Patient Specific Zirconia
A new approach for superior results!

At DSG, our goal is to provide the most advanced materials available. To achieve this, we continually evaluate Zirconia materials to find ones that provide us with an exact mix of both strength and esthetics. Alongside our findings, we believe it’s important to inform you about the full range of uses and limitations when comparing materials.

DSmz™ DENTAL SERVICES MONOLITHIC ZIRCONIA
A tried and true monolithic zirconia that provides the strongest, most durable zirconia available.

ADVANTAGES
- Ideal for challenges involving occlusal clearance, dark preps or implants, strong bruxism, long bridges, any situation where ultimate strength is needed
- The best alternative to gold crowns where translucency is simply not needed
- Long term durability with esthetics that blend well in the mouth

CONSIDERATIONS
- Reduced translucency
- Minimal custom staining/shading

DSez™ DENTAL SERVICES ESTHETIC ZIRCONIA
A monolithic multi-layered zirconia material that exhibits an innate look of natural dentition.

ADVANTAGES
- Customize the level of translucency needed for each case
- Allow enamel, dentin, and cervical tooth shades to merge fluently without disruptive shade edges
- Potential of color correctness that can cause the material to become too gray or remain too opaque

CONSIDERATIONS
- Lack of high strength as zirconia loses its “transformation toughened” property when glass is added to make it translucent
- May not be ideal for dark preps

DSz™ DENTAL SERVICES LAYERED ZIRCONIA
The combination of a CAD/CAM zirconium oxide substructure with veneered porcelain creates a natural-looking tooth while maintaining maximum strength.

ADVANTAGES
- Additional translucency and esthetics can be achieved by micro layering
- Great for blocking out dark stump shades
- High strength with superior esthetics

CONSIDERATIONS
- Porcelain compromises strength

Discover DSG’s own zirconia, tailored for your patients’ needs and guaranteed for superior results.
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About the Cover

Cover photo by Gail Howarth, Lakehousephoto.com
Gail’s photography can be found at Market 41 in Newaygo, MI.

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 winter issue, spring issue, summer issue, directory issue, fall issue, holiday issue. Direct submissions or correspondences to:

Dr. Stephanie Rashewsky | 519 Ada Drive SE, P.O. Box 157 | Ada, MI 49301
Phone: 616.676.9177 | FAX 616.676.8836 | Email: stephanierashewsky@gmail.com
Include “Newsletter” in the subject line
I really enjoy practicing in West Michigan. I’m sure you all think the same, but what a random thought. I know. I was debating the topic of this editorial and lamenting over my lack of creativity when I read the editorial of the current issue of the *American Journal of Orthodontics and Dentofacial Orthopedics*. The topic was “In defense of corporate sponsorships and the plea for civility.” It was the “plea for civility” that really captured my attention.

The article was pointing out the lack of social decorum within the orthodontic community when it comes to debating a practitioner’s intentions while speaking about a product for a corporation. Historically people have been reserved, not in their questioning of someone’s science, but in the way they would go about it. The challenge and defense of the merits of a study or product was conducted more professionally. I realized that I had been noticing this as well. I am a part of several orthodontic Facebook groups — some are treatment related, some technology, and some business. There are times the comments sections get downright nasty. I started thinking that this is not just an orthodontic issue, but systemic of our society overall. The hyperpolarization of our politics, the way our leaders address each other in debate, the way we speak of the police, corporations, our schools, etc. has coarsened. I hear horror stories from friends who practice in California and Florida that the dental community there is more me vs. you. One more patient for me is one less for you. I have heard these same sentiments over on the east side of our state.

Why do I love practicing in West Michigan? A big reason is that as a dental community we have not lost our collegiality, our civility. We tend to welcome our new colleagues, whether they are down the street or across town. We can call each other up and give or take advice. Our meetings, whether they are WMDDS lectures, New Dentist Forum, the Silent Bell — are well attended. Watching the interaction of new and old dentists and team members is uplifting.

