

NEWSLINE

PRESIDENT'S MESSAGE



Thank you to all our members who attended the first UPCDA meeting for 2010-2011. For those who missed it, we had a great turn out with excellent member participation and an amazing speaker. Ms. Cindy Powell provided us with unique insights into the training and skills for our dental team that will ensure a successful, happy, and profitable practice. We have three very important topics scheduled for the October meeting, which will be presented by two of our own talented and dedicated members. Don't miss it and invite a member or non-member friend to the meeting. Remember, there is no charge to bring a non-member guest as long as you let Lissette know in advance of the meeting.

We had a number of important announcements at the meeting that I'd like to bring to your attention. Dr. Larry Lieberman gave us an update on the Gulf Coast Dental Outreach. Dr. Patrick Lepeak discussed the Homeless Emergency Project. Dr. Mike Pikos announced an emergency fund to help the family of Dr. Jay Rosoff. Please contact these individuals for more details. On a lighter note, the WCDDA is sponsoring a sailing trip to the Caribbean. Contact Drs. Paul Miller or Hugh Wunderlich for information.

UPCDA is participating in a softball tournament with HCDA, PCDA, and WPDA on November 30th at Canal Park in Oldsmar. Please save the date and join your colleagues for some fun and excitement as we defend our title. We have sponsors for the games so all that is required is your participation as a player or spectator to cheer on your friends.

In the coming year, the leadership of your tripartite and UPCDA will address many issues critical to the dentists in our state. Many of these issues seem to have been around for some time but still remain of vital interest to us in Florida. Please keep in close contact with your local and state dental leadership regarding issues such as access to care, mid-level providers, and possible elimination of the state board exam. It is important to let your voice be heard so organized dentistry represents your views on these subjects.

In Tallahassee there is also a lot of talk about access to care and changing the dental licensure requirements. All of these and more could carry serious negative consequences for our practices. Supporting pro-dentistry legislators, generous financial contribution to FLADPAC and taking time from our practices to attend Dentists' Day on the Hill is no longer optional for Florida licensed dentists; it is essential to the survival of our profession as we know it.

Just as we get smarter each year in preparing for the next hurricane, we should be better prepared for the future challenges to organized dentistry and our

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OCTOBER 2010

MARK YOUR CALENDAR

2010

October 20, 2010

Bon Appetit Restaurant
Peer Review, Ethics and BOD Update
Drs. Robert Churney and William Koehenour

November 10, 2010

St. Petersburg Marriott Clearwater
Restorative Update
Dr. William Strupp
(Joint meeting with Pinellas)

December 9, 2010

Holiday party at Safety Harbor Spa featuring Otis Velt and The Old School Band

2011

January 19, 2011

East Lake Woodlands C.C.
ERISA Laws & Tax Planning
Sponsored by Insurance & Financial Advisors Marketing Inc.

February 2011

Annual UPCDA Bowling Event
Additional details to come.

March 16, 2011

East Lake Woodlands C.C.
Implant Update
Dr. Michael Pikos

April 20, 2011

Bon Appétit
Topic and presenter has not been selected

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President's Message (cont'd)

profession. Our next meeting will provide essential information and review recent challenges in the area of dental ethics and peer review. Also, we will have an update on current board of dentistry issues. Dr. David Butler was kind enough to contribute an article concerning Peer Review to this month's newsletter. For the complete story and information on other important topics, please join us at the next meeting. I look forward to seeing all of you at Bon Appétit on October 20th for an enjoyable gathering, a good meal, and important continuing education.

Bob Haller

UPCDA

Other Important Dates (cont'd)

2010

October 9-12, 2010

ADA Annual Session – Orlando, FL

2011

February 4, 2011

WCDDA Annual Meeting – Tampa Convention Center

February 11, 25-26, 2011

GKAS

June 9-11, 2011

FNDC – Gaylord Palms, Orlando

July 29-31, 2011

WCDDA Summer Meeting –The-Ritz Carlton, Naples

October 10-13, 2011

ADA Annual Session – Las Vegas, NV

West Coast District Dental Association 89th Annual Meeting

Friday, February 4, 2011 - Tampa Convention Center

Camaraderie ★ Education ★ Fun

FEATURED PROGRAMS:

Dr. John Cranham

Treatment Planning The Worn Dentition

Dr. Robert Fazio

*Treating Periodontitis and Peri-Implantitis:
The Good, The Bad & The Ugly –
Sponsored by Procter & Gamble*

Tina Calloway

Keeping the Flame Alive

Juli Kagan

*Pilates & Seated Stretches for the Dental Professional
Eating Healthier for Better FUNction*

