Dental hygiene definition changes focus of DEB

All 11 Wisconsin Dentistry Examining Board members met March 3, including Chair Dr. Lori Barbeau, Vice Chair Dr. Blane Christman (Chippewa Falls), Dr. Adrianna Jaramillo (Stoughton), Dr. Bill Stemple (Oconomowoc) and Dr. John Grignon (Milwaukee). Dental hygiene members present were Secretary Linda Bohacek, Sandra Linhart, Nancy Rublee and public members Carol Howard and the newly appointed Tam Szor.

Hygienists continue to pursue split

The DEB continued to review recommendations from the Special Committee on the Definition of Dentistry and Dental Hygiene that were put forth by two DEB hygiene members.

In January, the DEB voted unanimously to make the following language changes to section 447.01(3) (d) of the state statutes.

In May, the DEB voted unanimously to make the following language changes to section 447.01(3) (d) of the state statutes.

Gubernatorial candidates, national political pundit energize Legislative Day

Carol Weber APR, Director of Public Relations cweber@wda.org

Panel members (left to right) WDA contract lobbyist Atty. Pete Christianson, MUSOD Dean Dr. William Lobb, Legislative Committee Chair Dr. Lyndsay Knoell (Madison), Vice President Dr. Steve Stoll (Neenah), President Dr. Kent Vandehaar (Chippewa Falls) and Legislative Day host and President-Elect Dr. Gene Shoemaker (Waukesha) teamed up to provide an overview of issues and answer attendees’ questions.

“Democracy – and Dentists – in Action” was the theme of the 2010 Wisconsin Dental Association Legislative Day which drew 277 member dentists, dental staff, Marquette University School of Dentistry students (primarily years two and three) and WDA staff to the Monona Terrace Community and Convention Center in Madison on Feb. 17.

Attendance by dentists was the highest since 2006, with 106 on hand to welcome the three major gubernatorial candidates: Milwaukee Mayor Tom Barrett (D), former U. S. Rep. Mark Neumann (R) and Milwaukee County Executive Scott Walker (R).

All three gentlemen confirmed their intent, should they be elected governor in September, to work with the WDA on oral health-related issues, including the filling of Dentistry Examining Board vacancies.

Continued on page 2

Mission Statement:

The Wisconsin Dental Association advances the interests of its members and the dental profession by promoting professional excellence and quality oral health care for the public.

Dr. Kay Kratz, Watertown
Dane County Dental Society
Dr. Kyra Larson, Hayward
Northwest District Dental Society
Dr. Jody Schilling, Fitchburg
Dane County Dental Society

WDA continues to grow!

The Wisconsin Dental Association is pleased to welcome five new members to organized dentistry. These new members, their cities of practice or residence and components (if applicable) are:

Dr. Saman Gharib, Milwaukee
Greater Milwaukee Dental Association
Dr. Michael Chandler, Eau Claire Falls
St Croix Valley Dental Society

WDA Journal is a publication of Wisconsin Dental Association, Inc.
Looking for a few good women and men to lead the WDA

If not me, who? And if not now, when?


Dentists committed to helping lead organized dentistry are wanted as candidates for Wisconsin Dental Association president-elect, vice president, editor and speaker of the House of Delegates.

Individuals may nominate colleagues or themselves by submitting candidates’ names by June 4, 2010 to a member of the Nominating Committee (see box). This committee will meet via a noon conference call on June 9. It will present its slate of candidates to the WDA House of Delegates on Nov. 12, 2010 in Brookfield, Wis. Nominations will also be accepted from the House floor at that time.

Nominations due June 4

Dr. Beth Welter
608-326-7445
dcburwell@gmail.com

Dr. Renia Borrell
847-618-4714
rdcburwell@gmail.com

Dr. Mikhail Gorbachev

Dr. Christman volunteered to serve as editor and speaker of the House of Delegates.


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Dental/Medical fee disclosure bill signed into law

Gov. Jim Doyle signed Assembly Bill 614 into law March 9 which relates to the mandatory public disclosure of medical and dental fees.

The date of publication was March 23, however, the will officially take effect Dec. 1. This act will require health care providers/dentists who are in association with three or more other dentists/providers to do all the following:

(1) Provide any consumer with the median charge for a health care service specified by the consumer if the provider offers the service.

(2) Create a single document with the 25 most common procedures (dentists will have it own list of 25 procedures – as will other disciplines within the health care field) – the list of 25 will be determined by Department of Health Services. The Wisconsin Dental Association will have to wait for DHS to create this listing and the median charge methodologies prior to implementation.

This document should include the following information for each of the 25 procedures:

• median billed charge (using a “median” methodology created by DHS)
• Medicare (which is the program for the elderly, not the poor) payments
• average allowable payment by third party payers for each of the 25 procedures

(1) Prominently display a statement in their facility informing patients of their right to receive: (a) charge information for any individual procedure offered by the provider; (b) the aforementioned document containing charge and payment information for the 25 most common procedures; and (c) their right to receive from insurance companies good-faith estimates of the patient’s total out-of-pocket costs for a procedure.

Insurance companies are also required to provide beneficiaries information regarding out-of-pocket cost estimates and other financial information. Additional provisions include requirements that any provider who submits data to quality evaluation organizations include the quality reporting information to the patient if it is relevant to the procedures the patient is requesting.

The WDA will be monitoring the DHS process relating to the implementation of this regulation; this effort will include the determination by the rate of the 25 most common dental procedures and the creation of a standardized methodology for determining the median charges and other similar requirements.

To view the actual language of the final Act, you can access this information at the state’s website: http://www. legis.state.wi.us/2009/data/AB614bost.html

Legislature considers $10 million in bonding for Marshfield ‘dental facility’

Sen. Bob Jauch (D- Poplar) began circulating a bill on March 25, 2010 seeking legislative support among rural legislators for $10 million in bonding to assist Marshfield Medical Clinic in building a “dental facility” on its campus. The Senate Bill number is 656 and the Assembly bill number is 912.

Sen. Jauch also included background information explaining this project is needed to pursue a dental residency program and post-baccalaureate plan and not a proposal for a dental school in Marshfield at this time.

A few legislators contacted the WDA seeking our input on this bill prior to making a decision on whether to sign on. The WDA responded to these legislators stating we are neutral on the proposal, but believe the issue could be resolved with rate increases and that the pilot project on the rate increases that we pursued during the previous budget cycle could have been funded for six years with the use of this bonding money. Visit WDA.org and search “Marshfield” for a copy of the bill or to see the WDA response.

The bill was circulated for co-sponsorship the next day. Those who have signed on its support (thus far) include:

• Sen. Raas Dicker (D-Schofield)
• Sen. Jim Holperin (D-Conover)
• Sen. Bob Jauch (D-Poplar)
• Sen. Pat Kreitlow (D-Eau Claire)
• Sen. Julie Lassa (D-Stevens Point)
• Sen. Mark Miller (D-Monona)
• Sen. Kathleen Vinehout (D-Alma)
• Rep. Kristin Dexter (D-Eau Claire)
• Rep. Ann Hierschick (D-Balsam Lake)
• Rep. Mary Habler (D-Rice Lake)
• Rep. Nick Milroy (D-Superior)
• Rep. Louis Meloape (D-Stevens Point)
• Rep. Mark Ficcan (D-Madison)
• Rep. Melissa Schmelzer (D-Wisconsin Rapids)
• Rep. Donna Scedel (D-Wisconsin)
• Rep. Mike Sheridan (D-Janesville)
• Rep. Gary Sherman (D-Fort Wing)
• Rep. Amy Sue Vruwink (D-Millwaukee)

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MA remittance advices to be discontinued

Enrico Valdez Dental Practice and Government Relations Associate evaldez@wda.org

Effective May 1, ForwardHealth will discontinue printing and mailing paper remittance advices to Medicaid providers with their reimbursements checks. This is a result from recent state budget cuts to the MA program generated the BadgerCare Plus and MA Rate Reform projects. Providers are required to establish a Portal account through ForwardHealth to obtain their RA. Remittance advices via the portal will not be available to in-state emergency providers, out-of-state providers and out-of-county providers since they are not allowed to establish a Portal and these groups will continue to receive paper advices.

Remittance advices contain protected health information so providers are required to create a secure Portal account in order to access or download their RA. To sign up for an account, visit the ForwardHealth Web site at http://www.forwardhealth.wi.gov and select the “Registration Portal Access” tab. Training sessions on the electronic advices for providers will be scheduled and start in March 2010 and continue throughout the year. Registration can be done online on the ForwardHealth Web site or by calling 800-947-9627.

Top component attendance

Number of members attending:
1. Brown-Door-Kewaunee County Dental Society 19
2. Dunn County Dental Society 14
3. Greater Milwaukee Dental Association 13
4. Winnebago County Dental Society 11

Percentage of members attending:
1. Brown-Door-Kewaunee County Dental Society 10.73 percent
2. Winnebago County Dental Society 10.38 percent
3. Racine Dental Association 7.69 percent
4. Southwestern District Dental Society 7.32 percent

Legislative Day Continued from page 1
Legislative offices: Visit or call to set up a meeting with background briefings.
• Assignments of Benefits legislation—Assembly Bill 665/Senate Bill 453
• Wisconsin’s 2010 – 2020 Dental Work Force Report
• WDA proposals to address disparities in dental care access
• WDA priority listing for 2009 – 2010 legislative session
• Why dentists don’t cost-shift
• Invitation to legislators to participate in 2010 WDA Mission of Mercy in Sheboygan

Comments from several participants confirmed, “It was the best Legislative Day yet…great to hear the three candidates…this program was terrific.”

Be part of the action in 2011. Plan now to attend the next WDA Legislative Day on March 30, 2011 at the Monona Terrace in Madison.
Are you up for the challenges facing dentistry in Wisconsin?

