teeth purchased by the late Roy Wolff, pediatric dentist has seen more than 22,000 children since its inception educating parents and children to the benefits of good dental habits and regular dental check-ups. MOMOM is a statewide program now with its first clinic in Springfield, in Cape Girardeau the second year and this past May at Chaifetz Arena in St. Louis. This is a six figure program which requires the support of the community as well as our benefactors. The extension of optimum dental care to those uninsured members of our society as well as those who can afford regular dental care becomes an ethical question. This change in the delivery of dental care is being realized by the new dental school A.T. Still University’s Missouri School of Dentistry and Oral Health in Kirksville, MO and the additional training provided by the new dental clinic to be opened in 2015 in St. Louis.

Other advances in dental education is the ASOSH (American Academy for Oral Systemic Health) a brainchild of Dr. Sindelar and others which held its 3rd annual meeting at the Chase Park Plaza, September 25-28, 2014. This will be a showcase of how oral health impacts systemic health. Missouri is also fortunate this year to have Dr. B., Ray Storm, DDS MBA named by the Governor of Missouri as our State Dental Director. This addition will have a huge impact on the dental health and welfare of Missouri citizens. Finally, the DCPA (Dentist Coalition for Public Awareness) was re-formed this year to promote new and continued access to quality dentistry from the dentist of their choice. I am reminded of a graduation message that was sent to several of our friends who graduated this year and applies to each individual who practices dentistry today, “Behind you all your memories... Before you all your dreams.... Behind you all that support you... Within you all you need.”

Ready for Mid-Continent?
What to Know Before You Go

The 73rd Annual Mid-Continent Dental Congress is just around the corner. We are offering up to 16 hours of CE from some of the best speakers in dentistry. Here are a few things that you’ll want to remember for this year’s meeting.

FREE REGISTRATION
All GSLDS members and Affiliate members receive free registration to Mid-Continent Dental Congress. However, membership dues must be paid in full by October 17, 2014. Please note: No exceptions can be made on-site.

ADMITTANCE TICKETS
This year you will be issued admittance tickets for both free courses and those with a ticket fee. You will not be able to enter a course without a ticket and will not be able to claim CE credits for those courses. Please make sure to sign up for every course you wish to take at Mid-Continent. If you pre-registered online, you may log back in to your account and add courses. Depending on availability, you may also add courses on-site at the registration desk.

HANDOUTS AND MOBILE APP
All handouts, if the course requires one, will be available on our website, gslds.org, beginning October 27th. You may download and print them at that time. You may also download our new meeting app beginning October 23, which will allow you to access the handouts and much more from your smartphone. For info., see back cover.
Delta Dental Health Theatre’s “Knight” of Smiles

BY SHANNON WOODCOCK | DDHT EXECUTIVE DIRECTOR

Dental industry professionals, as well as community, health and education leaders, recently gathered for a royal feast at what is being described as “one of the most innovative and refreshing” galas, benefiting the work of the Delta Dental Health Theatre.

The night was highlighted by a “Dancing for Smiles” competition, featuring performances by local influencers and their professional dance partners.

Seven awards were also presented to individuals and organizations in recognition of their work with the theatre, and the St. Louis community at large, to further dental health, overall wellness and education. All event proceeds are being used to expand the theatre’s programming to include 10 new health shows. To learn more about the Delta Dental Health Theatre and how you can support its mission, call 314-241-7391 or visit www.ddhtstl.org.

Greater St. Louis Dental Society Bylaw Changes

Please plan to attend the GSLDS Annual Business Meeting and Breakfast at Mid-Continent on November 13, 2014.

The following bylaw changes represent housekeeping measures to be voted on at the Annual Business Meeting. Additions are italicized and bold. Deletions are crossed out.

CHAPTER VIII – ELECTIVE OFFICES AND POSITIONS
Section 90. President:
C. To appoint a Peer Review Committee Chairperson annually.

CHAPTER XI – COMMITTEES
Section 50. Peer Review Committee:
A. This committee shall be composed of one (1) Chairperson, and five (5) members, representing each of the five GSLDS districts. The Chairperson shall be appointed by the President, and may serve as a district representative. Committee members will be chosen by the Chair, will serve staggered terms of up to three years, and will be eligible for additional terms. Initial terms will be chosen by lot at the time of the Committee’s establishment.
B. Duties: The Peer Review Committee shall conduct reviews of differences of opinion, between a dentist, patient and/or a third party payor as requested by the Missouri Dental Association.
C. The committee shall adhere to the procedures set forth in the Missouri Dental Association Peer Review Manual.

CHAPTER XI – COMMITTEES
Section 130. Council on Scientific Sessions:
B. The Council on Scientific Sessions shall be composed of at least five (5) eight (8) and as many as seven (7) thirteen (13) members. Each year the second vice-president with the consent of the Board shall appoint a member for a term of five (5) years, in which the member will serve as council chair in the fourth (4th ) year of their term. The chair may appoint up to two (2) additional members to serve for one three (3) years. The outgoing chair will remain a council member for one year, and is eligible for additional terms.

CHAPTER VI – BOARD OF DIRECTORS
Section 60. Meetings:
C. A special meeting of the Board of Directors may be called by the president or on the request of six members of the Board of Directors. This special meeting may be conducted via email using a protocol approved by the Board of Directors.

CHAPTER X – COUNCILS
Section 20. Councils with District Representation:
F. Special Electronic Meetings:
Special electronic meetings may be conducted via email using a protocol approved by the Board of Directors.

CHAPTER XI – COMMITTEES
Section 70. Special Electronic Meetings:
Special electronic meetings may be conducted via email using a protocol approved by the Board of Directors.

Greater St. Louis Dental Society Bylaw Changes

Please plan to attend the GSLDS Annual Business Meeting and Breakfast at Mid-Continent on November 13, 2014.
What I Learned at The New Dentist Conference

The ADA New Dentist Conference was held on July 17-19, 2014 at the Sheraton Kansas City Hotel at Crown Center, Kansas City, Missouri. The Greater St. Louis Dental Society provided funds to some of our new dentists to help with registration and travel costs so that they could experience this weekend of networking, leadership development and continuing education at a conference which caters to the unique needs of new dentists. Here’s what they enjoyed and learned about while there:

**Dr. Cyndi Ulrich**

A new dentist has a unique set of challenges he or she faces on a daily basis. The New Dentist Conference that was held in Kansas City offered a wonderful opportunity to network with other new dentists who are experiencing the same challenges. The speakers that were at the conference offered lots of great advice and tips. My favorite part of the conference was getting to talk to former classmates and dentists from all over the country. I even got to meet one of my favorite dental bloggers, Chris Salierno. The open, raw conversations that other dentists were having with each other was great to see. I feel like this group of new dentists were able to put their guard down and really discuss what struggles and successes they were having in their career, and offer support for each other. It was a great event and I look forward to next year!

