

Fall 2014 Central California Dental Conference (CCDC)
 The Fresno Madera Dental Society Presents
Clyde Schultz D.D.S.
Overcoming the Obstacles to Growth & Profitability
 Friday September 12, 2014
 8:00 a.m. until 4:00 p.m.
 Clovis Veteran's Memorial Building
8 CEUs

Clyde Schultz DDS is an international speaker and a master communicator. His unique perspective on practice growth blends the science of dentistry with the art of communication management. During his almost forty years as a full-time practitioner, he has purchased and successfully transitioned nine dental practices into one practice location.

The result is an experienced and proven blueprint for successful communication that Clyde refers to as the Team Communication Strategy. Team Communication Strategy focuses on enhanced treatment acceptance facilitated by patient trust, and it is based on four essential steps every doctor can follow to achieve their goals for practice growth and profitability.

Audiences find Clyde's energetic presentations thought provoking, and his verbal solutions to everyday dilemmas insightful and often humorous. Doctors often comment that the verbal skills presented in his lectures have proven useful in their own offices.

This dynamic speaker fills his presentations with specific verbal skills which are taken directly from past and present communication challenges encountered during his actual practice transitions. Actual challenges which confront doctors every day include: recruiting staff commitment to implement change, gaining patient acceptance of recommended treatment and averting patient objections which can arise during periods of transition – even in established dental practices.

IF YOU WANT YOUR PRACTICE TO GROW, STOP THINKING LIKE AN OWNER AND START THINKING LIKE A BUYER

The greatest obstacle to practice growth is an owner who believes that their practice has achieved the limits of what is possible. Introduce an experienced buyer and that same dental practice is suddenly full of opportunity. Why? Buyers ask questions. Buyers explore possibilities. Buyers know they must pay the existing overhead and service a bank loan that the seller did not have. This requires a treatment acceptance rate that supports both-without losing patients. How can they do this? They ask three simple questions. The answers define what needs to be done. Then, they implement change in order to create practice growth-or they fail to thrive. It's that simple. Apply a buyer's thinking process to your practice. Discover why patients leave - and remedy the problem before it arises. Recognize why patient education fails to drive treatment acceptance – and replace your education model with one that succeeds. Bolster your rate of treatment acceptance, increase your profits, and experience robust new patient flow from more satisfied patients. This course examines the obstacles to growth and profitability, identifies proven strategies to overcome them, and delivers a blueprint for implementing change effectively.

OVERCOMING THE OBSTACLES TO GROWTH AND PROFITABILITY

- The three questions every dentist should ask about their dental practice
- Why patients leave dental practices
- Why patient education fails to generate treatment acceptance
- Why most dental teams cannot help build a successful practice
- Why existing patients fail to refer friends and families

PLUS: PROVEN STRATEGIES FOR SUCCESS

- Set yourself apart from the competition
- Lead your team to build sustainable practice growth
- Don't just retain patients – inspire them with believable chairside communication
- Motivate patients to ask for comprehensive exams and demand complete x-rays
- Increase treatment acceptance to 95%
- Learn the secret of proven implementation strategies

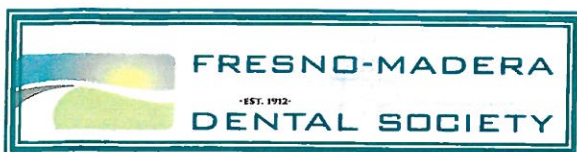
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Contact Merriam at the FMDS office to place your order.

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Due to an update of the CDA software, all members will need to create a new web user account for cda.org beginning July 1, 2014.

Even if you have an existing account, you must create a new account in order to access the Practice Support resources, e-learning courses, the CDA store and to pay your dues online.

Visit <http://www.cda.org/password> and follow a few easy steps to create a new web user account.



Hydrocodone Drugs Reclassified

Despite concerns expressed by the ADA and other stakeholders, the Drug Enforcement Agency (DEA) has finalized a rule to classify hydrocodone combination products such as Vicodin and Norco as Schedule II drugs instead of Schedule III.

