

# Bulletin





One Network. One Material. **Two Choices.**

# CAD | PRESS

The DSG Network gives you the power to choose which IPS e.max® style is right for your practice. CAD or Press, IPS e.max offers lithium-disilicate strength, esthetics and fit through fabrication diversity.

With more than 25 laboratories, 850 employees, and industry-leading experience and technology behind every one of your IPS e.max cases, your practice is poised for increased growth and patient satisfaction through the DSG Network.



**DSG Davis Dental Lab**

Grand Rapids  
800.253.9227  
grandrapids@dentalservices.net

**DSG Dresch-Tolson Dental Lab**

Toledo  
800.843.4110  
toledo@dentalservices.net

**DSG Davis Dental Lab**

Rochester Hills  
800.570.2131  
rochester@dentalservices.net

**Editor** James Papp  
**Associate Editors** Seth Vruggink  
 Jeff Smith  
 Aric Smith  
 Larrisa Bishop  
**Advertising Editor** Elaine Fleming  
 Executive Secretary  
 WMDDS  
 511-F Waters Building  
 Grand Rapids, MI 49503  
 (616) 234-5605  
 efwmdds@aol.com

**West Michigan District Dental Society  
 Executive Board 2010-2011**

**President** Seth Vruggink  
**President-Elect** Larissa Bishop  
**Vice President** Tyler Wolf  
**Secretary-Treasurer** Ryan Lebster  
**Editor** James Papp  
**Immediate Past President** Douglas Klein  
**Directors** Margaret Gingrich  
 Samuel Bander  
 Steve Conlon

**Area Representatives**

**Kent County** Lathe Miller  
**Ionia-Montcalm County** Kathleen Ellsworth  
**Mecosta County** Doug Killian  
**Ottawa County** Thomas Phares

**MDA IV District Trustees** Norman Palm  
 Brian Cilla

**Big Rapids Dental Study Club Officers,  
 2010-2011**

**President** Erick Perroud  
**Vice President** Christa Stern  
**Secretary** Christa Stern  
**Treasurer** Erick Perroud

**Holland-Zeeland Dental Society Officers,  
 2010-2011**

**President** Meredith Smedley  
**Treasurer** Robert Ankerman  
**Secretary**  
**Immediate Past President**

**Ionia-Montcalm Dental Study Club  
 Officers, 2010-2011**

**President**  
**Treasurer** Kirkwood Faber

**Kent County Dental Society Officers, 2010-2011**

**President** David Armbrecht  
**Vice President** Lathe Miller  
**Secretary** Norman Wilhelmsen  
**Treasurer** Michael Palaszek

**West Michigan Dental Foundation  
 Officers**

**President** Matthew Gietzen  
**Vice President**  
**Secretary** Devin Norman  
**Treasurer** Joe VanLaan

The *Bulletin* of the West Michigan Dental Society is published six times a year (the directory issue, fall issue, holiday issue, winter issue, spring issue, and summer issue). The opinions expressed in *The Bulletin* are not necessarily the opinions of the West Michigan District Dental Society.

Contributions to *The Bulletin* are welcome and should be addressed to The Bulletin Editor, 4880 Cascade Road SE, Ste. B, Grand Rapids, MI 49546. Requests for purchase of advertising space should be directed to the Advertising Editor, Elaine Fleming, (616) 234-5605. The deadline is the 1st of the month prior to publication.

© 2010-2011 West Michigan District Dental Society Bulletin

## Contents

President’s Message ..... 2

Editor’s Thoughts ..... 4

WMDF News..... 6

WMDDS Continuing Education Registration Form – June 24 New Program ..... 8

Requirements for Treatment Records ..... 10

An Epilogue..... 13

Trustee Report ..... 14

Classified Ads ..... 18

Advertiser Index..... 19

Out of Something Bad Must Come Something Good ..... 20

## About the cover

“Give Kids a Smile Day” held at Frey Family Dentistry February 4, 2011 in Belmont, MI. Photo from left to right: John T. Frey, DDS, patient Max Gage, age 9, and GRCC second year hygiene student Heather Keen. Photo courtesy of Jim Hill Photography.

### Mission Statement

The *Bulletin* is the newsletter of the WMDDS and its mission is to inform the membership of upcoming and recent events, state & local issues related to dentistry, and as a forum for its officers, representatives, and members to discuss appropriate topics of interest to the membership.

### Communication & Advertising Policy

The *Bulletin* will publish submitted articles from members and others that relate to the practice of dentistry, small business, social, or political issues affecting dentists, or other subjects of interest to the membership. All published items are subject to space restrictions and the community standards of the WMDDS. The editors reserve the right to reject any article or advertisement deemed inappropriate and to edit submissions as they see fit.

**Submission & Publication Policy:** Articles and advertisements must be submitted no later than the 1st of the month preceding publication date. The *Bulletin* has six publications: the directory issue, fall issue, holiday issue, winter issue, SUMMER ISSUE, and summer issue. Direct submissions or correspondences to:

Dr. James C. Papp • 4880 Cascade Road SE, Suite B • Grand Rapids, MI 49546

Phone: 616.940.9872 FAX 616.940.2854 • Email: DRJPAPP@aol.com

Include “Newsletter” in the subject line

# Thank You to a Wonderful Friend

By Dr. Seth Vrugink, *WMDDS President*



I am delighted to be writing my last piece as the President of the West Michigan District Dental Society. Not just because I won't have to come up with another topic to babble on about for a page in our *Bulletin*. It is because I have been saving up one special topic for the very end, though I could have written it at any point along the way. I have had an incredible experience serving on the Executive Board for the last six years. I have gotten to meet and become friends with some great people during that time. I am now about to be put out to pasture, but I don't want to go out before I recognize someone without whom I never would have survived.

Most everyone in the West Michigan District Dental Society knows Elaine Fleming. Not as many, however, know exactly what she does or how important a part she plays in making our component among the best, if not the best in our state. We all recognize her when we see her staffing the table at our continuing education programs or running the show at our golf outings, but not everyone realizes just how many hours she serves beyond the ones we see.

Our Executive Board, our officers, our committee members and our Trustees do shoulder a lot of responsibilities when it comes to doing the business of our component. None of them, however, could do their jobs nearly as well without the support and hard work put in by Elaine. When you need an answer, email Elaine. If you want to know the history on an issue, ask Elaine. If you need something done and you need it yesterday, send her a text. Also, don't worry about forgetting something that you were supposed to do. Elaine remembers.

