



MEMBERSHIP *matters*

January 2012

OrMOM is something I look forward to do every year. Giving back to our community...it's something everyone should do. It's such a rewarding experience for us too...it's good for our souls. Giving back...it's a win-win situation. When you see a dentist who has been in the profession for 20-30 years, you smile and he was looking forward to doing this. It's a great time and he was looking forward to doing this. It's a great time and he was looking forward to doing this.

MISSION

SUCCESSFUL

again!

When you see a dentist who has been in the profession for 20-30 years, you smile and he was looking forward to doing this. It's a great time and he was looking forward to doing this. It's a great time and he was looking forward to doing this.

...could talk without a lisp and smile and go look for a job. It's a great time and he was looking forward to doing this. It's a great time and he was looking forward to doing this.

...Dentist (volunteered Monday AM) * I helped out in the patient checkout/survey desk and also interpreting. Once you start asking questions, people share their stories. It is very touching to see how many people's lives were changed by this program. -Community Volunteer (volunteered Monday PM) * There was the girl who was sobbing because she was going to have to have several teeth extracted. I tried to comfort her and explained that she would be so much better for her to have them removed. I found out that she received a grant to replace the extracted teeth. She was so relieved. She hadn't realized she was going to get new teeth. It was a joy to see her smiling. Her life will



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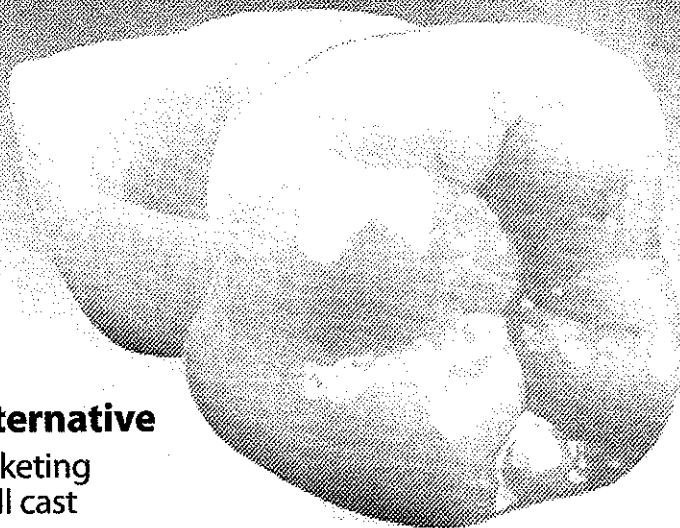
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MEMBERSHIP *matters*



Official publication of the Oregon Dental Association in support of its core purpose to advance the dental profession and promote the highest standard of oral health and oral health care.



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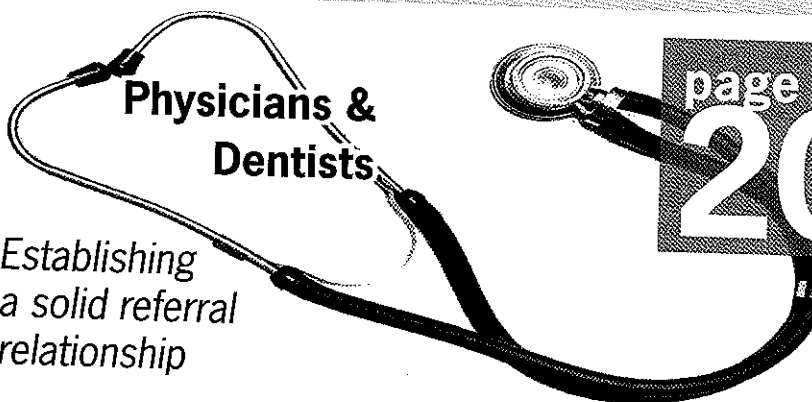
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Portland, Oregon

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Photos on cover and OrMOM photos throughout the magazine are courtesy of Ben Koker, Dr. Barry Taylor and Ron Wolfe.
Thank you!

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PROFILE



Mission of Mercy III
September 13-16, 2012
Medford, Oregon

Southern Oregon Mission of Mercy

A look into the preparation for the state's third MOM—a collaboration of the Klamath County, Rogue Valley, and Southern Oregon Dental Societies.

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EVENTS & INFORMATION

CONTACT US

Letters to the Editor

Letters to the editor are welcomed. All letters and other submissions to this publication become the property of the Oregon Dental Association. Send submissions to:

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Articles

Are you interested in contributing to Membership Matters?

For more information, please contact editor, Dr. Barry Taylor:
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DOPAC <http://bit.ly/DOPACreport>

Social networks

Look for the Oregon Dental Association group on:



Twitter

Follow ODA President, Gregory B. Jones, DMD:

@ODAPrez

FEB 4 8:00 AM Board of Trustees meeting

MARCH 15 6:45 PM New Dentist Connect Social
(Lucky Lab in NW Portland)

APRIL 10 6:00 PM Executive Committee meeting

APRIL 12-14 Oregon Dental Conference (Portland)

MAY 18 7:00 am Executive Committee meeting
(Salishan)

MAY 19 8:00 am Board of Trustees meeting (Salishan)

SEPT 13-16 Oregon Mission of Mercy 3
(Medford)

ODA CALENDAR EVENTS & MEETINGS

Unless stated otherwise, events are held at ODA headquarters in Wilsonville.

For more additional upcoming events and meetings, visit www.oregondental.org, and click 'Calendar' at the top of the page.

2012-2013 DBIC RISK MANAGEMENT COURSES

DATE	TIME	COMPONENT/LOCATION	CONTACT INFO
2012			
Jan. 27	9 AM	Lane County (Eugene)	www.lanedentalsociety.org
Feb. 24	9 AM	Southern OR (Medford)	Andrea Murphy, 541.779.0017
April 12	9 AM	Oregon Dental Conference®	www.oregondental.org
Oct. 26	8 AM	Southern Willamette (Corvallis)	O'Brien Dental Lab, 541.754.1238
Nov. 13	5 PM	Washington County (Beaverton)	Carolyn Pearce, 503.848.5605 or wcdscarolyn@frontier.com
Dec. 7	9 AM	Marion & Polk (Salem)	Lori Lambright, 503.581.9353 or mpdentalce@qwestoffice.net
2013			
April 6	9 AM	Oregon Dental Conference®	www.oregondental.org
May 14	5 PM	Southwestern OR (Coos Bay)	Ann at Dr. Roger Sims' office, 541.267.5867
Dec. 6	9 AM	Multnomah County (Portland)	Lora Mattson, 503.513.5010
Dec. 13	9 AM	Central Oregon (Bend)	www.centraloregondentalsociety.org

COMPONENT CE CALENDAR

compiled by Mehdi Salari, DMD

Send your component's CE courses to bendsalari@yahoo.com.

THUR, JAN 19 Central Oregon **CE HRS: 1**

Role of the Dentist in Sleep Studies

LOCATION: Bend (The Riverhouse Convention Center)

INFO: www.centraloregondentalsociety.org

FRI, JAN 20 Multnomah **CE HRS: 3**

Dental Materials Update Jack Ferracane, PhD

LOCATION: Portland (The Kennedy School)

INFO: www.multnomahdental.org lora@multnomahdental.org

TUE, JAN 31 Clackamas County **CE HRS: TBD**

Professional Dental Arts

'Taking a Custom Shade' Devon Transue

LOCATION: Oregon City (Prov. Willamette Falls Comm. Ctr.)

INFO: www.clackamasdental.com

THUR, FEB 2 various **CE HRS: UP TO 6 CE**

Give Kids A Smile Day

LOCATION: Check with your local dental society. You can earn up to 6 CE credits by doing volunteer dentistry.

INFO: Contact your local dental society

WED, FEB 15 Multnomah **CE HRS: 1**

Hypnosis for Children Drs. Allan Pike & Henry Clarke

LOCATION: Milwaukie (ODS Plaza)

INFO: www.multnomahdental.org lora@multnomahdental.org

SAT, FEB 18 Marion & Polk **CE HRS: 3**

Blood Borne Pathogens/Infection Control

Pat Preston, MS

LOCATION: West Salem (Eola Viticulture Center)

INFO: www.mpdentalce.com mpdentalce@qwestoffice.net

SAT, FEB 18 Marion & Polk **CE HRS: 3**

Critical Assessment of Dental Composites, Adhesives, Light Cure Jack Ferracane, PhD

LOCATION: West Salem (Eola Viticulture Center)

INFO: www.mpdentalce.com mpdentalce@qwestoffice.net

TUES, FEB 21 Lane County **CE HRS: 2**

Test, Don't Guess: Advancing Wellness

through Salivary Diagnostics

Kelli Swanson-Jaecks, MA, RDH

LOCATION: Eugene (Downtown Athletic Club)

INFO: www.lanedentalsociety.org

FRI, MAR 9 Lane County **CE HRS: 7**

Patient Specific Planning for

Functional and Esthetic Implant Outcomes

Keith M. Phillips, DMD, MSD

LOCATION: Eugene (Downtown Athletic Club)

INFO: www.lanedentalsociety.org

TUES, MAR 13 Marion & Polk **CE HRS: 2**

Test, Don't Guess: Advancing Wellness

through Salivary Diagnostics

Kelli Swanson-Jaecks, MA, RDH

LOCATION: West Salem (Roth's)

INFO: www.mpdentalce.com mpdentalce@qwestoffice.net

TUES, MAR 13 Washington County **CE HRS: 1.5**

Avoid Legal Trouble & Save on Taxes

Legally Mine, LLC

LOCATION: Beaverton (Stockpot Broiler)

INFO: www.wacountydental.org wcdscarolyn@frontier.com

TUE, MAR 20 Clackamas County **CE HRS: TBD**

Treatment Options for Soft Tissue

Augmentation Ted Weesner

LOCATION: Oregon City (Prov. Willamette Falls Comm. Ctr.)

INFO: www.clackamasdental.com

Meet Me in Medford



Barry J. Taylor,
DMD, CDE

AT THE MIDDLE FORD ON BEAR CREEK is Oregon's fourth largest metropolis, and host of the third Oregon Mission of Mercy: Medford. In approximately 1883, an Oregon & California Railroad civil engineer named Mr. David Loring derived the name "Medford" from two meanings. First, "mede", the now obsolete abbreviation for middle and second, the word "ford", meaning a shallow spot in a river in which one can cross without a bridge.

So if we were in 1888, I would tell you Medford was chosen for the third Oregon Mission of Mercy (OrMOM) because of its accessibility for our wagons. However, it is now 2012 and Medford has been chosen as the host site for this year's OrMOM because there was a stated desire to alternate the location

between the city of Portland and a more rural area to expand the reach and impact of this great event.

The Southern Oregon, Klamath County and Rogue Valley Dental Societies, along with local doctors **Jim Catt and Judd Larson** and many

others, stepped up and offered to be the leaders for this major project. The best way to thank this energetic group for such an undertaking would be to show up on their doorstep and volunteer in September. Unlike the Portland Missions of Mercy in which the clinical days were on Monday and Tuesday, the clinical days in Medford will be on Friday and Saturday.

The hope in changing the dates is that it will make volunteering easier as it should lessen the impact on many dentists' work and patient schedules. The dates for this year's OrMOM are September 14 and 15, 2012.

When we hear of colleagues who have participated in foreign goodwill dental missions, we are always so excited and grateful (I understand, as I too have been on such a trip). There is a "charge" about such an effort and the ability to help those in need.

But we must remember that the good we can do by travelling just a few hours in a car is no less than what we can do by travelling half a day on an airplane. Yes, there are those in need that close to home. And, yes, we hope to provide that help to them this year.

Though a trip to Medford may lack the elan

of a trip to Tanzania, it would certainly be wonderful to aid those in our own state and support our ODA colleagues who are exerting such efforts in hosting this event.

According to a 2004 study by the Centers for Disease Control and Prevention, Oregon ranks 35th in adult visits to the dentist in a year. According to Dental Foundation of Oregon, "Oregon educators estimate that on any given day, more than 5,000 children are suffering from dental pain or infection." One does not have to leave the state to volunteer their time to help alleviate or eliminate dental disease.