The reclassification, effective Oct. 6, will impact dentists with a Schedule III DEA registration because they will have to reregister with the DEA for Schedule II authority to continue prescribing/refilling certain pain-relieving medications for their patients. The DEA is permitting hydrocodone combination products prescriptions issued before Oct. 6 to be refilled until April 8, 2015, if the prescription authorizes refills.

The DEA's ruling stems from a U.S. Food and Drug Administration (FDA) recommendation that hydrocodone combination products be put into a more restrictive classification and schedule, with the goal being to boost control over prescriptions from dentists and physicians.

"... in recent years, the FDA has become increasingly concerned about the abuse and misuse of opioid products, which have sadly reached epidemic proportions in certain parts of the United States. While the value of and access to these drugs has been a consistent source of public debate, the FDA has been challenged with determining how to balance the need to ensure continued access to those patients who rely on continuous pain relief while addressing the ongoing concerns about abuse and misuse," the FDA said in a statement.

In California, more than 1 billion dosage units of hydrocodone combination products were dispensed last fiscal year, according to CURES.

For more information or to change your DEA registration, visit the [DEA's website](#) and look under "Registration Support." If you have additional questions, contact CDA Practice Analyst Teresa Pichay at teresa.pichay@cda.org.

CDA has a "[Controlled Substances Prescribing and Dispensing](#)" resource

State Dental Director Significant Win for Oral Health

The establishment of a state dental director position — a goal CDA has actively pursued for years — is slated to become a reality after the state Legislature approved the 2014-15 state budget on June 15.

The budget, which was expected to be signed by the governor by July 1, calls for two positions — a state dental director, who must be a licensed dentist, and an epidemiologist — in the Department of Public Health to establish and implement a state oral health program.

The budget provides \$474,000 in funding for the first year to assess oral health needs in the state, develop and manage a state oral health plan, and apply for and manage federal and private grants to support oral health. The governor proposed this funding in his April budget revisions.

"This is the most impactful state oral health achievement in decades. CDA members have collectively worked for and supported the establishment of a state dental director for many years," said CDA President James Stephens, DDS. "This is a significant step toward addressing the oral health care crisis facing millions of Californians through coordinated state oral health education and preventive programs led by a dental director and partnered with care provided by dentists across the state."

CDA made the establishment of a state dental director a top priority of its access to care plan, [Phased Strategies for Reducing the Barriers to Dental Care in California](#). The report was developed in 2011 as a comprehensive strategic approach to reducing barriers to oral health care for vulnerable Californians.

"CDA advocated to the governor's office that a dental director must be a licensed dentist with strong experience in state oral health programs to organize and execute essential dental public health functions," said Stephens. "The dental director will create a high-level point of contact within the administration on dental health issues."

In addition to developing and implementing a state oral health plan, the dental director's role will also include establishing prevention and oral health literacy projects and working to secure funding for prevention-focused oral health and essential disease prevention services, particularly for children.

CDA is committed to work with the state as the recruitment and hiring process begins immediately for a state dental director and epidemiologist. CDA will keep members informed on cda.org.

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Gordon Christensen DDS
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Dental License Fees Increasing

Effective July 1, 2014, both the initial license and biennial license renewal fees will increase from \$365 to \$450. The fee increase was determined necessary by the Dental Board of CA to correct the deficit between its revenue & expenditures.





No on 46 Gains Momentum

The ballot measure that would quadruple the cap on non-economic damages under the Medical Injury Compensation Reform Act (MICRA) has been assigned a number, Proposition 46, for the upcoming November election, while the campaign against it is gaining more powerful allies.

CDA and an expanding coalition of health care organizations and others are working to defeat Proposition 46 because it would have devastating effects on California's health care system, increasing costs by billions of dollars annually.

The "No on 46" campaign has hundreds of organizations behind it, which now include the California Teachers Association, the State Building and Construction Trades Council of California and the California NAACP, in addition to health care organizations, public safety and labor unions, business groups, community health clinics and hospitals.

"Momentum for the 'No on 46' campaign is growing, and now more groups are working to educate the public on why this initiative would raise health care costs and negatively impact access to care," said CDA President James Stephens, DDS.

Trial lawyers are behind Proposition 46, which quadruples the cap set by MICRA for noneconomic damages from \$250,000 to \$1.1 million, which in turn would increase meritless lawsuits filed by attorneys.