She has been a fixture in the West Michigan District for far longer than I have been a dentist. For that matter, she has been a fixture here for longer than most of us have been den-

tists. I imagine since I have known her she may even long for those days before there was email and text messaging, because she probably spends half of her waking life answering messages from me. I have requested her help in the early hours of the morning and, more often, far past bedtime. Every time the answer will appear without delay. Sometimes I think the response comes before I ask the question, but I am still not sure how.

This may be a terrible analogy, but I am going to give it a try. I see the West Michigan District Dental Society as a tandem bicycle. Elaine occupies the unfortunate position of the back seat. Each year someone else hops on the front and gets to steer while taking in the sights and waving to everyone along the way. In the back, Elaine keeps pedaling. The driver always pitches in with a little pedaling of their own, but Elaine is never afforded the opportunity to stop. The bike must keep rolling. Sometimes the driver gets the bike off course and Elaine has to remind them where they are supposed to be heading. She kindly helps the driver find the right direction, but never breaks her pace. Don't worry about turning around to check if she is still pedaling. She is.

I am very appreciative of all of the help and hard work put in by the board members that I have served with as well as the committee members, Trustees and countless others. I am most appreciative, however, of the service of Elaine Fleming over the past six years. She has made me look far better at this than I really am, and she has done so without asking anything of me. I am very pleased to be leaving this experience with a friendship I will cherish. I have really enjoyed the ride this year, Elaine. Thanks for pedaling.

# Legislative Breakfast

**Friday, May 6, 2011**  
**8:00 am to 9:30 am**  
**Radisson Hotel**  
**270 Ann Street NW**  
**Ann Street NW at 131 Expressway**

Please mark your calendar and make plans now to attend the WMDDS Legislative Breakfast. This is an important opportunity for you to meet your local legislators and express your views and concerns on the issues that affect dentistry. Please make every effort to attend. Dentistry's voice needs to be heard.

To reserve your place, please complete and return the attached form by April 18, 2011.

Name \_\_\_\_\_

Email address \_\_\_\_\_

Traditional Breakfast Buffet will be served starting at 8:00 am

Cost: \$14 per person

Please make check payable to: West Michigan District Dental Society

Return by April 18, 2011 to:  
West Michigan District Dental Society  
161 Ottawa Avenue NW Suite 511-F  
Grand Rapids, MI 49503

Questions? Contact Elaine Fleming  
616.234.5605 | [efwmdds@aol.com](mailto:efwmdds@aol.com)  
or

Dr. Steve Dater, WMDDS Legislative Chairperson  
616.866.0869 | [smdater@comcast.net](mailto:smdater@comcast.net)

# An Avenue To Patient and Public Education: Your Website

By Dr. James C. Papp, *WMDDS Editor*



Last month I touched on the importance of educating the public and our patients. It is vital to not only our private practice, but our profession as a whole. Your website can be a valuable tool to help propagate important information to our patients and general public, and, of course, attract new patients. Some may say, “Why would I want to bother with a website, my patients don’t use the internet.” Well, think again.

About half of the American population goes online. The median age of online users is 39 years old. Adults fifty years and older is the fastest growing segment comprising approximately thirty-four percent of all online users. Breaking down age groups and how they use the internet, users 18-34 years old tend to use the web more for entertainment, while those thirty-five and older have a different agenda. Online banking, shopping, and gathering health information all ranked high on their frequent activities. To make things even more interesting, the above statistics are from the U.S. Department of Commerce, Economics and Statistics Administration, National Telecommunications and Information Administration, 2002. You can only imagine how those numbers have grown and changed, slanting even more to the age of our adult patients.

So how does this relate to the dental patient population? I found one survey that may give some insight addressing this question. A survey was randomly distributed to over 520 dental patients attending dental seminars regarding restorative dentistry, dental surgery and oral medicine. Close to seventy percent of the patients surveyed used the internet in their daily lives. Approximately forty percent of the patients either researched their presenting dental/oral condition or

had a family member research their condition on their behalf. Not a staggering statistic, but a significant one nonetheless when considering how many dental patients are out there. And I am sure this percentage will continue to rise as the younger technology-immersed groups age. The study concluded that practitioner-led direction for patients regarding quality information sources online are important.

When creating a website, think about presenting information in a way that highlights the benefits to the patient. Create blogs (basically online conversations) on your site, open with a question, a relevant fact, or a very pointed thought—something to grab the reader’s attention. Patients aren’t highly interested about your CEs, nor do they really care what you think about the latest technology. What they want to know is what we all want to know, what’s in it for me? “Hot” topics such as dental radiographs and radiation, amalgam restorations, tooth whitening, dental implants, esthetics, dental disease affecting systemic health, for example, are of great interest to readers. Patients plugging in these keywords into their browser will be given the chance to be directed to your website and participate in a conversation with you and building confidence in you and our profession without even stepping into the office.

Other helpful keywords or resources to plug into your website can be case studies, services you offer, technology news, financing and insurance, community news, and testimonials. These topics can only increase your chances that someone will be directed to your site.

You really don’t have to build a website per se, but you need to have a website. Use the power of the internet. Your practice’s online presence as a dental professional, and more importantly your professional “voice” on a number of issues and interests to the general public will not only enhance your private practice, but also serve as voice for our profession as a whole.

## Our GKAS Day Experience

Submitted by Ashlee Duck, Kristian Dykstra, Janelle Hill, Heather Keen, and Diem Nguyen  
*GRCC Second Year Hygiene Students*

Dr. John Frey's office contacted Deb Schultz, RDH, PhD, one of our instructors in the Grand Rapids Community College Dental Hygiene program, looking for student volunteers for the ninth annual ADA "Give Kids a Smile Day" that was held on Friday, February 4th, and five of us second-year hygiene students were selected. We were excited about the challenge! We knew it'd be a great opportunity for us, that we would meet a lot of new people, and that we would be helping to provide dental services to children in our community who needed it most.

Give Kids a Smile Day was so much fun! When we first got there, we were treated to a wonderful breakfast where everyone introduced themselves. It was nice to see how the entire office staff interacted. Dr. Frey's staff, plus Dr. Laura Fogle and an additional volunteer hygienist all made us feel so welcome and respected, and they were genuinely happy to have us helping them on this important day. Dr. Frey's office has been running this free clinic every year for nine years, and they were very well organized. We all had nametags and were truly made to feel like we were part of their team.