I believe the civility relates to our high level of volunteerism, or maybe vice versa. Chicken or egg, I don’t care, I’m just glad I’m here. In my last editorial I asked you to “Get Involved” in any way, and you have. Our district’s participation within the MDA’s new text alert system was the highest in the state. We also had the highest percentage of members who used the new system to contact their member of congress. We are currently putting together next years’ delegation for the House of Delegates meeting, and we have several new names on the ballot. There are new faces on the Board of the WMDDS that will lead us into the future as well.

I remember when I came to town 12 years ago — I was welcomed into the dental community by local legends, Dr. Chris Norman and Dr. Chuck Caldwell. I bought a practice three miles from Dr. Caldwell, and he could have just as well seen me as a young competitor and wanted nothing to do with me. I could do nothing for them, but they saw it as their duty to welcome the new guy. They introduced me to Board members and committee members, and encouraged me to “Get Involved.” We need to maintain those type of relationships and interactions. When the generations of dentists in West Michigan interact and know each other, it helps maintain that civility and respect that will allow us to continue to lead the state.

Please don’t take the environment in which we practice here in West Michigan for granted, because it is not like this everywhere. Let’s all take time to reach out to a colleague and see how they are doing or even meet for lunch. Lastly, remember to get involved — our profession needs you.
West Michigan District Dental Society

Notice of Election

(Written mail-in ballots will be sent 30 days following this notice)

In accordance with the West Michigan District Dental Society by-laws, the Nominations Committee presents the following slate of candidates for the positions of Alternate Delegates and Delegates for the 2019 Michigan Dental Association House of Delegates to be held May 1-4, 2019 at Cobo Center in Detroit, Michigan. By-laws require that a written notice of the names of the nominees for elective offices be published 30 days prior to the election. The election will be held by a mail-in ballot.

Six (6) of the following with the most votes will be elected to a two-year term as Delegate to the MDA House of Delegates and the remaining will serve a one-year term as Alternate Delegates.

Dr. Lauryne Vanderhoof
Dr. Rebecca Vander Baan
Dr. Elizabeth Christopherson
Dr. Christopher Smiley
Dr. Arthur Doering

Dr. Anthony Guinn
Dr. Randall Chambers
Dr. Amru Albeiruti
Dr. Brandon Jankowski
Dr. Larissa Bishop

Dr. Matt Lieto
Dr. Chris Leja
Dr. Elizabeth White
Dr. Alexandra Dodds

Completing the delegation in accordance with the WMDDS by-laws are the following members:

Dr. Lathe Miller, Dr. Kevin Rebhan, Dr. Kathryn Swan, Dr. Erick Ruppecht, Dr. Michael Palaszek and Dr. Leonard Bartoszewicz.

(Dr. Miller, Rebhan and Swan are automatic seats. Drs., Ruppecht, Palaszek and Bartoszewicz were elected for a two-year delegate position in 2018.)

NOTE: Additional delegates are needed to complete the delegation. If you are interested in serving on the delegation, please email Elaine Fleming at efwmdds@aol.com by November 30, 2018.
The Dentist-Patient Relationship

Dentistry is about so much more than fillings, crowns, and extractions — it is about our patients and our relationships with them. Like many of you, I went into dentistry to care for patients. At the time, I didn’t realize the importance of the provider-patient relationship and how much this special bond enriches our professional experience.

One of my most memorable patients is from my residency training. Her name was Ava and she had multiple medical issues, including Williams Syndrome and heart failure. I started taking care of Ava during the beginning of my residency. With each visit, Ava always came to clinic with a big smile on her face. During the course of my residency, Ava became progressively sicker. When it was time for her routine visits, I wondered if I would even see Ava. Was she healthy enough for her dental check-up? Would I receive a note from her cardiologist or palliative care team that they had a concern? Would she come to the clinic with her oxygen tank? With each visit, I counted Ava’s teeth and checked her mouth for decay, but it was Ava who brightened my day.

In our short interactions, I got to know Ava’s favorite stuffed animals and names of her baby dolls, baby one and baby two. Ava reminded me that our patients are not defined by their medical diagnoses or dental problems.