Titled "The Troy and Alana Pack Patient Safety Act," Proposition 46 contains additional provisions regarding drug testing of doctors and places infeasible requirements on the state's prescription drug database, which could force providers to choose between denying needed prescription medication to legitimately suffering patients or violating the law. Proponents have said these provisions were only included in the measure because they polled well with the public.

Currently, MICRA ensures injured patients receive fair compensation, while stabilizing liability costs. A medical malpractice insurance crisis in the 1970s led to MICRA's passage, and since then, health care providers, including dentists, have been protected from extreme liability exposure and skyrocketing premiums by its various provisions. Under MICRA, patients receive unlimited compensation for all economic damages or out-of-pocket costs. Wages, medical costs and punitive damages are all paid on an unlimited basis and these payments are going up at more than twice the rate of inflation.

"Members who were practicing before MICRA's passage experienced the impact of skyrocketing premiums and know how important MICRA has been to stabilize costs," Stephens said.

In fact, TDIC, The Dentists Insurance Company, was born out of the time period when dentists and other health care providers were at the mercy of increasing annual premiums, which were rising from 100 to 400 percent due to litigation of claims and huge monetary settlements.

For more information on Prop 46, visit cda.org.

"No on Prop 46" Campaign Material Available at the FMDS Business Office

The FMDS business office has campaign materials on hand for our members.

Pins, posters, brochures, patient education material

Come by the business office at 371 E. Bullard Suite 120 and pick some up!

We will also have it available at the September 12 CCD.

Members can help us defeat Prop. 46 by displaying these materials in their offices and sharing with patients and colleagues how Prop. 46 will increase lawsuits against healthcare providers, increase costs by billions of dollars annually and reduce patients' access to care.

If you have any questions, contact **Todd Roberson** at CDA or by phone at 916.554.4982. If you would like a yard sign Todd will arrange it for you.

Please visit www.NoOn46.com to download information about Prop. 46.

Stop by our booth at the CCDC!
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answer your questions



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Top five attractions at *CDA Presents* in San Francisco

CDA Presents continues to expand its educational opportunities for members, and the San Francisco convention on Sept. 4-6 will be yet another example of that.

Attendees can expect comprehensive presentations and the newest dental equipment that is out there because CDA is one of the premier venues for displaying new products on the expansive exhibit hall floor. *CDA Presents* also offer dentists and staff the ability to talk amongst their peers.

"We expect this show to be one of the best we have put on in San Francisco. We strive to adapt and enhance our programs based on what members want and need to help them better their practices," said Del Brunner, DDS, *CDA Presents* Board of Managers chair.

CDA Presents in San Francisco will feature the following "Top Five" attractions.

C.E

Detection and Diagnosis of Oral Lesions for the General Practitioner: A Hands-on Cadaver Course (led by Homayon Asadi, DDS, and William M. Carpenter, DDS, MS). This workshop will provide proper head and neck examination and hands-on experience in oral mucosal and soft-tissue biopsy techniques. Use of appropriate instruments, biopsy site selection, tissue procurement, specimen fixation and relationship with the pathology laboratory also will be covered.

Local Anesthesia Cadaver Dissection (led by Alan W. Budenz, DDS, and Mel Hawkins, DDS). This workshop will cover the anatomy, landmarks, skull locations, insertion points and needle pathways for the inferior alveolar, mental and advanced (higher) mandibular nerve blocks such as the Gow-Gates and Akinosi techniques and a complete maxillary division nerve block, as well as the use of other blocks and infiltrations. Analysis of the neurovasculature, muscles of mastication and accessory innervations in the dissected fields will allow direct visualization and better understanding of local anesthesia.

Practice Assessment: How Healthy Is Your Business? (led by Michael W. Perry, DDS, and Robyn Thomason, CDA Practice Support director). This lecture will help dentists understand the key practice assessments that keep a practice healthy and strong. Attendees will learn how to "diagnose" the business problems, develop a "treatment plan" of solutions and implement that plan as well as how to identify when it's time to bring on a consultant to help implement changes and train the dental team.