We were given a lot of responsibility and were integral to the whole experience. Each student was assigned to an operatory, and we were responsible for greeting and interacting with the child, all of the necessary charting, assisting both the doctor and the hygienist with the different procedures, and setting up for the next patient. Once the doctor completed the initial exam, if they determined the child needed sealants, they would be completed right then, and in record time! Dr. Frey would finish with one sealant and move immediately on to the next one using just the saliva ejector for isolation. It was amazing to see how fast, yet efficient he was. And he had to be! We provided dental care to 60 area children that day.

After that, a hygienist would come in and perform the prophylactic cleaning. The dental hygienists volunteering that day were all incredibly nice and helpful. They gave patient education as they were working and kept things going very smoothly. We saw kids ranging in age from 2 to 16 years old, and for some of them, it was the first time they had ever been to a dentist's office. One boy in particular really tugged at our heartstrings. He was three years old, in a wheelchair, deaf and mute, accompanied by his foster mom and a nurse. It was amazing how Dr. Frey was SO incredibly accommodating to



*GRCC student volunteers (left to right) Ashlee Duck, Kristian Dykstra, Janelle Hill, Diem Nguyen, and Heather Keen.*

him. It just touched our hearts to see how much the doctors and the staff treated everyone with so much respect. We even overheard a patient's mother in the front office saying thank you for treating her and her family like actual people.

Another fun highlight was that we got to be on WZZM News! There were cameras there for about an hour interviewing Dr. Frey and filming the surrounding activities. The journalist even interviewed a patient's father as we were working on his child. We are still able watch the news story on the WZZM website.

Overall, we felt like we were really an important part of the dental team that day! It was eye opening to all of us that for some of these kids, it might be the only dental services they receive all year. It made us understand just how valuable our profession is. It was nice to see that there is an office out there that really cares about their community and is willing to spend a Friday off volunteering.

We actually had a lot of fun, and it made us realize how much we've grown towards becoming dental hygienists. We can look past the scaling, the patient education, and the studying, and really see how we have gained lifelong skills that will allow us to give back to our own communities once we are working, to help the people around us who need it most.

# Meet the 2010-2011 West Michigan Dental Foundation Scholarship Winners

Submitted by Carol A. Klein, RN

*West Michigan Dental Foundation Tuition Grant Committee Chairperson*



Each year the WMDF, in cooperation with several other local dental organizations, makes an investment in the future of West Michigan dentistry by awarding scholarships to outstanding dental, dental hygiene, and dental assisting students. Here are the 2010-2011 scholarship winners:



**Eric Cao**  
**University of Michigan**  
**School of Dentistry**

Eric has wanted to be a dentist for as long as he can remember. “Most kids at the age of eight when asked, ‘what do you want to be when you grow up,’ don’t hold on to that dream, but the people in my life have influenced me to follow my dream.” Eric has been an active student while attending dental school by volunteering his time both inside and outside the dental school for numerous dental and professional functions. “I see myself returning to Grand Rapids and pursuing general dentistry with a focus on family practice. I like the idea of being near my family and settling close to the community in which I grew up,” states Eric. Organized dentistry in Western Michigan will be fortunate to have a dentist of Eric’s caliber.



**Michael Hosking**  
**University of Michigan**  
**School of Dentistry**

Michael states that as a student representative to the MDA Foundation, he “has experienced organized dentistry and has seen the kind of difference dental professionals can make when working together.” Michael’s personal goals include becoming a leader in the community and giving back to those in need. While growing up in Big Rapids, Michael was fortunate to experience a dental mission trip with his father. “It was a great experience helping people without adequate dental care, while experiencing a new part of the world.” Michael’s attitude toward giving to others will be an inspiration to the West Michigan dental community.



**Michael Wierenga**  
**University of Michigan**  
**School of Dentistry**

Michael is an outstanding student who demonstrates enthusiasm for dentistry through his volunteering experience. Mike volunteered for two years at a non-profit dental clinic while pursuing his undergraduate degree. He serves as a representative for his dental fraternity, as well as on an MDA committee, gives back to his community through his participation in “Give Kids a Smile,” and overseas mission trips. Mike’s personal goals focus around moving back to the West Michigan area and practicing dentistry. “It has always been my vision to move back to Grand Rapids as I believe it is a great place to live and raise a family.” Michael will definitely be an asset to organized dentistry in West Michigan.



**Kelly Russo**  
**Ferris State University**  
**Dental Hygiene**

Kelly impressed the committee by her wishes to remain in the West Michigan area and her personal enjoyment in working with children. Kelly “comes from a big family and couldn’t imagine life any differently.” Fellow students and faculty often remark that Kelly is blessed with considerable talent. “She puts great effort into her studies, devotes time to promote her classmates’ academic success, and continues to develop professional and ethical character.” Kelly graduates in 2012 and will be an asset to any lucky dental practice.



**Amanda Benedict**  
**Ferris State University**  
**Dental Hygiene**

Mandy possesses a very pleasant disposition and personality along with a strong work ethic. A letter of recommendation described Mandy as “popular among students and professors alike, earning her the position of Vice President of her Dental Hygiene Class of 2012.” Mandy is especially mature and motivated to succeed; she currently holds two part-time jobs while attending dental hygiene classes full-time. In addition to her jobs, she volunteers to provide childcare at a local elementary school during parent/teacher conferences. Mandy’s personality, attitude, and work ethic won over the committee in her personal interview.



**Catherine Pawloski**  
**University of Michigan**  
**Dental Hygiene**

Cassie’s vocational goal is to serve people in need. “Whether it is a clinical dental hygiene practice or public activism for public health, I want my work to have a positive effect on the oral health of traditionally underserved populations,” Cassie states. Her professors state that Cassie is “conscientious and motivated,

and is eager to maximize the learning opportunities available to her.” She has participated in numerous extracurricular projects including Urban Community Oral Health Project—Dental Anxiety, Give Kids a Smile, and Washtenaw County Head Start teaching oral health lessons. Cassie impressed the committee with her kind words and easy smile, which are characteristics that will take her far.



