

Tide-Dent News



*The Newsletter of the
Tidewater Dental Association*

VOL. LX1, NO. 2

EDITOR: ROD M. ROGGE, D.D.S.

SUMMER 2018

*Please join us at the
Annual Business Meeting
and
Election of Officers
Wednesday, August 15, 2018*

*Norfolk Yacht & Country Club
7001 Hampton Blvd
Norfolk, Virginia*

- - -

Business Meeting: 6:00 P.M.

Cocktails and Dinner: 7:00 P.M.

OFFICERS

- PRESIDENT:**
 Dr. Joseph Bernier 200-6222
- PRESIDENT-ELECT:**
 Dr. David Throckmorton 340-7602
- VICE PRESIDENT:**
 Dr. Adrian Laxa 497-1450
- TREASURER:**
 Dr. Harlan Hendricks 486-4469
- RECORDING SECRETARY:**
 Dr. Zaneta Hamlin 416-5977
- PARLIAMENTARIAN:**
 Dr. Neil Landy 490-3830

EXECUTIVE COMMITTEE

- Dr. J. Patrick Baker 440-1360
 Dr. Jessica Clark 467-7797
 Dr. Greg Engel 486-7857
 Dr. Stephen Haupt 340-7602
 Dr. C. Danielle Howell 539-7695
 Dr. Richard Quigg 496-6690
 Dr. Les Richmond 460-1939
 Dr. Rod Rogge 333-7444
 Dr. John Ross 340-2356

IMMEDIATE PAST PRESIDENT

Dr. David T. Marshall 489-4221

VDA BOARD OF DIRECTORS

Dr. Anthony Peluso 420-4035

FERRIS-DONNE FOUNDATION

Dr. James Krochmal 440-7777

NOMINATING COMMITTEE REPORT

The slate of Officers and Executive Committee Members below will be presented to the membership at the Tidewater Dental Association Annual Meeting on Wednesday, August 15, 2018 at 6:00 P.M.

- OFFICERS -

- President (Automatic) Dr. Adrian M. Laxa
 President-Elect: Dr. Harlan Hendricks
 Vice President: Dr. Zaneta Hamlin
 Treasurer: Dr. C. Danielle Howell
 Recording Secretary: Dr. Stephen Haupt

- EXECUTIVE COMMITTEE MEMBERS -

Dr. Pamela A. Morgan

Nominating Committee:

- Dr. Carmen Cote
 Dr. J. Patrick Baker
 Dr. David T. Marshall
 Dr. John J. Ross



2018 VIRGINIA MEETING

September 20 - 23, 2018

The Omni Homestead Resort • Hot Springs, VA

Do you lead a healthy lifestyle? Learn how to add years to your life (and life to your years) with health expert David Mainz at the 2018 Virginia Meeting. In his presentation, you'll discover the Seven Steps To Longevity, the latest on vitamin supplements, the truth about Omega-3's, and brand new information on cholesterol - that even your physician probably doesn't know! Discover how you and your patients can power-up your health in today's fastpaced lifestyle. At the conclusion of this course, the participant will be able to:

- Understand the role of nutrition in total health
- Identify research-based characteristics of centenarians
- Differentiate between basic vitamin supplement needs and marketing claims
- Grasp the concept of lumenology vs arteriology in cardiovascular disease prevention

register now at:

https://www.customreg.com/generalreg30/?show=vda_082018&idevent1=1



WELCOME NEW MEMBERS

- Joon Mitchell
 Vincent Floeder
 Kevin Honore

TIDE-DENT NEWS

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President's Message

Joseph A. Bernier-Rodriguez, DDS, FACD, FICD
Diplomate, American Board of Endodontics

Why is Organized Dentistry so important and what would happen if it was dismissed? When recently asked this question, I didn't answer immediately, because I knew that there was more to the answer than a simple comment. Over the course of the following days, I stewed over the numerous things that organized dentistry does for our profession. I also admire the generosity and talent of the many dental professionals that participate in organized dentistry.

If we ceased to support Organized Dentistry, would we be doomed to follow a similar path as our medical colleagues?