Even though dentistry was not a major part of the recent national health care reform package, it makes me think about our profession’s future. How will practicing dentistry look in five or 10 years? How will technological advances enable us to provide better care to our patients? What work force opportunities or changes await us and how will we prepare for these changes?

Younger dentists may be looking forward to enhancing their skills, starting or buying a practice, purchasing new equipment and balancing family life with work. Older dentists (like me) may be looking for an associate, thinking about selling a practice, or preparing for retirement. Regardless of where you fit in this spectrum, work force changes over the next 10 years will impact the way you practice.

With many of these changes initially being driven by access to care, some may feel they are unnecessary and wish to draw a line in the sand. I challenge you to put aside any prejudices and imagine how your private practice could benefit from using an expanded function dental assistant, a community dental health coordinator, a mid-level provider (e.g., dental therapist) and/or sub-contracting services for community health or federally-qualified health clinics.

The Wisconsin Dental Association has held early discussions with CBOs and RHCs about partnering with private practice dentists to help get people the care they need in a timely fashion, reduce clinic patient backlogs and reimburse small-business dental practices at a more sustainable rate.

Let’s say you reach agreement with a local clinic on how many patients you can see, compensation (e.g., fee for service, per visit amount) and what procedures would be done. While this may not be your “usual and customary” fee, it would be an acceptable amount that could enhance your practice.

Would you be able to devote a full or half day per week to treating this needy population? Would you work as the local clinic or would you make arrangements to have these patients treated in your office? Either way, it could be a good production supplement to a private practice while also getting treatment to a greater number of low-income, uninsured and Medicaid patients. It is a win-win situation.

Issues remain to be resolved, but I hope we will soon have model contracts in place.

The business side of things - what you really need to know

You may have noticed in the last several WDA Journal issues, the editor’s message section has a different photo than the one you are used to, dating back to 2006 graduation of Dr. Dennis Engel. Dr. Engel asked one of the hardest questions, most often from WDA members about the WDA Editorial Board while he is off heading cars at the American Dental Association. Although I don’t remember drawing straws, I ended up with the Business of Dentistry editors.

In speaking with my new partner, a Marquette University School of Dentistry 2006 graduate, it appears the new dentist trend is only minimally more prepared than I was for the “business” side of things 25 years ago. This is understandable. Dental school curriculum doesn’t really have a lot of open space for business education.

So how does one acquire this essential info?

One option is simply to avoid the subject. Large group and corporate practices generally have managers or management structures in place. The pros and cons of this option I’ll omit for brevity and because I actually don’t know any of the facts.

In solo practice, however, it’s rapidly apparent new dentists are going to need help—and fast. But, what do they need to know?

- MBA/Economics degree? That Charles Schwab quote by Chuck B. Actually, you’re going to need to work, knowledge, accounting, human resources, employment law, contract law, taxes, marketing and computer technology. Then there is OSHA, HIPAA, FCA, ERISA, FMLA, BFP and several dozen other regulatory acronyms that apply to you.

You might be thinking, “I have a blank sheet of business cards and a printed professional business plan template. How hard can this be?” After a few months, you’ve hired a consultant/management company to assist. By the time graphing, meeting and analyzing group hugging was done, there was no time left for dentists. (I guess I should have taken the seminar on how to pick a consultant.)

At this point, I made one of the best decisions as a manager—I hired my wife. If you are lucky enough to have a spouse that is organized, analytical, insightful, resourceful, not to mention witty, charming and beautiful (Yea, she’s looking over my shoulder as I’m writing), everything will work out fine. If not, then according to my old consultant’s flow chart you need a consultant.

In all fairness, I know of many practices that have been helped by management consultants and many solo practitioners that are excellent managers. It’s not my intent to trivialize the business aspects of what we do.

An efficiently-managed business is absolutely necessary to not only earn a living, but also to retain quality staff, invest in continuing education and technology and plan for your future.

While many of our colleagues across the country have had experience with EFDA’s in the military or in private practice, it is a new concept in Wisconsin.

The WDA is making this a high priority and will work on legislation to create this position during the 2011 legislative session.

A Mid-Level Provider Work Force Committee will examine this issue, compare what is in place in other states and recommend an action plan to your Board of Trustees.

Space does not permit discussion of the mid-level provider in private practice, so I will examine this idea in the June 2010 WDA Journal.

As always, I welcome your ideas and comments about the new challenges and opportunities facing dentistry in Wisconsin.

“...I challenge you to put aside any prejudices and imagine how your private practice could benefit.”
Recent DEB disciplinary actions

Ida Vocola Dental Practice and Government Relations Associate
editors@wda.org

The Department of Regulation and Licensure no longer makes its Regulatory Digest to license holders. Historically, these have provided educational information regarding the types of disciplinary actions that may be taken against license holders.

The Wisconsin Dental Association believes members should be aware of the types of issues and concerns that can lead to disciplinary actions. It is important to note, even if a decision is reported, an appeal may be pending. The following announced the following order of dentists in late 2019.

Case 3

The DEB suspended the license of Dr. X due to impairments in thinking, memory, judgment and decision-making; he had no insight into his impairments or the degree of mild Alzheimer’s disease.

Dr. X continued to practice dentistry and did not return for a neurological exam for three years after this diagnosis at which time the neurologist reported these impairments to the Division of Enforcement.

The decision to sunset the Dental Care for Older Persons Award and the WDA Award of Honor.

The committee felt the previous title was deceptive, the WDA Award of Honor has been changed to the WDA Award of Honor.

Two award categories have been eliminated. Dental Care for Older Persons Award and Outstanding Service.

The second new award will recognize a member of the dental community who supports the WDA Foundation’s mission.

The Wisconsin Dental Association Membership Committee is pleased to announce several changes to the 2010 Pyramids of Pride program, including two new awards.

The decision to sunset the Dental Care for Older Persons Award was made because potential nominees in this category also fell into the Community Outreach Award and the WDA Award of Honor categories.

The Outstanding Service Award was redefined to eliminate the award given by the WDA, but has been replaced by the Lifetime Achievement Award. With the criteria for both awards the same, it was decided that by continuing to offer this award it took away from the Lifetime Achievement Award.

Two new categories have been established. The Friends of Dentistry Award honors an entity that makes ongoing contributions to the WDA mission. Nominees have contributed to the WDA through involvement in programs or services on a committee, subcommittee or task force or material contributions.

The second new award will recognize a member of the dental community who

WDA announces changes to Pyramids of Pride

Lori Becker CAE
lbecker@wda.org

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This year’s WDA members can apply for different awards during the annual meeting or at any time during the year.

The DEB announced several changes to the 2010 awards.

The DEB announced the following order of dentists in late 2019.

Dr. X requested the DEB to reduce her random urine drug and alcohol screens from 52 to 30 screens per year and grant permission to apply for reinstatement of her Drug Enforcement Administration registration.

The DEB granted the request to reduce the number of screens from 52 to 30 per year, but also ordered to continue calling “XLab” on a daily basis to administer the random urine screens. The DEB granted permission for Dr. X to apply for reinstatement of DEA registration.

Dr. X requested the DEB to modify the terms of its 2009 decision prohibiting from prescribing medications for himself or members of his immediate family.

The DEB denied the request.

The complete list of award categories includes: Lifetime Achievement, Community Outreach, WDA Foundation Philanthropy, Friends of Dentistry, Media Awareness, Family Relations, New Dentist Leadership, Outstanding Leadership through Mentoring, Political Action and WDA Award of Honor.

Nominees are accepted year round, but to be considered for a 2010 award they must be submitted no later than July 15, 2010.

Visit WDA.org for complete descriptions and an award nomination form.

Brookfield dentist recognized for outstanding dental service

Dr. Kenneth J. Waliszewski (Brookfield) recently recognized the Outstanding Dental Service Award from Marquette University School of Dentistry.

Dr. Waliszewski received his DDS in 1971 and master’s degree in gradodontics in 1974. After graduation, he joined the Navy Dental Corps, served as regional staff prosthodontist and head of the Division of Fixed Prostodontics in 1983.

After the service, he then returned to Milwaukee and Marquette to establish his practice and teach part-time. He held several positions in the dental and graduate prosthodontics. After the dental school moved into its new building in 2002, he got involved with informatics.
Wisconsin dentists donate more than $719,000 in care to 6,250+ children for Give Kids A Smile

GKAS 2010

More than 150 Wisconsin dentists, with help from nearly 934 dental team members, dental hygienists, community volunteers, donated an estimated $719,000 in oral health care and education to 6,250+ of the state’s low-income children Friday, Feb. 5 and during subsequent weeks in recognition of the eighth annual Give Kids A Smile® national children’s dental access day.

Events ranged from large-scale dental clinics delivering exams, cleanings and fluoride treatments to individual dentists providing fillings, extractions and crowns to underserved children in their private practices to dental professionals offering screenings and educational programs in various locations.

GKAS activities are supported by significant corporate donations from Colgate Palmolive, Henry Schein Dental and DEXIS Digital X-Ray. The Dental Record — A Division of WDA Professional Services Inc. also makes children’s dental record forms available for Wisconsin GKAS events.

Abbotsford
Dr. Christina and Trevor Rens provided free dental exams and sealants to 94 second graders enrolled in Abbotsford and Colby public schools. A Clark County public health nurse will provide dental health information and schedule follow-up care for children in need. Dental goody bags are made available by the Abbotsford Lions Club.

Amery
Dr. David Doreff, James Lampi, Thomas Van Sonner and Robert Johanson at Dental Arts welcomed 85 local elementary students for necessary preventive and restorative services. Children and parents learned about the importance of good dental health.

Antigo
The father-daughter dental team of Dr. Tammo and Meghan O’Brien and staff welcomed 25 youngsters for exams, teeth cleaning, preventive care and oral hygiene instruction.