So, how would one spend a lovely autumn weekend in Medford when on a goodwill mission vacation? Well, there is no shortage of activities or places to go in Southern Oregon. Ever hear of Crater Lake? What about the Oregon Shakespeare Festival? Do you enjoy wine tasting and good food? How about any number of outdoor activities? (The options are too numerous to mention!)

These ideas for how to spend your non-volunteering time at OrMOM (or for what your family can enjoy while you are helping others) are just a few options of all that lovely Southern Oregon has to offer. I recommend a visit to www.visitmedford.org for more information. Happy trip planning, and I look forward to seeing you in Medford this fall. ●

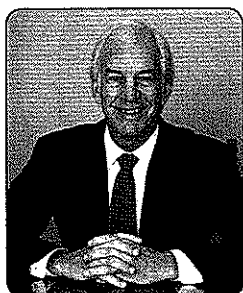


**Read more
about Mission
of Mercy 3 on
pages 16-17.**

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Barry J. Taylor, DMD, is editor of *Membership Matters*. He can be reached via email at beavertondentist@yahoo.com.

Life & Practice Transitions



JOHN H. HEALD
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JHEALD@JHHLAW.COM

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Call to Volunteer

These leadership positions are open. To be reviewed by the nominating committee prior to election, please submit materials 45 days prior to election. Interested applicants should submit a letter of interest and a one-page resume to:

Weston W. Heringer, Jr., DMD
Chair, Nominating Committee
PO Box 3710, Wilsonville, OR 97070
or email: leadership@oregondental.org

Please cc: **William E. Zepp, CAE**
Executive Director, at
bzzepp@oregondental.org

Elections held Feb. 4, 2012

Elected by ODA Board of Trustees

• **ADA Alternate Delegate At Large**

TERM 2012-2013

INCUMBENT Judd R. Larson, DDS

TERM 2012-2014

INCUMBENT Joni D. Young, DMD

DECLARED CANDIDATE Joni D. Young, DMD

Elections held Sept. 9, 2012

Elected by ODA House of Delegates

• **PRESIDENT-ELECT** TERM ENDS 2013

(The vice president automatically stands for election to this position.)

INCUMBENT Jill M. Price, DMD

DECLARED CANDIDATE Judd R. Larson, DDS

• **VICE PRESIDENT** TERM ENDS 2013

INCUMBENT Judd R. Larson, DDS

DECLARED CANDIDATE Steven E. Timm, DMD

Councils & Committees

The following ODA Councils and Committees need volunteers:

- Annual Meeting Council
- Leadership Development Committee
- Membership Council
- New Dentist Committee
- Public and Professional Education Council
- Publications Advisory Committee

For more information, please call 503.218.2010.

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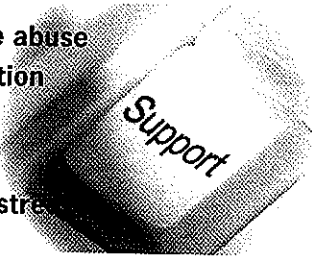
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Dentist Health & Wellness Hotline

503.550.0190

ODA volunteers are on call 24 hours a day to provide confidential, caring assistance for help in dealing with:

- Substance abuse and addiction
- Disability
- Litigation stress
- Mental health challenges



Dental Foundation of Oregon Dental Opportunity

DENTIST FOR MOBILE DENTAL VAN—

We have a unique opportunity for a caring and energetic dentist who enjoys working with children to join our highly successful mobile dental clinic program. The mobile clinic travels throughout Oregon each week, providing comprehensive dental care in order to improve oral health for Oregon school children (K–12). For more about the Tooth Taxi, visit the Dental Foundation of Oregon website: www.SmileOnOregon.org. The successful candidate will possess strong leadership and communication skills, has the ability to prioritize and treatment plan patients' needs and educate children on the importance of oral health. Position requires an individual to build strong and sustainable relationships with sponsors and site partners and effectively communicate the value of dentistry to multiple audiences. This position provides opportunities for new grads (GP and pediatric) to experience many facets of dentistry, as well as work with dental volunteers from the communities that the Tooth Taxi visits. This full-time position is year-round and offers competitive salary and benefits. Start date for position is August 2012. For more information, please email Mary Daly, Tooth Taxi Program Manager, at mary.daly@smileonoregon.org.

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Kathy Olian
Office Manager
Harmony Dental
Beaverton, Oregon

"In February 2011, I attended a Medical Coding class co-sponsored by the OHSU Continuing Dental Education Department and the Oregon Dental Executives' Association. Since taking this medical-dental billing class, I have twice had the opportunity to bill medical insurance for our patients.

"The first case was a gentleman who commutes to work on his bicycle every day—like a lot of Portlanders. He fell off his bike fracturing #s 8, 9, 10 and 13, all which required root canals, build-ups, and crowns. I was able to bill Providence Health Plan and receive a payment of \$5,479 toward his treatment. That payment plus his Oregon Dental Service payment left him with very little to pay out of pocket. Needless to say, the patient was thrilled. Not only was he happy with the beautiful work my doctor did restoring his smile, but he was also happy with my assistance in getting the maximum benefits available to him. He and his wife are loyal patients who have since referred co-workers to us.

"The next case was textbook from the course. A patient was elbowed in the mouth while playing basketball with friends and lost #8. Treatment options were presented to the patient and he chose to go with a bridge spanning #7, 8, and 9. I billed his medical provider, United Healthcare, and received \$1,722; I was also able to obtain payment from his dental carrier as well. This patient was especially happy because finances are very difficult for him. As a result of billing medical insurance, there was almost nothing to pay out of pocket. This patient too, has referred co-workers to our practice.

"I feel that not only am I helping our patients receive the maximum benefits available to them, but I am helping our practice to grow by cementing relationships with the patients. Both of these patients are not only very happy with the beautiful work and care my doctor gave them, but they know that we have done everything possible to assist them financially.

"So I would highly recommend the *No Longer Lost in Translation—Medical Coding for the Dental Practice* seminar once again being offered by OHSU and the ODEA, as a great way to help build your practice."

TO REGISTER: Visit <http://tinyurl.com/bradley-medical-coding>

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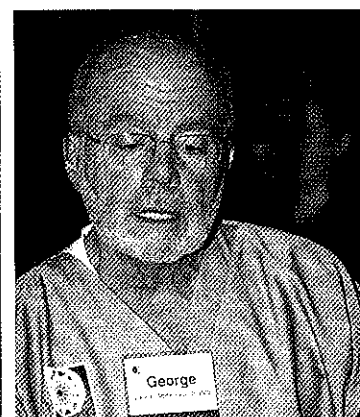
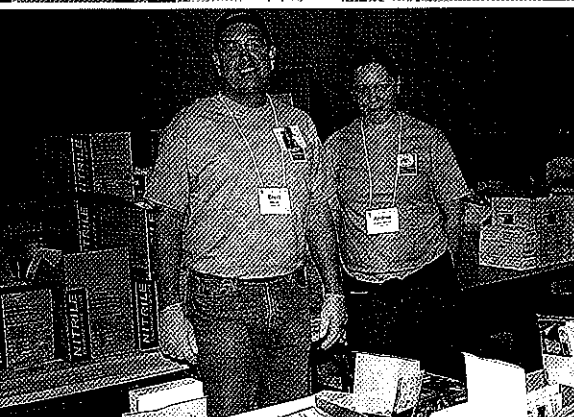
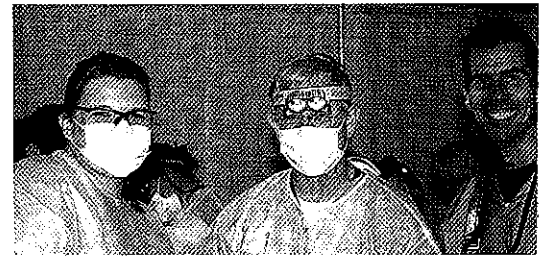
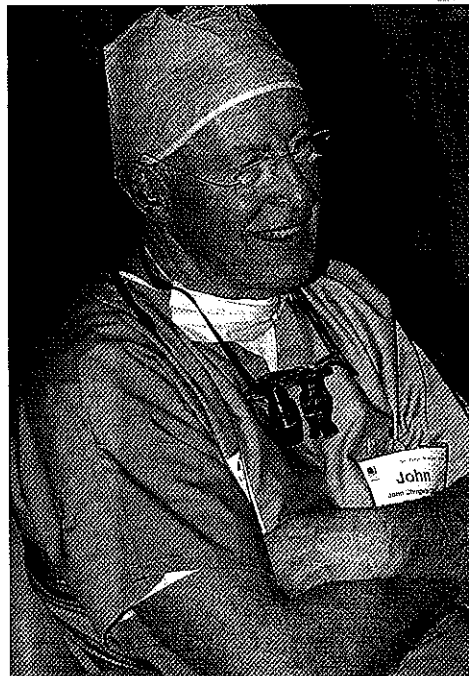
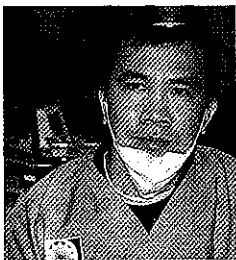
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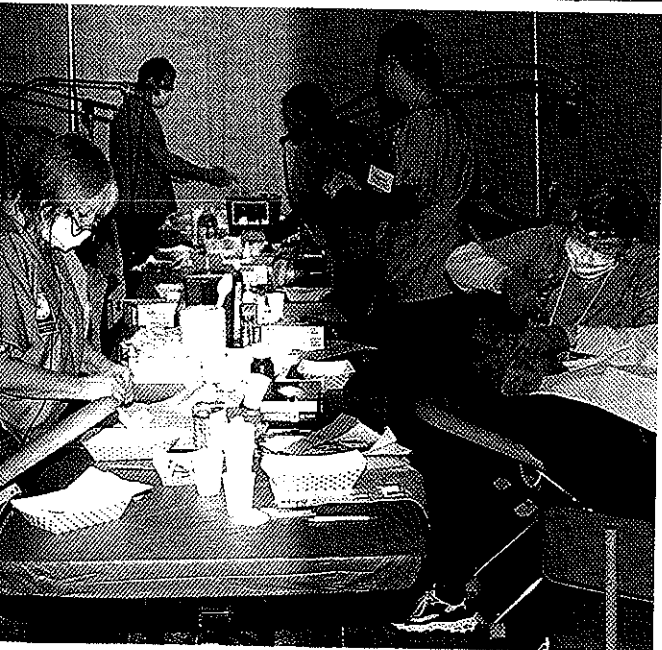
Connie: 503.494.8904 or sandersc@ohsu.edu