**Dr. Jeremy Frith**

On my drive to Kansas City for the New Dentist Conference, I was thinking it was going to be nice to have a chance to see a good friend I haven’t seen in a year; to hang out with him and ask him to be in my wedding. I was welcomed by nice weather. It was similar to the weather we have been experiencing in St. Louis; temperatures in the 70’s and mostly sunny.

The conference was geared towards new dentists, smaller more intimate group sizes, and the lecturers were excited to have us there. They were passionate to be passing along knowledge to the next generation of dentists, which was uplifting.

A highlight of the weekend was listening to one of the morning speakers, Weldon Long. He spoke about the importance of a good mindset and his life. He shared his story of how he went from being a convict and living in a homeless shelter and within a few years he was a wealthy businessman. The drastic change happened because he altered his mindset. He had a few significant moments that helped spark the change. His passion and life story put things into perspective, like how much of life we take for granted and how big changes happen by the little, right choices we make everyday.

**Dr. Danielle Riordan**

This year’s New Dentist Conference was held in Kansas City and it was a great mix of education, camaraderie, and Midwest fun. This was the first NDC I have attended and I would have to say it absolutely exceeded my expectations. The speakers were fabulous, but the leadership portion was probably the most beneficial to me personally. They did a great job of both engaging the group as a whole and breaking us up for small group discussions to help mentor and grow leadership potential.

We were able to talk with dentists from other areas to see where their New Dentist committees have excelled and where they maybe have needed improvement. Most of the Board of Trustees was in attendance and they gave great insight into what it takes to be an effective leader in the Association.

The meeting itself was just different from others I have attended, the energy in the rooms and the enthusiasm really was encouraging for the future of our Association. I felt very fortunate to have been able to attend and thank the Society for their contribution toward my registration and travel costs. I feel this opportunity has definitely allowed me to grow as a leader and I look forward to attending again in the future.
Dr. Jaclyn Scroggins

I found the American Dental Association’s 28th New Dentist Conference educational and inspiring. As a specialist and a new business owner, the numerous classes about practice management were the most useful. Kirk Behrendt inspired me to realize the importance of having the right people around you with his lectured titled, "Being All That We Can Be: Changing Perspective to Change Reality." With the right team members, not only can you produce more in less time, but you reduce the amount of stress caused while doing it. Continuing on a similar theme, Ann Bynum discussed, “How To Hire, Fire, Inspire, and Rewire Your Team, Your Patients, And YOU!” I came to realize that patients will not like your practice until your employees like your practice and if you don’t create an image for your practice one will be created for you. Not only were the lectures educational, so was the networking time. It allowed time to catch up with former classmates, as well as, meet other new dentists and converse and learn from their practices and experiences. Overall, I enjoyed the conference and learned many things I brought back to instate in my practice.

Dr. Emily Johnson

The New Dentist Conference in Kansas City was a great opportunity to connect with dentists from different communities and to take in some courses that are specifically tailored to meet the challenges of the young dentist. I am very glad that I was able to attend the leadership courses and opening session on Thursday. I had no idea that I would enjoy this session so much! As a young dentist, I think a lot about the future and how dentistry will change during my career. We are setting the foundation for our future and it is important for us to think long-term.

I most enjoyed listening to Dr. Marko Vujicic who gave a wonderful presentation about the future of dentistry and how the predicted changes will affect how we practice. I also took a hands-on endodontics course from Dr. Diwakar Kinra. It was great to learn about new materials and I was able to streamline my procedure for doing endodontics in practice. I am proud that our local dental society is so supportive of the young dentist community and makes such a strong effort to keep us informed and involved on so many levels.

Dr. Kenneth Scroggins

The 28th Annual ADA New Dentist Conference in Kansas City was a great experience. I enjoyed catching up with old friends as well as meeting dentists from across the country. The presentations I attended were informative and beneficial. The “Dentistry at a Crossroads” presentation by Marko Vujicic, Ph.D was an eye opening lecture on the current trends in dentistry and their implications for the future of our profession. “Being All That We Can Be: Changing Perspective to Change Reality” with Kirk Behrendt was a high energy jolt into patient engagement, office management, and balancing life and practice. I left his presentation feeling inspired and ready to take on the world. “Treatment Planning Implants and Attachments” with George Bambara, D.M.D., M.S. taught the indications and contraindications of various implant attachments. The lab portion allowed attendees to get familiar with different materials and attachments used with overdentures. We made the most of our free time and were able explore the city and have some great BBQ. I had a lot of fun, but the highlight for me had to be watching friends ride the mechanical bull at PBR Big Sky in the Power and Light District.
Meet Your Colleagues

New Members of Organized Dentistry

We would like to welcome all our new members. We are happy to have you as a part of organized dentistry. We would also like to thank all of our current members that have referred associates and colleagues to become members of the Greater St. Louis Dental Society.

What is your favorite food and drink? My favorite food is Thai food, especially crispy pork panang curry or chicken yellow curry and my favorite drink is beer.

What do you like to do in your free time? In my free time I play golf, cook, brew beer, and read. I am going to start gardening to hopefully use my own home grown ingredients in my cooking and brewing.

Pick three people, living or dead, that you’d like to join for dinner? Gail C Loveless (my grandpa who was a bomber pilot in WWII and got Alzheimer’s before I had a chance to get to know him.) Malcolm Gladwell (I’m sure he’s a great conversationalist based on his books.) Michael Simon (to make dinner for me, Malcolm and my grandpa.)

Your favorite heroes/heroines in fiction? Edmond Dantes (The Count of Monte Cristo) - for his methodically planned out revenge on those who betrayed him. Uncle Tom (Uncle Tom’s Cabin) - for his Christian forgiveness of those who abused him.

What is your all-time favorite movie? The Shawshank Redemption.

What is your favorite food and drink? Steak and King Louie’s root beer.

What do you like to do in your free time? Spend time with my family, exercise, and enjoy the outdoors.

What would you do for a living if not a dentist? I would be a travel writer.

What is your favorite food and drink? I love a nice glass of cabernet and anything chocolate.

What do you like to do in your free time? I love spending time with my family, running, cycling, and reading novels.

Pick three people, living or dead, that you’d like to join for dinner? Princess Diana, Jimmy Fallon, and Brian Williams.

What would you do for a living if not a dentist? I wanted to be a news reporter growing up. I’ve always admired people like Richard Engel. They get to travel the world and report from really remote places.
Running a successful and responsible dental practice means assuming many non-clinical roles - everything from accountant and HR manager, to tech guru and marketing expert. These may very well be skills that you were not exposed to during your formal training.

Let’s take a look at six of the many “hats” that today’s dentist entrepreneur may be required to wear.

Editor’s Note: Beginning with the Winter 2014 issue of The Dental Arch we have detailed these “hats” to help our readers with some of the challenges they may face during their career.

HAT #4

RETIREMENT PLANNER
(or How to Play Catch-up)

There are enough retirement plan options available to dentists to make your head spin. And while it can seem intimidating to sort through them all, one factor that should drive your decisions is your current age. Age is very, very important in determining which type of plan would yield the best results for you.