Ava taught me lessons in appreciation, gratitude, and relationships. As dentists, we are so fortunate for these relationships. Often, we not only care for a single individual, but siblings, entire families, extended families, and their friends in the community. It is these relationships that make our career so special. Every patient is unique and has a story to tell. We learn about our patients, their life stories — births, education, careers, marriages, divorces, and deaths. Many times, I wish we had enough time in our schedule to hear about our patients’ life experiences. We educate our patients on proper oral hygiene and nutrition. We monitor their progress and it makes our day when we see the patients have taken our advice and improved their home care. Similarly, our patients serve as our teachers. Our patients teach us that there is more to dentistry than treatment. We need to have these special provider-patient relationships so we can work together as a team.

This quote from William Osler resonated with me while I was a dental student and still reminds me of why I chose dentistry, “The good physician treats the disease; the great physician treats the patient who has the disease.” As a pediatric dentist, I feel honored and privileged to care for children’s oral health needs. I love being part of their life, watching them grow, and seeing their progress. With Thanksgiving around the corner, I encourage you to take a few minutes to appreciate your patients and hear their life stories. Happy Thanksgiving!
Text “MDA” to 52886

Sign Up Now for MDA Legislative Text Alerts

Your voice can make a difference! Sign up for MDA legislative text alerts – the easy way to contact your legislators about important issues that affect your practice.

Get started today – just text “MDA” to 52886. It’s a quick and easy way to keep informed, take action, and contact your legislators. Be a part of the MDA legislative team – help the MDA take a stand for you in Lansing.
Trustee Report

Highlights from the Board of Trustees Meeting

By Dr. Eric Knudsen
MDA Trustee

Policy

**Auditing Firm:** The MDA conducted RFP’s for auditing firms and agreed to move its auditing and tax services to Crowe Horwath LLP.

**Code of Ethics:** In 2017 the MDA House approved an addition to the ADA/MDA Ethics Code to clarify that in order to announce as a specialist in Michigan, the dentist has to possess a valid health practice specialty license from the State of Michigan. Michigan only licenses seven of the nine ADA-recognized specialties. The MDA received a request from the ADA Council on Ethics, Bylaws and Judicial Affairs that the MDA remove the new reference as written, as they believe that it suggests that it would not only be illegal but also unethical to advertise as a specialist that is not recognized by the State of Michigan.

The Board believes there should be some mention of Michigan law regarding advertising as a specialist. The ADA attorney did not see an issue with having an MDA Commentary stating “In Michigan, in order to announce as a specialist, the dentist must also possess a specialty license from the State of Michigan. This requirement arises from Michigan law and is not an ethical requirement.

The removal of the Addition and an addition of an MDA Commentary will be sent to the MDA House for approval in 2019.

**Blue Cross/Blue Shield of Michigan (BCBSM) and Delta Board Appointment Policies:** Due to changes in the law, the Board approved new guidelines for nominating individuals to the BCBSM and Delta Dental Boards.

**MDA Director and Officer Liability Insurance:** The Board amended its Directors and Officers Liability Insurance policy to cover 50% of the deductible for its component dental societies. Components will be informed of this policy annually.

**Liquor Liability:** The MDA learned its general liability insurance policy does not cover the organization when there is an event where alcohol is provided at an extra charge (for example, a cash bar). The general policy does cover events where alcohol is provided at no extra charge. The Board agreed to purchase a liquor liability insurance policy to cover the MDA and its related organizations.

While component societies are included in the general liability policy and covered for events where alcohol is provided at no charge, the Board chose not to extend the supplemental policy to components. Component dental societies may seek their own coverage when needed. MDA Insurance is available to write event-specific policies on request, where the component is named as the insured. It is expected that coverage will be available for less than $200 per event.

**Administrative Rules:** At intervals, the Michigan Board of Dentistry, in conjunction with the Michigan Department of Licensing and Regulatory Affairs, updates and amends the administrative rules on dentistry. These rules impact licensure, education requirements, scope of practice, and more.
In August, the Board of Dentistry approved draft rules, beginning the rule promulgation process. (The approved rules includes several MDA suggestions related to dental assistants, but do not include the MDA’s recommendation to allow RDAs to place all resin bonded restorations. That was referred to the Dental Assisting Workgroup for study and further recommendation.) At the October Board meeting, the Board agreed to make comments to the Michigan Board of Dentistry with regard to the administration of the exam and definition of “patient of record.”