- Who would create the ethical standards that I abide by in order to put patients first?
- Who would fight for dentist's rights on Capitol Hill-repealing the medical device tax, promoting the Student Loan Refinancing Act and postponing compliance of Sec 1557 of the Affordable Care Act while serving as one of the strongest national political action committees?
- Who would engage the public and be the subject matter experts on Dental-related issues?
- Whose members would treat 350,000 kids annually and provide over 5 million dollars in donated dental services?
- Who would bring awareness to oral health in America through Give Kids A Smile?
- Who would have negotiated a 0.25 percent interest savings for members on the endorsement with DRB on student loan refinancing programs?
- Who would acknowledge the importance of state and

local societies and other loan refinancing programs as well as promoting healthy competition to give members options?

- Who would offer peer review so that I would be able to resolve a potential issue with a patient rather than navigate the legal system on my own, which can be expensive and time-consuming?
- Who would be a respected voice and advocate for me as a dentist, and serve as an educated and informed voice while I was able to treat patients?

Fortunately, as a profession, we remain united and the answer to those questions is the tripartite ADA, VDA and TDA. Without the volunteerism at the TDA and VDA levels, the ADA would not be as effective. Currently, there are over 159,000 members enrolled in the ADA. The environment of the world today is constantly evolving, and it takes an enormous amount of time and resources to keep up with the changes. The strength in numbers of both young and older dental professionals helps to preserve the political influence of Dentistry. Organized Dentistry is so important, because without the network, there is no unified voice.

Over the course of my seven years on the TDA Executive committee, I have witnessed a strong youth movement within Organized Dentistry. This is so encouraging, as they will continue to bring fresh voices and opinions to the table. The unselfish willingness to serve is a fine example of why organized dentistry will continue to remain relevant going forward. I invite all dentists to get involved and contribute some of your time and talents to Organized Dentistry. Who knows how far we can go as a profession if we had all dentists chipping in a little?

OPIOID CRISIS LECTURE

On March 28, the Tidewater Dental Association had a filled-to-capacity lecture on the Opioid Crisis at the Norfolk Yacht and Country Club. Dr. Steven Gershon, President of Gershon Pain Specialists, LLC, and a Clinical Assistant Professor of Physical Medicine and Rehabilitation at Eastern Virginia Medical School gave an excellent presentation that fulfilled the new continuing education requirement set by the Virginia State Board in response to the current Opioid Crisis. He is a nationally recognized speaker on Low Back Pain, Musculoskeletal Medicine and Myofascial Pain Syndrome.

Topics covered were the New Virginia Board of Medicine Pain Management Regulations, Urine Drug Screens, Prescription Monitoring Program, Acute vs. Post-op vs. Chronic Patients, Prescribing Naloxone, Risk Stratification Tools and Opioid Prescribing Policies.

This was a FREE presentation for TDA members, a course that typically costs over \$200 for dentists trying to fulfill this requirement. There is obviously a lot more to VDA / ADA / TDA membership than just a monthly journal! Let your non-member friends know what they are missing!

ADA NEWS: A REAL-WORLD CAUTIONARY TALE

Embezzlement is on the rise in dental offices. According to the Association of Fraud Examiners' 2016 report, 60 percent of dentists will fall victim to embezzlement over the course of their career. On average, those cases usually go undetected for nearly 2 years with the total amount stolen prior to discovery averaging around \$110,000.

Recently a VDA member alerted his component about an employee using an alias to operate a dental placement service. Here's how it was done:

1. The employee forged the dentist's name on insurance company checks
2. Wrote "pay to the order of (employee's name)" on the back of each check
3. Snapped a photo of the check(s)

4. Used a bank's mobile app to deposit the checks directly into a personal checking account

This was all done remotely, without a single visit to a physical bank branch.

Protect your practice from a similar fate. That starts with doing your due diligence before hiring on a new employee. First, conduct thorough reference checks on potential employees with at least three (3) of their most recent employers. Second, use a third-party vendor to obtain a background check. This can include a comprehensive review of their driving record, credit history and criminal records (to the extent permitted by law). The National Association of Professional Background Screeners offers a list of accredited firms on the bottom of the website homepage.