Let’s assume that you are the doctor/owner and at age 50 are drawing annual compensation of $250,000. You employ your 50-year-old spouse at $40,000 annually, and you have one front desk person at $40,000, one chairside and one hygienist at the respective ages shown below.

Contributions total $55,500 for the doctor and $26,000 for the spouse for a total of $81,000 of $91,000 contribution. You and spouse get 90 percent of the contribution and your team will get 10 percent of $9,100.

Dentists who are really nearing retirement and haven’t saved enough are increasing going to cash balance plans to jumpstart their retirement savings. Assuming

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Comp</th>
<th>3% Match Simple (1)</th>
<th>SEP Non-Integrated</th>
<th>Integrated Profit Sharing</th>
<th>Age Weighted Prof. Share</th>
<th>New Comparability Prof. Share</th>
<th>SH Match (2) 401(k) &amp; New Comp Prof. Share</th>
<th>SH Match (2) 401(k) &amp; Integrated Prof. Share</th>
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<tr>
<td>Dentist</td>
<td>50</td>
<td>$250,000</td>
<td>$21,500</td>
<td>$50,000</td>
<td>$50,000</td>
<td>$50,000</td>
<td>$50,000</td>
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<td>$55,500</td>
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<tr>
<td>Spouse</td>
<td>50</td>
<td>$40,000</td>
<td>$15,200</td>
<td>$8,000</td>
<td>$6,724</td>
<td>$8,000</td>
<td>$8,000</td>
<td>$26,547</td>
<td>$26,504</td>
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<tr>
<td>Clerical</td>
<td>40</td>
<td>$45,000</td>
<td>$1,350</td>
<td>$9,000</td>
<td>$7,565</td>
<td>$3,981</td>
<td>$3,981</td>
<td>$2,731</td>
<td>$3,605</td>
</tr>
<tr>
<td>Chairside</td>
<td>45</td>
<td>$45,000</td>
<td>$1,350</td>
<td>$9,000</td>
<td>$7,565</td>
<td>$5,985</td>
<td>$3,981</td>
<td>$2,731</td>
<td>$3,605</td>
</tr>
<tr>
<td>Hygienist</td>
<td>40</td>
<td>$60,000</td>
<td>$1,800</td>
<td>$12,000</td>
<td>$10,086</td>
<td>$5,308</td>
<td>$3,641</td>
<td>$4,806</td>
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<td></td>
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<td>$440,000</td>
<td>$41,200</td>
<td>$88,000</td>
<td>$81,940</td>
<td>$73,273</td>
<td>$71,270</td>
<td>$91,151</td>
<td>$94,020</td>
</tr>
</tbody>
</table>

Note (1) Includes deferrals and match for Dentist and Spouse, and only 3% match for staff.
Note (2) Assumes Dentist and Spouse defers $17,000 plus $5,500 catch-up. Assumes average staff deferral of 2% of comp. All illustrations assume that the plan is top heavy.
In order to find the type of plan that’s right for you and your personal situation, be sure to consult with your dental CPA.

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Percent to Owner &amp; Spouse</th>
<th>Staff Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple</td>
<td>89.1%</td>
<td>$4,500</td>
</tr>
<tr>
<td>SEP-Non-Integrated</td>
<td>65.9%</td>
<td>$30,000</td>
</tr>
<tr>
<td>Profit Sharing Integrated</td>
<td>69.2%</td>
<td>$25,215</td>
</tr>
<tr>
<td>Age Weighted Profit Sharing</td>
<td>79.2%</td>
<td>$15,273</td>
</tr>
<tr>
<td>New Comparability Profit Sharing</td>
<td>81.4%</td>
<td>$13,270</td>
</tr>
<tr>
<td>Safe Harbor 401(k) &amp; New Comp</td>
<td>90.0%</td>
<td>$9,104</td>
</tr>
<tr>
<td>Safe Harbor 401(k) &amp; Integrated</td>
<td>87.2%</td>
<td>$12,016</td>
</tr>
</tbody>
</table>

In the same ages and employee census from our earlier example, the doctor can put away $100,000 into a cash balance plan and could then have a 401(k) where he can defer $17,000. Because he’s over age 50, he can also make a catch-up contribution of $5,500 for a total contribution of $122,500. The spouse gets $1,200 in the cash balance plan, plus the $17,000 401(k) deferral, as well as the $5,500 catch-up contribution for a total contribution of $23,700. In this case, the doctor and spouse are getting about $146,000 of a $164,000 contribution.

*HAT #5 In the Winter 2015 issue
IT Specialists (Or Why Now’s the Time for Technology Purchases)*

**Bill Rice, DMD**
Webb City, MO • Current MDIS President

*I make the decisions, but I couldn’t do it without MDIS.*

“It’s sometimes difficult to balance all of the things going on in my life. There’s the family, there’s my practice, Association activities, civic involvement, and the list goes on and on... But, I really like what I do and know that I need to focus on those things that enable me to be productive and efficient in my personal and professional life. I can only achieve that by relying on MDIS to assist me with all my insurance and financial matters. I make the decisions, but I couldn’t do it without MDIS. Make your life easier and contact MDIS!”

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“Patient safety,” “culture of safety,” and “first do no harm” – these are terms synonymous with a safe patient experience. However, in recent months several infection control breaches have been reported in dental healthcare settings, which have affected patients and the dental community.

BY KAREN GREGORY, RN

Examples of recent, well-known infection-control breaches include the following:
- The washing and reusing of single-use gloves.
- Reuse of dental instruments without proper cleaning and/or sterilization.
- Lack of spore testing as part of the sterilization monitoring process on the appropriate schedule.
- Reuse of single-use items, including impression trays and saliva ejectors
- Improper use of cold sterile solutions (immersion chemical sterilants).

While these are extreme examples of lapses in basic infection control principles, it’s a reminder to all dental healthcare personnel to stop and evaluate how safety is addressed at each patient encounter.

Why does all of this matter? Dental healthcare providers enter the profession to help, not to harm; patients trust they will not leave a dental visit facing the question of whether the care they received met the acceptable standards.

I have the privilege of working with many dental practices, and must say that every person I meet wants to do things the “right” way. Just recently I visited a practice and observed cassettes that had been removed from the sterilizer and the packaging was wet, which directly impacts the sterility of the instruments to be used in patient care. Workers were also setting up the bracket trays with instruments well in advance of the patient’s arrival, leading to the potential for cross-contamination of the instruments, rather than opening the instruments when the patient is seated in the chair.

Answers I often hear include staffing challenges, increased patient load to make up for reduced reimbursement from payors leading to less “down” time, and lack of education and training. I am so often surprised when staff responds they were not even aware of basic safe infection control procedures such as those mentioned earlier. This practice responded immediately to the observations, because, as mentioned before, they wanted the best care possible for their patients.

If ever faced with the question, “Is your dental practice safe for workers and patients,” could you answer most assuredly “YES”? The next question is very important: Could you guarantee the care you are providing meets acceptable standards?