Restorative Dentistry — International Symposia

Functional and Esthetic Commitment Dentition (led by Miguel Angel Diez Gurtubay, MSc). This lecture will teach attendees how to design a treatment plan of a functionally and esthetically compromised anterior segment. It will provide an overview of surgical alternatives based on tissues (soft tissue anatomy, bone volume and density). Attendees will learn the steps and techniques used from diagnosis up to cementation of a restoration in natural teeth and on implants in patients with esthetic and functional compromise.

Alternatives to Surgical-Prosthetic Implants in the Absence of a Central Incisor (led by Miguel Angel Diez Gurtubay, MSc). This lecture will review the surgical techniques used to place central incisor implants, from clinically ideal to compromised alveolar situations. The creation of an emergence profile via prosthetic design and fabrication of different personalized attachments, including prosthetic solutions when there is a loss of bone and gingival tissue contours will also be covered.

Treatment of the Edentulous Maxillary (led by Miguel Angel Diez Gurtubay, MSc) This lecture will provide an overview of the surgical-prosthetic techniques in the edentulous superior arch. Treatment design based on identification of maxillary atrophy, narrow crests or pneumatized sinuses will be covered. This course will provide a step by-step review of definitive metal/acrylic prosthesis, CAD/CAM and translucent zirconium development. Dentists will learn the different techniques used to solve the most common problems encountered in patients with maxillary atrophy.



Exhibit Hall Floor

With numerous new product launches and more than 375 exhibiting companies filling the vibrant exhibit hall floor, *CDA Presents* is one of the most anticipated dental tradeshow in the U.S. It's *the* place to discover the latest innovations in dentistry. Attendees can explore 80,000 square feet of dental innovation. Staggered class schedules also allow attendees more time to conduct business on the exhibit hall floor. The *CDA Presents* Board of Managers did this to create a situation where the exhibitor floor midday foot traffic was less overwhelming for attendees and exhibitors. The board accomplished this by moving the start time for some of the classes to 8 a.m. This gives more people an opportunity to see all the great dental products available.

Headlining Speakers

Speakers with the biggest names in dentistry are a huge draw to the convention and this year is no exception. Their insights and inspiration will help dentists and staff excel in every aspect of dentistry. Some of dentistry's most captivating speakers will be headlining *CDA Presents The Art and Science of Dentistry* in San Francisco, with innovative lectures and educational workshops. Both dentists and their staffs have an opportunity to learn new things about the profession at *CDA Presents*. See the *CDA Presents* San Francisco Headlining Speakers box for more details.

Location

In addition to the informative lectures and exciting new dental products on display, San Francisco makes for an exciting setting to mingle with colleagues in the evenings. The CDA Party will take place at the California Academy of Sciences on Friday, Sept. 5 from 7 to 10 p.m. There are several restaurants near the Moscone Center as well, including North Beach Restaurant (1512 Stockton St.), Jillian's (101 4th St.), La Briciola Restaurant (489 Third St.), Rocco's Cafe (1131 Folsom St.), Cesario's Fine Food (601 Sutter S.), Waiters On Wheels (5425 Mission St.) and Firenze By Night (1429 Stockton St.). Not to mention an array of museums that are open in the evenings. For more information on the CDA Party, visit cdapresents.com. For more information about San Francisco, visit the San Francisco Visitors Bureau website, www.sanfrancisco.travel.

Engage and Inspire Your Staff

The *CDA Presents* Board of Managers strives to make sure all attendees, including staff, have the opportunity to learn from the most successful names in dentistry. At *CDA Presents* in San Francisco, office staff will be able to glean some key takeaways on subjects such as effective communication skills, how to deal with difficult people, hands-on social media tips, the top five skills every administrative team member must master, trends in dental insurance and diagnosing and treatment challenges of periodontal diseases.

Dentists can have their staffs attend profession-specific lectures and workshops.

Staff members also enjoy having the time to get to know their colleagues outside of the traditional office setting.



CDA Leader Running for ADA President

Carol Summerhays, DDS, a general dentist with a San Diego private practice, is a candidate for the office of ADA president-elect 2014.