Appleton
Dr. David Emmanuel and his dental office team provided preventive and restorative dental services along with oral hygiene education to 10 children.

Dr. Richard Salm and his Midwest Dental team scheduled appointments for 15 children to provide them with needed preventive and restorative dental care.

Dr. Jane Mathen and James Springsborn and their Fox Valley Dental Associates team worked with a local public school to identify six low-income children needing comprehensive care.

Dr. Pete Helhi and Dr. Chad Isken's Norumbet Dental Group, with help from Dental Creatures Lab, provided comprehensive dental care and necessary follow-up treatment for 80 young patients.

Once again, Dr. Dale Scharine and his dental team provided dental services to 14 children enrolled in the Fox Cities Big Brothers Big Sisters program.

Dr. Roger Stamek and his eight-person staff worked with Big Brothers and Big Sisters to deliver needed preventive and restorative dental care to 12 children.

Tri-County Community Dental Clinic coordinated care for 181 children, ages 5 to 18, from Calumet, Outagamie and Winnebago counties. Volunteers included 31 dentists, two dental hygienists and 11 Fox Valley Technical College Dental hygiene students. Care was provided at the clinic and in multiple private dental offices.


Baldwin
Dr. Orth Sienknecht and his team at Midwest Dental provided preventive and restorative dental care to 10 children.

Black River Falls
Drs. Steve Hegna, Todd Reich and Rachel Steude and staff provided dental exams and basic care to 27 children.

Dr. Dr. Tom Hughes continued a 27-year tradition of delivering dental health instruction to kindergarten, third and fourth grade classrooms in the Cassville, Potosi and River Ridge School Districts during National Children’s Dental Health Month. Each of the 225 children received a toothbrush, toothpaste and dental health education materials.

Chilton
For the sixth year, Drs. Michael Baas and Marich Murphy and their team worked with Calumet County Social Services and the Salvation Army to provide preventive and restorative dental care to some 50 low-income children.

Durand
Dr. David Delland organized “Dentist with a Heart Day” to provide preventive and restorative dental care to underserved children at no cost.

Eau Claire
Nearly a dozen Northwest District Dental Society members, along with 32 Chippewa Valley Technical College dental hygiene and assisting students teamed up for the fourth year to provide preventive and restorative care and dental education to 100 children. Dr. Lonnette Brennan was event coordinator.

The Eau Claire Oakwood Midwest Dental office of Dr. Melinda Rosenberger provided care for 25 children in need. The Eau Claire South Midwest Dental office of Drs. Robert Thompson and Darrick Rogalski also provided preventive and restorative dental services to 24 children.

Evansville
Dr. Ana Botta and her Midwest Dental office team welcomed 20 children between the ages of 3 and 15 for preventive and restorative dental care.

Fond du Lac
Fond du Lac County Dental Society
members including Drs. Kathleen Dyklev
Kells, Timothy Harper, Thomas Gietman,
Jeffrey Kraj, Thomas Kramer, William
Matthew, Christopher Rauch, Todd
Sarauer, Kenneth Schoel and William
Sharpe, teamed up with the county health
department to provide dental exams, clean-
ings, X-rays and fillings and extractions to
150 children between the ages of 3 and
18. On GKAS day.

Fort Atkinson
Dr. Leslie Showalter and her Rock
River Dental team examined and treated
16 children ages 5 and 15 referred by the
Jefferson County health
nurse and Fort Atkinson School District
nurse.

Forest, Oneida and Vilas Counties
Through the Northwoods Dental Project,
a public-private oral health program in the
rural and predominantly, non-dentist served
communities of Forest, Oneida and Vilas
counties, more than 1,502 children in 24
school districts received oral health educa-
tion and about 902 of those also received
preventive dental services.

Green Bay
Dr. Heidi Eggers-Ulve examined and
provided oral health education for 347
children enrolled in Head Start in the
Green Bay School District. Many of these
children will receive follow-up treatment
throughout the year and preventive and restorative
services provided by other area dentists.
All children received toothbrushes and other
dental care.

Drs. Chris Hansen and Daniel Tach
and their University Dental team per-
formed cleanings, X-rays, fluoride treat-
ment and exams for 24 preschool and elementary
children.

Dr. Jamie Minnick and the
Meadow Valley Dental Green Bay East clinic
staff provided preventive and restorative dental
services to six children, with Dr. Julie Farrell and
the Green Bay West clinic team treating 15
children.

Dr. Matthew Nelson and his
dental team at GRADS is an opportunity to help
20 children in the community who are
otherwise unable to receive regular dental care.

Through Oral Health Partnership, two
dentists and 10 additional volunteer den-
tal professionals provide exams, cleanings,
X-rays, fluoride treatments and some fill-
ings to uninsured or Medicaid children.

Dr. Rebecca Van Miller and her team
screened 50 children and provided needed follow-
ap treatment.

Dr. Martin Weiss and six other vol-
antists helped underserved children in the
area get the dental treatment they needed.

Holcombe
This Shining Smiles Oral Health Program
gave 815 children oral health education,
screening and fluoride treat-
ment. Necessary follow-up and restorative treatment was
provided by local dentists.

Hudson
Dr. Julie Lohser and her Dentistry
on the Vine team provided preventive and restorative dental care to 20 children
on Feb. 2 and 5.

Drs. Douglas Weller and Ryan Tietz
and their Oakwood Dental team provided
oral hygiene education and preventive dental services to 10 children.

Holmen
Dr. Jennifer Lionsooki and her Midwest
Dental office staff worked with the local
YMCA and Women, Infant and Children
program to identify 25 children between
the ages of 3 and 15 in need of preventive care and restorative treatment.

Hurlay
Dr. Paul Hageman and staff, in coop-
eration with the Iron County Health
Department and Hurlay School District,
directed dental screenings, applied fluo-
ride varnish and meal care-resets for 32
children.

Jackson
Dr. Scott Charmoli and team educated
some 100 children about the importance of maintaining good oral health on Feb.
8, 9 and 18. Each child received a goody bag
with personal oral hygiene products and educational materials.

Janesville
Health Net of Janesville, a
community health dental clinic, scheduled
treatments with five children in need of
preventive and restorative dental care.

Drs. David Robinson, Robert Prije
John Buwen, Lance Miller and Adam
Unterbrunner, along with 17 staff at
Robinson & Prije Family Dental Associates on Randall Ave., provided dental services,
fluoride treatment, cleanings and restora-
tive care to 90 children ages 4 of 14.
This was the clinic’s last GKAS effort
and they reported it was a great success.

Kenosha
On Feb. 10, local dentists, including
Kenosha County Dental Society members,
again joined forces with dental assisting
students to examine 135 Boys & Girls Club
members at Gateway Technical College.
Students will also receive instruction in
good oral hygiene and healthy lifestyle
practices.

Kewaskum
Once again, Dr. Stephen Van Ess and
staff provided dental exams, cleanings and
fluoride treatments to 16 children from
Kewaskum School District students.

La Crosse
Dr. Kurt Hulse coordinated a multi-
ple-site GKAS effort involving 25 La Crosse
District Dental Society members and 100
allied dental personnel. The 150 children
scheduled to receive preventive and restor-
ative care were identified in cooperation
with local government, school and youth
groups.

Dr. John Moore provided oral hygiene
education and preventive dental services
to eight children between the ages of 4 and
17.

The Midwest Dental clinic scheduled
50 children, ages 3 to 15, for appoint-
ments that included exams, preventive treatments such as sealants, fluoride rinse
or varnish and restorative care.

Madison
Working in cooperation with the
Dane County Dental Society, Midwest Dentals
Madison East and Madison University clinic-
s saw a combined 24 children throughout
February for needed care identified during a
pre-screening day in January.

The Midwest Dental – Madison West clinic treated five young patients for oral
health needs.

Manitowoc
Dental Park dentists and staff worked
with the local health department to iden-
tify 25 low-income children in need of
exams, preventive services and restorative
care.
Seven local dentists with help from
40 other volunteers provided free dental
care to 100 children as a part of the
Healthy Teeth Healthy Kids program.
Once again, Drs. Michael Orzechowski
and Dan Beausaire and their Lakeshore Dental
team provided dental services, including preventive and restorative care
and oral hygiene education to 12 local
children in need.

Dr. Nomi Garcia-Beiersdorf and her
Midwest Dental team provided compre-
henive dental care and education to seven
youngsters.

Mayville
Dr. Mark Eisman examined and treated
19 kids, ages 4 to 16. Care included exams,
teeth cleaning, application of sealants and
basic restorative care.

Menasha
Drs. Michael Wöckenstein and the
Mid-
Valley Dental team welcomed 17 at-risk
children referred by the Menasha Public
Health Department and local public
schools.

Menomonie
The Lakeside Dental team including
Drs. Gregory Green and Lisa Joyce pro-
vided free services to an estimated 18
children who have limited access to dental
care, including oral health education, pre-
ventive screening and treatment.

Merrill
Drs. Jeff Nielsen and Jessica Kiecker
and their Midwest Dental team provided
oral hygiene education, sealants, fluoride
and restorative dental services to 15 chil-
dren.

Mondovi
Drs. David Young and Jeremy Vogel
and their Midwest Dental team performed
preventive and restorative dental services
to 15 children.

Madirga Dental Clinic), Children’s
Hospital Pediatric Dental Clinic, Milwaukee
Area Technical College dental
hygiene program and numerous pri-
vate dental offices. Holt Dental Supply,
Patterson Dental Company, Henry Schein
and Colgate provided additional support
and materials.
On Jan. 23, some 175 volunteers wel-
come 658 children which they received dental exams, had their teeth cleaned and received oral
hygiene education. Parents were provided with oral health education. The value of services deliv-
ered was most on the GKAS screening day was
$89,187.