STANDARDS

What are considered acceptable standards, just what are the basics, and “Honestly, is
there someone who can help me with all of this? This is a very typical response when working with dental professionals. The U.S. Centers for Disease Control and Prevention (CDC) guidelines for Infection Control in Dental Health-Care Setting--2003 establish acceptable standards of practice for the dental industry. This document provides the guidance needed to provide safe dental care to patients and also provides a safe environment for workers. Guiding principles are provided on such topics as exposure prevention, hand hygiene, instrument processing, environment infection control, and dental unit waterline treatment.

Another valuable resource is the Organization for Safety, Asepsis and Prevention (OSAP), of which I have been a member for five years and now serve on its board. OSAP, whose mission is to be the world’s leading advocate for the safe and infection-free delivery of oral healthcare, is a recognized authority of and voice for infection control and patient safety. OSAP provides a number of checklists based on the CDC guidelines that oral healthcare providers can use to evaluate the level of safety in their practices. All the checklists are available at the OSAP website for free download.

Utilizing the OSAP checklists to identify strengths and opportunities for improvement is a critical first step in the infection prevention process, but action must be taken on any gaps that are identified. It is also crucial to remember the review process is ongoing, not just a one-time event. When working with clients, I also encourage observation of worker behaviors to evaluate their understanding of safety principles. I frequently find workers can respond with the appropriate answer to most any infection control question posed, but their actions reflect a different understanding that could place the worker or the patient at risk. Combining evaluation with instruction will provide a great foundation for ensuring worker and patient safety, but there is much more in creating a culture of safety. The entire team must be focused on the goal of a safe dental visit.

Involving the whole team, including office personnel, in the safety process will ensure success in creating a safe environment of care. Providing instruction on how to resolve gaps in basic infection control principles will allow change to begin.

Another critical component to success is worker education. When education is mentioned it seems automatically there is the assumption this education will impact staffing and will incur great cost for the practice. This is by far not the case: OSAP offers a bimonthly training newsletter “Infection Control in Practice Team Huddle” that dental practices and dental education programs can use to keep infection prevention and safety as a primary focus of all clinical care.

This easy-to-use newsletter provides updates on the latest protocols and risks, outlines real-world scenarios that have occurred in the delivery of dental care, and engages the team member in providing solutions to basic infection control challenges. The newsletter includes exercises to test knowledge and develop solutions to create a safer workplace. Each newsletter also comes with a low-cost continuing education test based on the theme of that month’s newsletter.

Leadership in any healthcare organization, including dental healthcare practices, is essential to create a culture of safety among personnel. Key elements include the following:

1. Clear policies and standard operating procedures
2. Education and site-specific training
3. Adequate resources
4. Reinforcement of the ethical responsibilities and roles of each staff member in ensuring patient and provider safety
5. Leading by example

Our goal as professionals is to ensure the safest dental visit for every encounter, both for the patient and for the worker. While challenges may abound, safety must remain a priority – because safety matters!

As OSAP celebrates its 30th year in service to the oral care community, an annual digital subscription of “Infection Control in Practice” is available for only $30. All OSAP members receive the newsletter for free and many other valuable training resources. Visit www.OSAP.org to subscribe or join.

This article originally published in on drbcuspid.com. Reprinted with permission.
DID YOU ENJOY YOUR CAREER SHADOWING EXPERIENCE?

Lauren (Shadowing student): I am so happy to have had this opportunity to shadow Dr. Wehrmeister this summer. He and his assistants were always more than happy to answer any of my questions, explain different instruments or procedures to me, and they introduced me to each and every patient instead of me just standing off in the corner quietly. I have learned so much from him and his assistants.

Dr. Adam Wehrmeister: It was a great experience having Lauren come in for career shadowing. I would recommend it to anyone. She was very respectful towards my patients. She did a great job observing without getting in the way. She was very friendly and kind to my patients and made sure they were not uncomfortable with her presence.

WHAT DO YOU THINK ARE THE BENEFITS OF CAREER SHADOWING FOR PRE-DENTAL STUDENTS?

Lauren: My dad is a dentist and my mom is a dental hygienist back home in Maryland, so I have been lucky enough to spend a lot of time shadowing and assisting them. Because of this prior experience, I thought shadowing someone else would be interesting, but I probably wouldn’t see anything I hadn’t already seen. I couldn’t have been more wrong. Just the first day I was there I was already able to see so many similarities and differences between my parents’ office and Dr. Wehrmeister’s. This really opened my eyes to how many different ways there are to accomplish the same task, and made me excited to continue learning about and comparing the different methods used. In just the few hours that I was shadowing, I was able to observe a variety of different patients and procedures, learn about new instruments I had never seen before, and pick up more dental lingo. Having the opportunity to shadow is so beneficial for pre-dental students because it gives them the chance to see both the challenges and successes that their future career holds. In a field that uses such advanced technology alongside potentially very nervous patients, problems are bound to arise. It was great to watch how Dr. Wehrmeister skillfully approached every challenge that came his way be it a scared child or a malfunctioning hand piece.

There is no way to read about or predict everything a dentist might see throughout his or her career, but the more shadowing and experience one can get, the more ready they’ll be to handle the obstacles they encounter. I have learned so much from this experience, but more so, it has opened my eyes to the fact that there is so much more to see and learn. As I struggled through long days and nights of studying Organic Chemistry this summer, those few hours of shadowing helped motivate me, reminding me that all my time and effort would be worth it.

Dr. Adam Wehrmeister: There are several benefits that come to mind for pre-dental students who do career shadowing. Students get exposure to dentistry from a doctor’s perspective. They get to see how differently dentists can run their office. They also get to be exposed to some of the different treatment philosophies and modalities that exist in dentistry. Students are also exposed to how doctors differ in communicating with their patients. This helps students decide if dentistry is right for them before they accumulate the debt load associated with dental school. It also helps future dentists decide what kind of practice setting they do or don’t want to practice in.

WHAT DID YOU, AS THE HOST DENTIST, GET OUT OF ONE MEMBER DENTIST, DR. ADAM WEHRMEISTER, WAS GENEROUS WITH HIS TIME AND OFFICE AND ALLOWED PRE-DENTAL STUDENT, LAUREN COHEN, TO CAREER SHADOW AT HIS PRACTICE. BOTH TRULY ENJOYED THE EXPERIENCE.

The Greater St. Louis Dental Society’s Career Shadowing program only began last year, but has already been a great success and has provided many students the opportunity to learn about dentistry first hand.
## THE CLEAR LEADER IN BITE GUARD SOLUTIONS!