**Brittney Brown**  
**Grand Rapids Community**  
**College**  
**Dental Assisting**

Brittney grew up in the Alto area and will complete her program in the summer of 2011. Brittney was voted president of her dental assisting class and clearly relates well with others. Brittney impressed the committee as a hard-working, goal-oriented, pleasant individual with a strong work ethic. Brittney states that, “with the help of the staff at my dentist’s office, I have now found a career in an area I enjoy.” She will be an asset to the dental team and to the patients she serves.



**Heather Noorman**  
**Grand Rapids Community**  
**College**  
**Dental Assisting**

Heather’s professional goals are to “educate patients about their personal hygiene and teach them how to keep a healthy mouth.” A letter of recommendation described Heather as “a very humble leader who is always cooperative during class activities.” The committee enjoyed Heather’s bubbly personality and good nature. When Heather completes her program in the summer of 2012, her goal is to find a great job and become the best dental assistant she can be.



**“Dentists are dealing with many unknowns...**

**One thing I am certain about is my malpractice protection.”**

Many dentists are feeling the impact of lowered demand for dentistry due to the economy. Profitability challenges and increased risk to meet those challenges contribute to an atmosphere of uncertainty and lack of control.

What we do control as dentists:  
*our choice of a liability partner.*

I selected ProAssurance because they stand behind my good dentistry. In spite of the maelstrom, I am protected, respected, and heard.

**I believe in fair treatment—and I get it.**

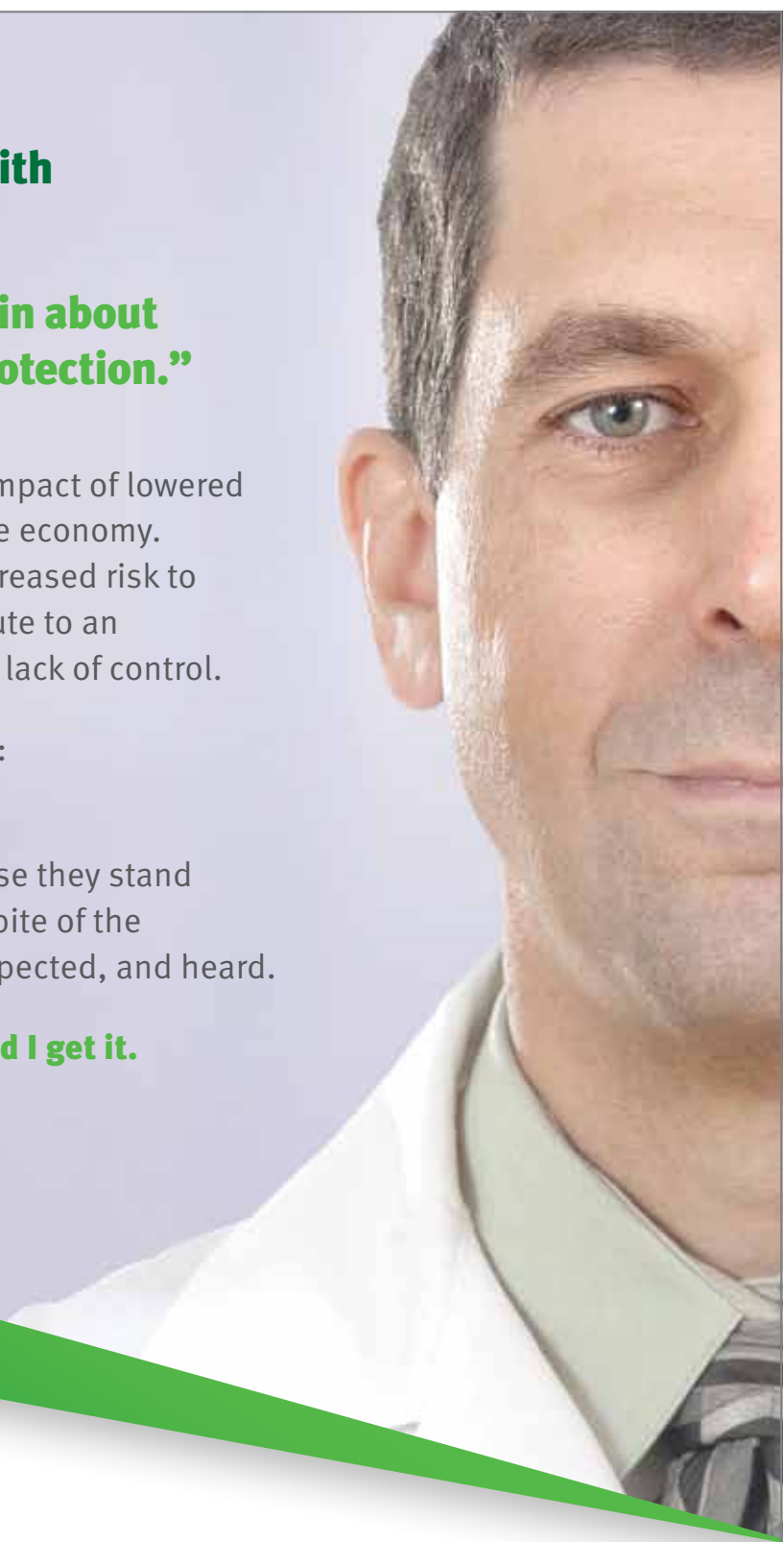


**PROASSURANCE**<sup>®</sup>

Treated Fairly

**Professional Liability Insurance & Risk Management Services**

ProAssurance Group is rated **A (Excellent)** by A.M. Best.  
For individual company ratings, visit [www.ProAssurance.com](http://www.ProAssurance.com) • 800.292.1036



# Write It Down – It’s the Law

Submitted by JoAnne Hodder, RDH, BS

**A**s a dental hygienist and member of the Michigan Board of Dentistry for the last six years, it is my responsibility to be aware of the Administrative Rules of the Michigan Board of Dentistry. I have had some inquiries concerning requirements for dental treatment records. Here is the law from the current rules (last revised 6/9/06) which is required in both solo and group dental practices:

**R338.11120** Dental treatment records; requirements.

Rule 1120.

- (1) A dentist shall make and maintain a dental treatment record on each patient.
- (2) The dental treatment records for patients shall include all of the following information:
  - (a) Dental procedures performed upon the patient, including the charting of all restorations, missing teeth, or other developmental deformities.
  - (b) The date the procedure was performed.