NEW VISION AND DENTAL PLANS COMING SOON TO MILITARY FAMILIES AND RETIREES

The U.S. Office of Personnel Management (OPM), in partnership with the Defense Health Agency (DHA) and the Department of Defense (DoD), announced the Federal Employees Dental and Vision Insurance Program (FEDVIP) will be offered for the first time to TRICARE eligible retirees and their families during the 2018 Federal Benefits Open Season. Active duty family members will be eligible to enroll in FEDVIP vision insurance.

The TRICARE Retiree Dental Program ends on Dec. 31, 2018. Those enrolled in TRDP must choose a dental plan through FEDVIP to have coverage in 2019. Enrollment is not automatic. Today's announcement affects 1.63 million beneficiaries enrolled in TRDP and offers a choice to an additional 1.3 million eligible retired beneficiaries not currently enrolled in TRDP.

Most beneficiaries in a TRICARE health plan may enroll in a FEDVIP vision plan. This comprehensive vision coverage, including eyeglasses or contacts, is in addition to the routine eye examination benefit that many beneficiaries have

under TRICARE Prime or TRICARE Select.

The Federal Benefits Open Season enrollment period, Nov. 12, 2018 through Dec. 10, 2018, runs concurrently with the TRICARE Open Season. Coverage will be effective Jan. 1, 2019.

FEDVIP currently serves more than 3 million Federal employees, retirees and their families. FEDVIP enrollees give the program high marks for quality and value. It provides comprehensive dental and vision insurance at competitive group rates with 10 dental and four vision carriers for enrollees to choose from.

"OPM is thrilled to offer a variety of quality vision and dental plans to our military retirees and their families, and for the first time, an option for vision insurance to active duty family members," said OPM Director Jeff Pon. "We look forward to providing FEDVIP to the military, their families, and retirees."

For more information, visit [TRICARE.benefeds.com](https://www.tricare.mil/benefeds)

80 Ways To Make Your Dental Practice Green

An article in the New Dentist Now blog shares 80 tips to help dental practices conserve energy and reduce waste. "Take a moment and choose one idea you can implement this week," the article states. "Even one small change can have a big impact on the environment over time."

Going green is more than a trend – it's a reality. Many businesses large and small are adopting green habits to reduce waste and conserve energy. Have you implemented green policies at your office? If you haven't, it's easy to get

started. Many ideas are free or very inexpensive.

To help you along, the ADA has compiled 80 green tips in the article. Most of them are specific to dental practices, but there are some general green tips, as well. To make for easier reading, they've been grouped in categories such as "Be Proactive" and "Educate Your Staff and Patients."

<https://newdentistblog.ada.org/80-ways-to-make-your-dental-practice-green/>

PROBING THOUGHTS

by Rod Rogge

I spend a fair amount of time every year in bike shops, evaluating and learning about new gear and improvements in equipment. Cycling is a fun hobby with practical applications: fitness, travel, social interaction, time outdoors, and the pleasure I get from using mechanical things that work really well. I get some gear and information online, and I do visit the big chain stores that have large selections, but I always return to smaller, locally owned shops. At smaller shops, I get to know the staff, they get to know me, and our conversations are more creative and deep. Although their inventory is much smaller than the big outlets, the things they have are generally high-quality items that ultimately end up being a better deal. They road-test a lot of the gear they carry, and they believe in the products and services they sell. In general, I believe that people who truly value cycling always gravitate to smaller shops, because they want to have a personalized experience with people they trust.

In a similar vein, dentistry works especially well in the personalized, high-quality model. I cannot deny that large dental corporations are growing every day, buying up practices and records, and becoming a larger segment of the dental marketplace. The battle with dental insurance never ends, and there are benefits to strength in numbers. I can certainly appreciate the appeal of working for a large group, with more regular hours, predictable benefits, limited involvement in dealing with personnel, and more guaranteed productivity and income. That is part of the reason I served

in the US Navy for over 20 years.