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
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<td><strong>NTI Plus™</strong></td>
<td>Protects teeth, muscles, and joints by reducing muscle contraction intensity nearly 70%</td>
<td>$119</td>
</tr>
<tr>
<td><strong>NTI Plus™ Soft</strong></td>
<td>Reduces chairtime and increases patient comfort. Indicated for patients with veneers or crowded teeth</td>
<td>$129</td>
</tr>
<tr>
<td><strong>Comfort H/S™ Bite Splint</strong></td>
<td>Hard exterior &amp; soft interior provides protection and comfort at an economical price.</td>
<td>$59</td>
</tr>
<tr>
<td><strong>Crystal Clear</strong></td>
<td>The world’s most durable bite guard. Injection molded for precise fit and exceptional strength. Won’t absorb stains or odors.</td>
<td>$119</td>
</tr>
<tr>
<td><strong>Thermo Fit</strong></td>
<td>Zero internal adjustments. An adaptive, flexible bite guard that reduces chairtime.</td>
<td>$119</td>
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</tbody>
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I have learned so much from this experience, but more so, it has opened my eyes to the fact that there is so much more to see and learn.

**THE EXPERIENCE?**

**Dr. Adam Wehrmeister:** As the host dentist, I enjoyed seeing someone going through the same things I went through in the decision making process surrounding dental school. It was a stressful process for myself but also an exciting time in my life not knowing where I would end up. I also enjoyed being able to explain some dentistry although Lauren has a background in dentistry. There is a sense of satisfaction that comes with helping someone although that sounds a little cheesy.

**WOULD YOU RECOMMEND THAT OTHERS PARTICIPATE IN SHADOWING PROGRAM?**

**Lauren:** I would absolutely recommend to any pre-dental student to participate in this program. The process to get started was so easy and I met a dentist that I would not have crossed paths with had I not been matched with him through this program. Every time I drive home from shadowing I call my parents and tell them about the cool new thing I saw that day and compared it to what I had seen when I worked for them. It has been such an informative and rewarding experience spending time with Dr. Wehrmeister and his assistants and I highly recommend that others take this opportunity to prepare them for a career in dentistry.

**WHAT DID YOU LIKE THE BEST AND THE LEAST ABOUT YOUR EXPERIENCE?**

**Lauren:** My favorite part about shadowing was being able to compare my experience with Dr. Wehrmeister to my experience with my parents. Dr. Wehrmeister’s office had many more advanced technologies than my parents’ and whenever I saw an instrument or technology I had never seen before, Dr. Wehrmeister was more than happy to explain its function and how it helps make the procedure run more smoothly. I really felt like a member of the team when I was in the office even though I was only there shadowing. I was introduced to all of the patients and able to interact with them, I had many conversations with Dr. Wehrmeister and his assistants about anything from the happenings in the office, to where I’m from and my siblings. They integrated me into their office instead of looking down upon me as just someone who comes and watches once a week. Knowing I was going to shadow on Thursday afternoon really did help me get through the busy week of class and studying.

It’s hard to say what my least favorite thing about this experience is because it has really been so positive. Something difficult for me, however, was going from being an assistant to shadowing. There were times when I helped the assistants with an X-ray or getting something they needed from another room, but it was hard, especially when I had seen a procedure done many times and knew how to assist for it. However, I know that my place in that office was very different from my place in my parents’ and just getting the opportunity to shadow Dr. Wehrmeister has been a pleasure. Overall this has been a great experience that has taught me so much and made me even more sure about my decision to go to dental school.

**WOULD YOU LET ANOTHER STUDENT SHADOW YOU?**

**Dr. Adam Wehrmeister:** I would definitely recommend others to participate in the GSLDS Career Shadowing Program. It really didn’t take any time at all to be a host dentist. I was already at the office. I talked with Lauren in between patients when I had a moment. I had my front desk coordinate our schedules.

**Lauren Cohen** is a Pre-dental student at Washington University studying Philosophy/Neuroscience/Psychology (PNP). Her expected graduation date is May 2015.

**Dr. Adam Wehrmeister** graduated from UMKC Dental School in 2009 and has been a member of GSLDS his entire career, as well as his four years in dental school.

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**New Survey Reveals [ Networking No-No’s ]**

Do you have trouble asking your contacts for a favor or keeping in touch with your network? These are just two of the common networking mistakes identified in a new survey. **One career coach shares advice for combating these mistakes.**

Networking can help make or break a career, or at least take it to the next level. But are you networking the right way?

A new survey from staffing services company OfficeTeam reveals some of the worst mistakes people make when trying to tap their networks. According to the surveyed senior managers, the worst misstep is not asking for help when you need it.

“People may not ask those in their networks for help because they’re embarrassed or think they can succeed on their own,” Robert Hosking, executive director of OfficeTeam, said in a statement. “But whether you’re looking to land a new job or build your visibility, every connection counts.”

Other mistakes noted by survey respondents included:

- not keeping in touch with contacts
- not thanking people for their help
- not providing help when others need it
- burning bridges with past employers

“We are socialized, many of us, to not want to ask other people for favors, and that’s why it’s important to have a strategy around networking,” said Carol Vernon, a certified executive coach and principal of Communication Matters. “If you have strategically built a network where you have been generous and authentic, you’ve shared information, you’ve looked for opportunities for other people, it’s not quite as hard to ask for a favor.”

Having a strategy is also important in avoiding other networking blunders, such as failing to keep in touch with your contacts.

“Staying in touch is a challenge for a lot of us,” Vernon said. “We all are different people, and some of us might welcome the opportunity to connect for a coffee or connect after a conference session, but for other people, that may not be the best way of doing it. So when you create a strategy, you need to figure out what’s going to be your best way to stay in contact with people.”

That might be sharing your resources, such as a magazine article you read, and sending it via email, Twitter, or even in the mail. Your strategy may also involve a mix of communication methods—social media, phone calls, in-person communication, whatever works for you and your communication style and schedule, Vernon said.

“We live in a very busy world,” she said. “So the reality is we can’t do all of it, but we can create a strategy around what we can do.”

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As a second generation dentist it is fairly obvious that my father played a significant role in instilling the passion I have for the dental profession in me. So, it is somewhat fitting that he – along with my mother – created the foundation for my other passion: watersports.

For the past 30 years I have spent at least part of every summer swimming, boating, and enjoying various watersports at the lake. My three brothers, countless cousins, friends, and I practically lived at Lake of the Ozarks throughout our childhood summers. Fortunately, my husband had a similar lake upbringing and shares my love of the lake, boating, and watersports. My dad believed in the concept of starting us young – a tradition my husband and I have continued with our own three children – so at our place it was common to see playpens on the dock, infants floating in the lake with parents, and periodically a toddler being towed behind the boat.

What could a toddler possibly do behind a boat you ask? Well, for those of us that are old enough to remember Atari’s release, phones the size of bricks, and a time when Justin Timberlake was part of the Mickey Mouse Club, not NSYNC, there used to be a contraption called a zipsled: basically a hard piece of plastic with two ropes – one connected to the boat and one with a handle for the rider. It was a training tool for kids that allowed them to progress from laying on the board, to kneeling, to eventually standing up with the intent to teach balance on the water – a valuable skill once you advance to other more challenging watersports. My dad had us out on the zipsled as youngsters and that started a tradition of climbing the watersports ladder at an early age.