- (c) Identity of the dentist or the dental auxiliary performing each procedure.
  - (d) The date, dosage, and amount of any medication or drug prescribed, dispensed, or administered to the patient.
  - (e) Radiographs taken in the course of treatment. If radiographs are transferred to another dentist, the name and address of that dentist shall be entered in the treatment record.
- (3) All dental treatment records shall be permanent and shall be maintained for not less than 10 years from the date of the last treatment provided.

## I N M E M O R I A M

The West Michigan District Dental Society was saddened by the passing of our colleague:

**Dr. William A. Avery, March 17, 2011**

Those wishing to make a memorial donation to the West Michigan Dental Foundation in memory of Dr. Avery should contact Elaine Fleming at the WMDDS office at 616.234.5605, or checks may be sent made payable to:

West Michigan Dental Foundation  
161 Ottawa Avenue NW, Suite 511-F  
Grand Rapids, Michigan 49503



Full line of glove products  
and special association  
member pricing.

Featuring...



**Nitrile**  
Starting at  
\$5.59 per 100 gloves

**Powder-Free Latex**  
Starting at  
\$5.20 per 100 gloves

**Powdered Latex**  
Starting at  
\$6.00 per 100 gloves



\*All gloves are sold by the case, with 10 boxes per case



To place an order, request free samples, or for more  
information please contact MDA Services:

**(877) 484-6149**

To order gloves on the Web visit:

[www.smilemichigan.com](http://www.smilemichigan.com)



# The Right Fit

## FOR MALPRACTICE INSURANCE COVERAGE

*Get competitive dental malpractice insurance coverage with protection you can trust from “A” (Excellent) rated\* Professional Solutions Insurance Company.*

To learn more, call **1-800-718-1007, ext. 9191**,  
or visit [www.profsolutions.com](http://www.profsolutions.com).



**Professional**  
SOLUTIONS

INSURANCE  
COMPANY

\* Malpractice insurance is underwritten by Professional Solutions Insurance Company, 14001 University Ave., Clive, IA 50325. Professional Solutions Insurance Company is rated “A” (Excellent) by A.M. Best for financial strength and operating performance. A.M. Best ratings range from A++ to S. ©2010 PSIC NFL 9191 ALL

# Breakfast with Bill

Submitted by Bruce Warber, DDS

We can all recall where we were during certain significant events in our lives. For me, it was watching “Howdy Doody” on our first Olympia TV, Sputnik, the Kennedy assassination, and the first time I met Bill Avery. We were having lunch at a dental meeting at Adrian’s Ramona Terrace (now English Hills), and he was sending his meal back to the kitchen for the second time. Now Adrian’s was a great place for a meeting, but sending anything back to the kitchen in the hope that it would reemerge better was such a strange concept that the memory is still vivid. It’s funny, though, how things work out.

Mitch Albom may have had *Tuesdays with Morrie*, but I had breakfast with Bill pretty much every Monday through Thursday at Forest Hills Inn for 25 years. You may ask why anybody would do that. For me it was easy – because Bill was such an upbeat and interesting person, and there are not many of those running around. He was a world-class photographer, ballroom dancer, could wire a house better than most electricians, had a broadcast license, and more importantly, could recite lines from Marx Brothers’ movies and had an encyclopedic knowledge of early American water canals.

Bill truly enjoyed dentistry and as our own mutual friend, Larry Marcotte said, he was a vital cog in organized dentistry at a local and state level for so many years. He was a tireless worker. All Bill’s awards were richly deserved and long overdue.



It was difficult to watch Bill decline over the last year, but he handled his situation with an attitude and class that was quintessential Bill. I hope you’re fortunate to have a friend like Bill. I was and I’ll miss him.



# 2011 Spring Trustee Report

By Dr. Brian Cilla, *MDA Trustee*



As I write this report, NCAA March Madness has begun. The glaciers are in retreat and we can start to think about summer fun. This year, the MDA Annual Session is being held in Grand Rapids. I hope everyone will have had the opportunity to come downtown to attend courses, visit the exhibitors, or the other special events. In spite of the Michigan economy, we are expecting a good turnout.

I want to welcome Colette Smiley to the MDA Board as your new district IV trustee. She will be replacing the term-limited Norm Palm. Colette is well suited for this job because of her experience, intellect, and ability to express an honest opinion. I hope she likes writing trustee reports. Additionally, at this meeting we will see familiar faces taking positions of leadership within the MDA. I would like to extend my congratulations to Norm Palm, our incoming MDA Vice-President and Connie Verhagen, the new MDA President. I cannot think of two more qualified individuals to represent our profession. We live in challenging times, and there might be more turbulence ahead. On issues of importance, we can expect critical analysis and the ability to thoughtfully articulate positions that preserve and protect our profession. It is a privilege for me to serve with them on the MDA Board. Our membership can expect good things from them during their terms in office.

The remainder of this report will be about the MDA February Board of Trustees (BOT) meeting. Highlights are as follows:

- The MDA budget is on track and in the black. As a consequence, there will not be a MDA dues increase for this upcoming year. This is directly attributable to belt tightening actions taken by our executive director, Drew Eason, and our fine MDA staff. They are doing more with less and deserve our congratulations for doing such a fine job.
- The MDA will be hiring an independent contractor in order to assist with the development and implementation of an effective grass roots legislative program. Our profession needs to be more politically active in order to preserve and protect our doctor-patient relationships. Additionally, and equally as important, our politicians should consider the MDA to be the most trusted voice when it comes to matters pertaining to oral health care issues for the residents of Michigan.
- Non-covered services legislation will be re-introduced. We are in the process of lining up sponsors and hope to see better progress than last year. Last year was essentially a lame duck session and this certainly was a complicating factor in moving the proposed legislation forward. We expect that there will be stiff opposition from the insurance lobby.
- The Detroit District Dental Society is making significant progress towards resolution of their financial difficulties. Their current Board has worked extremely hard at taking corrective actions and has exhibited outstanding leadership. A light is at the end of the tunnel.
- The MDA will create a new committee on Membership, Retention, and Recruitment. This is a combination of two prior committees: Membership and the Special Committee on the New Dentist. It will consist of ten dentists and two students. It is anticipated that this will eliminate duplication of effort and provide for improved efficiency.
- The Andersen Economic Group has been hired to determine funding strategies for oral health programs. They gave preliminary estimates to the BOT. It was reported that in order to expand the existing healthy kids program throughout the state, the total cost projection would be approximately 128 million dollars. This would entail an additional 38 million coming from the state and 66 million from the Feds. Increasing adult Medicaid reimbursement levels to improve dentist participation would cost an additional

85 million dollars. Even though these numbers are relatively small when compared to overall State expenditures, creative thinking will be required to determine funding sources and achieve appropriate sustainable budgetary levels.