Regardless, a significant portion of the population seems to like more individualized medical and dental care. Concierge medical practices and small medical practices seem to be growing well in contrast to the mega-practices developing throughout the country. Although it is far less common to see dental students graduate and immediately start a practice today, solo or “smaller” practices with 2 or 3 dentists seem to be doing well. The beauty of our profession is that we have a choice: we can enjoy the pitfalls and pleasures of solo or group practice as we wish, depending upon our comfort level and motivation. I certainly have a bias as a single practitioner, and I feel that my patients come to me for a unique experience they can’t get everywhere. I am not always successful working with patients who can’t tell me which doctor referred them from a large group, and some stress the importance of dental insurance coverage over all considerations.

The dental marketplace landscape will continue to change, but to adequately serve the public, and hopefully improve dental health overall, we need large and smaller practices to draw people in. Whether you buy a bicycle in a big box store or a small local shop, the main thing is that you are out riding and enjoying life more. In dentistry, as long as we are getting people to floss, to seek regular care, and embrace better dental and medical health, everybody wins.



CMS FINALIZES RULE RESCINDING PARTS C, D ENROLLMENT REQUIREMENTS

by Jennifer Garvin ADA News

Baltimore — The Centers for Medicare and Medicaid Services on April 16 published a final rule revising the Medicare Advantage program (Part C) regulations and Prescription Drug Benefit program (Part D) regulations and to implement certain provisions of the Comprehensive Addiction and Recovery Act.

The final rule rescinds a previously announced rule that would have required dentists who provide dental care and prescriptions for Medicare Advantage patients and Part D beneficiaries to be enrolled in Medicare or to have opted out in order for their services to be covered.

The Medicare Parts C and D requirements have been a top advocacy issue for the Association for more than five years.

Eliminating the registration requirement for dentists is a huge win for the patients that ADA [dentists] and NADP members both serve. As a substitute for the enrollment/opt-out requirement, CMS will utilize a preclusion list. The final rule will go into effect June 15, and CMS will begin utilizing the preclusion list on Jan. 1, 2019.

Any biopsies [dentists] send to any pathology lab will not be reimbursed by Medicare and if they refer patients to imaging centers, the imaging centers also will not get reimbursed by Medicare,” wrote Dr. Paul Freedman, director of Oral Pathology Laboratory Inc. and director of the Section of Oral Pathology and the Oral Pathology. This could have great repercussions in the oral pathology and dental surgical specialties.

THINGS TO KNOW ABOUT ADA LIFE AND RETIRED MEMBERSHIP

Some members don't realize that they are only one form away from free or reduced dues for their ADA membership. Here are some key points to investigate:

LIFE MEMBERSHIP is for members who are 65 or older and have at least 30 years of consecutive membership with the VDA or 40 total years split among several state association.

There are two types of life membership:

- **Active Life Membership** – Members who meet the requirements for life membership, but are not yet retired. This provides a 25% off the price of full active dues
- **Retired Life Membership** – Members who meet the requirements for life membership and are no longer in practice. Member dues are FREE

RETIRED MEMBERSHIP, but not yet a life member

If you've retired, but haven't attained life membership, you still qualify for a 75% off of full active dues

Taking advantage of this benefit

Whether you qualify for life membership or not, if you've retired or are about to retire, and want to receive the appropriate discount to your dues, contact Sarah Mattes Marshall mattes@vadental.org or (804)523-2189 for a Retired Affidavit form. For more information on membership and dues, check out this ADA resource: <https://googl/8Y1s85>

There are also reductions for members with permanent or temporary disabilities. Contact your VDA to find out more.