Mission of Mercy II
November 20-23, 2011
Portland, Oregon

MISSION SUCCESSFUL *again!*





Thanks for helping the little guy! –Robert, Portland • Best dental experience I've ever had. Thank you! –Teresa, Sandy • Thank you! Thank you! Thank you! From the first good morning while standing in line in the rain until I was finished, everyone was pleasant and professional. Thank you, again! –Ron, Portland • Thank you so much; I would have had no other way to get what I had done on my own, and I was in intense, daily pain. –Gerald, Hillsboro • I want to thank everyone here for helping us and for being here. I hope you are back next year. May God bless all of you for your help and what you do for us! Thank you! –Marta, Woodburn • I've never had better customer service and from the most amazing group of people! Thank you!! –Aurora, Portland • Thank you for the kindness and your help, and the breakfast was good. Thank you. –Cal, Forest Grove • I want to say thank you for all the smiles and great personal kindness each person has shown me today. That individuals would give their time to help people this way should be commended. –Mark, Oregon City • All the ODA and volunteers have been really helpful. Thank you. –Lass, Oakland • Even though all of the volunteers were on their feet a lot during the day, I was #821 and each volunteer/dentist treated me as if I was the first person who walked in. Everyone called me by my first name—makes a person feel important. I love the fact that snacks and drinks were offered. Thank you! –Amber, Hillsboro • Thanks to all! –Matt, Lake Oswego • Really enjoyed the help and everyone working in the clinic was helpful, and I had a good experience. –David, Hubbard • I haven't seen a dentist in about 10 years. I badly need a cleaning. I so much appreciate this opportunity. This was very well organized. People were very friendly. Thank you! –Anita, Vancouver, WA • A great big thank you for all your time. Everyone has been very courteous and helpful. From my standpoint, I could never afford such a vital service. –Scott, Portland • Thank you SOOOOO much! –Misty, Sherwood • Thank you, once again, for taking time out of your everyday life to help out. To me, all of you have gone above and beyond. You're all outstanding. You made my day, and all the days to come for all will be better, brighter, because you are all one of a kind. Thanks so much! –Stanley, Gresham • Thank you for donating your time and money to help us who have had a very horrible last year. –Danya, Newberg • So thankful to be here today! Thank you to everyone who made this possible. –Ian, Salem • I desire to express my gratitude of the charity, care, friendliness, concern and focus on others' needs and care. I am extremely moved by the order, care to details in this process of assisting others. In this season of thanksgiving, I am grateful! –Michael, Wilsonville • My husband and I would have no other way for dental care. Thank you SO MUCH! –Jessica, Milwaukie • I would like to thank you for providing this service to the community. –Mark, Beaverton • I can't believe how fast and friendly everyone was. Amazing! –Nicole, Tualatin • The entire experience was awesome! Everybody, from the people outside bringing us hot chocolate all the way to the people at the exit interview, was incredibly nice and everything was taken care of very quickly. I thought it was great. Thank you! –Staci, Willamina • I commend everyone, the ODA and volunteers, for a job well done. It was very organized and orderly. It was a nice experience, and I would like to volunteer, myself, in the years to come. Thank you very much. –Jose, Portland • This whole experience has been so gracious. I cannot believe how thoughtful everyone has been, and I will share this experience with others, since... we have a tendency of hearing bad stories. This is a blessing. Thank you one and all! –Bert, Portland • Amazing! Very friendly and considerate, and also extremely professional. –William, Newberg • Your services were very helpful to me today and you made things more comfortable with your warm, friendly attitude. Thank you so much! –Taira, Vancouver, WA • Everyone deserves a smile of their own that's healthy! Thank you for treating us all with the respect given normally to paying customers. And thank you for your service. If I ever win the lottery, this will be my very first charity donation. With a glad heart, Grace, Portland • Your work is appreciated! –Alex, Newberg • I want to thank everyone for volunteering their time to help those of us in need. I appreciate it so much. –Patty, Aloha • Thank you! Best pull ever! No pain—staff was nice. –John, Molalla • I'm not sure why the volunteer dentists and other workers agree to help thousands of people with free dental care, but they obviously see a real need. And for that, we thank you—both for your expertise and for your time! –Amber, Hillsboro • You guys here at MOM are simply the best!! I can't say enough great things about this fantastic group of volunteers! –Jacob • I am so grateful for this service. I had nowhere else to go and truly appreciate the time, effort and service all have done to help me today. Thank you from the bottom of my heart! I hope you will continue this service for others as it is truly needed. Thank you again! –Silvia, Portland • A miracle none too late. Today is my 50th birthday, and four days ago I had an accident and knocked my front teeth out, and my wish was to have my two front teeth, and here we are. Real reality. **Thank you times infinity.** –Rena, Vancouver, WA

The Crew

By William E. Zepp, CAE

Executive Director of the
Oregon Dental Association



The memory that stands out

from the 2010 Oregon Mission of Mercy is still *The Line*. We were prepared for the onslaught of patients in some respects and overwhelmed in others. The frigid temperatures were not predicted or anticipated. But we learned a lesson or two and forged ahead with the 2011 OrMOM project. While our initial long range OrMOM plan included alternating years between Portland metropolitan and communities outside the Portland area, we realized in early 2011 that no other area was quite prepared to undertake a project of this magnitude in less than a year's time. So we decided to hold OrMOM II in Portland and seek a commitment for the 2012 OrMOM from elsewhere. The component societies in Southern Oregon rose to that challenge.

The remarkable initial memory from this year's event is what I have termed *The Crew*. *The Crew* includes all the volunteers, sponsors, donors, partners and friends of OrMOM. Every community and clinical departmental lead, with the exception of two, returned from the 2010 OrMOM for this year's OrMOM. That represents a total of over 40 key individuals. In vetting the 2010 project, we determined that several additional areas would be helpful and thus welcomed new leads **Drs. Denice and Jeff Stewart, Dr. Hai Pham, Dr. Andrea Beltzner, Dr. Erik Richmond** and Dan Reynolds to the fold, as well.

Every single facility, company, business entity, philanthropic organization—you name it—came back with the same or increased donations in 2011. The 30,000 additional free space from the Oregon Convention Center (taking us to a total of 90,000 square feet!) allowed us to establish a large area, *The Waiting Room*, to bring patients in from the elements and wait indoors. While the elements were not as extreme as last year, there was still a heavy dose of Portland rain and Gorge wind, making *The Waiting Room* a much appreciated addition.

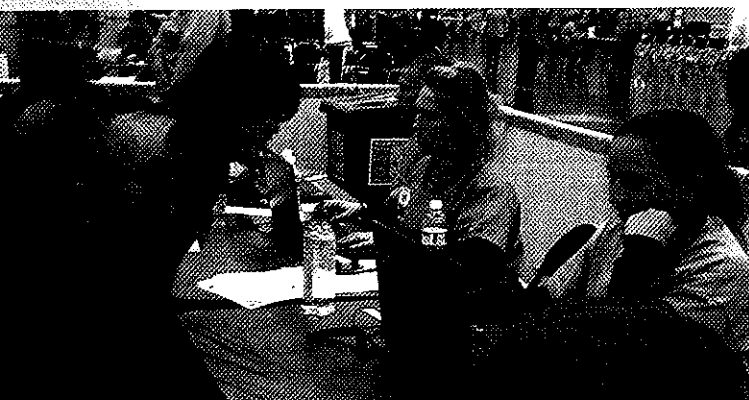
We welcomed Kaiser Permanente, Pastini Pastaria, Race the Reaper, the Salvation Army, St. Vincent DePaul Society, and AV Tech to our army of partners and donors. Oregon Mission of Mercy would not happen without these wonderful supporters.

The 2011 individual OrMOM volunteers were incredible! We grew from a little short of 1,300 volunteers in 2010 to over 1,800 volunteers—both dental and lay—in 2011. That pretty much translates as everyone came back from the 2010 OrMOM

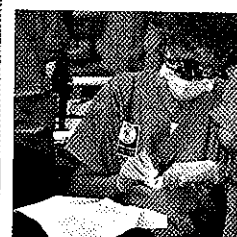
and half of you brought a new friend. The sentiment expressed above, "MOM would not happen without these wonderful supporters," goes double for our volunteers. Every job is so important to the success of the venture. I like to say—with all due respect to our dental professionals and their staff members—that the easiest part of the MOM is putting the docs next to a chair where they can do what they do every day. The hard part is the logistical elements surrounding the clinic floor. Words cannot express....

We welcomed volunteers, observers and potential sponsors from 10 other states to *The Crew*; California, Connecticut, Illinois, Kansas, Minnesota, Montana, New Mexico, Texas, Washington and Wisconsin were all represented. California, Minnesota and Montana are preparing for their first MOMs in 2012.

Our legislative and media attention also increased dramatically in 2011. While our sole observer from Salem last year was then Governor-Elect John Kitzhaber, this year, we welcomed over a dozen members of the Oregon Legislature, as well as Oregon Congressman Earl Blumenauer.



A Mandarin-speaking patient expresses "Thanks" (Xie Xie) to a volunteer exit interviewer, with the translation assistance from a volunteer pharmacy student.



Volunteers

Dentists	311
Assistants	275
Hygienists	172
Lab Techs	24
Pharmacy field	16
Medical field	35
Students	428
Community	552
Total	1,813

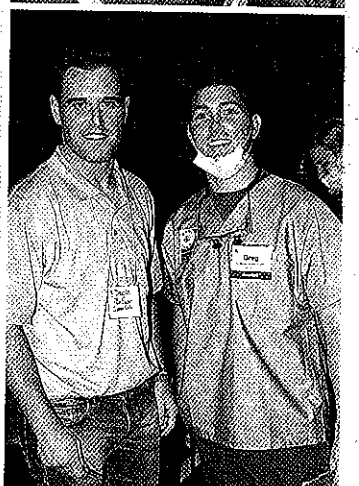
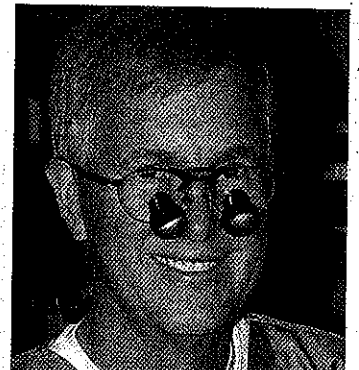


Attracting media interest was a slow process during our initial effort. This year the coverage was immediate and extensive, including all major Portland television stations as well as NPR. While *The Oregonian* gratified us last year with a front page color photo, they seemed to take a pass in 2011, despite numerous contacts and preliminary announcements. The repeated stories by the broadcast media and the intense activity on social media sites made up for *The Oregonian's* lack of interest. I guess Mike Belotti's monthly PERS pension payment trumped our effort to assist hundreds who aren't in that tax bracket.

**There are no passengers
on Spaceship Earth.
We are all crew.**

—Marshall McLuhan (1911–1980)

There were over 20 individuals from Southern Oregon participating, most of whom will be leads for the Southern Oregon Mission of Mercy scheduled for September 13–16, 2012 in Medford. Dr. Jim Catt has done a terrific job as the Project Lead in organizing and arranging the project to date, especially in inspiring and motivating his community and dental colleagues in the Klamath County, Rogue Valley, and Southern Oregon components. Dr. Catt's crew will be well-prepared when next September rolls around... and it seems to roll around pretty quickly.



The Crew

continued

The Oregon Dental Association staff comprises a very important and critical part of *The Crew*. Of our nine total staff members, six serve as departmental leads. All nine staff members work on the project, not only on-site, but also year round. The three months immediately preceding Thanksgiving are the most intense, but the staff have bought into the project and incorporated OrMOM into their already full list of responsibilities. Spouses, fiancées and significant others have been pressed into service (most of them willingly, I believe).

Dr. Jill Price, clinical lead and current ODA President-Elect, did a wonderful job rallying the dental crew, as well as providing numerous onsite media interviews and VIP tours of the clinic. She was ably assisted by **Dr. Teri Barichello**, Vice President and Director of Dental Relations at the ODS Companies. **Dr. Rick Asai** handled post-operative calls until December 9, facilitating follow-up visits with area dentists for OrMOM patients with continuing problems. This is an unseen aspect of *The Crew* that deserves everyone's appreciation. Drs. Asai, Barichello and Price served as tri-leads for the inaugural 2010 OrMOM.

We have scheduled the 2013 OrMOM event for November 24-27, back in Portland at the Oregon Convention Center. The OCC has already committed the necessary space and our other partners and sponsors are indicating that they will be back in force. We have tentatively reserved two trucks from AMOM, which will give us the ability to host a 200-chair clinic with a target of serving 1,500 patients per day, or 3,000 total. We will need to staff that with a crew of approximately 2,000 individuals. Our developing OrMOM history and ever increasing support tells us that you will be there for us.

The ODA sends a sincere **Thank You** to everyone involved with this worthwhile effort. ●



OREGON
DENTAL
ASSOCIATION

GIVING THANKS!

The Oregon Dental Association's second Mission of Mercy provided more than \$1,238,069 in free dental care to 2,023 people on November 21 and 22, 2011, at the Oregon Convention Center. A special thanks to our 1,850+ volunteers, including dentists, hygienists, students and community volunteers that helped deliver 9,796 dental procedures to very appreciative Oregonians in need of oral health care.