Mondovi
The Mondovi office of Drs. Moss, David
Young and Jeremy Vogel provided care
to seven low-income children.

Neenah
An estimated 10 children received
toothbrushes and fluoride treatment free of
charge at Midwest Dental.

Oshkosh
Dr. Allen Deaton from Midwest Dental’s
Oshkosh office and Dr. Brad Mellor
at the Oshkosh South location along with
their dental teams delivered preventive
and restorative dental services to an es-
pected 45 children.

Plymouth
Drs. Sherry Joseph and Joseph White’s
dentists practice again provided oral hygiene
education, exams, cleanings, dental seal-
ants and fluoride treatment to 36 children.

Dr. Peter Muchin and the local
Midwest Dental clinic staff provided care
to 10 youngsters.

Racine
Drs. Rieck Beiersdorf and James
Abelsh’s Advanced Dental Care team
welcomed 18 children, ages 3 to 16, for
appointments that included exams, pre-
ventive treatments such as sealants, flour-
ide rinse or varnish and restorative care.

Prairie du Chien
McKeever Dental celebrated GKAS day
on Jan. 29 by providing preventive and
restorative care and oral hygiene instruc-
tion to 12 Head Start children. A pre-
screening exam was held last December.

Racine County
An estimated 30 Racine Dental
Association members (Drs. Richard
Anderson, Robert Biesegger,
Continued on page 13

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Continued from page 6

GKAS Continued from page 6

"Dr. Adam Unterbrunner smiles with a "GKAS patient at Robinson & Prijic Family Dental in Janesville"

“Photo courtesy of Robinson & Prijic Family Dental”

“GKAS volunteer dental assistant Megan Brown, Gale Hay, Cort Marion & Diatile and Dr. Lindsey Korbel while on a volunteer trip to Meksan, Laos, May 2010”

"Photo courtesy of Racine Dental Association"

"Continued on page 13"
Establishing and investing in a 401k plan is one of the best methods of creating wealth in retirement for the professional practitioner and his staff.

During boom times it is easy to lure a financial adviser and put your investments on autopilot. The chaos and devastation of 2008 demonstrated the necessity of making the correct investment decisions for a qualified retirement plan.

Many dentists do not have the time, expertise or desire to make investment decisions for their 401k plans.

Having an adviser who understands the dental profession is crucial. How can you select a reliable expert? Approach the search like a boss, not a client.

That means conducting a vetting process to make sure the investment adviser is competent, trustworthy and looking after your best interest. Here are some questions to answer as you begin the process.

1. What is the adviser's background?
2. What do the adviser's clients say?
3. How does the adviser get paid?
4. What are the checks and balances?
5. What is the performance?
6. Where does the adviser invest his money?

If the adviser has a solid investment program, (not selling products) his/her money should be invested in a similar program to the type you are considering.

Answers to these questions should give you a good starting basis for selecting a competent investment advisor for your 401k plan.

It's easy going green

Dr. Benjamin Farrow (Madison) saw an opportunity when constructing his new Monroe Street Dental practice in November 2009.

“Our green business mission is to tread lightly on the earth as possible and we are committed to preventive care, conservation treatment, stewardship of resources and reduction of waste,” Dr. Farrow said.

“We believe that this is in the best interest of both our patients and the environment.”

The practice is set up to use environmentally-friendly methods and materials wherever possible. Whether it’s cars or vegetables, going green has become a popular catch phrase.

Many Wisconsin Dental Association members have incorporated “green dentistry” into their practice. This includes conserving water, recycling and using environmentally-friendly techniques within an office.

“Dentists need to think in terms of the local environment. What is good for their patients, the community and the environment. We have this big picture mentality at Monroe Street Dental,” Dr. Farrow said.

Dr. Michael DeWan (Milwaukee) practiced for nearly 20 years in a commercial property to meet their criteria, but Ms. Keller decided to purchase the urban Milwaukee eastside neighborhood.

The couple could not find an existing commercial property to meet their criteria, but Ms. Keller decided to purchase two adjacent residential sites. She then brought in a dental interior designer, to determine the site viability.

After demolishing two existing houses, a layout plan was created to show an efficient practice floor that could be constructed from the L-shaped lot.

Construction of the second floor office took under a year with the project coming in on time and within budget in August 2008.

“IPE wood and concrete slabs, both renewable resources, were used for the interior and exterior. Glass walls insulated on interior walls to reduce environmental sensitivities. The practice features abundant natural light which allows Dr. DeWan and his staff to work with minimal electric lighting. Approximately 80 percent of the architectural lighting is fluorescent.”

Furniture, including dental chairs, was nephropathologized eliminating landfill and second-hand purchases were made for a cost rock, benches and tables. A chandelier from one of the original houses was even installed in the reception area.

The couple constructed the new facility with the practice’s future in mind and, in turn significantly reduced their environmental impact.

3. How does the adviser get paid?
4. What are the checks and balances?
5. What is the performance?

The potential adviser should be able to display a performance track record of at least five years. You are looking for data on all of the adviser’s clients with an investment program similar to your goal. It is helpful if the returns are shown on an individual basis.

6. Where does the adviser invest his money?

If the adviser has a solid investment program, (not selling products) his/her money should be invested in a similar program to the type you are considering.

Answers to these questions should give you a good starting basis for selecting a competent investment advisor for your 401k plan.

Tips to go green in your practice

Waste reduction
- reduce aluminum cans and tons of waste
- replace incandescent bulbs with CFLs
- turn off or unplug when not in use
- reduce paper, glass, plastic and metal
- recycle or reuse paper, including carbon
- use computer monitors or recycled paper in your personal office
- incorporate waterless hand sanitizer
- use recycled paper products, toothbrushes and deodorizers
- send appointment reminders on recycled paper or in your personal office
- recycle aluminum, glass, plastic and steel
- water conservation
- check your practice to see how many
- install low flow toilets
- writing/inking water fountain
- replace incandescent bulbs with CFLs
- “tune up” your heating/cooling systems
- asphalt (DDT) beds, not signs
- put new paper stocks for electronics
- use recycled paper products
- energy conservation
- reduce programmable thermostats
- replace incandescent bulbs with CFLs
- use and encourage your patients to use public transportation
- water conservation
- cut your practice to see how much
- install low flow toilets or sinks
- use recycled paper products
- incorporate waterless hand sanitizer
- use recycled paper products
- save energy, water and money when you wash your hand, turn the water off while you lather
- pollution prevention
- reduce, reuse, recycle
- use only heavy duty cleaning products
- use recycled paper products
- reduce pollution by using recycled paper
- use recycled paper products
- recycle all checks and paper products
- Source ARM
Tips for opening a dental practice

Emily Bultman  Managing Editor

According to the American Dental Association, 80 percent of dental school graduates open their own dental practice within five years of graduation.

Things to be considered include costs of renting an office or buying a practice, obtaining insurance, employing staff and purchasing equipment and supplies.

The New Dentist Committee of the Wisconsin Dental Association compiled “The Starting Guide” which was designed as a source of general information to aid new dentists in getting through the maze of beginning their career in Wisconsin.

Checklist for starting a practice

- Wisconsin Dental License
- Form organized dentistry including American Dental Association, Wisconsin Dental Association and local component
- Controlled substance license Drug Enforcement Administration, 202-307-7255
- Verify regulations including X-ray registration, waste management, HIPAA, National Provider Identification
- Check local requirements (city or village occupancy permit, zoning board)
- Infection control and OSHA regulations 214-767-4751 or call ADA 800-621-8299 or WDA/800-364-7646
- IRS Tax forms 800-829-3676
- Finalize business insurance and define practice structure. Invest in bookkeeping system
- Hire staff, complete employment eligibility (I-9 forms), obtain federal and state labor reports
- Review Americans with Disabilities Act
- Select dental supply house and laboratory, purchase equipment
- Patient Records System (Call The Dental Record - WDA Insurance and Service Corp. 800-245-4675)
- Professional Stationary, Business Cards
- Utilities
- Set-up telephone number and electronic communications
- Open bank checking account and develop a business relationship with banker for future loan
- Hire accountant and attorney (review all contracts and agreements before you sign)
- Insurance including professional liability, general liability, workers’ compensation and office overhead expenses
- Contact WDA Insurance Programs 800-242-9477

Some details of opening a practice are not covered in the WDA Starting Guide as it was impossible to determine what every individual requires.

To request a copy of the practice guide or for additional information, contact the WDA Executive Office by phone at 800-364-7646, e-mail at info@wda.org or visit wda.org.

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Dental loan assistance program overview

Dental loan assistance program overview

**Health professional shortage areas**

The Wisconsin Department of Commerce and state’s Office of Rural Health expanded their assistance programs in 2002 to help recruit and retain dental health professionals in rural and central city communities.

The Health Professions Loan Assistance Program offers up to $50,000 to a professional in exchange for a three-year commitment to work in a health professional shortage area. To qualify, recipients must meet specific qualifications including working at least 32 hours per week/45 weeks per year.

Individuals must also take a set number of Medicaid or BadgerCare recipiend and not fall below the amount of paid claims.

- First year, 50 MA recipients/$8,000 in paid claims
- Second year, 70 MA recipients/$11,000 in paid claims

**Assignment of Benefits**

The Wisconsin Dental Association continues to work for a public hearing and a vote on Senate Bill 413 and Assembly Bill 665, but the days available for potential legislative action continue to disappear.

Both the House and Senate are scheduled for their “floor action” of the 2010 session during mid-April before adjournment for fall elections.

However, no legislation is brought to the floor without receiving a committee hearing and recommendation for passage from the committee.

The bill, as introduced, will require health/dental benefit plans to honor a patient’s request to assign payment received from the plan directly to the provider who rendered the care.

This does not impact “closed panel” or HMO plans that never pay for care outside of the network, but only those plans that pay the patient directly at/when they access care outside a given network.