**Endorsement**

**Credit Card:** The Board agreed to exclusively co-endorse the US Bank-ADA Member Advantage Credit Card Program, effective Jan. 1, 2019.

**Legislative**

**Senate Bill 826 – Naturopath Physicians:** The Michigan Academy of Family Physicians requested that MDA oppose Senate Bill 826 that would provide licensure for naturopathic physicians. As currently written, naturopathic medicine means a system of practice that is based on the natural healing capacity of individuals for the diagnosis, treatment, and prevention of diseases.

The Board expressed concern over neuropaths influencing patient’s dental decisions, and referenced patients who avoided dental treatment based on naturopathic reasoning. The MDA will oppose Senate Bill 826.

**Specialty Recognition:** Various MDA members have reached out to the MDA requesting that the state of Michigan recognize all the dental specialties currently recognized by the ADA, as well as orofacial pain.

Currently Michigan recognizes seven of the nine specialties that the ADA recognizes. Those seven include: oral and maxillofacial surgery, orthodontics and dentofacial orthopedics, prosthodontics, periodontics, pediatric dentistry, endodontics, and oral and maxillofacial pathology. The two ADA specialties that Michigan does not recognize are dental public health and oral and maxillofacial radiology. In Michigan, dental specialties are officially recognized in state statute, meaning legislation would be required in order to recognize additional specialties.

The Board agreed to advocate to the Michigan legislature to license the dental specialties of Dental Public Health and Oral and Maxillofacial Radiology.

**Orofacial pain is not a recognized specialty by the ADA nor by the new, independent certifying body, the MDA will recommend that the American Academy of Orofacial Pain present to the National Commission on Recognition of Dental Specialties and Certifying Board that orofacial pain be recognized as a dental specialty.**

**Access to Care**

**Registered Dental Assistants (RDA):** The Board reviewed a survey conducted of MDA members with regard dental assistants, which addressed duties for on-the-job-trained dental assistants vs. RDAs,
pay rates, difficulty hiring, and other factors. The Board held a lengthy generative discussion related to dental assistants, touching on potential expansion of duties, education that would allow on-the-job trained dental assistants or CDAs to become registered while continuing to work, promoting dental assisting as a career in high schools and programs that would blend education with dentist proctoring. These discussions will be shared with the Dental Assistant Workgroup for further review.

**Governance**

**Strategic Planning:** MDA is now halfway through the 2016–2020 Strategic Plan. As a living plan, the intention is that goals, objectives, and strategies will be evaluated on an ongoing basis and then updated as appropriate. The Board approved revisions to the strategic objectives and related activities. The objectives are:

- **Objective 1.0:** Maintain or increase the percentage of members giving the MDA top scores in member value ratings.
- **Objective 2.0:** The annual member retention rate will be 96% or better.
- **Objective 3.0:** Maintain the number of full dues-paying members while maintaining an active market share of 75% or greater.
- **Objective 4.0:** Annual budget will support the strategic plan and encourage a surplus budget.
- **Objective 5.0:** Ensure mechanisms are in place to support components serving members.
- **Objective 6.0:** Enhance processes to support strategic focus and effective implementation

The Board also approved related strategies and tactics, including forming a component workgroup, creating new resources for members nearing retirement, analyzing and improving MDA Annual Session, increasing awareness of the MDA concierge program, addressing the MDA Public Awareness campaign, and focusing on legislative priorities.

**Board Core Values:** Noting that the initial letters of the values spell out “Serve,” the Board approved its core values as follows:

- **S** Servant leadership
- **E** Engaged volunteer leaders
- **R** Respectful dialogue
- **V** Visionary action
- **E** Ethical behavior

**ADA Delegation Evaluation Workgroup:** The 2018 House of Delegates adopted a resolution directing the Speaker to appoint a workgroup to investigate and clarify means to evaluate the selection process of MDA delegates/alternates to the ADA House of Delegates. The workgroup held its first meeting on September 21 and consists of the following: Drs. Samuel Blanchard, Chris Chrysler, Joanne Dawley, Chris Gorecki, John Kamar and Lisa Knowles and Todd Christy.