The event spanned four days from set-up to clean-up and was made possible with more than \$215,470 in monetary and in-kind donations. A very special thanks to:

SPONSORS

PLATINUM

Dental Foundation of Oregon
DOPAC
Kaiser Permanente
ODS Companies
Oregon Dental Association
Permanente Dental Associates

GOLD

All-Terrain Events
Allstate Foundation
Clackamas County Dental Society
Multnomah Dental Society
Oregon Academy of General Dentistry
Pacific Power
Willamette Dental
Washington County Dental Society

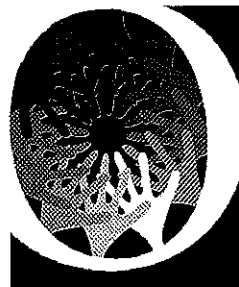
BRONZE

Anna Juan and Joel Velasco
Lauren and Matthew Malone
Pastini Pastaria
Pierre Fauchard Academy
Rita Seja
Shields Manufacturing
Christina Swartz and Chris Bodamer
Timm Family Dentistry
Bill and Pat Zepp
Jurgen and Donna Zieb-Bracker



DONORS & PARTNERS

A&J Orchards	Costco Wholesale (Wilsonville)	LLM Publications, Inc.	Patterson Dental
Ace Event Services	Daisy/DMC	Lloyd Center Pharmacy	Premier Lift Truck Service, Inc.
A-Dec	Dexis Digital	McDonalds	Prographics
Advantage Dental	Diagnostic Imaging	Medical Teams International	Providence Health & Services
Aloha Produce	DoubleTree by Hilton Hotel Portland	New Seasons Market	Ridgeline Pipe
America's Dentists Care Foundation	DWA Trade Show & Exposition Services	O'Brien Dental Lab	Roast 2 Coast Coffee
Anthem College	Food Sales West	OHSU School of Dentistry	Safeway
Aribex	Food Service of America	Oregon Convention Center	Salvation Army
Asai Orchards	Fred Meyer Bakeries	Oregon Medical Association	Society of St. Vincent de Paul
AV Tech	Fred Meyer	Oregon Society of Association Management	Sybrn Endo
BearCom Wireless Worldwide	Henry Schein Dental	Pacific Office Automation	The Bomber Restaurant & Catering
Bellagios Pizza	IT Assurance	Pacific Western Agencies (PWA)	The Oregonian
Brand Athletics	KoldKist	Pacific Wild	United Site Services
Brasseler Dental Equipment	Kwik Covers		
Consolidated Electrical Distributors (CED)	Larry Peterson		



Oregon Mission of Mercy

Visit www.OregonDental.org for more information and photos of Mission of Mercy, along with other helpful oral health tips.

Friend us on Facebook

SUCCESS

Building on Success

By Melody Finnemore

LESSONS LEARNED from Oregon's first Mission of Mercy paid off in full, as the 2011 OrMOM provided free dental care for over 2,000 underserved patients.

Held November 21–22, 2011, at the Oregon Convention Center, Mission of Mercy II provided 2,023 patients with over \$1.2 million worth of dental services. Last year's event provided just over \$829,000 worth of treatment to 1,554 patients. "Everything got a little bigger, a little smoother and a little better," said Bill Zepp, Executive Director of the Oregon Dental Association.

"What was really gratifying was that we went from about 1,300 volunteers to about 1,800 volunteers from 2010 to 2011. And everybody who volunteered last year came back and did even more this year."

The clinic was open from 6 AM to 6 PM both days, with a day beforehand to set up the equipment needed for the event.

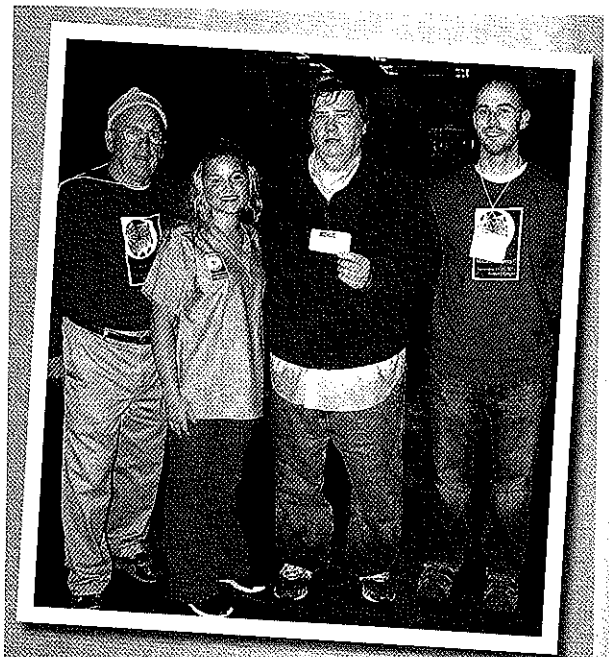
As it did last year, OrMOM attracted significant media support and coverage. One story, posted on www.OregonLive.com, drew the following response:

"I was there and got 4 teeth pulled, and a partial upper to cover my missing teeth! I came 200 miles from the mountains in southern Oregon to wait in line from 11 AM Sunday till 4 AM Monday (I was number 14 in line). Incredibly well-organized, friendly, helpful volunteers and support staff, fast painless work...they treated each and every one of us with kindness, dignity and respect, these people are the best!"

Bill Zepp noted that this year's event was accompanied by much better weather than last year. While it was a little damp this year for OrMOM, those waiting in line for care were spared the icy cold conditions of 2010. "We started bringing people in around 4 AM this year, and that helped a lot," Zepp said.

The ODA sponsored the event with the invaluable support of many community partners (see page 10). Zepp added that OrMOM would not be possible without the support of financial contributions and in-kind donations, which help offset the \$250,000 it takes to pay for the event. This year, supporters provided more than \$244,000 to help finance OrMOM. "Our thanks go out to the entire range of folks who had anything to do with the MOM project," Zepp said. "We had big monetary gifts and people who sent us \$25. We had people who worked for a couple of hours and people who worked the whole time. This whole thing doesn't happen without that range of support." ●

Planning already is underway for the next two Mission of Mercy clinics. OrMOM will travel south and hold the clinic in Medford Sept. 13–16, 2012, and will return to Portland Nov. 24–27, 2013.

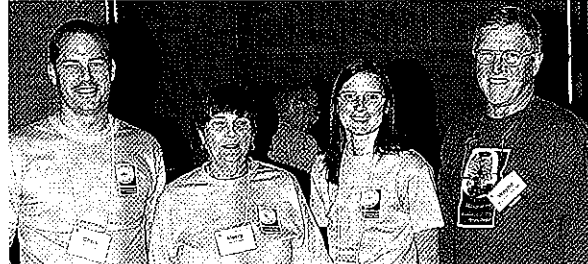
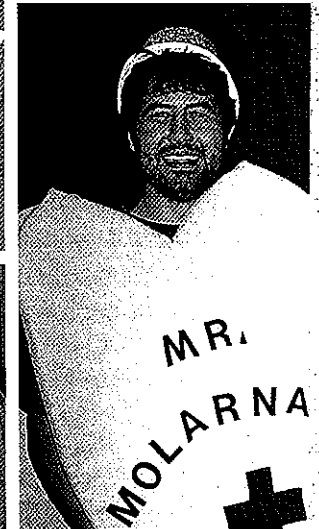
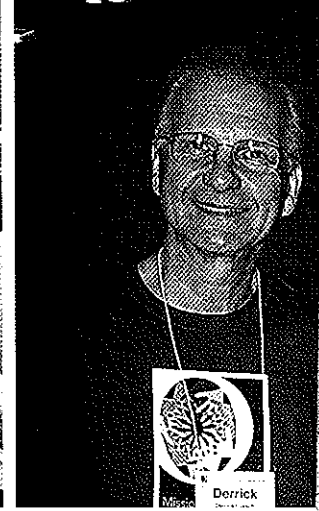
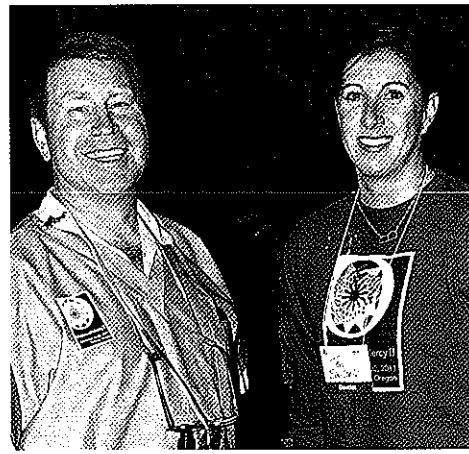


Volunteers pause to take a photo with OrMOM's 1,100th patient. The clinic served 2,023 patients over its two days and provided over \$2 million in care and services.

Procedures

Cleanings	611
X-rays	2,924
Fillings	1,593
Endo	89
Extractions	1,934
Partial Dentures	126

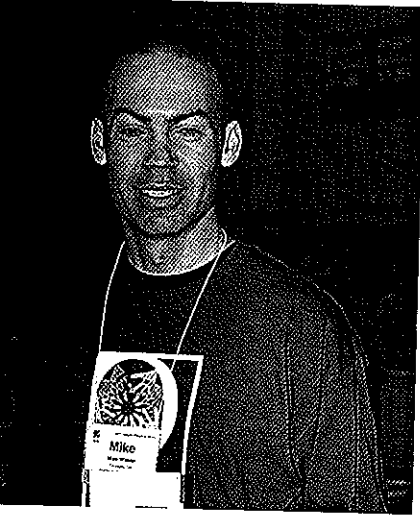
9,796 Total



Thank You, Volunteer Leads!

A heart-felt thank you to the following individuals for sharing their time and talents with OrMOM before, during and after the event. Even before the long days on the clinic floor, these volunteer leaders spent the months prior to OrMOM helping with logistics and recruiting volunteers.

This event could not have been a success without them.



Rick Asai, DMD
Patient Routing Lead
Post-MOM
Follow-Up Care Lead



Teri Barichello, DMD—ODS
Patient Education Co-Lead
VIP Lead



Wayne Barichello, DMD
X-Ray Lead

Dale Barker, DDS
Endodontics Asst. Lead

Josette Beach, RDH—PCC
Sterilization Lead

Lani Becker—WDA
Data Entry Co-Lead

Karley Bedford
OHSU SOD
DS2 Student Lead

Andrea Beltzner, DMD
Pediatrics Co-Lead

Alexis Berggren—OCC
Oregon Convention
Center Liaison

Doug Boyd, DMD
Endodontics Lead

Bruce Burton, DMD
Restorative Co-Lead

Kyle Christensen
OHSU SOD
DS1 Student Lead

Trent Crollard—Patterson
Floorplan Lead

Mary Daly—DFO
Onsite Volunteer
Registration Lead

Eric Dierks,
DMD, MD
Oral Surgery Co-Lead

Cindy Fletcher
ODA
Data Entry Co-Lead
Volunteer Lead



Brian Fredricks—ODA
Accounting Lead
Parking Lead

Theresa Hansen—OMA
Oregon Medical
Association Liaison

Weston Heringer, DMD
Waiting Room Lead

Frank Hsieh, DDS, MSD
Post Op Lead - Tues PM

Mark Jensen, DMD
Restorative Co-Lead

Greg Jones, DMD
Post Op Lead - Tues AM

Anna Juan—ODA
Food & Beverage Lead
Sponsors Lead

Iraj Kasimi—OHSU SOD
DS3 Student Lead

TJ Kendrick—Patterson
Central Supply Co-Lead

Charlie LaTourette—DFO
Fundraising Lead

Susan Lavier, RDH
Dental Hygiene Co-Lead

Robert Lee, RPh—ODS
Pharmacy Co-Lead

Trevor Long—Patterson
Central Supply Co-Lead

Derrick Luksch—O'Brien
Dental Lab Co-Lead

Lauren Malone—ODA
Facilities Lead

Mel Matsuda, DDS
Anesthesia Co-Lead

Michael Matsuda, DDS
Anesthesia Co-Lead

Stacy Matsuda, RDH
Dental Hygiene Co-Lead

Mark Miller, DMD
Post Op Lead - Monday

Charlie Muraki—OHSU SOD
DS4 Student Lead

Hai Pham, DMD
Pediatrics Co-Lead

Linda Pope
LLM Publications
Patient Registration Lead

Jill Price, DMD
Dental Chair

Dan Reynolds
Line Management Lead

Robin Richardson, RPh
ODS
Pharmacy Co-Lead

Erik Richmond, DMD, MD
Oral Surgery Co-Lead

Sonya Rose—Patterson
Central Supply Co-Lead

Darren Rust—Patterson
Central Supply Co-Lead

Jim Smith, DMD
Dental Triage Lead
Medical Triage Lead

John Soderberg—Patterson
Central Supply Co-Lead

Denice Stewart, DDS
OHSU SOD
OHSU Liaison

Jeffery Stewart, DDS, MS
OHSU SOD
OHSU Liaison
Patient Education Co-Lead

Christina Swartz—ODA
Legislative Activities Lead
Public Relations Lead

Ryan Thorpe—OCC
Oregon Convention
Center Liaison

Mike Wilson—O'Brien
Lab Co-Lead

Bill Zepp—ODA
Community Chair

Pat Zepp—OSOMS
Patient Exit Lead

Regional Health Access Effort Looking for Dentists

By Janet Hamilton



Project Access NOW
Connecting people to health care. Today.