The health care coalition, of which the WDA is a member, was originally optimistic about passage of the bill this session. But, the group was met with forceful opposition from a variety of powerful insurance companies/benefit plans including Unity Health, Anthem Blue Cross and Blue Shield and Delta Dental.

These companies used false information to convince many of the state employee union representatives to oppose the bill based on claims that passage would increase costs for union health care agreements.

The WDA continues working to educate lawmakers on the truth behind the patients’ rights aspect of this proposal. A “Frequently Asked Questions” document has been created.

This fact that similar requirements are in place for other types of insurance sold in Wisconsin (life, disability, etc.) proves this is not a breaking new ground or setting a precedent.

For more information on the health care provider coalition’s talking points and materials being distributed by the insurance industry, visit the “Advocacy” page on WDA.org (member log-in required).

**Small business guarantee programs available**

The Wisconsin Housing and Economic Development Authority runs the Small Business Guarantee program that assists in financing start-up costs of a new business for dental school graduates.

To qualify, small businesses must be in existence for at least 12 months and located in rural areas with a population of 12,000 people or fewer. The program offers loan guarantees of 80 percent up to $200,000 with lower interest rates and longer terms.

The lender does not need to be a traditional banking institution and WDEA also guarantees loans from nonprofit entities that provide business financing.

WDEA is considering proposing changes to allow financing to start-up businesses in urban areas. The Wisconsin Women’s Business Initiative Corporation and Impact Seven are interested in financing loans for dental practices with this WDEA loan guarantee.

WDEA has also offered collaboration with Marquette University School of Dentistry to assist in providing this information to graduating students interested in starting a new practice.

For more information, visit http://www.wdeia.com or call 800-334-6873 or e-mail info@wdeia.com.
In order to offer an entire range of insurance and financial solutions to Wisconsin Dental Association members, WDA Insurance Programs selects professional partners to assist you in a number of specialty areas. Just like a general practitioner refers certain patients to specialists, we do the same here at WDAIP. We know where we do well. After that, we rely on the specialists.

Let me introduce them to you.

Mike Dow, CPA, CLU, ChFC, of Next Level Planning and Wealth Management, an office of MetLife, has been a long-time partner of WDAIP. He has assisted many of you with your disability and individual life insurance. Mr. Dow has access to many insurance companies for your various needs. He specializes in disability planning (individual disability insurance and office overhead expense) and advanced life insurance planning in the area of business continuation and succession. Mr. Dow is a member of the national board of the Society of Financial Services Professionals. He can be reached at 414-613-4850.

Melissa R. Coppedge, CLU, ChFC, is a registered representative of the John Hancock Financial Network. Ms. Coppedge has been our long-term care specialist for more than 10 years. Long Term Care planning has become an integral part of overall estate planning. She has a high degree of knowledge about this long-term care industry, trends and the insurance products available to protect your assets. Ms. Coppedge is especially proud of the fact that she joined the Air Force at age 18 and continues as an active reservist in the 944th Airlink Wing based in the Minneapolis-St. Paul area. We thank her for her service to our country. She can be reached at 262-794-8402.

Mercer Global Advisors has been endorsed by the WDA for more than 15 years. Whether you’re just starting out, looking to take your practice from “good to great” or wanting to begin your practice transition, Mercer will work with you to optimize your professional practice and personal finances with their 360° planning. Mercer was recently listed in Forbes as one of the fastest growing and largest investment advisory firms. You can reach Cliff Omyer at 866-642-6788.

Dr. Jerome Mahdick, CEO, Asset Management for Professionals (AMP) has recently joined WDAIP as a practice management partner. AMP and Benefit Solutions Corp. develop customized 401(k) plans and provide an innovative, dynamic investment management approach to achieve a total program for participants. This process includes collaboration of each participant’s financial goals, resources, time horizon and risk tolerance. AMP uses their unique Quantifidios approach to adapt to changing market conditions. Please call Dr. Mahdick at 414-332-1011.

As you can see, WDAIP provides a complete approach to your practice and personal insurance and financial requirements. Contact us today at 800-242-9077 or visit www.insuranceformembers.com.

In all sincerity,

Thomas A. Witkowski
President
WDAIP

Homes, autos, boats, RVs, seasonal homes: WDAIP will insure your personal property too!

During the past 28 years, WDA Insurance Programs has worked hard to earn your trust and to offer programs that ensure your business insurance needs were met. Our professional liability program, the Professional Protector Plan, continues to be recognized nationwide as one of the most comprehensive programs available in the market.

WDAIP now offers personal line coverage direct to the WDA community. Previously, this coverage was referred to one of our partners and, though they did an outstanding job of providing quality service, we felt it was time to “bring the business home” and take care of our clients directly.

Our Property & Casualty Division, led by Nancy Wuenne, has worked with many of you to insure your dental practices in the past, and will continue to work with you in the future. WDAIP Account Representative Nicole Cutraro will be heading up our personal lines sales effort.

As with any program, product or service we offer to our clients, a great deal of due diligence goes into determining which carriers we choose to partner with. Because of their statewide recognition, top ratings and the WDAIP endorsement of their Home & Highway program, West Bend Mutual was determined to be an important cornerstone of this new endeavor. WDAIP has also partnered with Auto-Owners Insurance Company and Progressive. Based on their financial strength and service to policyholders.

This is an exciting time for WDAIP and its staff. We are confident that you will find our personal lines programs as comprehensive and competitively priced as the other programs we have provided for the past 28 years.

Contact Nicole Cutraro today at 414-755-4182 or via e-mail at ncutraro@wda.org.

Life insurance is a gift of time to the people you care most about

A recent article in the March 2010 issue of the Journal of Financial Service Professionals written by T. Timothy Lynch, III, CLU, ChFC, said, “Life insurance is often thought of only in terms of preserving death’s financial fallout. Life insurance also should be seen as the means to facilitate a focus on grieving, healing and living after the loss.”

What a fresh perspective on life insurance this is and what a precious gift to leave someone you care for. The gift of time is “focusing on grieving, healing, and living” often a loss rather than being pressured to make financial decisions which are difficult under the best of circumstances.

Life insurance “provides the financial wherewithal to fashion a new norm,” Mr. Lynch said. Spend the time with an adviser now to determine what the appropriate amount would be for your situation—both current and long-term financial responsibilities need to be considered. Ensure that your surviving spouse has the gift of time to “grieve, heal and live” and make important decisions when the time is right. Contact your WDAIP representative today at 414-777-7727.
Applying ergonomics in the work place

Christine K. Bachmann
WDAAP Senior Account Representative
cbachmann@insuranceformembers.net

There have been some new law changes regarding mandated benefits. Below is an overview of the changes.

Cocktail implant mandate

Effective Jan. 1, 2010, all fully-insured health plans and self-funded municipalities issued on this date or renewing after shall provide coverage relative to cochlear implants and hearing aids:

- Coverage of the cost of hearing aids or cochlear implants that are prescribed by a physician or by an audiologist for a child covered under the policy or plan who is under 18 and who is certified as deaf or hard of hearing by a physician or by an audiologist for a child covered under the policy or plan who is under 18 and who is certified as deaf or hard of hearing by a physician or by an audiologist.

- Adjust each employee’s chair to the correct height to provide proper back support.

- Position computer monitors on desks directly in front of each employee, at least 20 inches away and the top line of the screen at or below eye level. Place the keyboard directly in front of the monitor at a distance allowing elbows to stay close to the floor.

- Educate employees about choosing proper footwear for work, such as shoes with shock-absorbing insoles that cushion and support the feet.

For heavy lifting situations:

If your employees lift heavy objects routinely as part of their job, improper lifting and carrying techniques can lead to back strain and even permanent damage of the heart and lung muscles.

- Teach employees to lift with their legs, not their back and to keep objects being lifted close to their body.

- Assign employees to work in teams, especially when lifting objects that may be too heavy to handle alone.

For more strategies to help you apply ergonomics safely measures in the workplace, go to the Wisconsin Eversafe Workplace on the WPS Web site (http://www.wpsic.com). There you can research a variety of related topics such as “Using Ergonomics at the Workstation to Prevent Injury” and view illustrations showing how to set up a workstation and demonstrating proper lifting techniques.

Source: American Public Health Association

2009 – 2010 insurance mandate updates

Christie K. Bachmann
WDAAP Senior Account Representative

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Source: American Public Health Association
Foundation Corner:
The WDA Foundation explores new giving options

Since the Wisconsin Dental Association Foundation started more than 50 years ago, dental professionals have consistently supported its efforts. We could never replace or equal the generosity of the dental community and the foundation is grateful for every dollar donated by WDA members. But as the foundation increases its reach and its programs, it is important that we explore new avenues to increase proceeds.

The foundation was previously accepted into the Pick ‘n Save We Care program. This has potential impact if WDA members designate the foundation as their charity of choice on their Advantage Plus Saver Card application. It can have even greater impact if WDA members spread the word to family, friends, patients and acquaintances. The foundation’s Pick ‘n Save We Care number is 940760.

The WDA Foundation began moving in another new direction in January 2010 when it was accepted as a member of Community Health Charities of Wisconsin, CHCWI. CHCWI is a federation of more than 50 nonprofit, health organizations throughout the state. CHCWI does not solicit donations for the charities, but rather gives them the opportunity to be placed in front of nearly 900,000 workers statewide. The WDA Foundation will be brought to these potential donors through workplace giving campaigns held full each year.

Many private companies combine this giving program with their annual United Way campaign. In the Milwaukee area, the charities represented by CHCWI are often listed on the back of the United Way pledge form. State and Federal employees are also a part of these campaigns.

You can help the foundation in this endeavor!

Dental offices are rarely part of workplace giving campaigns, however, spouses, siblings, parents, patients and friends of dentists and the dental staff work in companies – or state and federal government offices – that do host workplace giving campaigns.