In addition to her role as the ADA Thirteenth District trustee, Summerhays has held numerous ADA leadership positions and has served on various committees, including strategic planning, compensation, governance, government affairs and new dentist. She also served as CDA president in 2009, and held many positions on CDA committees and councils, including the *CDA Presents* Board of Managers, and was chair of the CDA Foundation Board of Advisors and its initial comprehensive campaign that raised \$24 million in contributions and commitments. Her work also includes leadership positions with the San Diego Dental Society and the Academy of General Dentistry.



"As a private practice owner, I'm well aware of the challenges facing our profession today. This opportunity will allow me to focus on the future of our profession and advocate for our members and the patients we serve," said Summerhays. "I am very grateful for the support I have re-

ceived from many of my colleagues in California and across the nation, and I would be honored to serve as ADA president-elect."

Summerhays is a graduate of the USC Ostrow School of Dentistry. She and her husband, Soames, live in San Diego and have two sons, Giles and Bryce.

Matthew Campbell Jr., DDS, CDA speaker emeritus, is serving as campaign chairman. He can be reached at matirene@inreach.com or 916.425.1523.

Did you know?

FMDS members can place job openings or search for applicants on the FMDS website free of charge. Positions available can be viewed by everyone. Applicants can also search for positions available and have their applications and resumes posted to the website. However, applicants can only be viewed by FMDS members, making this service a "Members Only" benefit.

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CDA Cares Fresno

October 2 & 3, 2015

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**Important Contacts:** (New listings in red)**Fresno Madera Dental Society**

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California Dental Association

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(800) 736-7071 Voicemail

www.cda.org

CDA Practice Support Center/Compass

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CDA Peer Review (Complaints)

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CA Poison Control System

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Consumer Hotlines

(800) 927-4357 Dept of Insurance

(616) 445-5544 Insurance Commissioner

Dental Board of California

www.dbc.ca.gov

Denti-Cal Provider Locator

(800) 322-6384

Department of Public Health

Radiologic Health

(916) 322-2073 Equipment Registration

HMO Consumer Complaint Hotline

(800) 400-0815

NPI-National Provider Identifier

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www.nnppes.cms.hhs.gov

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COMING SOON

October 21, 2014 General Meeting with Brian LeSage DDS
Occlusal Management for Predictability & Longevity in Esthetic Dentistry

November 20, 2014 General Meeting with Nicette Short
Making Sense of the Affordable Care Act

January 30, 2015 CCDC with Leslie Canham
OSHA-Infection Control-CA Dental Practice Act

February 26, 2015 General Meeting with James Wood DDS
"Not Exactly What you See on CSI"

May 12, 2015 General Meeting with William VanDyk DDS
"Simple Secrets to Attract & Keep the Best Patients"

September 11, 2015 CCDC with Gordon Christensen DDS



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September 12, 2014**

These are actual names of practicing dentists!

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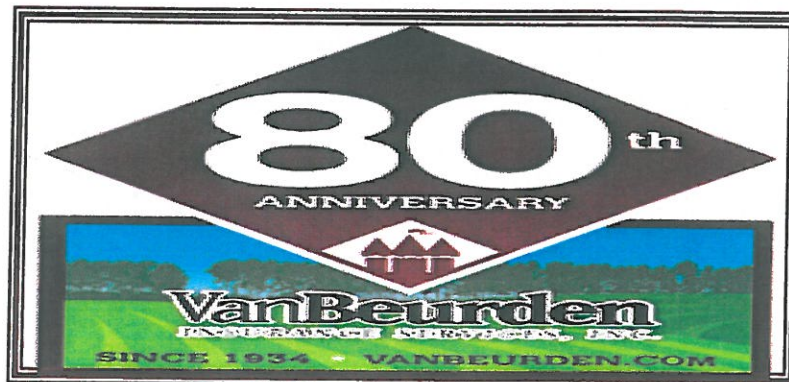
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- **Get the latest news** about the profession of dentistry as well as breaking-news alerts
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Name _____ Degree DDS RDH RDA DA _____

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Name _____ Degree DDS RDH RDA DA _____

DDS name if **not** attending _____

Office address _____

City _____ State _____ Zip _____ E-mail address _____ Office phone _____

Number attending from office _____ Amount enclosed _____ Check # _____

Credit card number _____ Expiration date _____

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Billing address for credit card is required _____

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