Like many of you reading this newsletter, I was one of the over 1,800 volunteers who helped make Mission of Mercy 2011 a success. It was an incredible event that so many people worked so hard to make happen. I was awestruck by the level of resources mobilized to deliver much needed dental care to over 2,000 people in the Portland Metro area, and dismayed at the hundreds more that did not 'make the cut.'

Many of you already donate care through the ongoing efforts (Compassion Connect, Creston Clinic, MTI Vans, etc.) that occur throughout the year. These efforts are critical, yet there are hundreds of our neighbors who still 'don't make the cut' to receive services through these events. Virtually all other access to dental services that are considered 'low cost' are still prohibitive to most. Even a modest fee of \$45 is a barrier to many. If all you get for your \$45 visit is the knowledge that to become pain-free one will have to spend several hundreds or thousands of dollars, it might just make sense to keep that \$45 and feed your family or purchase much needed diabetes or hypertension medications.

Project Access NOW has a model of providing donated medical care for the low income, uninsured in our region that allows health care providers to serve their community with their specialized expertise. In the Portland Metro area, all the hospital systems and over 2,900 providers work together to coordinate care for over 3,000 clients a year. We prequalify people for services, using the same shared criteria the hospital systems use for completely donated care; our clients have incomes that place them below 200% of the federal poverty level, and they have no insurance.

Providers agree to see clients on their own terms and in their own offices. Most of our providers take on one or two clients a month. We have a defined medical scope, provide a pharmacy benefit and pay for interpretation services. We make reminder calls to clients and have a 97% 'show rate' for appointments.

We would like to work with community minded dentists and other dental providers to create more no-cost access to dental services for the uninsured adults in the Portland Metro area. We propose to work with the community to define a scope of care to be provided (relief from pain and infection, employment ready smile?), identify access points that can provide initial triage, and make referrals to compassionate dentists willing to provide specified services to clients in their own offices at no charge.

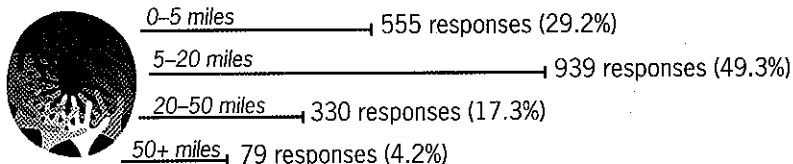
Dr. Fred Bremner is taking the lead to build a network of volunteer dentists in Clackamas County. **Are you willing to join our efforts to create more access to care in the Portland Metro area for those in our community with no other options?**

To learn more about the Project Access NOW model, visit our website at www.projectaccessnow.org or contact Janet Hamilton, Director of Operations at Project Access NOW, 503.413.5574, janet@projectaccessnow.org.



1,813 Volunteers
2,023 Patients
9,796 Procedures
\$1,238,069.55 worth of treatment

How far did you travel to get here today?



Friend or family member

902 responses (47.4%)

Social agency/Community/church group

449 responses (23.6%)

How did you hear about the clinic? (select all that apply)

TV/radio news/announcement

301 responses (15.8%)

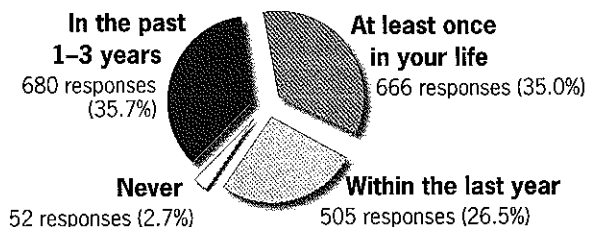
Newspaper/flier/poster

272 responses (14.3%)

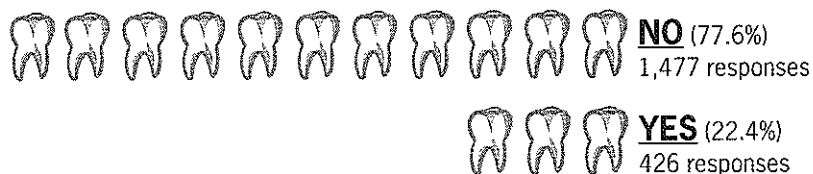
Internet

126 responses (6.6%)

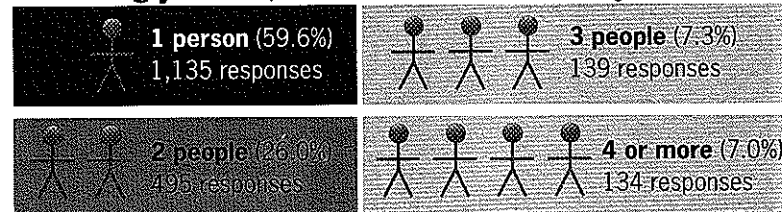
When was the last time the you visited a dentist?



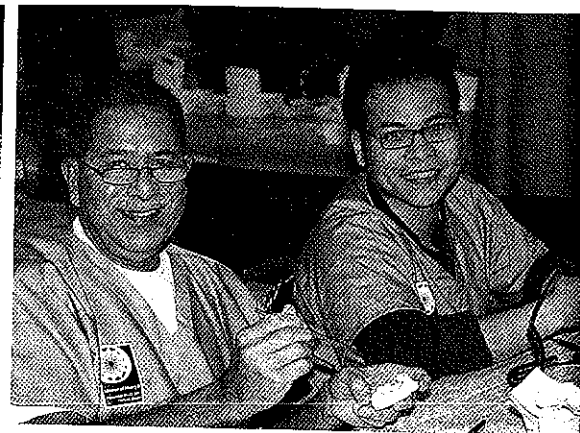
Do you have a place to go to be seen for dental care after today?



How many of your family members, including yourself, received treatment today?



Totals

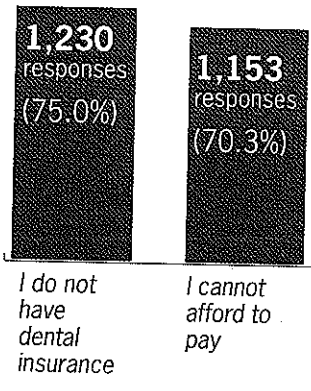
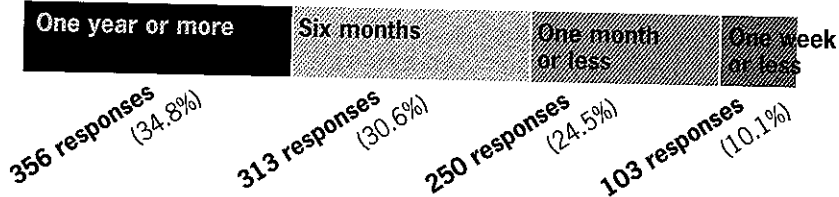


Before coming to the clinic today, were you in dental pain?

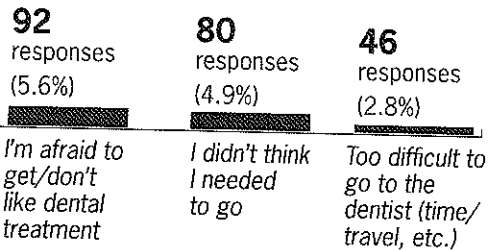
Yes 1,014 responses (53.3%)

No 889 responses (46.7%)

If yes, approximately how long have you been in pain?

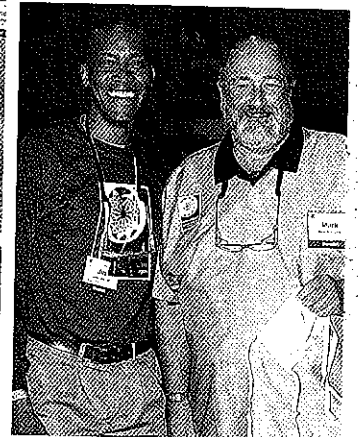
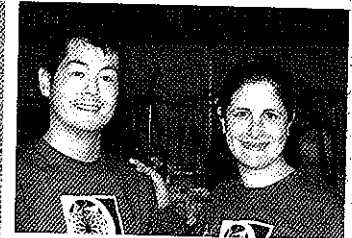
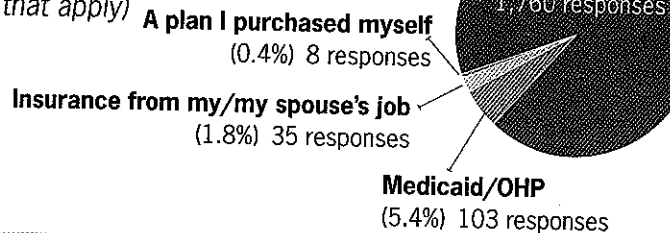


If you have not been to a dentist recently, what are the reasons? (check all that apply)



What, if any, insurance do you have that pays for dental care?

(check all that apply)



Was all the recommended dental treatment for you completed today?



SOUTHERN OREGON MISSION OF MERCY

A look into the preparation process for MOM

A collaboration between Klamath, Rogue Valley and Southern Oregon components



By Barry Finnemore

T-MINUS EIGHT MONTHS AND counting until the Oregon Dental Association's 2012 Mission of Mercy, the organization's first MOM outside of Portland. Plans are coming together well for the Medford event, with volunteers from within and outside the dental profession stepping up to provide oral health care at no cost to underserved people.

Lead organizers are excited about the high level of community support for OrMOM, which will be held Sept. 13-16 at the former South Medford High School.

Those from the dental and medical field, education sector, business community, youth and others are pitching in to help three ODA component societies—Klamath County, Rogue Valley and Southern Oregon—serve the well over 1,000 people expected to receive treatment during the event.

"There are so many people who want to be involved and so much excitement,"

said James Catt, DMD, a Medford dentist and the OrMOM project lead. "It's really encouraging to see."

The event comes on the heels of two successful Oregon Missions of Mercy, which were held at the Oregon Convention Center in Portland in November 2010 and 2011. The need for dental services among needy individuals and families in Southern Oregon is enormous.

Although it won't—and is not intended to—solve the access-to-care issue, the event will highlight that critical problem and augment other charitable efforts in which dentists in the region are involved.



James Catt, DMD
Southern Oregon
MOM lead

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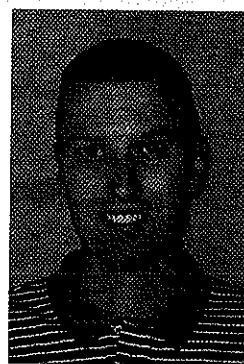
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"This will shine a bright spotlight on what the Southern Oregon dental community is doing for its local residents and how we're putting their needs at the forefront of our charitable actions," said **Judd Larson, DDS**, a MOM leader and ODA Vice President who practices in Central Point. "We really want people to understand that all dental disease is preventable. We know an event like this is not the solution, but it's a tremendous program that will provide a great service."



Judd Larson, DDS
Southern Oregon
MOM lead

Organizers say planning is going smoothly, thanks in part to more than 20 individuals who serve as Southern Oregon MOM project "leads," volunteering at last November's MOM in their respective areas of responsibility. Donations of time, services and products are being sought, including food and pharmaceuticals. High school students who are taking a foreign language or have an interest in health careers have the opportunity to volunteer as interpreters or to assist with medical triage.

"For students, helping out and seeing all the positive things they can do for their community is a life-changing event," Dr. Larson said. Enthusiasm is so high that prospective volunteers are contacting organizers to find out how they can get involved. "Nobody wants to be left out," Dr. Catt said.

The Southern Oregon MOM will feature 60-80 dental chairs. Those and other equipment will be provided by America's Dentists Care Foundation Missions of Mercy, a nonprofit known as the enabling body for most of the free dental missions held across the country.

One challenge organizers have identified is the fact that the Medford event coincides with a national

conference of oral surgeons. Given that many patients will undoubtedly need to have teeth extracted, the timing is something MOM leaders are preparing for.