You can help by educating these individuals about the good works of the WDA Foundation and informing them that the foundation is now a workplace giving option.

This is an ideal time for the foundation to have been granted membership, as the 2009 Mission of Mercy has brought increased visibility to the foundation. It’s important to remember the foundation may not see the impact of its CHCWI membership for the first couple of years. It is going to take time to get our story out to the public. But as the foundation’s recognition grows so does the potential for increased contributions through CHCWI.

For more information about CHCWI contact their office at 414-918-9100, or the WDA Foundation office at 800-364-7646 or 414-755-4198.
Francesca DeRose, Nicole DeRose, Paul Elcano, Ken Gould, Tod Hammes, Mark Kenfield, Kim Kind, Londy Knoll, Wendy Knoll, Robert Lambertson, Jim Luztzow, Allison Linstruth-Emery, Ned Muetha, Tom Navratil, Larry Neumann, Earl Newton, Jay Oksiuta, Jerry Oksiuta, Ed Oshiro, Debbie Palmer, Mary Parek, Jenny Quarles, David Reesman, Don Romas, Sue Sikora, Dolf Simos, Tiffany Smalkowski, Rich Wagner and volunteer staff partnered with the nonprofit Health Care Network of Racine to provide 50 needy youngsters with critical dental care on Thursday, Feb. 4. The children were examined at the clinic on GKAS day and then referred out to volunteers’ private dental offices for follow-up care.

Racine
Midwest Dental’s Dr. Elizabeth Birr and a volunteer staffer welcomed eight young patients to the clinic. They worked with the Racine School District to identify children in immediate need of dental treatment. The Midwest Dental office of Dr. Robert Darling at 925 E. Third St. examined and treated 11 children, after basic dental services to 10 dentists and 100 additional volunteers.

River Falls
Dr. Jaime Marchi and volunteer staffers welcomed eight young patients to the clinic. They worked with the River Falls School District to identify children in immediate need of dental treatment. The Midwest Dental office of Dr. Mark Schmidt at 328 S. Main St. examined and treated 11 children, after basic dental services to 10 dentists and 100 volunteers.

Sheboygan
Dr. Linda Bryce and staff again offered basic dental services to 26 area youths. Dr. Sheldon Olesen and his team at Spring Valley Dentistry opened its doors to 10 kindergartners and first graders. Several doctors also visited various elementary schools and presented oral health information.

Sturgeon Bay
Dr. Dan Connors and Dr. Christine Tempas talks with a young patient in Sturgeon Bay.

Stevens Point
Dr. Dr. Robert Darling and staff again offered basic dental services to 10 dentists and 100 volunteers.

Thomah
Dr. Dan Connors and his team at Spring Valley Dentistry opened its doors to 10 kindergartners and first graders. Several doctors also visited various elementary schools and presented oral health information.

Virginia
Dr. John Pines and volunteers welcomed eight young patients to the clinic. They worked with the Virginia School District to identify children in immediate need of dental treatment. The Midwest Dental office of Dr. Robert Darling at 108 W. First St. examined and treated 11 children, after basic dental services to 10 dentists and 100 volunteers.

Wisconsin
Dr. Terri Tepe, Dr. Dan Ohl and their team at Spring Valley Dentistry opened its doors to 10 kindergartners and first graders. Several doctors also visited various elementary schools and presented oral health information.

Green County
Dr. Dan Connors and volunteer staff partnered with the Fond du Lac Co. Dental Access Committee to provide oral hygiene education, fluoride treatments and sealants to 12 children.

Morgan County
Dr. Mark Schmidt and volunteer staff partnered with the Central WI Dental Access Committee to provide oral hygiene education, fluoride treatments and sealants to 12 children.

Morris
Dr. Robert Darling and staff again offered basic dental services to 10 dentists and 100 volunteers.

Oconto County
Dr. Mark Schmidt and volunteer staff partnered with the Oconto Co. Dental Access Committee to provide oral hygiene education, fluoride treatments and sealants to 12 children.

Pepin County
Dr. Dan Connors and volunteer staff partnered with the Pepin Co. Dental Access Committee to provide oral hygiene education, fluoride treatments and sealants to 12 children.

Rock County
Dr. Mark Schmidt and volunteer staff partnered with the Rock Co. Dental Access Committee to provide oral hygiene education, fluoride treatments and sealants to 12 children.

Sauk County
Dr. Dan Connors and volunteer staff partnered with the Sauk Co. Dental Access Committee to provide oral hygiene education, fluoride treatments and sealants to 12 children.

Walworth County
Dr. Robert Darling and volunteer staff partnered with the Walworth Co. Dental Access Committee to provide oral hygiene education, fluoride treatments and sealants to 12 children.

Waukesha County
Dr. Robert Darling and volunteer staff partnered with the Waukesha Co. Dental Access Committee to provide oral hygiene education, fluoride treatments and sealants to 12 children.

Wisconsin
Dr. Dan Connors and his team at Spring Valley Dentistry opened its doors to 10 kindergartners and first graders. Several doctors also visited various elementary schools and presented oral health information.

Wisconsin
Dr. Dan Connors and Dr. Christine Tempas talks with a young patient in Sturgeon Bay.
A 49-year-old white female was referred to an oral surgery clinic for the diagnosis and treatment of an erythematous lesion of the mid dorsal surface of tongue (Figure #1). The lesion was asymptomatic. The patient was a smoker.

Questions:
1. What would you consider in your differential diagnosis?
   - A. Atrophic candidiasis
   - B. Erythematous lichen planus
   - C. Early squamous cell carcinoma
   - D. Oral lichen planus

2. What would you do to make a definitive diagnosis?
   - A. Incisional biopsy
   - B. Excisional biopsy
   - C. Brush biopsy
   - D. Needle biopsy

The lesion was asymptomatic. The patient was a smoker.

The following were the winners of the competition categories:

- **Grand prize/Dentsply Award**
  - Eugenia Prokopets
    - Custom total temporomandibular joint prostheses: a review of the literature.

- **Dental student first place – OKU Award**
  - Eve Van Harpen
    - Associations between asymmetric smile and malocclusion.

- **Dental student second Place**
  - Paul Covello
    - Custom total temporomandibular joint prostheses: a review of the literature.

- **Graduate clinical sciences first place**
  - Dr. Elissa McRae
    - Oral and maxillofacial pain.

- **Graduate clinical sciences second place**
  - Dr. Joseph Vitolo
    - How does frequency of mastication affect oral health? Consideration of traits from body mass index.

- **Graduate clinical sciences third place**
  - Dr. Mohammad Aljali
    - A comprehensive review of early childhood caries treated under general anesthesia.

- **Graduate laboratory sciences first place**
  - Dr. Les Fitzgerald
    - Bonding with self-etching primers—pumice or pre-etch? An in vitro study.

- **Graduate laboratory sciences second place**
  - Akshita Arora
    - Effect of three mixing methods on the physical properties and porosity of alginate.

- **Graduate laboratory sciences third place**
  - Dr. Andrew Rummel
    - Structure and surf morphology of current orthodontic ceramic brackets.

- **Graduate clinical sciences first place**
  - Dr. Elissa McRae
    - Bondable lingual spur therapy to treat anterior open bite.
The 2010 WDA Sourcebook (Member Directory & Practice Guide) will soon be arriving in members’ mailboxes. Whether you misplaced your copy or need a spare for your home or office, you can visit WDA.org and download the entire Sourcebook.

Extra hard copies also are available for $15 each for Wisconsin Dental Association members. Call 800-364-7646 or send e-mail to Managing Editor Emily Bultman at ebultman@wda.org.

Member log-in on WDA.org is required to download the Sourcebook.

Thank you to all the WDA members who shared their “at work and at play” photos for this year’s mosaic cover!

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practice produces $674,000 on four day week with

Buy your own dental practice with no money

raudds@yahoo.com. #05-2010-07

Practice for Sale

is a large volume. $85,000 (920) 427-2800. #05-

is located in Wausau, a great place to live and

Play. The Wausau area offers six public and two

private offices, meeting and break areas. Recently

renovated, this office is a Wausau landmark.

Susan Dalsasso, Marquette University School of

Faculty Position Opportunity

Midwest Dental is seeking dentists to join

practices and private practices in Wisconsin for

Affiliation and/or merger opportunities. Find

dentistry. New graduates welcome. State of

provides a variety of services including amalgam-

remodeled state of the art office. Our office

– The Owen/Withee

or bmwlaw1@peoplepc.com. #05-2010-09

– The Wausau

#05-2010-01

– Our multi-million dollar practice is seeking that one unique dentist who

– The Owen/Withee

– The Owen/Withee

Associate/Partner Wanted

practice and work for himself. We will

in a group practice will join us. Please send your

Resume to Andy@Edgedentalrecruiting.com.

practice. Associate/Partnership positions for

Associate/Partner wanted – Green Bay/Demotte, MI

Practice for Sale – Wausau

Dentists Available

Wausau – Well established general dentistry 

practice with large patient base seeking motivated 

to work three or four days per week. Newly

renovated state of the art office. Our office

professionals and traditional practitioners.

provides a comprehensive package with

professional fees. Please contact Dr. Gelhaus at 715-229-2827 or

3497-229-2284 or branam@chiefcraftsman.com. #10-2010-09

We are looking for a part-time/full-time dentist to work our offices, located at 510

private golf courses, 75 run ski hills, rivers and

play. The Wausau area offers six public and two

private offices, meeting and break areas. Recently

renovated, this office is a Wausau landmark.