The most pertinent Board resolutions forwarded to the 2011 MDA House included the following:

- The MDA will seek exemption of FDA-approved dental devices (such as the dental CT scan) and techniques from the Certificate of Need Commission oversight and regulations.
- The MDA will develop best practice recommendations for school programs. The ADA is in the process of creating these guidelines and these would be used, if feasible, as a template for the MDA recommendations.
- The MDA will advocate that dentists *voluntarily* treat at least five Head Start children in their office.

- The MDA will support the State Board of Dentistry decision to allow some CE credits for voluntary dentistry. At the present time, the Board is promulgating the rules.
- The MDA supports a fully funded statewide dental sealant program for children at high risk for dental disease.

This concludes the latest report. As always, I will make myself available for any questions or concerns. Please do not hesitate to call or contact me by e-mail at [blcilla@aol.com](mailto:blcilla@aol.com). I hope everyone joys their spring and summer!



Our local bank proudly services  
and supports the dedicated  
West Michigan Dental Community.



Born here,  
Growing here,  
Staying here.

LOCATIONS

- Cascade Rd at Spaulding - SE
- Northland Dr at Plainfield - NE
- Monroe Ave at Louis - Downtown
- Wilson Ave at 56th - SW

616-956-9030  
[www.foundersbt.com](http://www.foundersbt.com)

# MARK YOUR CALENDAR



## West Michigan Dental Foundation Annual Golf Outing

Friday June 3, 2011

Egypt Valley Country Club

Watch for more information about this event!

Mission Statement: An organization dedicated to the improvement of oral health through the financial support of education and service programs to address the needs identified by the dental profession and the communities it serves in Kent, Ottawa, Ionia, Mecosta and Montcalm counties.

*Doing the right thing.*

401(k) Plans and  
Wealth Management Services  
focused on *your* objectives  
not Wall Street's.

*Midwest Capital Advisors*

Contact Jeff Gietzen or Mike DeSmyter today at 616.454.9600  
or email at [mdesmyter@midwestcap.com](mailto:mdesmyter@midwestcap.com)  
[midwestcap.com](http://midwestcap.com)

### C O R R E C T I O N

In the 2009 West Michigan Dental Foundation annual report, there was an error in the 2009 List of Contributors. The following is a correction to that list:

2009 List of Contributors  
\$501+  
Dr. Brian Cilla

# Facial Growth Guidance Seminar

Gain confidence in recognizing the factors that affect malocclusion. Research on early treatment with Biobloc appliances has shown it is possible to encourage horizontal growth to avoid unfavorable vertical growth which results in the "Long Face Syndrome". Treatment to correct abnormal facial skeletal growth is likely to be most successful if begun at the proper age.

"By age 12 years, the age when many orthodontists initiate treatment, 90% of facial growth has already occurred. To wait until 90% of a deformity is established before instituting treatment is not consistent with a preventive philosophy."

— Robert Rubin, DMD Orthodontist writing in the *ENT Journal*, Volume 66/May 1987

**You are invited to attend the Facial Growth Guidance Seminar May 12-14, 2011.**

## **Seminar Lectures by**

Dr. John Mew and  
Dr. Michael Mew,  
London School of Orthotropics

24 Continuing Education Credits

## **Registration Fee**

Dentists: \$795 (\$895 after April 12, 2011)

Non-Dentists: \$75 (\$85 after April 12, 2011)

## **Thursday & Friday May 12 & 13, 2011**

Dominican Center at Marywood

7:30-7:55am — Registration and Continental Breakfast, Included

8:00am-5:00pm — Lecture (Lunch 12:00-1:00pm, Included)

Thursday Dinner for Attendees Included

## **Saturday May 14, 2011**

Clinical

7:30am — Continental Breakfast, Included

8:00am-5:00pm — Clinical review with patients and hands-on appliance adjustment

(Lunch 12:00-1:00pm, Included)

**For more information on how to register contact Wyland W. Gibbs, D.D.S., MS. Phone 616-361-8506, Cell 616-540-7406, or [wwgibbs@comcast.net](mailto:wwgibbs@comcast.net).**

The classified ad rate is \$10.00 up to and including 30 words; additional words 15¢ each. Space permitting, WMDDS members may place ads free of charge as a membership service. Ads should be submitted in writing and sent with payment to Elaine Fleming, WMDDS, 511-F Waters Building, Grand Rapids, MI 49503. Telephone numbers and hyphenations count as two words, abbreviations count as one word. Ads received after the first of the month prior to publication may appear in the following issue.

**Established Dental Office Space** – 2003 Burton SE (between Breton and Plymouth). End unit with 720 sq. ft. and a full basement, on-site parking, adjacent 3 spaces occupied by established dentists. Great traffic counts on Burton in an established residential area. Call Bruce at 942.9492.

**Dental Office for Lease** – Sparta, MI. 2,000 sq ft., includes two x-ray machines, vacuum extraction, cabinetry, laboratory. \$1,350 plus utilities. Traffic flow/14,000 daily. 616.874.4192.

**RediDental:** Now hiring part-time dentists for evening and weekend hours at our Holland location. We offer guaranteed pay and flexible hours to work around your schedule. Please email Ryan Lebster at [Drlebster@gmail.com](mailto:Drlebster@gmail.com). Positions are available immediately.

**Associate Position Wanted** – General dentist looking for a position in a private practice as an associate in the Grand Rapids and surrounding areas. Open to all options (buy-in, partnership). Please call 616.307.2472 or email [kmvdds@gmail.com](mailto:kmvdds@gmail.com).

**Associate Position Available** – We are looking for an associate dentist for our general dental practice in Wyoming. Excellent income potential while working four days per week. Experienced, qualified staff present to make smooth transition. Experience preferred but not necessary. Please fax resume to 616.538.5353 or email [wendy@dentalsouth.net](mailto:wendy@dentalsouth.net).

**Dental Office for Lease** – Rockford, MI. 1,000 sq ft, includes some dental equipment and furnishings. \$675/mo., plus utilities. Traffic flow/10,000 daily. 616.874.5300.