The workgroup is developing a self-assessment for delegation members as well as an assessment of each delegation member to be completed by both the delegation chair and the reference committee spokesperson/vice-spokesperson from Michigan. The workgroup will meet in November to finalize the assessments and will provide a report to the 2019 House of Delegates.
2019 MDA Budget: The Board approved the 2019 budget which had been shared with the MDA House of Delegates for comment prior to approval by the Board. The budget process includes a review of actual expenses and revenues for the past three years. The 2019 budget is a balanced budget, with total revenues of $6,761,569 million and expenses of $6,761,171 million.

Public Education Campaign

Campaign Strategy: A survey was conducted in late July of all active members to provide their feedback on the MDA Public Education Campaign. It was noted that members were generally aware of the campaign, although new dentists were less likely to be familiar with it. However, it was well-supported, with 79% of respondents saying that the MDA should continue the campaign. The survey also showed that the membership favored a primary focus of educating the public and a secondary focus of driving demand for dental services.

The Committee on Public Relations had reviewed the survey as well as the history of the campaign, and recommended a specific plan of action. Specific target markets for the campaign included women/moms, millennials, and working adults. Key messages addressed the oral health/overall health connection, support for the role of dentists, recognition that dental insurance is not a requirement for dental care, poor diet and oral health, and cosmetic/appearance based messaging. The Committee also recommended specific performance metrics.

The Board approved the Committee’s recommendation as presented.

Dental Education

Dean Presentations: The deans of the dental schools, Dr. Mert Aksu, University of Detroit Mercy and Dr. Laurie McCauley, University of Michigan, provided the Board with presentations on the state of the dental schools. Following the presentations, the Board engaged the deans in a discussion of potential collaboration between organized dentistry and the dental schools.
The West Michigan Dental Foundation is dedicated to the improvement of oral health through the financial support of educational and service programs to address needs identified by the dental profession and the communities which it serves.

The Foundation supports projects that impact oral health within its five county service area (Kent, Ottawa, Ionia, Montcalm and Mecosta). Grants are generally limited to educational projects, treatment-based projects, supplies, and equipment. The foundation does not generally support salaries, operations, or research-based projects.

The WMDF Grant Review Committee met on July 30, 2018. Nine grant applications were reviewed by the committee and the following grant recommendations are submitted to the Board of the West Michigan Dental Foundation.

$1139 granted to Love In Action of the Tri-Cities

Love in Action provides free medical and dental services to adults who fall 200% or more below the poverty level in the Tri-Cities area. They serve on average 650 patients per year for hygiene and acute care services. In the past they have used funds granted from WMDF to equip their dental clinic to help with their growth and sustainability. This grant request is to help fund an additional computer workstation, wireless accessories, scanner, printer and technical support as well as a network switch as they continue to grow.

$1250 granted to Montcalm County Great Start

The Great Start Readiness Program serves children in seven Montcalm districts who are identified as having risk factors that may affect their health and educational success. The preschool program has implemented a policy that children should brush their teeth after every meal served in their classroom, thereby teaching and reinforcing lifelong habits of good dental hygiene. The grant request is to cover the cost of toothbrushes and toothpaste for 432 students in the classroom as well as community events, as they also ask for donations from dentists in their community.

$500 granted to West Michigan Youth Hockey Foundation

The foundation promotes academic excellence, community involvement, and healthy lifestyles to youth of West Michigan. This grant will partially cover the cost of providing mouthguards to 350 youth hockey players. The WMDF has supported this program since 2006.