Susan Dalsasso, Marquette University School of

Faculty Position Opportunity

Emerging opportunity in a well established and growing

practice serving Green Bay and De Pere, WI

is pursuing an outstanding “Once in a lifetime”

practice is seeking that one unique dentist who

– The Owen/Withee

– The Owen/Withee

Associate Dentist-Northwestern Wisconsin

practice for a motivated person or for a satellite office. Financial assistance is available. Dr. Tim Gelhaus, 715-395-2107 is willing to mentor. To inquire, please contact Dr. Gelhaus at 715-229-2527 or
timgelhaus@comcast.net or in-person at 715-229-2284 or branam@chiefcraftsman.com. #10-2010-09

Wausau – Well established general dentistry practice with large patient base seeking motivated
to work three or four days per week. Newly

renovated state of the art office. Our office

professionals and traditional practitioners.

provides a comprehensive package with

professional fees. Please contact Dr. Gelhaus at 715-229-2827 or

3497-229-2284 or branam@chiefcraftsman.com. #10-2010-09

We are looking for a part-time/full-time dentist to work our offices, located at 510
Wisconsin – Looking for a growing dental office to establish your practice? We are seeking a motivated, skilled, and seasoned dentist to join our highly successful, fee-for-service practice in Green Bay. Our well-established, fee-for-service practice offers an outstanding opportunity to the right individual. Excellent remuneration and career opportunities. To learn more, please contact us at 920-755-4110 or by e-mail at drdevelop@wibettersmokefree.com.

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Do you enjoy your present patient care? Do you enjoy new challenges and don’t like a fixed work environment? We need you with us! Our team is looking for doctors with an open personality who are interested in covering morning hours, military hours, and extended vacations in our fee-for-service practices. It’s never too early to consider the benefits of locum tenens work, give us a call. We’re looking for you at any level as we want you to work hard at what you love to do.

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Classified Advertisements

The rate for classified advertisements for WDA members is $120 for 20 words or less, additional words $50 each. All ads are pre-paid. We will provide quality general dentistry in a technologically advanced setting. Practice is in a beautiful, relaxed office setting with an exceptional, well-trained staff. Check our website, then call or e-mail for more information. Call 608-254-7532 or drdevelop@wibettersmokefree.com. www.wibettersmokefree.com

Dental practice desires a motivated, quality oriented associate, dentist for its offices in Chicago and Pennsylvania. We provide excellent salary and benefits. Associate and partnership options. Please call 610-252-7973 or e-mail drdevelop@wibettersmokefree.com.

When they are received by the WDA Designated Admissions Office, a form online at WDA.org or by mail, fax or e-mail copy to the Wisconsin Dental Association, 6737 W. Washington St., Ste. 2360, West Allis, WI 53214. For all advertising and staff. Highly competitive compensation and benefits. Associate and partnership options available. Please fax CV/resume to 414-628-0409, e-mail ddrugby@instruments.com or call 608-445-8416 for more details. Classifieds now available in three sizes: two inches = $300; or three inches = $200; or three inches = $200. Mini-display classifieds are also available in three sizes: two inches = $300; or three inches = $200. Additional words 50 cents each. Non-WDA members are charged an additional $25.00 for each ad, and $10.00. Non-WDA members are charged WDA members are charged $10.00. Classfied ads must be received in writing. Please note all ads must be pre-paid. Please include payment (check or credit card number) with your classified ad when submitting. You can access a form online at WDA.org or by calling 414-755-4110. For ad, mail, fax or e-mail copy to the Wisconsin Dental Association, 6737 W. Washington St., Ste. 2360, West Allis, WI 53214 or fax to 414-755-4111. The deadline for classified advertisements is the second Monday of the month, two weeks before advertisement insertion (for example, if you want your ad to appear in the March WDA Journal, which is mailed to members in mid-February, your classified ad copy must arrive in the WDA Milwaukee office by the second Monday of January). It is the sender’s responsibility to ensure delivery. There is never a charge for classified advertising for WDA members. For all advertising and classification advertising, there must be a title, exactly six words or less, for the subject of the advertisement. Advertisements must be received by the WDA Milwaukee office by the second Monday of the month.

THE PARAGON DIFFERENCE:

After handling thousands of transactions over the past two decades, PARAGON consultants know that no two clients and no two transactions are the same.

A practice transition is a very personal event that requires very special attention. Nothing is taken for granted. We customize every single transaction to satisfy the needs and goals of our clients. We handle each transaction as if we are the clients. This is just one of the many reasons why PARAGON is one of a kind.

Volunteer Opportunity

Freeze Your Patients. Better smoke-free.

On July 5th, Wisconsin’s workplaces go smoke-free. There’s never been a better time to talk to your patients about quitting.

Refer smokers to the Wisconsin Tobacco Quit Line at 1-800-QUIT-NOW.

THE PARAGON DIFFERENCE:

After handling thousands of transactions over the past two decades, PARAGON consultants know that no two clients and no two transactions are the same.

A practice transition is a very personal event that requires very special attention. Nothing is taken for granted. We customize every single transaction to satisfy the needs and goals of our clients. We handle each transaction as if we are the clients. This is just one of the many reasons why PARAGON is one of a kind.

Judge for yourself! Call us for a complimentary consultation. No obligation...just a very worthwhile education!
The WDA Journal prints all continuing education courses that it becomes aware of; however, that does not imply WDA sponsorship or endorsement. Before attending any of these courses, please check the sponsor to be sure it is a course that would qualify for the 30 CE hours needed for Wisconsin licensure as a dentist (15 hours for hygienists). If in doubt, check your WDA CE folder or visit the Department of Regulation and Licensing/Dentistry Examining Board Web site at http://drl.wi.gov/prof/dent/ceu.htm.

**JUNE**
14 Fox River Valley Dental Society Golf outing

17-18 WDA Board of Trustees
Marriott Hotel • Waukesha, Wis.
For more information, call Lisa Chandre at 800-364-7646

27 Mentor Dinner
WDA, MUSCD and the Pierre Fauchard Academy

**JULY**
3-6 & 10-13 (Choose one date)
“Radiology for Dental Auxiliaries”
Rod Daering, RTR
Sherry Ortiz, RTR
Vicki Romans, RTR
1 to 3 p.m. – May 3, 5, 11 and 13
9 to 11 a.m. – May 6, 10 and 12
To register or for more information, call 414-288-3293 or go to www.marquette.edu/dentistry

5 “Expanded Treatment Possibilities by a Lack of Crestal Bone Resorption”
Dr. Paul Weigl • 6:30-9 p.m.
Crescione Plaza Hotel, Wausau, WI
To register or for more information, call 414-755-4126 or go to www.gmda.org

13 “Ex-Save or Extract and Implant: That is the Question”
Maurice Koulalis, DDS, MS
Paul Lupec, DDS, MS
To register or for more information, call 414-288-3293 or go to www.marquette.edu/dentistry

**SEPTEMBER**
6 WDA offices closed for Labor Day

13 Wisconsin State Dental Golf Tournament

17-18 WDA Board of Trustees
Marriott Hotel • Waukesha, Wis.
For more information, call Lisa Chandre at 800-364-7646

27 Mentor Dinner
WDA, MUSCD and the Pierre Fauchard Academy

**OCTOBER**
9-13 ADA Annual Session, Orlando, Fla.

12-13 WDA House of Delegates
Sheraton Hotel • Brookfield, Wis.
For more information, call Lisa Chandre at 800-364-7646

25 - 26 WDA offices closed for Thanksgiving

**NOVEMBER**
6 WDA offices closed for Labor Day

13 Wisconsin State Dental Golf Tournament

17-18 WDA Board of Trustees
Marriott Hotel • Waukesha, Wis.
For more information, call Lisa Chandre at 800-364-7646

27 Mentor Dinner
WDA, MUSCD and the Pierre Fauchard Academy

**DECEMBER**
13 Wisconsin State Dental Golf Tournament

**November 2010 WDA Journal Calendar**
Page 18

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**Calling all hygienists - Starbucks’s on us!**

Lori Becker CAE lbecker@wda.org

In April, an electronic survey was sent to member dentists seeking their input on whether the WDA should create a membership category for hygienists in an effort to create a dental professional home. This category would be above and beyond the current associate membership available to them. During this year’s Jewel of the Great Lakes hygienists are asked to stop by booth #611 in the exhibit hall to share their thoughts with us about a potential new membership category. It will only take a few minutes and in exchange for their time, the first 100 hygienists to complete the survey will receive a $5 Starbucks gift card. We look forward to hearing from as many hygienists as possible.

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The WDA Journal prints all continuing education courses that it becomes aware of; however, that does not imply WDA sponsorship or endorsement. Before attending any of these courses, please check the sponsor to be sure it is a course that would qualify for the 30 CE hours needed for Wisconsin licensure as a dentist (15 hours for hygienists). If in doubt, check your WDA CE folder or visit the Department of Regulation and Licensing/Dentistry Examining Board Web site at http://drl.wi.gov/prof/dent/ceu.htm.

**JUNE**

14 Fox River Valley Dental Society Golf outing

18 - 19 WDA Board of Trustees
Blue Harbor Resort • Sheboygan, Wis.
For more information, call Lisa Chandre at 800-364-7646

24 - 27 WDA/WDA Foundation Mission of Mercy
Setup, two days patient care, cleanup
Sheboygan North High School
Sheboygan, Wis.

28 Brown Door Keowaukee Golf outing

**JULY**

2 - 5 WDA office closed for Independence Day

**AUGUST**

13 Smile Contest at the Wisconsin State Fair

16 GMDA Annual Golf outing
Moquon Country Club
For more information, call Sarah Young at 414-755-4126

**SEPTEMBER**

6 WDA offices closed for Labor Day

12-13 WDA/WDA Foundation Mission of Mercy
Setup, two days patient care, cleanup
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Sheboygan, Wis.