Larson said that while general dentists can perform extractions, organizers will be recruiting oral surgeons statewide to make sure needs are met in September. "We don't think it's going to be a setback of any kind," he said.

The possibility exists that dentists who practice outside of Oregon will take part in the event as well. A bill that the ODA expects to introduce during this year's state legislative session would allow dentists not licensed in the state to nonetheless donate services for a limited number of days and for a specific event such as MOM. These dentists would have to be licensed and in good standing in their respective states.

The timing of the Southern Oregon MOM promises good weather for waiting patients, and the Medford location holds the potential to draw volunteers and patients from both Oregon and northern California. September 14 and 15 are planned as clinic days, with Sept. 13 and 16 as set-up and tear down for the space, which will span three high school gymnasiums. Dr. Catt said the event will conduct exit interviews with patients in order to collect data and get a better feel for things, such as where patients live.

Mission of Mercy 3

WHO A collaboration between the Klamath County, Rogue Valley and Southern Oregon Dental Societies

WHAT Oregon's 3rd Mission of Mercy (the first outside Portland)

WHEN September 13-16, 2012

WHERE Medford, Oregon

HOW Volunteer Registration will open in early spring

As the new year unfolds, Dr. Larson said there's no doubt residents, businesses and others in the region will continue to step up to make the event a success. "We can always use more volunteers," Dr. Larson said. "This is one of those things where it's all hands on deck. Come down to Southern Oregon, have a good time and do some good."

For his part, Dr. Catt, an ODA past president, is excited to have an impact locally and regionally on people's health after serving the ODA at the state level. "It feels really good to apply my energy to something that is local," he said. "This is a lot of fun, and very rewarding. What really gets me excited is working toward a common goal with colleagues." ●

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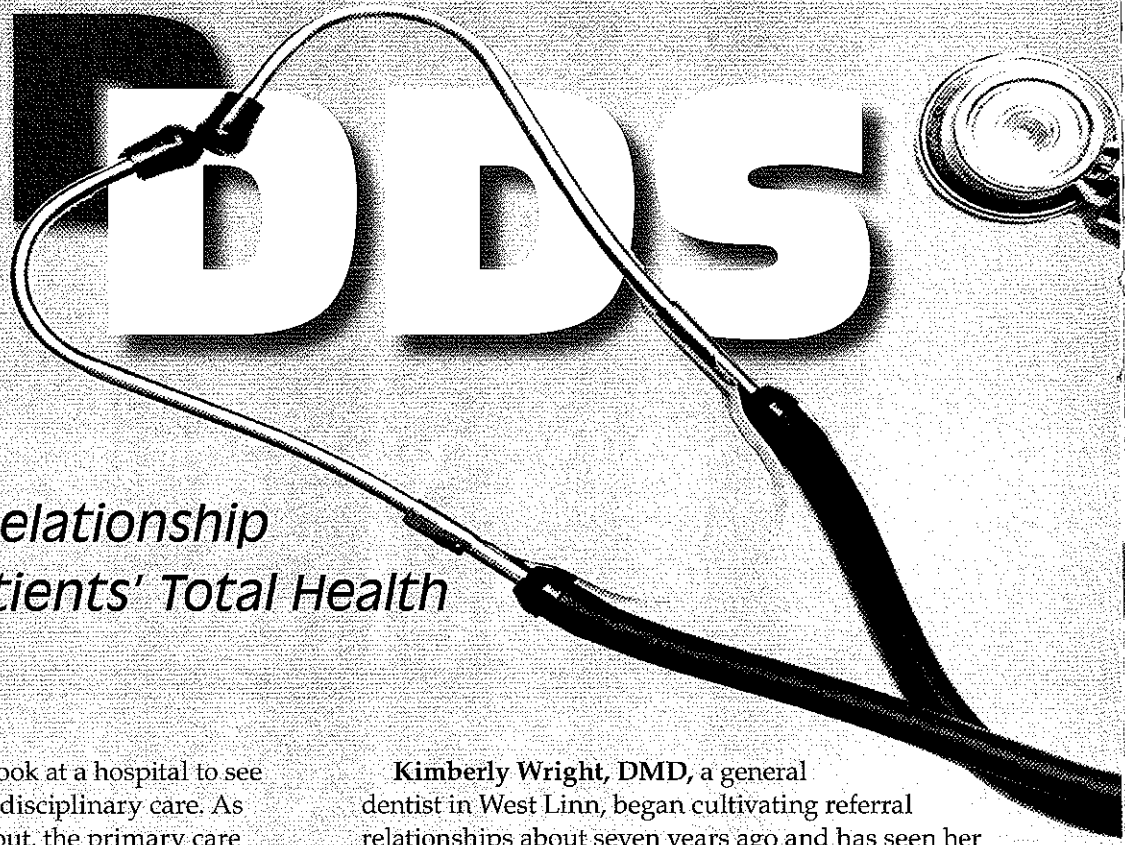
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MD DDS



A Solid Referral Relationship is Essential to Patients' Total Health

By Melody Finnemore

ONE ONLY NEEDS to look at a hospital to see the importance of interdisciplinary care. As **Sean Benson, DDS**, points out, the primary care physician serves as the quarterback, and fluidity and constant communication with various specialists are crucial to the patient's well being.



Dr. Sean Benson

While medical doctors have long been accustomed to the necessity of interdisciplinary care, dentists are less so because they tend to be more focused on just the mouth, said Dr. Benson, a general dentist in Baker City.

"For a while there has been a disconnect between doctors and dentists. Until recently, many dentists were in private practice, and we operated in this little informational silo," he said. "Now we're in a new era of total health, and we are working

together to identify risk factors to get the best health outcomes for our patients."

Dr. Benson noted that there appears to be a shortage of dentists and physicians to handle the expected increase in patients as President Barack Obama's federal health care reform begins to take effect. Now more than ever, it's essential for the two professions to work together, he said.

"With all of the consternation and worry about health care reform, there's also plenty of opportunity to work together to catch and co-manage diseases," Dr. Benson said. "It's better for the patients, and it's more cost effective for the dentists and the doctors."

Kimberly Wright, DMD, a general dentist in West Linn, began cultivating referral relationships about seven years ago and has seen her referral network grow steadily since then. She said she receives referrals from several medical doctors for what they perceive as jaw or tooth pain. While some of the physicians are general practitioners, others are otolaryngologists (ENT).

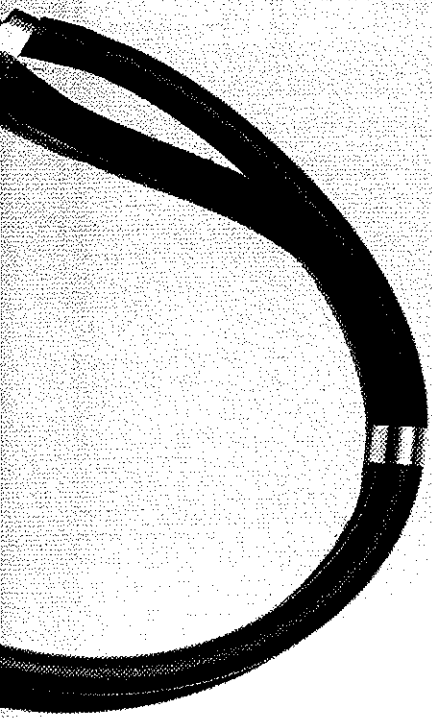
Dr. Wright said she built her referral network by educating area medical doctors about how to screen for temporomandibular joint (TMJ) disorder and orofacial pain disorders. Other relationships grew out of the communication she sends to a patient's treating physicians. Dr. Wright believes the effort has been essential to her patients' overall health.



Dr. Kim Wright

"I feel these relationships are extremely important. Pain in the oral cavity or masticatory system is completely foreign to the medical doctor. It becomes a deep, black hole in medicine, and patients cannot be diagnosed properly—or can be misdiagnosed a lot—if they get shuffled around the medical world," she said, noting she has witnessed unnecessary medical testing done on some patients.

Dr. Wright added that she needs medical doctors to help her rule out "the big, bad and ugly" and be responsive to her input for further medical testing. A collaborative relationship with ENT specialists is especially important.



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"I saw a patient from an ENT for a 'TMJ' problem because the patient was very tender to palpation over one TM joint. It turned out to be a traumatic neuropathic injury to the auriculotemporal nerve," Dr. Wright said. "I referred her to be managed by a neurologist since it mainly required management through pharmacology."

Keith Krueger, DMD, an oral and maxillofacial surgeon in Bend, began developing referral relationships shortly after opening his practice 12 years ago. He views the ENT specialists in his network as colleagues, noting he and they frequently perform surgeries together.

Dr. Krueger also works with the local sleep lab in treating patients with sleep apnea. A growing number of Americans are diagnosed with the disorder, particularly as the nation's obesity rate keeps climbing. As an indication of this increase, the American Academy of Dental Sleep Medicine has grown from eight members to more than 2,200 members since it was founded in 1991.

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Physician—Dentist Relationship, cont.

Among the association's goals is to explore options for monitoring and treating sleep apnea, which often goes undiagnosed for many Americans. When it is diagnosed, one treatment doesn't necessarily fit all. Dr. Krueger points out:



Dr. Keith Krueger

"The traditional treatment for sleep apnea is a CPAP and that works really great for a lot of patients, but there is a certain percentage who can't tolerate the CPAP and require some other options," he said. "An oral appliance is often a solution.

Some sleep apnea is so severe that surgical correction of the airway is needed, so we work together to treat those patients."

Dr. Krueger said he has seen a definite shift in attitude over the last decade or so when it comes to physicians and dentists working more closely together.

"I would say there is a trend to being more open to doing that. I feel like I serve as a resource for them, just as they do for me," he said. "Everybody wants their patients to be treated and if they need something you don't do, you want to be sure they make it to capable hands."

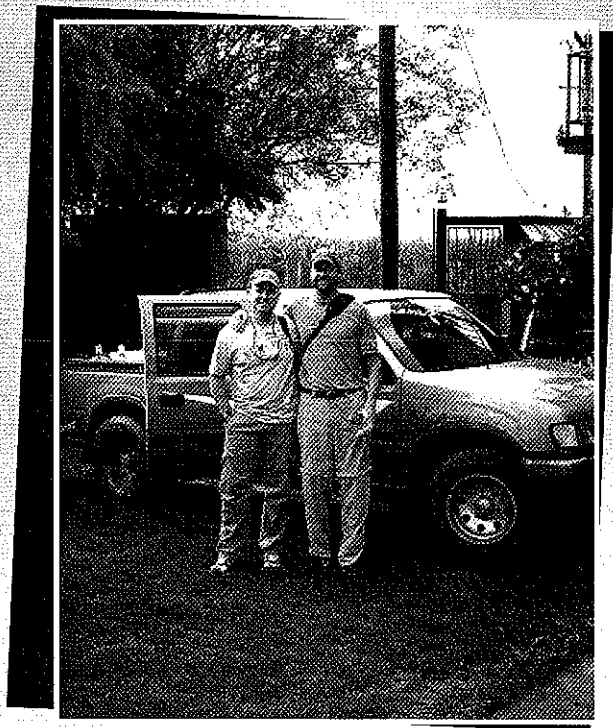
Part of that referral-relationship trend is being driven by a growing awareness among both medical professionals and patients about the connection between oral health and its impacts on heart and lung disease, diabetes and even babies with low birth rates.

Baker City's Dr. Benson so fully encourages the concept of total care that he is opening an office within a medical campus so he can co-integrate the total health concept. He expects to open his office within Eastern Oregon Medical Associates' campus in the summer of 2013.

"One of the physicians there is one of my best friends, and we were looking at health care reform. The pressure is monetary, and we were looking at how to stay ahead of the curve to create decreased treatment costs and decreased operational costs by combining care," he said.

Dr. Benson explained that his office will still operate the way it does now, but the new physical space removes a barrier to care because patients don't have to travel far to receive the various treatments they need. The "further step" concept also removes barriers to communication between Dr. Benson and other medical professionals on campus.

He added that he believes he is more comfortable with the concept of interdisciplinary care overall because his general dentistry residency was a hospital-based residency that included a month in internal medicine. Dr. Benson says the experience was invaluable in teaching him not only when medical doctors should refer patients to dentists, but also how the two professions can work



Dr. Benson (right) with friend, Jon Schott, MD, preparing to head into the the mountains of Honduras for some jungle medicine and dentistry.

together to co-manage patients' diabetes, heart disease, autoimmune deficiencies and other disorders.