In the late-80’s and early-90’s watersports were more limited than they are now. Before the advent of wakeboarding, wake skating, and wakesurfing, waterskiing was the dominant water sport. There were some trick, jump, and barefoot skiers out there, but most of us learned to get up on 2 skis (combos) and eventually progressed to 1 ski (slalom). The goal for more advanced slalom skiers is to learn to “cut” (lean hard to one side to roll the ski on its edge) as hard and fast as possible to move side-to-side through the boat’s wake.

Because of how early my parents started us, we were all skiing between the ages of 5-7 and all of us were slalom skiing by age 8. It was not uncommon for the boat to leave the dock during the early-morning hours and not be back until sunset. We absolutely loved our days filled with boating and waterskiing, but just as dental procedures have evolved over the past few decades, a shift occurred in watersport choices and popularity.

With the arrival of wakeboarding, traditional waterskiing’s popularity faded substantially, kind of like the shift that occurred away from snow skiing and towards snowboarding. Wakeboarding was popular throughout my teenage/young adult years and my family and I spent hours learning a completely different sport that required a large wake – for jumping and tricks – instead of a small wake which is more desirable for sharp slalom ski cuts. We
Danielle with her mom, Phyllis Zust, at the Lake of the Ozarks enjoying a swim when she was only six months old.
still have a few wakeboarders in the family and it is probably still the most popular watersport among most lake enthusiasts, but a relatively new sport called wakesurfing is gaining popularity and has become our family’s favorite lake tradition.

Up until just a few years ago, I had not even heard of wake surfing. The boat I grew up on was not designed to support wakesurfing so up until my husband and I purchased our first boat a few years ago – a Tige 20v – surfing wasn’t a possibility. Our old boat was like most of the smaller runabouts at the lake, a sterndrive. Sterndrives have an engine housed in a covered compartment toward the rear of the boat’s interior and an outdrive connected to the stern that controls the propeller. As a result, you must ride far behind the boat to avoid the hazard of a rapidly spinning stainless steel propeller.

The boat we purchased in 2012 is a true inboard which means the prop is located under the boat rather than attached at the back of the boat. This is an important safety distinction because in the sport of wakesurfing you ride closely behind the boat, maybe 5-7 feet. Similar to skiing and wakeboarding, you use a rope to get up and gain momentum. You float in the water with a wake surfboard lying flat on the surface with your heels positioned on the board’s edge closest to you. Once the boat accelerates slowly you simply stand up and let the boat and board do the rest. As you gain balance, find the “sweet spot” on the wave, and learn to control the board with weight shifts you are able to toss the rope and let the “push” of the wave propel you forward rather than the boat and rope pull you.

In order to achieve a wake that will allow you to “free ride” (surf without a rope) a few attributes are required: weight, list, and a steady speed. In order to displace enough water to create a large enough wave to ride, we fill ballast bags with lake water – 800 lbs in the rear port ski locker on our boat – via a small 12v pump. With the added weight on the port side, the boat lists (leans)
significantly, and shifting passengers to the same side further enhances that tilt. Finally, we use an exact speed of 10.3 mph to achieve our perfect surf wave; luckily the boat’s “Perfect Pass” cruise control takes that burden off of the driver and helps maintain the precise speed required. The combination of these three factors significantly increases the size of the wake on the port side of the boat allowing a rider to surf without being towed.

Although my kids are too young to learn to wakesurf on their own, one of the advantages to wakesurfing is the ability to surf tandem with a child. I have my 4-year old son place his feet on the board inside of mine and wrap his arms around my legs. Although I do enjoy riding alone and working towards learning some tricks (airs, 360’s, etc), it has been a lot of fun to bring my son along for a ride and share that experience with him. I look forward to having my girls out there with me some day too.

While spending time at the lake boating, swimming, and surfing is a lot of run, it has also become a great opportunity to teach our children how to swim and be responsible at the lake and on a boat. It is rewarding watching them have so much fun doing the same things I did growing up while also overcoming natural water fears and learning important skills. Also, in a world with a 24-hour news cycle, constant social media updates, and too much TV and video games, I find going to the lake, losing cell service, and unplugging from outside distractions is healthy. Our place is modest at best and does not have television service or cell signals. The kids’ iPad and favorite TV shows are cast aside in favor of skipping rocks, swimming, driving the boat with mom or dad, and surfing, of course. I have no doubt that as technology continues to advance that it will be an even bigger struggle for our children to disentangle themselves from the technology web, but there is hope....

As we departed the lake for the last time this summer after a Labor Day weekend filled with our kids swimming, boating, and tandem surfing with me, it doesn’t come as a surprise that my oldest kid turned to me and asked, “When are we coming back to the lake? Can we come back tomorrow?!?” Will one or more of my kids follow in my footsteps and pursue a career in dentistry making it three generations? Maybe.... maybe not. I do know, however, with absolute certainty that I have already passed along my love and passion for the lake and watersports to my kids. The tradition continues..... surfs up!
OUT ON THE WATER

Clockwise: Nick, Danielle’s husband, is the most advanced surfer in the family. Here he’s gaining momentum to attempt the coveted 360; Danielle free surfing with her son Danny this past summer; Dr. Riordan enjoying a ride on the tube; Nick taking some of the cousins out for a surfing run; Clayton Cissell, family friend of the Riordan’s, catches some air while wake boarding.
Danny is in his element while at the lake. He would live there if he could. His uncles and dad often send him sailing into the sky and as you can see he just can’t ever get enough!

The Riordan Family takes a break for a beautiful photo op while staying at Hide Away Resort on Table Rock lake.

Dr. Mark Zust takes his first ride on the surf board. “It was a special moment teaching him to surf after he has taught me so many other valuable skills both on the water and in life,” said Danielle.
**Dentist Positions**

**VICE DEAN POSITION:** Missouri School of Dentistry and Oral Health is seeking applicants for the position of Vice Dean. The responsibilities of the Vice Dean will include, but will not necessarily be limited to, the following: To oversee development and ensure the efficient roll-out and subsequent administration of the clinical, academic, fiscal, faculty, and student services operations of ATSU’s Missouri School of Dentistry & Oral Health (ATSU MOSDOH). To promote and ensure that a professional, enriching, and collegial relationship exists between faculty, students, staff, and the broader ATSU administration/community. To build/run a fiscally prudent dental school, that maintains the high standards/quality as set forth by MOSDOH. To ensure the attainment and maintenance of appropriate accreditation status (CODA, HLC, etc.). Must have a DMD, DDS, or Doctorate degree required with 5-10 years clinical and administrative experience required. Academic experience preferred. Must have excellent leadership, communication, and problem solving, strategic planning and crisis management skills. Knowledge of and commitment to public solving, strategic planning and crisis management excellent leadership, communication, and problem solving. Academic experience preferred. Must have excellent leadership, communication, and problem solving, strategic planning and crisis management skills. Knowledge of and commitment to public health, CHC - based dentistry required. Applicants must submit the following: letter of interest, ATSU application, CV, three letters of recommendation and the names of three references to: Human Resources, A.T. Still University of Health Sciences, 800 W. Jefferson St., Kirksville, MO 63501. hr@atsu.edu. Or you can submit it online at: http://www.atsu.edu/contact/jobs/pdf/ATSU_EMP_app.pdf.