28 Brown Door Kewaunee Golf Outing

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17-18 WDA Board of Trustees
Marriott Hotel • Waukesha, Wis.
For more information, call Lisa Chandre at 800-364-7646

27 Mentor Dinner
WDA, MUSCD and the Pierre Fauchard Academy

**DECEMBER**

13 Wisconsin State Dental Golf Tournament

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An accurate practice valuation is critical. It forms the basis for financial planning and partnership agreements, and establishes value in advance of unexpected events. When planning for the future of your practice, be sure to choose a partner with the experience to understand how your practice compares to others in your region, supply and demand trends in your community, and the intangible assets of your practice—a partner like Schenck. With over 55 years of experience serving the health care industry, we provide valuable insight that others can miss. To learn more about our health care solutions, visit schencksc.com or call 800-236-2246.

For better solutions, or for an office near you, call or visit us online at www.schencksc.com/dentalt.
Pediatric dentists and Wisconsin Dental Association members Drs. Tim Kinzel and Allison Dowd will present a new continuing education course at the 2010 Jewel of the Great Lakes Wisconsin Dental Meeting at the Midwest Airline Center in Milwaukee to help general dentists become more comfortable with treating young children in their practices.

This free, early-riser pediatric dental course is offered Thursday, May 6 (program #202) and Friday, May 7 (program #201) beginning at 7 a.m. Complimentary continental breakfast will be served and each day’s session is limited to 50 participants. Dr. Kinzel is the presenter on May 6 and Dr. Dowd will teach the May 7 session.

The one-hour class, which is sponsored by the WDA Dental Home Sub-committee, is designed to help general dentists become comfortable treating patients as young as 1-year-old. In addition to reinforcing information in the WDA Dental Home CE Kit, preventive philosophies will be highlighted. Restorative material choices for pediatric patients will be discussed, along with when to refer out to a pediatric dentist.

Tips for successfully managing uncomplicated patients and parents and oral health education for pregnant women will also be included.

In addition to his private pediatric dental practice in Madison, Dr. Kinzel is a Dental General Practice Residency instructor at Meriter Hospital and a clinical instructor in the Department of Plastic Surgery at University of Wisconsin Medical School. Dr. Dowd is also a pediatric dentist in private practice in Madison. She is chief of the Pediatric Dental Section in the Dental General Practice Residency at Meriter Hospital. Having led the pediatric dental section at the first WDA Mission of Mercy in 2009, she will again fill this volunteer position at the 2010 MOM in Sheboygan.

**Case study Continued from page 14**

**Final Diagnosis**

**Median rhomboid glossitis**

**Discussion**

Median rhomboid glossitis is an asymptomatic erythematous mucosal patch in midline surface of the tongue, caused by a chronic Candida Albicans infection. In the past it was thought to be a developmental defect, therefore it was not being treated. The lesion starts as a small erythematous area along the median fissure and if not diagnosed and treated it gradually enlarges and becomes nodular. Because it can be clinically mistaken with premalignant and or malignant lesions it is occasionally biopsied to confirm the diagnosis of candidiasis. Many of the patients are smokers. Antifungal treatment is effective if the predisposing factors are eliminated.

Acknowledgement: The case was contributed by Dr. John J. Redlewicz, an oral surgeon in Appleton, Wisconsin.


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**We’ve got you covered.**

West Bend’s Home and Highway® policy covers more of the things you take for granted … until they’re gone. Our policy provides guaranteed replacement cost protection so we’ll fully repair or replace your valuables, even if it costs more than your policy limit. With our water backup and sump pump coverage, just about everything a finished basement could hold is covered, including all the creature comforts you couldn’t live without. Even rental equipment is covered. And because you’re a member of the WDA, you’ll receive an additional 10% discount on your annual premium.

So if you have a Home and Highway policy, you don’t have to worry. We’ve got you covered.

To find out more, call an independent insurance agency in your area that represents West Bend, including WDA Insurance Programs. Visit westbendinsurance.com for all the agencies near you.

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The WDA Journal is published monthly by the Wisconsin Dental Association (USPS 0285-460), 6737 W. Washington St., Ste. 2360, West Allis, WI 53214. Phone 414-276-4520. Yearly subscriptions are $20 for WDA members; $100 for nonmembers; $25 for associate members; $30 for dental school students; $45 for dental schools and agencies and $125 for foreign mailings. Periodicals postage paid at Milwaukee, Wisconsin. POSTMASTER: Send address changes to WDA Journal, 6737 W. Washington St., Ste. 2360, West Allis, WI 53214. The Wisconsin Dental Association reserves the right to illustrate and/or edit all reader contributions. Views expressed in the WDA Journal are not necessarily those of the Wisconsin Dental Association. All advertising in the WDA Journal must comply with the advertising standards of the WDA. The publication of an advertisement is not to be construed as an endorsement for approval by the WDA or any of its subsidiaries unless the advertisement specifically includes information that such approval or endorsement has been granted. The deadline for all display advertisements is the second Monday of the month, two months before advertisement insertion (for example, if you want your ad to appear in the March WDA Journal, which is mailed to members in mid-February, all advertising materials must arrive in the WDA Executive Office by the second Monday of January). Advertising space is limited; no advertisement for services is to be accepted by mail. The WDA Journal is available for six months following publication, or while supplies last. Communications and copy for publication should be addressed to Dr. Dennis Engel, Editor, and must be mailed to the WDA at 6737 W. Washington St., Ste. 2360, West Allis, WI 53214. Fax to 414-755-4111 or e-mailed to hwillette@wda.org. Portions of the WDA Journal can also be found on the WDA Web page, WDA.org.
Jewel exhibitors offer resources for all aspects of a practice

May 2010 WDA Journal Page 20

Lani Becker CAE, Annual Session Coordinator lbecker@wda.org

Visit the 2010 Jewel of the Great Lakes Exhibit Hall and you’ll find something for every aspect of your practice. Whether you are looking for information on new technology, to replenish your supplies, hire a new employee or accounting service or bring fun into your day, the exhibit hall has what you are looking for.

Clinical Resources

Comprehensive dental supply houses will be represented. Manufacturers of equipment, implants, instruments, toothbrushes, lenses, x-ray machines/software and more will be on hand to discuss your needs.

Business Resources

Everything you need to run your practice including record-keeping alternatives, practice management tools, dental insurance, financial institutions and advisers, builders and architects, interior decorators, metal recyclers, claims processing and real estate services.

Human Resources

Whether you are looking to hire or looking to manage employee benefits, you’ll find the resources you need to do both in the exhibit hall.

Professional Growth

Visit the Wisconsin Dental Association membership and WDA Foundation booths to find out how you can get more out of your professional organization through continuing education and volunteer opportunities. Here, you’ll also find the WDA Foundation silent auction where you have the opportunity to bid on great packages and buy your raffle tickets for the cash raffle. You could go home the winner of $10,000.

Fun!

This year you’ll flip out when you stop by the WDA membership booth where you can create your own Flipino’s Fun Fotobook. It’s just like being a kid again and fun for the whole team – we’ll take a quick seven second video and convert it into a picture book that plays back the video when you flip quickly through the pages.

Fotobooks will be made from 11:30 a.m. – 1:30 p.m. and 4 – 6 p.m. on Thursday at booth #615 and are limited to 40 videos per hour on a first-come, first serve basis.

This year’s exhibitors include

(as of March 9):

A-Dec
A & S Consulting
Ameritas Group
American Express
Ameritas Group
Aurum Ceramic Dental Laboratories
Banco Dental
Barlowe, Ltd.
Belmont Equipment
Biomet 3i, LLC
Brasseler USA
Carey Group Real Estate Services, The Canal Wealth
Centrix Inc.
Cent Wealth
C Kendall & Son
Clerk of Courts
Colgate*  
Colfax/Oradell
Coltene/Whaledent
Comp Air
Comp Air Services
Compney
Dental Associates, Ltd
Dental Health Products, Inc
Dental Record, The
Dental Technology Designs
Denplan Calk*
DHG Professional
Dental Tubs
Design Unlimited
Designs for Vision, Inc.
Dignified Work, LLC
Dental Refinishing Corp
Dyson Services
EC Clinical, Inc
FOM Corporation
GC America, Inc.
Gendarmer Dental Systems
Golden Misch
Henry Schein
Hall Dental
HP Enterprises
HuFreedy Mfg Co., Inc
Instruments of Sweden
Jennings Dental Sales
Kenfire Dental
Keller, Inc.
Kerr Corporation
Kolb + Co
Komet USA
Lakes Exhibit Hall
Lindi Exhibit Hall
LB Medwaste Services
Logistica Health
Lord’s Dental Studio*
Magazine & Strickland Refinishing, Inc.
Midmark Corporation
Midwest Dental
Midwest Dental Benefits
Mission of Mercy
Nicolai Biocare
Nurtec Dental Labs
On Call Dental Staffing
OralDNA Labs
Oracoptic
P & J Dental Lab
Patterson Dental*
PEI Digest
Patten & Come/Marcus Dental
Philips Sonicare
Platinum USA, Inc.
PNC Bank
Popp Dental
Porter Dental Sales
PracticeWorks/Kodak Dental Systems
Premier Dental Products Co
ProAssurance Wisconsin Insurance Co
Practico & Gamble
Professional Sales Associates, Inc.
R & D Services Ambulatory Segments
Radiology & Dental Imaging Center
Raycor Dental Services, Inc.
Reward Enterprises
ROP Dental, Inc.
Saber Dental Studio
Scheepers Dental Services Team
Santry Dental
Sawtech
S+S Dental Practice Management Services
Sensit Corporation
Thermaform
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WDA Insurance Programs*
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* Indicates 2010 Jewel corporate sponsor

Since 2001, the WDA has provided a complimentary lunch in the exhibit hall. This year the tradition continues so be sure to stop by, have lunch and meet up with colleagues. Lunch will be served 11:30 a.m. – 2 p.m. on both days.

See you at the Jewel May 6 and 7 at the Midwest Airlines Center in Milwaukee!