Dr. Benson hopes that more dental students will have the same experience as the two fields begin working more closely together. "From a broader sense, dentistry and medicine need to do a much better job of breaking down barriers to allow students to do these residencies and gain that experience," he says. ●

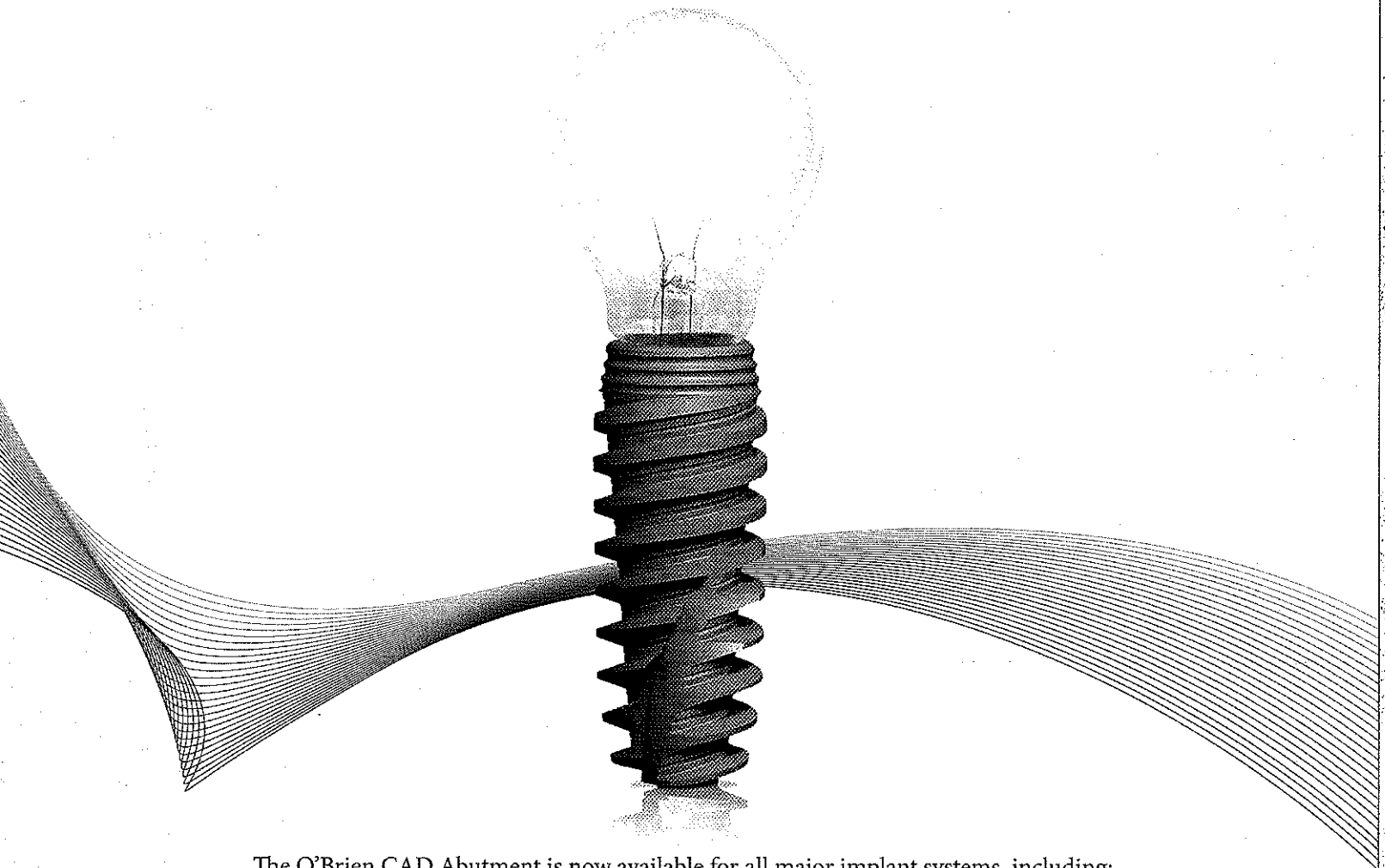
How can I start cultivating a relationship with a physician?

The referral relationship begins by having conversations with the medical doctors in your area about how you can help diagnose and treat patients suffering from orofacial pain, according to Dr. Kim Wright.

"Medical doctors REALLY want somewhere they can refer these patients to for help," she said. "If you have patients in your practice from these offices, that is also an awesome way to educate them about what you can do for them. Generally, patients with unresolved orofacial pain see as many as 10 practitioners before they get a diagnosis and receive help for their pain."

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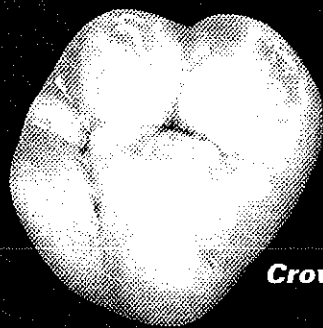
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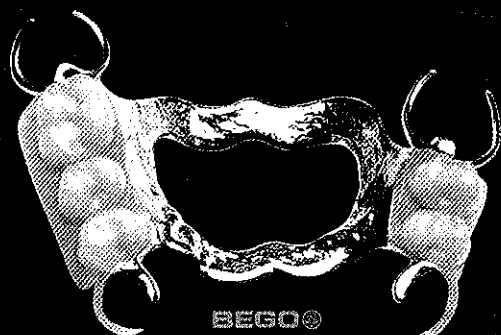
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Workshops

The Oregon Dental Conference is offering some wonderful workshops in 2012. Space is limited, so make sure to reserve your spot early. Registration forms and directions for online registration can be found in the conference *Preview Program*.

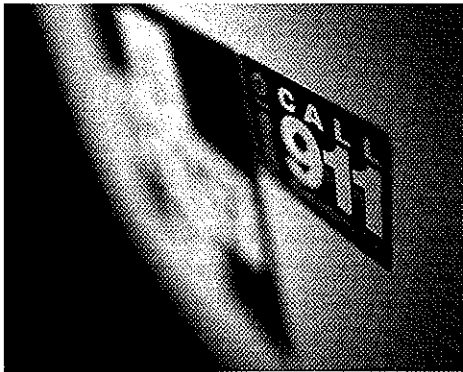
Preview Programs were mailed earlier this month to all Oregon and Washington dental offices, as well as to members of our partner groups.

Please note that for the following workshops though there is no additional fee, space is limited, so register early!

The 2012 ODC will be held
April 12-14 at the Oregon
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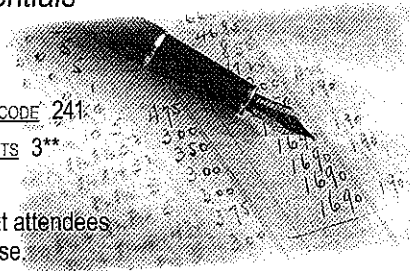
NOTE Free with ODC registration, but attendees MUST preregister for the course.

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NOTE **This course is limited to dentists and spouses only.**

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- Who has control of your practice



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Meeting Highlights

November 5, 2011

- Trustees reviewed, with ODA Counsel, the duty of loyalty and the duty of care to trustees, along with the role & responsibilities of being a trustee.
- The following candidates were elected to a four-year term on the ODS Board of Directors (2012–2015): **Mark E. Jensen, DMD** and **Molly H. Bordonaro**.
- The following candidates were elected to a four-year term on the Dental Foundation of Oregon Board of Directors (2012–2015): **Rickland G. Asai, DMD**; **Kenneth R. Berg, DMD**; and **William S. Ten Pas, DMD**.
- **William F. Warren, Jr., DDS** was appointed to a three year term (2011–2014) on the Leadership Development Committee.
- **Frances A. Sunseri, DMD** was appointed to the Governance Relations Council.
- **Paul B. Noland, DMD** was appointed to the New Dentist Committee.
- **James H. Tyack, DMD** was appointed to the Health Evidence and Review Commission.
- **Jack Ferracane, PhD** was presented with honorary membership to the Oregon Dental Association.
- The Dental Foundation of Oregon made a bylaws revision adding a term limit to public directors. A public director may be elected to no more than two (2) consecutive full three-year terms.
- The Board participated in a Mega Issue Discussion on the book, *Race for Relevance*. ODA's current governance structure was analyzed. Discussion will continue at the meeting on February 4th. ●



Seated from left to right: Linda Jaeger, Laurie Coppedge, Bryan Briand.
Standing from left to right: Chris Verbiest, Johnny Coppedge, Lori O'Neil. Not pictured: Henrik Jahn

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Rule Hearing & Board Meeting

October 27–28, 2011

Judd R. Larson, DDS, ODA Vice President, Board of Dentistry Liaison

Beryl B. Fletcher, Director of Professional Affairs, Staff Liaison

Association Reports

ODHA has a new President, Dana Shipley.

Board Committee meetings to be scheduled

The Dental Hygiene Committee will meet sometime in December. No date has been set.

Executive Director's Report

- **Dental Directors for Educational Programs:** The Board met in an agency meeting (not a public meeting) with representatives from dental assisting and dental hygiene schools to discuss the issue of the statute requirement for the schools operating dental clinics to have a designated dental director. Dental assistant and dental hygiene programs must have a Dental Director per ORS 679.020. The colleges and programs do not appear to have a dental director and wish to seek legislation for an exemption. Without a designated licensed dentist as the dental director, the Board would not have jurisdiction over the school or its administration in pursuing an investigation. This leaves little recourse for a patient but to file a lawsuit against the school. There is one such suit going on currently.

The Board offered to work with the schools to draft administrative rules to develop what a dental director would do or be responsible for. The duties would be much the same as that of a dentist who operates a dental practice (i.e., diagnosis, writing prescriptions, treatment planning, overall quality

supervision of dental auxiliaries, retention of patient records etc.).

The Board will try to continue discussions with the schools. They could begin rule-making discussions but decided to wait and see. They think this group will try to obtain legislation. This is a concern to open up the Dental Practice Act as it can lead the way to open other areas including ownership of a dental practice which is in the same area of the statute. The Board told the schools that if they wished to pursue legislation, they would want to see all parties at the table working together for common agreement.

- **HPSP (Health Professionals Services Program):** The Board has a 1st-year report on the HPSP program. This program is a state monitored program for health professionals with substance abuse and other health issues that affect their practicing dentistry. There are currently 15 persons in the program.

- **Groupon, Living Social and other Internet Advertising Solicitations:** The Board has been trying to contact and discuss their issues with the advertising solicitations with many of the social media groups. Groupon has not returned calls; Groupon is still not allowed.

Oregon dentists can now advertise on Living Social due to a new contract agreement that passes the Board's approval. The Living Social advertisement program has the dentist pay an advertising fee but if not enough people sign up for the promotion, the dentist doesn't have to pay the ad fee.

2011 Dental Hygiene Renewal

The September 30 deadline for dental hygienists came quickly and many delayed renewal until the last minute. The Board sent 1,861 postcards in July. By August 22, 1,322 had not yet renewed, so a second postcard was sent. A final reminder was sent on September 14 to 853 dental hygienists who had not renewed. By September 30, 183 had not renewed and as of October 18, 115 dental hygienists had not renewed. (This includes in-state and out-of-state addressed hygienists.)

AADB (American Association of Dental Boards)

Patty A. Parker, DDS reported of the latest developments. The AADB is offering two new programs for states to participate in:

1. D-PREP (Dentist–Professional Review and Evaluation Program): Similar to the PACE (Physician Assessment and Clinical Evaluation Program) program for physicians. Allows the Board to send dentists for clinical evaluations prior to determining discipline or sanctions (if any) when concerns about clinical competency are an issue.
2. ERA (Expert Review Assessment): Offers Experts to state boards for expert review analysis. Our Board has developed a list they have used but many states have not.

North Carolina State Board has an issue with the FTC investigating their law that indicates removing stains from teeth is the practice of dentistry. Tooth whitening kiosks and private companies took this to the FTC, who has ruled this as restraint of trade. There will be more review, and this

may end up going to the Supreme Court. The FTC is contacting other states regarding any actions that they may have taken regarding tooth whitening companies. Oregon has not taken any action as long as the person providing the whitening does not put their hands in the client's mouth. That would constitute the practice of dentistry.