**ASSOCIATE DENTIST OPPORTUNITY:** Immediate opening for a part-time associate dentist in a modern, high-tech fee for service dental office located in the fast-growing community of O’Fallon, MO. The associate dentist will enjoy working in this low-volume practice with an appealing fee schedule, large patient base, frequent new patients and high case acceptance. Our newly renovated office includes state of the art equipment, digital x-rays, digital Panorex, electric handpieces and much more. We offer an excellent fee structure based upon experience level of the dentist. Interested applicants please email resume to julie@doclogan.com.

**EMPLOYMENT OPPORTUNITY:** Dental Care for Kids in the Central West End is seeking a full time dentist. This position offers salary, paid time off, a benefit package, and the opportunity for student loan repayment. Current Missouri license, BNDD, and DEA required. If interested, please send a cover letter and CV to Dr. Katie Kosten at kosten@healthcareforkids.org.

**SEEKING ASSOCIATE:** Busy North County dental office seeking dentist to work as an associate! Please email resume to sharp86@aol.com.

**GENERAL DENTIST:** We are looking for a full time general dentist with excellent communication skills for our rapidly growing St. Charles/St. Peters offices. If you are outgoing, energetic, and an excellent clinician you may be the perfect fit. On a daily basis, the culture of our offices provides opportunities beyond general dentistry, expanding but not limited to: straight wire orthodontics; oral surgery, including impacted third molars; bone grafting; and implant placements. Experience is ideal, but we will help mentor the right doctor. Not only can we offer you a competitive salary, bonuses, CE reimbursement, 401k, but also, an awesome place to practice dentistry with integrity and excellence. Please send your CV or resume to me hannahchism.lacroix@gmail.com.

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**ORAL SURGEON:** Pacific Dental Services (PDS) is looking for an oral surgeon to work 4 days a month in our new offices located throughout greater St. Louis. Oral Surgeons working in a PDS affiliated office have the luxury of focusing 100% of their time on patients knowing the office staff handles all of the non-clinical activities. If you like the idea of walking into an office where patient flow is steady and everything is in order, then Pacific Dental Services is likely the place for you. We offer excellent income potential including a daily guarantee, a comfortable environment and state-of-the-art facilities. Please contact Ed Loonam at 949-842-7936 or via e-mail at looname@pacden.com. For more information. Job requirements: Dental degree from an accredited University and an active State Dental Board license. DDS/DMD. Oral Sedation license required.

**ENDODONTIST:** Pacific Dental Services (PDS) is looking for an endodontist to work 3-4 days a month in our new offices located throughout greater St. Louis. Endodontists working in a PDS affiliated office have the luxury of focusing 100% of their time on patients knowing the office staff handles all of the non-clinical activities. If you like the idea of walking into an office where patient flow is steady and everything is in order, then Pacific Dental Services is likely the place
for you. We offer excellent income, a comfortable environment and state-of-the-art facilities. Please contact Ed Loonam at 949-842-7936 for more information or send your CV to looname@pacden.com. Job requirements: Dental degree from an accredited University and an active State Dental Board license. DDS/DMD.

ASSOCIATE WANTED: Busy Chesterfield office seeking associate 1-2 days/week (Wednesdays and Thursdays). You will work with highly experienced professionals in a well-run, beautiful, contemporary office. Great location, close to Highway 40. Hygienists are all block anesthesia certified and assistants have expanded functions certificates. Saturdays are available if desired.

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FLORISSANT, MO: P/T- TEMP DENTIST: Flexible schedule and hours. 1-2 days/week. Dr. need be Medicaid provider or willing to be credentialed. Contact: Email montumak1@gmail.com.

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ASSOCIATE: Great Opportunity to Associate in an established practice with early buy in option. Practice is 41 years old. Operates five days per week, Monday through Friday. Last three associates have all netted six figures in under 32 hours per week. One hygienist, four operators, Kodak digital X-ray, great staff. Owner works 12-hour. 5 years experience and must love working with children. Send resume to Please have them email your resume to childrensdentaltheatre@gmail.com.

PART TIME CDT WANTED: Full-time or part-time, Monday through Thursday. Experience required with expanded functions. Email resume to drjaotto@sbcglobal.net.

DENTAL TECHNICIANS: We have two positions open for experienced denture technicians. Monday-Friday 8am-5pm. Full benefit package includes health, dental, life, 401(k), and more. Relocation expenses are negotiable. Wage is based on experience and knowledge. Apply online at www.edmondsdentaltabs.com or email your resume to tbothe@edplabs.com.

RDH WANTED: Small dental office seeking RDH for Mondays. Successful candidate will hold current RDH, CPR & Infection/Block/Nitrous Oxide certifications. Proficient and thorough with periodontal therapy. Comfortable with patient education. Send resume to drjao@stcbglobal.net.

PART TIME CDT WANTED: Part-time $15.00 per hour. 5 years experience and must love working with children. Send resume to Please have them email resume to childrensdentaltheatre@gmail.com.

DENTAL ASSISTANT 3 DAYS PER WEEK: Dr. B. David Wilken is looking for a dental chairside assistant for 3 days per week, Monday, Tuesday, and Thursday. Experience required with expanded functions. Email resume to wilken714@cs.com or fax # 636-391-1585

STAFF WANTED: Office Administrator - Looking for articulate, organized, friendly team oriented professional, experienced Dentrix office manager that understands dental terminology. Dental Assistant - Busy office seeks articulate, friendly experienced with dentrix and deks programs to assist General Dentist, Oral Surgeon and/ or Endodontist. Must be a team player. Reply to gslds@gslds.org. Include Box #05 in subject line.

NEED A TEMPORARY HYGIENIST? TEMP ME: (Vacation, Day Off, Maternity or Sick Leave) Kathi Modica Schreiber, RDH (314) 984-0527.

DENTAL RECRUITERS, INC.: offers “Direct Hire” (permanent placement) for Dentists, Dental Specialists and support staff. Contact by: Phone 314-413-6043, e-mail scott@dentalrecruitersinc.com or website www.dentalrecruitersinc.com

Practice Opportunities

GREAT STARTUP OPPORTUNITY: 1400 sq ft space available for lease/sale. Plumberd for a dental office. Corner of Grand/Gavois. Please contact Diane Haneklaus at (314)576-6356

ARE YOU TIRED OF BEING AN ASSOCIATE? You could take the next step by owning this dental practice. Located in the City of St. Charles, on track to gross $140k on a 2-day week. Currently referring out molar endo, ortho, impacted third molar extraction, perio surgery, and implant placement. Lots of potential for future growth. Perfect for start-up/satellite/merger. Costs less to acquire than starting from scratch. About 700 active patients. Genex direct digital pan. Name brand equipment in 2 ops, plumbed for 2 more. Asking $119k. Negotiable. Contact STLDDS@HOTMAIL.COM.