DENTISTS HAVE ACCESS TO MEDICAID RESOURCES THROUGH GUIDE, WEBINAR

The ADA News (6/26, Manchir) reports that "dentists who are considering becoming Medicaid providers, or those who already are and need some guidance on the topic, can reference an ADA-developed website and no-cost webinar." The ADA Council on Advocacy for Access and Prevention's Medicaid Provider Advisory Committee compiled and regularly updates the ADA Medicaid Provider Reference Guide, which "contains information about Medicaid compliance, audits, the basics of recordkeeping, reducing barriers to Medicaid-eligible individuals seeking dental care and other topics relevant to current and prospective providers." The no-cost

webinar on the ADA website, Maintaining Your Sanity and Practice Viability As A Medicaid Provider, "offers one hour of continuing education related to program integrity and provides insight on how to safeguard your practice while providing care to a growing population of Medicaid-eligible patients."

For more information about being a Medicaid provider, contact Dr. Steve Geiermann, ADA senior manager for Community Oral Health Infrastructure and Capacity for the Council on Advocacy for Access and Prevention by email at geiermanns@ada.org.



Two Ways to Volunteer:

- Provide Dental Services Directly
- Become a VCU Preceptor to 4th year Dental Students

Licensed Volunteers Needed

<p>Updated Facility</p> <p>Tax Credit</p> <p>Serve under clinic's malpractice coverage</p> <p>Rewarding</p>	<p>Chesapeake Care Clinic</p> <p>Heidi Swartz, Dental Coordinator 757-201-9867</p> <p>2145 South Military Highway, Chesapeake, Virginia</p>
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CHESAPEAKE CARE DENTAL CLINIC

Volunteers are needed urgently for the community clinic at Chesapeake Care Dental Clinic. Dr. Nick Ilchyshyn has been volunteering there since last summer, and is asking for TDA members (and non-members) to step up and donate a few hours. Thanks to the devoted dental coordinator, Heidi Swartz, the clinic has grown in terms of busyness, structure, processes, and preventive education has been improved. According to Dr. Ilchyshyn, only 5 reliable dentist volunteers contribute at different intervals to provide the much needed care. Some are vetted preceptors who supervise the VCU senior students. The clinic needs an expanded core group of volunteers, particularly dentists interested in performing or supervising endodontic or prosthodontic treatment. If you are interested, contact the dental coordinator Ms. Heidi Swartz at (757)201-9867. If she is unavailable (the clinic is currently closed Mondays), you can reach Julianna Anderson, overall clinics volunteer coordinator at (757) 201-9866.

DISALLOW CLAUSES CREATE HEADACHES, IRE

by David Burger, ADA News

Many calls that ADA staff receive in the Center for Dental Benefits, Coding and Quality concern disallow clauses — and the dentists are upset.

Dentists are angry that after a treatment they deemed necessary, they learn that not only will the third-party payer not pay for the procedure, but the dentist is also prohibited from charging the patient for the procedure.

To dentists, the third-party payer seems to be cavalierly disallowing unique procedures performed or proposed in good faith by dentists participating in the benefit plan. When the disallowance occurs after the procedure has been performed, the dentist is precluded by a questionable contractual provision from seeking fair and earned compensation from the patient.

The ADA contends that third-party payers are not in a position to determine which services need to be performed. Patient care and treatment decisions should be made in an informed partnership between patients and qualified and duly licensed dental professionals.

“The ADA has been very active in its opposition to these types of contractual clauses,” said Dr. Christopher Bulnes, vice chair of the ADA Council on Dental Benefit Programs.

To further help members, ADA staff would like dentists to send redacted copies of explanation of benefits statements showing disallowed procedures.

The House of Delegates adopted a new policy in 2016 that opposes practices by third-party payers that permit disallowed claims and other practices the Association believes are inappropriate or intrusive.

Resolution 12H-2016, Comprehensive ADA Policy Statement on Inappropriate or Intrusive Provisions and Practices by Third-Party Payers, was in response to member dentists continuing to call the ADA with concerns related to managed care agreements that interfere with the doctor-patient relationship.

The Council on Dental Benefit Programs shared the comprehensive policy with the major dental carriers through the National Association of Dental Plans, Delta Dental Plans Association and Blue Cross/Blue Shield Association.

The disallow issue also brings a reminder that dentists should go through contracts with a fine-tooth comb. Dr. William Calnon, past ADA president and still a practicing dentist, told ADA News, “People really need to know what they are signing up for. You’re asking for trouble by blindly signing up for things.”