Terri Oto, CTBS, RTI Biologics

*Regenerative Materials in Dental Procedures
Sponsored by Zimmer Dental*

UPCDA



WELCOME NEW MEMBER

Dr. Andrew Holloman, Clearwater



Classifieds

**AT 2000 PLUS FILM PROCESSOR WITH DAY LIGHT
LOADER - \$1500**

The A/T2000 Plus fully automatic film processor develops all sizes; panoramic, cephalometric, TMJ, occlusal and periapicals. Processing time, chemistry temperature and chemistry replenishment are automatically monitored and adjusted. Archival quality films are processed in 5 minutes with Day light loader. Please call 813-453-6447 for more info location Clearwater

PRIVATE PRACTICE has two complete operatories with x-ray ready to go, would be perfect for Dental specialist. Price negotiable based on specialist needs. Please call 813-453-6447 for more info location Clearwater

FOR SALE Buy 1/4 ownership in Palm Island Beach Front Condo 2/2.5 bath, \$150,000.00, Apx. \$8,000.00 per year fees. Call Dr. Insko 813-855-5046 / 813-855-6269

OCTOBER 2010

M e e t i n g

RSVP prior to October 18th for the
October 20th meeting:

by phone: (727) 449-1232
or by e-mail: lissette@wcdental.org

When:	Wednesday, October 20th
Where:	Bon Appétit Restaurant
Time:	6:00 p.m. - 7:00 p.m. Social Hour 7:00 p.m. - 8:00 p.m. CE Meeting
Speakers:	Drs. Robert Churney and William Kochenour
Course:	Peer Review, Ethics and Board of Dentistry Update – 1 CEU
Sponsor:	DSG Americus Insurance & Financial Adv. Marketing, Inc. Kettenbach Dental

Peer Review the Big Misconception

Before I became chairman I, like many others knew very little about peer review except that I NEVER wanted to hear from them. Avoidance was the best and safest avenue.

After several years of being associated with the process I think it is time to explain what peer review is, how it works and the benefits of utilizing this worthwhile service. First, the committee is not a secret organization that is out to get anyone who crosses their path; believe it or not the committee is on your side and wants to make practicing dentistry a little less stressful. Our concern is for you, the practicing dentist, and for your patients. That is as simple and as accurately I can put it.

The actual process is twofold: First we try to mediate an equitable solution that makes everyone involved happy or at least gives peace of mind with as little aggravation as possible. This often involves a monetary settlement but never more than the patient paid for the service in question. If this method is successful, the proper release form is completed and the dentist is legally absolved from any further action by the patient.

Sounds good, but we all have egos and often we feel we are right and the patient is wrong. That may very well be the case, but an old saying, "pride goeth before the fall", often affects our good judgment.

The second part occurs if the dentist or patient does not accept mediation. This is arbitration, in this scenario the committee exams the patient and meets with the dentist separately. At this point the committee decides, to the best of their ability, the most equitable solution to the problem. The dentist can decide to accept or reject the recommendations. If accepted, the chairperson discusses the resolution with the patient and proper forms are completed. If rejected by the dentist, the patient is advised to seek other avenues available to him/her.

In most cases the problem is resolved by one of these two methods. Complete satisfaction is the goal however, we must accept the fact that sometimes it is not possible. Our philosophy is to try to obtain an equitable result to a potentially difficult situation. I encourage all members of the UPCDA to contact us if a potential problem arises. Remember, being proactive is always the best course.

David S. Butler, DMD – Chairman UPCDA – 727-784-1481

UPCDA

Quick Facts about Peer Review

It provides an expert and credible system for resolving disagreements that cannot otherwise be resolved regarding patient complaints about clinical care.

- Peer review is intended to be a membership benefit.
- It is not intended to be an adversarial process.
- It is designed to preserve the doctor/patient relationship and resolve disputes that have already occurred so patients do not file malpractice lawsuits or Board of Dentistry complaints against members.
- All members are obligated, under the FDA Code of Ethics, to cooperate with reasonable requests of Peer Review Committees.
- Only cases involving problems with actual treatment and procedures are eligible for mediation.

Cases not eligible for the Peer Review Mediation Program include malpractice litigation; formal regulatory investigations; disputes over dental fees; treatment that occurred more than 12 months before the patient's last appointment with the dentist; and cases involving dentists who are not FDA members.

Caution: Kickbacks for Lab Referrals are Illegal printed in FDA Newsbites, September 14, 2010

You may have recently received an offer from an out-of-state dental lab that offers to pay you \$25 for every case you refer to them. While the law in another state may allow this, the law in Florida states:

"It is unlawful for any health care provider or any provider of health care services to offer, pay, solicit or receive a kickback, directly or indirectly, overtly or covertly, in cash or in kind, for referring or soliciting patients." Section 456.054, Fla. Stats.

"Kickback" means "a remuneration or payment, by or on behalf of a provider of health care services or items, to any person as an incentive or inducement to refer patients for past or future services or items, when the payment is not tax deductible as an ordinary and necessary expense." But even if the out-of-state lab may be able, under the law of that state, to deduct the kickback as a business expense, Florida law nevertheless prohibits a Florida dentist from accepting it.