GUY JAFFE IS THE ONLY ST. LOUIS MEMBER OF AMERICAN DENTAL SALES(ADS): If you are considering purchasing or selling a practice in the St. Louis area, please call Guy Jaffe at (314) 997-0535 or guy@adslmidwest.com. CLAYTON - Our practice is mainly restorative and cosmetic with endo and surgery referred out. Over 1000 patients. We work 30 hours per week at a fairly relaxed pace and rarely double-book, however, we continue to receive new business based on patient referrals. Approximately 40-percent of our patients have dental insurance. NEAR BELLEVILLE, IL - This is a highly profitable office with very low overhead and a lot of room for expansion. Refers out most endo, oral surgery, perio and pedo. Has 2000 active patients. Does not advertise. Works four days per week, Monday through Thursday. FAIRVIEW HEIGHTS, IL - The practice has a Dentrix software system and uses both digital and analogue x-rays. There are four treatment rooms. Our long established practice has treated generations of families for more than 35 years. FENTON - Five operators with lots of windows. New equipment plus Dentrix. Busy street. KIRKWOOD/DESPERES AREA - Grossing $460,000 in three operators. Remodeled three years ago with all new dental equipment. Includes digital x-rays and Eaglesoft. NEAR HOUSE SPRINGS - off Highway 30 (Gavois) - Grossing $500,000 in four modern opportunities with digital x-rays. Hygienist, office manager, and assistant. SOUTH ST. LOUIS - Long-term dentist retiring in south St. Louis city. He owns a three treatment room building on major south St. Louis.
Equipment For Sale/ Miscellaneous

FOR SALE: Orthodontic chair (including doctor’s & assistant’s chairs) $100.00. Belmont panoramic & Cephalometric X-ray machines - $500.00 for both (Orthodontist retiring) 217-532-2666.

PARAGON DENTAL PRACTICE TRANSITIONS - FOR SALE: Discover the PARAGON difference - Our dual representation policy guarantees all parties emerge as winners. NEW - WESTERN IL - All FFS practice, $537K gross collections, modern office, digital, great cash flow! Don’t delay on this one.

WANTED TO PURCHASE: Dental practice along I-44 between St. Louis and Tulsa. Any size or equipment. Current owner may continue working if they wish. Contact Zach at zach@forumdental.com.

FREE OFFICE SPACE FOR PEDIATRIC DENTIST OR GENERAL DENTIST: An opportunity that you do not want to miss. This new georgous free standing building located on Mexico Rd. between Highway K and Brian Rd. 2600 or 2750 sq. ft. Property details: Building and monument signage. 10’ ceiling heights, easy access to Highway K, Highway 70, Highway 40. Great visibility and full access to Mexico Rd. Open floor plans that can be tailored to fit specific needs. Call 314-267-6554.

SOUTH CENTRAL ILLINOIS - 4+Oppers, living/practice. Real estate also available. This is without the hassles and competition of big city day work week, mostly FFS, good growth potential.

OTTEI-REY DENTAL SALES: STE. GENEVIEVE, MO - general dental practice grossing $320,000, 3 Ops in a 1500 sq. ft. office. Using Dentrix, participates in Delta Dental, BC/BS, attractively priced, owner retiring. SOUTH COUNTY, MO - UNDER CONTRACT - Small stand-alone practice grossing 200K.

WEST CENTRAL IL - 3 ops, $474K collections on 3 day work week, mostly FFS, good growth potential without the hassles and competition of big city living/practice. Real estate also available. This is a must see. SOUTH CENTRAL ILLINOIS - 4+Ops, 553k gross on 3 1/2 days, 50% overhead, modern building, doctor retiring. This booming practice in small town America deserves a look.

PLACING A CLASSIFIED: Classified ads run in our The Dental Arch publication and online at www.gslds.org. To place an ad with us, please email or fax the ad to nikki@gslds.org or 314-569-0448. We will place the ad on our website when it is received and in the next available issue of The Dental Arch.

OTTEI-REY DENTAL SALES: CARLINVILLE, IL - COMING SOON - Beautiful office in a 1550 sq. ft. office. Large patient base. Staff of two. ST. PETERS - Practiced grosses $470,000 in 1800 square feet with three operatories in a one story complex. Active patients number 1300-1400. Perto, implants, ortho and most endo and surgery are referred out. Carestream Dental Management Program and Trophy Digital X-rays. ST. PETEERS - Grossing $1,700,000 in 10 treatment rooms. Two full-time hygienists with over 300 recalls per month. Ideal for two doctors, husband and wife dentists, or high-energy solo practitioner. Over 4000 active patients. SUNSET HILLS - Grossing $300,000. Staff includes long-time hygienist and assistant. IDEAL FOR A MERGER. WEBSTER/SHREWSBURY - Grossing $500,000 in four operatories with a four-day week. High traffic location. Strong hygiene and recare system. Digital sensors and panoramic. Completely paperless and chartless. If you would like to view any of the above practices, please call: Gay at ADS Midwest (314) 997-0535 or guy@adsmidwest.com.

SEETHING STUDY CLUB: Seeking study club for Softdent and Kodak Imaging users. If interested please email rdsl@rigidendental.com. Open to meetings, phone calls, or emails. Seeking to share ideas and brainstorm problem solving. Any area welcome to join.

FOR SALE: Phillips Oralix Pan DCIII. Good working order. $350.00 or best offer. 450 N. Lindbergh, suite 100, Creve Coeur, MO 63141. Call (314)991-1400 Ask for Kayla.

FOR SALE: Complete functioning crown and bridge lab equipment for sale, casting machine, porcelain furnaces, handpieces, model trimmers, lathes, etc. $4,500. Office 573-885-2142, cell 573-259-3793. Inventory list available.

SELLING KERR CONTOUR AMALGAM CAPSULES: Fast set, dispersed phase. 1500 triple spill and 1500 double spill capsules selling for 50% below catalog price, STOCK UP NOW! Contact Doctor at (636) 671-9000.

In memoriam

BYRON B. GROSS, DDS

Dr. Byron Gross passed away on August 14. He was born in 1941 and received his Doctor of Dental Surgery degree from Washington University School of Dentistry in 1963. Dr. Gross was a WWII veteran. Captain Gross served in England, France and Germany. Returning to St. Louis, he practiced dentistry until retiring in 1990. He was preceded in death by his wife, Vivian Yawitz Gross. He is survived by Karen (the late Howard) Richman and Howard J. (Leslie) Gross; grandfather of four and great grandfather of four.
Email your answer to nikki@gslds.org. Those guessing correctly will be included in the next issue of The Dental Arch.

Where (in the world) Is It

SO, WHERE WAS IT?
If you guessed the Seven Mile Bridge in Florida, you were right! Guessing correctly was Drs. Mark Beck, Mark Ortinau, and Roger Zacher.
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