**Practice Wanted** – Experienced general dentists wish to grow existing practice through buy-out or merger. Greater Grand Rapids. All options considered. Contact [smile01@sbcglobal.net](mailto:smile01@sbcglobal.net).

**Dental Office for Lease** – Time to move up? Busy northeast area dental suite at 1750 Grand Ridge Ct. NE, 3295 SF, ten-year old modern dental office available. 3 pvt ops, 4 chair bay area, plumbed for nitrous, air, water, power and vacuum, lab, x-ray, staff area, pvt. office, reception, storage available. Former pedo practice obtainable Jan. 1st 2011. Contact Dr. John Monticello 616.364.1700 or [info@grandridgeorthodontics.com](mailto:info@grandridgeorthodontics.com)

**Associate Position/Practice for Sale Wanted:** General dentist with 13 years experience looking for a place to practice in the Grand Rapids and surrounding east areas. Open to all options. Please email to [midds331@yahoo.com](mailto:midds331@yahoo.com).

**General Dentist Seeking Associate Position in Grand Rapids area** – General dentist residing in the Grand Rapids area is seeking an associate position for 1-2 days per week in the Grand Rapids and surrounding area. If you are looking for an associate for your practice, please call 616.975.2870. REF # GR Associate.

**Practice Merger Opportunity – Grand Rapids** – Looking to transition your patient care? General Dentist in the Grand Rapids area is seeking an opportunity to bring in an additional patient base (up to 1,000 patients) into existing practice. Opportunity for doctor transition is also negotiable. If you are interested in this unique opportunity, call 616.975.2870. REF # GR Practice Merger.

**Dental Equipment for Sale** – One DEN-TAL-EZ model JSR taupe dental chair, one of the most desired chairs on the market; four recessed (in wall) Rinn x-ray view boxes – can be purchased separately or together; one Biotec dental pass-through housing for x-ray arm to be used between two operatories. Please contact Joseph Ellis, D.D.S. or Lisa Tartaglione-Ellis, D.D.S. at 616.949.7290 or [eastparisdental@tds.net](mailto:eastparisdental@tds.net).

**Northwest Michigan** – Modern fee-for-service, general dental office averaging over \$600K/yr with solid net on 3.5 days/wk. Beautiful Lake Michigan resort town. Digital Radiology and laser included. Building with recent remodel also available. Call Phil Stark 888.477.7325 or visit [www.peakdental.com](http://www.peakdental.com)

**P/T Dentist needed in Grand Rapids nursing home two days per week.** No equipment needed. Please email CV to [ceweeg@yahoo.com](mailto:ceweeg@yahoo.com) or call 231.733.1224.

**Current student at the University of Michigan School of Dentistry** – graduating May 2011, looking for full-time or part-time position in a private practice as an associate in the Grand Rapids and surrounding areas. Please contact 954.562.1122 or [dent@umich.edu](mailto:dent@umich.edu).

**Associate Dentist Wanted** – Mid-Michigan. We are seeking an associate dentist to join our growing \$2M+ practice. Our two dentists have been serving the community for over 40 years. Applicant must be friendly, personable, reliable, flexible and open to change. Proficiency in cosmetic dentistry, oral surgery, endodontics and prosthodontics is a plus. Opportunity to become partner available to the right applicant. Please send resumé and letter of application to [dentalapp12@gmail.com](mailto:dentalapp12@gmail.com).

**Dental Office for Lease** – Sparta, MI. Classy, finely appointed 1900 sq. ft. dental suite. \$8.00 per sq. ft. (\$1267 per month). Recent \$70,000 interior renovations. Vacuum extraction equipment, two X-ray machines, one dental chair, laboratory, dark room, cabinetry, etc. Huge road-side sign. Traffic flow 14,265 vehicles daily. 616.887.8974.

**For Sale** – Several items from orthodontic office. Siemens 10E Pan/Ceph x-ray, Ritter PA x-ray, Phillips 810 processor, treatment chairs and stools, reception room furniture, file cabinets, Chemclave and more. Call 616.538.3545 anytime for more information.

**Live your dream on Lake Michigan.** Perfect town, perfect location to start your practice. 1000 to 1500 square feet available. Grand Haven, MI. Call 616.846.5330.

**Office Space for Lease** – Up to 6900 S.F. available; will divide. Basement storage available. Newer class A building. Great visibility! Located at 1151 East Paris Ave SE (across from Bonefish Grill). Owner occupied. Call Dr. Sam Bander 616.949.5980 or e-mail [drsambander@gmail.com](mailto:drsambander@gmail.com). Visit [www.dr-sambander.com](http://www.dr-sambander.com) to take a look.

**ADVERTISER INDEX**

The *Bulletin* wishes to thank our valued advertisers who support organized dentistry by helping to defray the cost of printing and mailing.

Advertising in the *Bulletin* is seen by over 90% of the dentists in the West Michigan District. This includes five of the fastest growing counties in the state: Kent, Ottawa, Ionia, Montcalm and Mecosta.

For information on advertising rates, call Elaine Fleming, WMDDS Executive Secretary at 234-5605. Target your Market – advertise in the *Bulletin!*

DDS Integration.... outside back cover

Davis Dental Laboratory .....inside front cover

Founders Bank & Trust .....15

Henry Schein.....inside back cover

MDA IFG.....11

Midwest Capital Advisors .....16

ProAssurance Companies.....9

Professional Solutions.....12

Select Bank .....20

# Out of Something Bad Must Come Something Good

Submitted by JoAnne Hodder, RDH, BS

**W**e've all read about the Fennville High School basketball player, Wes Leonard, who threw the winning basket to win in the final seconds of the game, and then collapsed and died on the court floor. An autopsy later revealed Wes died of cardiomyopathy, an enlarged heart. Fennville and surrounding communities rallied around this family and basketball team, showing us that life does go on, and basketball games still have to be played, but it can be done with compassion, respect and "innumerable acts of kindness." I recently read in the newspaper that sports programs are considering routine heart tests or perhaps echocardiograms (ECG) for students participating in sports to rule out possible cardiomyopathy. As a *Grand Rapids Press* reporter stated recently, "Out of something bad must come something good."