Rule Hearing and Board Actions

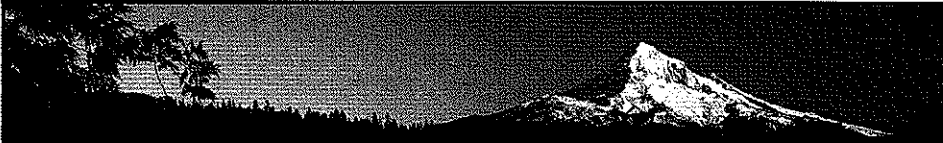
- **Division 1** The changes were made in temporary rule in July. They are officially adopting minor housekeeping changes and a change to the definition of Limited Access patient—removing “due to age, infirmity or handicap” from the definition.
- **Division 5 Criminal Background Checks for Board Staff.** These rules are required for all state employees.
- **Division 13 Health Professionals Services Program.** Housekeeping changes to reflect the change in name from DHS to the Oregon Health Authority.
- **Division 15 Advertising.** The board rescinded many rules and simplified the advertising requirements.
- **Division 21 Examination and Licensing.** The rule revisions included:
 - Making appropriate changes to the correct titles for some specialties as per the ADA recognized specialties.
 - Allowing for any Board exam approved by the Board to qualify for a specialty license.
 - The requirements for an application to practice dental hygiene without further examination included a clarification that they show evidence of having passed a “clinical” dental hygiene exam.
 - Changing the name of Limited Access Permit (LAP) to Expanded Practice

Permit. They did add a provision to continue receiving LAP applications through the end of the year. All LAPs will receive Expanded Practice Dental Hygienists Permits after Jan 12, 2012 when the new law becomes effective.

- **Division 35 Dental Hygiene.** The ODA, Oregon Oral Health Coalition and Oregon Health Plan DCO's met prior to the rule hearing and submitted suggestions to the rules for Expanded Practice Dental Hygienists and Collaborating Dentists and Agreements. The Board rejected most of the suggestions. The Board's attorney commented that the intent of the law is very important and there was no testimony to show the intent, so it would make it difficult for the Board to get the intent of the mediation process into the administrative rule. Additional comment from the Board's attorney and Patrick Braatz

that the Board was not at the table to help write the bill properly so that it has the proper intent and wording to give the Board something to grasp onto and enforce. The Board did clarify three areas:


- Added the words “without excavation” when placing temporary restorations as this was stated in the statute.
- Required that the collaborative agreement be a written agreement.
- Reversed their initial rule proposal to allow dental hygienists under direct supervision to place or remove healing caps or healing abutments and under direct supervision to place implant impression copings.
- The Board also will allow dental assistants under direct supervision to provide the services relating to healing caps, abutments and implant impression copings indicated above. ●



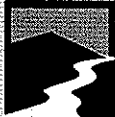
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Portland, Oregon

OHSU School of Dentistry at Mission of Mercy

By Sydney Clevenger

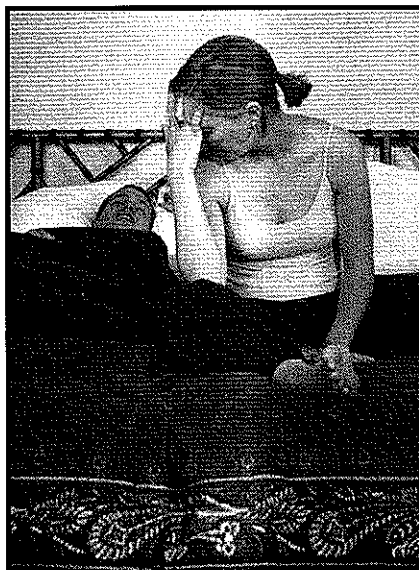
HUNDREDS OF OHSU SCHOOL OF DENTISTRY students, faculty and alumni volunteered at the ODA's second Mission of Mercy Nov. 21-23 at the Oregon Convention Center, providing patient care, taking health histories, conducting exit interviews and more at the two-day, large-scale, free dental clinic. **Carl Perkins, DMD '68**, assistant professor of restorative dentistry, volunteered at the event both days. One day—his day off—he brought his wife, daughter, and two granddaughters to volunteer. He took the next day off from teaching at the dental school to help oversee dental students at Mission of Mercy.

Third-year dental student **Iraj Kasimi** said he had an excellent experience in the restorative department. "I was the student lead, so I helped direct students [and] other volunteers to various departments, resources and other leaders when questions would arise. I helped make sure that supplies were adequate for various doctors during procedures."

Iraj noted that OrMOM patients were extremely thankful. "We once again heard similar stories of gratitude, thankfulness and relief on the part of many underprivileged individuals. I was able to stop by the post-interview area because I wanted to hear some of the feedback, and it was—once again—a lot of thanks that I heard." ●



Fourth-year OHSU dental student **Brittany Fox** (left), shown here with **Dean Gregson, DMD '95**, was one of 150 dental students who were excused from class to take a six-hour volunteer shift.

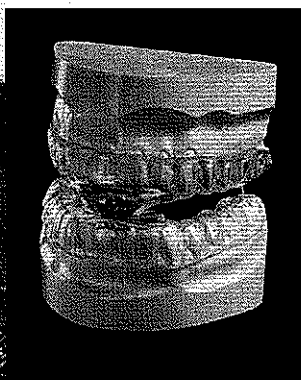


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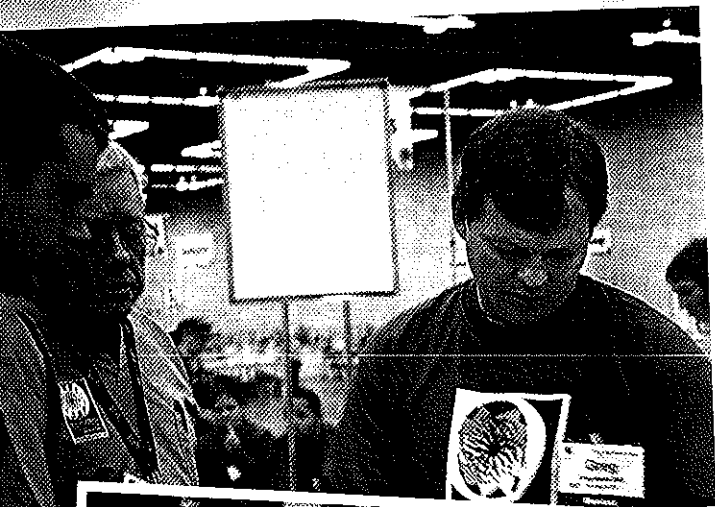
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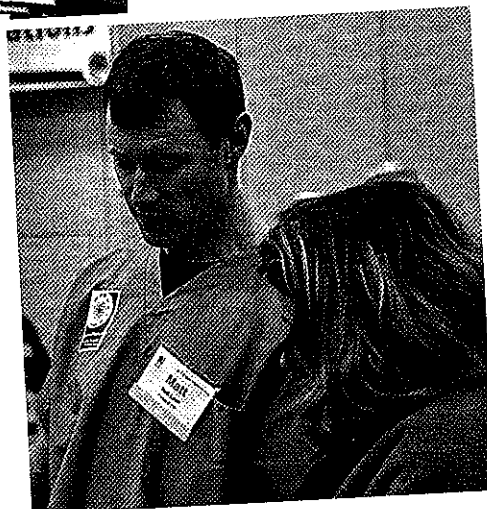
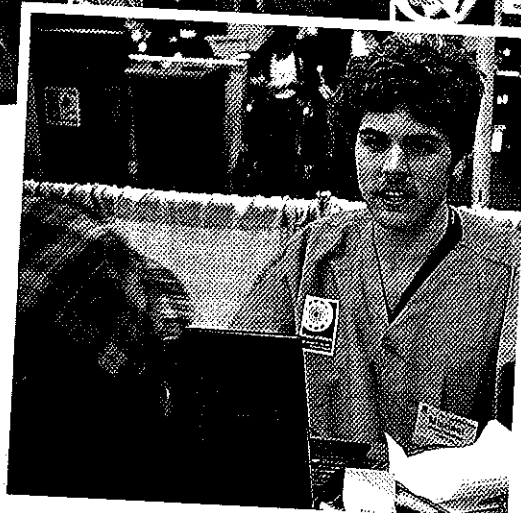


Carl Perkins, DMD '68, OHSU School of Dentistry assistant professor of restorative dentistry (second from left) with fourth-year dental student **Evan Kania** (far left) and ODA President **Greg Jones, DMD '94**, at Mission of Mercy.

"It is our professional duty to take care of people who have need."

It also sets a good example for dental students."

—Dr. Carl Perkins



Fourth-year OHSU dental students **Michael Blindheim** (far left) and **Matthew Lesh** were assigned exit interviews (Michael) and post-op (Matthew) during their Mission of Mercy shifts.

All photos courtesy of Sydney Clevenger



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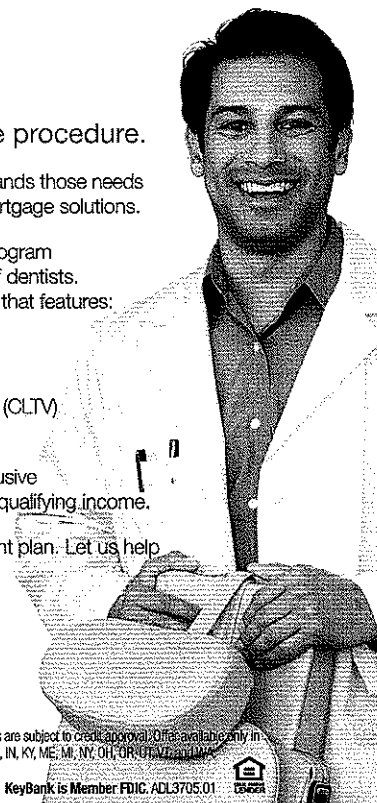
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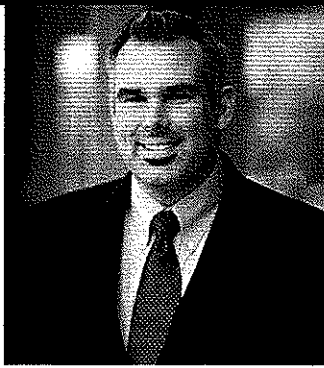
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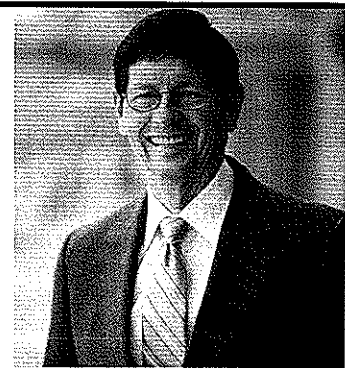
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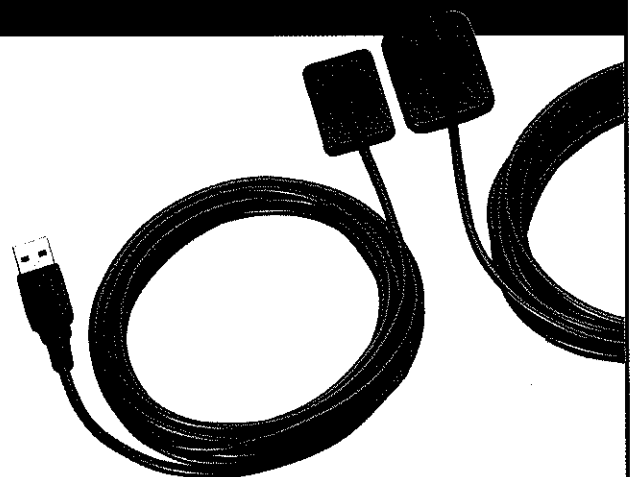
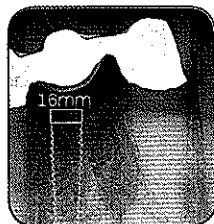
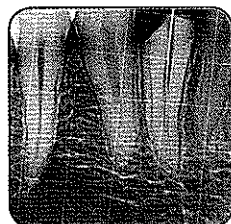
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