The ADA has created an online landing page for dental benefits information that can help dentists address and resolve even their most vexing questions. Go to ADA.org/dentalbenefits, part of the Center for Professional Success.

Other resources include:

- The *ADA Contract Analysis Service* for unsigned contracts is a resource for member dentists.
- A list of questions to consider when considering a contract called “What every Dentist Should Know Before Signing a Dental Provider Contract” is located online at ADA.org/dentalcontract.
- For more information on disallow and other clauses, search for “Third Party Contract Issues” on the Center for Professional Success website, Success.ADA.org.
- For more information on ADA advocacy on the issue, visit Success.ADA.org.
- For an article in The Journal of The American Dental Association on the subject, written by Dr. Dave Preble, senior vice president of the ADA Practice Institute, visit JADA.ADA.org.

Staff from the Center for Dental Benefits, Coding and Quality can help dentists with dental benefits-related and coding problems, questions and concerns. Call 1-800-621-8099 or email dentalbenefits@ada.org.

THE GROWING IMPACT OF PPO LEASING ON YOUR DENTAL PRACTICE (NEW DENTIST NOW BLOG)

Have you ever had a patient present with an insurance identification card for a plan the dental office thought it was not in-network with only to find out, after the explanation of benefits was received, that the office was indeed in-network with the plan? Can a dentist opt out of participating with a leased plan? What fees can be charged when you participate in a leased network? These concerns can be a stressful and sometimes costly process for a dental office.

ADA leadership continues to hear your feedback on these

issues and has taken action to help dental offices understand how PPO leasing works. The ADA is conducting webinars as one of many tactics the ADA is employing as part of a coordinated communications plan on dental benefits and third party issues.

For more information on ADA’s activities on third party payer advocacy and dental benefits including information on PPO leasing, visit www.ada.org/dentalbenefits.

Tidewater Dental Association

State Component Society No. 1
PO Box 986
Virginia Beach, VA 23451

ELECTRONIC SERVICE REQUESTED

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Dental Access to Care Programs in Hampton Roads

Chesapeake Care Free Clinic

- (757) 201-9867
- website: www.chesapeakecare.org
- contact person: Ms. Heidi Swartz

Healthy Smiles Dental Clinic

- 664 Lincoln Street, Portsmouth
- (757) 397-1466
- Website: www.hrhc.org
- contact person: Ms. Ginger Melton

Park Place Dental Clinic

- (757) 683-2692
- Jennifer Goodwin, Executive Director
- Website: www.parkplaceclinic.org

Peninsula Institute for Community Health

- six primary care sites
- website: www.pich.org/pages/locations.html

Western Tidewater Free Clinic

- Dental Coordinator: Joni Webber
- Jwebber@Wtfreeclinic.org
- 757-923-1060 Ext. 7019

UPCOMING EVENTS

Annual Business Meeting & Dinner

Wednesday, August 15, 2018
Norfolk Yacht & Country Club
Meeting 6:00 pm • Dinner 7:00 pm

The 2018 Virginia Meeting

September 20 - 23, 2018
The Omni Homestead Resort
Hot Springs, VA

Fall Evening CE

Speaker David Brotman, CPA
Wednesday, October 10
7:00 - 9:00 pm
Norfolk Yacht & Country Club
Look for more details soon

Fall Social

November 2018
Details pending

Spring CE

Friday, March 15, 2019
Details pending

Are You Ready for Some Training?

- ⇒ Basic Life Support Provider CPR
- ⇒ Heartsaver CPR
- ⇒ First Aid for Medical Emergencies
- ⇒ Bloodborne / OSHA Training
- ⇒ New 1-on-1 HeartCode Training
- ⇒ Experienced AHA
instructors
- ⇒ Flexible class times
at your place!



CPR Anywhere!

We come to you.

Gordon Degges 757-481-6006

Gordon.CPRAnywhere@gmail.com

<https://www.cpranywhereva.com/>