When my husband died suddenly in July 2009, much like Wes Leonard, it was thought to be a heart attack. I told our two sons that their health history changed from that moment and asked them to have complete check-ups with stress tests so their families would not face the same grief we were experiencing. My oldest son had a stress test and was diagnosed

with Hypertrophic Obstructive Cardiomyopathy (an enlarged heart). He takes a beta-blocker medication which limits how fast his heart can beat and will not reach a dangerous peak. He has a few restrictions. However, this disease is genetic, passed from parent to child, etc. It does not skip a generation. His children had ECGs, which showed his son's were ok, but his daughter was born with a hole in her heart. Surgery last summer repaired the hole and she is healed, with no restrictions. I had an ECG, with no indication of the disease. So we know my husband had cardiomyopathy, which caused his death. My younger son had the test and has no indication of cardiomyopathy. Fortunately, my oldest son and his daughter were diagnosed and treated in time. "Out of something bad must come something good."

This is not a scare tactic. It is a request that each of you reading this be an advocate for yourself, your family, your friends, and your dental patients. Annual physical exams, tests for cholesterol, etc., heart check-ups, family histories and stories (about how relatives died), lifestyles, daily exercise, a healthy diet, and regular dental checkups are all relevant to your life expectancy. The choice is yours. Let it be something good.

If you are paying over 6.5% for your business loan, it's time to call **Select Bank**.



**Select Bank** understands the challenges of managing a dental practice and the increasing importance of having a banking partner rather than just a bank. If you feel your rates are too high or your bank doesn't understand your practice, contact a Select Bank representative.

60 MONROE CENTER | GRAND RAPIDS, MI 49503 | 616.454.8447 | [www.SelectBank.com](http://www.SelectBank.com) **FDIC**

[My Business Challenge]

Keeping my  
chairs filled  
and my practice  
on top!

# We can help you develop a marketing plan that will make your practice a standout

## MARKETING

# We do that!™

- Increase production from current patient base
- Implement patient referral program
- Update new patient protocols

To discuss **MARKETING**  
or other practice-enhancing solutions:

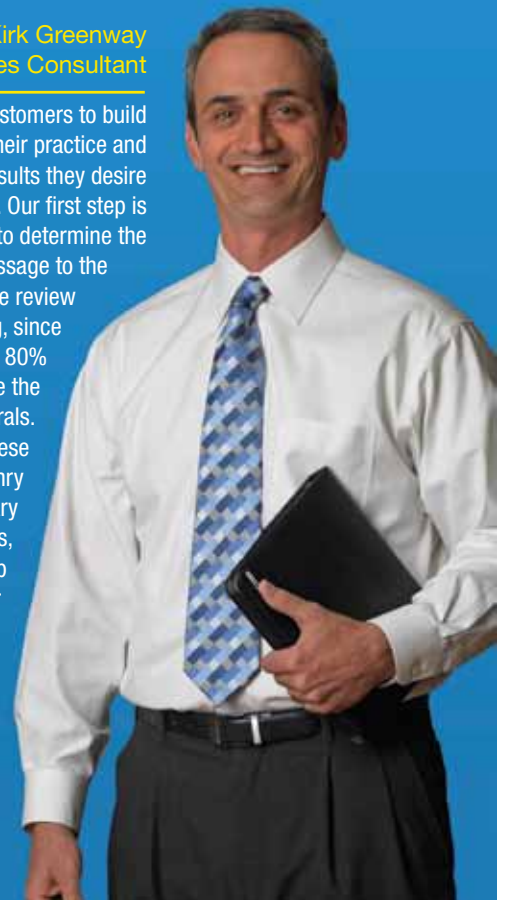
Contact your local Henry Schein Sales Consultant  
or call 1-800-372-4346 (PROMPT 6)  
Visit [www.HenryScheinWeDoThat.com](http://www.HenryScheinWeDoThat.com)

Kirk Greenway  
Henry Schein Sales Consultant

"I work with my customers to build the business side of their practice and produce the results they desire through Marketing. Our first step is brand clarification to determine the practice's overall message to the public. Next we review internal marketing, since statistically nearly 80% of new patients are the result of referrals.

By combining these strategies with Henry Schein's proprietary marketing solutions,

I am able to help dentists exceed their marketing goals."



CODING | HR | MARKETING | NEW PATIENTS | OSHA | OVERHEAD REDUCTION | PERIODONTAL MANAGEMENT  
PRACTICE ANALYSIS | RECARE | SOCIAL MEDIA | TEAM HARMONY | TRANSITION PLANNING

 **HENRY SCHEIN**®  
DENTAL

[www.HenryScheinWeDoThat.com](http://www.HenryScheinWeDoThat.com)

WEST MICHIGAN DENTAL SOCIETY  
511-F Waters Building  
Grand Rapids, MI 49503

PRSR STD  
US POSTAGE  
PAID  
GRAND RAPIDS, MI  
PERMIT # 657



Making Technology Work for Your Dental Practice

### SERVICES OFFERED:

- **Technology consultation and treatment planning**  
Similar to your process with new patients, **DDS** will offer expert advice to accomplish your technical goals.
- **New systems installation and integration**  
Whether it's new computers, cameras, sensors, or monitor's, **DDS** is the company to call.
- **Remote "real-time" system monitoring and supporting**  
**DDS** will know when your system has issues and proactively manage them before they ever affect you.
- **Onsite and Offsite backup services for your most critical data**  
One backup method is not enough. At **DDS Integration**, our goal is to ensure that no scenario will cause a loss of valuable data.
- **Ongoing system maintenance**  
The world we live in contains dust, viruses, and other things that you don't want in your computers. Through ongoing maintenance, **DDS** can make sure these things do not affect the performance of your system.

### Technology Treatment Plan:

You provide your patients with the best service possible by implementing an individual, custom tailored, "treatment" plan. Why should you receive anything less than the same service for your technology?

**Digital Dental Systems Integration** will create an individualized, custom treatment plan specifically for your practice. As part of our free consultation process, you will receive the following:

- Analysis of your current technology problems
- Discussion of your concerns and goals
- An image based Technology Treatment Plan that lays out the necessary steps to get from *today* to where you want to be
- A detailed hardware and services list that supports the Technology Treatment Plan so you know exactly what you are getting
- Personalized solutions to meet your specific practice needs

[www.ddsintegration.com](http://www.ddsintegration.com)  
[info@ddsintegration.com](mailto:info@ddsintegration.com)

616-914-4479  
Grand Rapids, Michigan