While the Florida Dental Association (FDA) can't tell you what to do in your business relationships, because of antitrust law, FDA legal staff encourages you to be fully informed and consult your legal advisors before you enter into a referral arrangement. In Florida, illegal referral arrangements are often called "patient brokering," which is a CRIME, not just a Board of Dentistry violation, Section 817.505, Fla. Stats. Also, some types of cross-referral arrangements (similar to,

but not the same as patient brokering) "shall be subject to a civil penalty of not more than \$100,000 for each such circumvention arrangement or scheme." Section 456.053(5)(f), Fla. Stats.

The FDA works hard to keep our members updated on regulatory changes, which happen all the time. We cover every meeting where dentistry is concerned. Our staff includes experienced people who are registered lobbyists, know health-care risk management, or are certified by The Florida Bar as experts in Health Law.

These regulatory updates are provided only to FDA members. But the dental lab offer may have been communicated to every Florida dentist. So, if your dentist friends who are not members call you to ask whether they should accept this generous financial offer in these tough economic times, please feel free to:

- send them a copy of this message
- tell them it is from the FDA, and
- if they would like to support the dental profession and receive their own updates, they should call the FDA's membership department at 800.877.9922.

Your association would love to hear from them and, who knows, they might find membership dues cheaper than licensure violations, criminal prosecutions or \$100,000 fines.

UPCDA

CO-ED SOFTBALL BATTLE * UPCDA, WPDA, Pinellas & Hillsborough

November 30th, 6:00pm at Canal Park in Oldsmar

Come on TEAM, it's time to dust off your equipment and get ready to continue our undefeated winning record.

We Need You on Our Team!

Call Lissette at (727) 449-1232 or email lissette@wcdental.org to sign up for the UPCDA team! Please bring your own equipment and if you have extra please notify Lissette. Cheering section for family and great playground for the kids.



The Upper Pinellas County Dental Association (UPCDA) newsletter is published 8 times a year. The president and staff organize, print and mail to membership. The newsletter may publish signed articles relating to all phases of dentistry, but assumes no responsibility for opinions expressed by the contributors. Publication in the newsletter does not imply the UPCDA endorse any products or services that are advertised. Views, editorials, news columns and/or articles are those of the author's and not necessarily of the president, staff or members of the UPCDA.

Gulf Coast Dental Outreach

“Play for Care” Classic

Gulf Coast Dental Outreach, a 501(c)(3) nonprofit organization, invites you to participate in or sponsor our second annual “Play for Care” Charity Golf Outing. Your generous assistance will help low-income Bay-area patients receive quality dental care.

- **What:** Golf outing benefiting Gulf Coast Dental Outreach and the underserved population of the Pinellas, Pasco and Hillsborough county areas
- **When:** October 15, 2010 at 1:00 p.m.
Registration starts at 11:30 a.m.
- **Where:** East Lake Woodlands Golf and Country Club (North Course), 1055 E. Lake Woodlands Pkwy, Oldsmar, FL
- **What’s included:** One round of golf at one of the area’s most well-respected courses, boxed lunch, multi-entrée buffet dinner, golf contests and customized balls, tees, fabulous raffle prizes and other “goodies”
- **Cost to attend: \$150/person, or \$500 per foursome (a \$100 savings!)**



Become a Sponsor

Don't miss your chance to “drive” home your organization’s commitment to our area’s most needy. Sponsoring the Gulf Coast Dental Outreach “Play for Care” Charity Golf Outing will advertise your business’ or organization’s dedication to the fight for access to quality care, while directly assisting Gulf Coast Dental Outreach in its mission to help those in need. The following sponsor levels are available:

- **Tee sponsor:** \$250 - Your sign will be on a tee box
- **Silver sponsor:** \$1,000 - Your sign will be on a tee box and one foursome will be included.
- **Gold sponsor:** \$2,500 - Your sign will be on a tee box and on the front of all golf carts. One foursome will also be included.
- **Porcelain sponsor:** \$5,000 - Your sign will be on a tee box and on the front of all golf carts. Two foursomes will also be included.

All sponsors will be mentioned in a slide presentation that will be playing when golfers come in at the end of the outing. We are also looking for individuals or organizations to sponsor beverage carts, donations of water or other beverages in coolers, and lunch. **Thank you for your generous support.**

**For details contact: Gulf Coast Dental Outreach Executive Director,
Cheryl Small, 813-579-3935, X105 cheryl@gulfcoastdentaloutreach.org or
Gulf Coast Dental Outreach President / CEO, Robert Ettleman, D.D.S., M.A.G.D.,
813-389-3748, rob@gulfcoastdentaloutreach.org**