$1500 granted to WMDDS Tooth Time

This grant is to help the WMDDS fund the Tooth Time program at the Grand Rapids Children’s Museum. This program is expected to draw 800-1200 area children and their parents and teachers in an educational and interactive day of activities on January 31 and February 1, 2019. Each child also goes home with a bag of oral hygiene supplies.
$5000 granted to Holland Free Health Clinic
The Holland Free Health Clinic aims to improve access to care for the underserved and Medicaid eligible adult population in the community by providing comprehensive dental care, from preventative services to restorative treatment. Since 2002, HFHC has provided services valuing $14,500,000 to the underserved in the community. This grant will be used to purchase dental supplies, instruments, and equipment – as well as upgrades in technology to increase productivity and quality of care.

$1600 granted to Miles of Smiles
The “Miles of Smiles” dental van program is used by the county health department to provide preventative and restorative dental services to low income, at-risk, uninsured eligible individuals in Ottawa County. In the 2016–2017 year, 36% of the appointments were for low income or uninsured adults and children. The grant is to cover the cost of care to 16 financially qualifying, low income and uninsured patients for whom there is no reimbursement for 21 appointments.

$1500 granted to Baxter Community Center
Baxter Clinic is a Christian-based center which benefits low income, uninsured people in the Baxter neighborhood and beyond. The grant money will be utilized to help them reach their goal for 2018-2019. The goal is to provide emergency, restorative, and preventive services for over 150 uninsured or underinsured patients over 350 appointments.

$4000 granted to Exalta Health (formerly Health Intervention Services)
Exalta Health provides prosthetic care to uninsured and low income individuals through the use of volunteer providers and a reduced fee schedule. Many clinics within Kent County refer their clients there for needed dental services. Exalta Health has requested grant money to help serve 90 patients with prosthetic care based on a sliding fee scale in 2019.

$2000 granted to Kent County Oral Health Coalition (Health Net)
Health Net and KCOHC work to provide education and navigation of health services for low income and uninsured residents in Kent County. This grant request is to provide dental kits for 600 children and 400 adults in Kent County neighborhoods experiencing poor oral health outcomes. They will hand them out at community events with information about Healthy Kids Dental, Rethink your Drink, and free/reduced cost dental clinics that are in the area.

We are proud that $18,489 was granted this year to our community and the efforts of these organizations. If you know of any community organizations hoping to make an impact in oral health in our area, please direct them to apply for the WMDF grant money next year!
Community Outreach

Treating A Special Patient at John Ball Zoo

Article and photos courtesy: John Ball Zoo

At John Ball Zoo, we care deeply about our animals and take a holistic approach to their care and overall health. One critical part of keeping animals healthy is making sure they also have healthy teeth. Recently one of our chimpanzees, Sam, fractured two of his teeth. This lead to him needing a root canal on his damaged canine tooth, and a crown amputation and root canal on his damaged incisor.

Sam had a large team caring for him during his procedure, including the John Ball Zoo veterinary team, members from our animal care team, as well as Dr. Anthony Guinn of West Michigan Endodontists along with his assistant, Noelle Kaufman, and Dr. Robert Sanders, a cardiologist from MSU Veterinary Medical Center along with his resident, Dr. Gunasekaran.

Dr. Guinn joined us here at the zoo to perform the two root canals and crown amputation. Dr. Sanders also joined us to perform an echocardiogram (cardiac ultrasound) on Sam while he was under anesthesia. Dr. Sanders regularly assists our veterinary team by performing echocardiograms on all of our chimpanzees during their routine health exams. This is an important part of their care because heart disease is very common in all four of the great ape species. As an accredited zoo with The Association of Zoos and Aquariums, John Ball Zoo and other zoos are working cooperatively through the Great Ape Heart Project to track the cardiac health of all apes in our care.

We are very happy to report that Sam’s procedure went great! His dental work was a success and the cardiologist felt that Sam’s heart appeared to be very healthy. During his exam, we also completed a routine physical examination, blood work and abdominal ultrasound that were also very normal.

We are so fortunate to have such a hardworking and dedicated team at John Ball Zoo, as well as local medical professionals who are willing to give their time to unique patients like Sam.
West Michigan District Dental Society is an ADA CERP Recognized Provider.

TREATMENT PLANNING THE WORN DENTITION

Dr. John C. Cranham, D.D.S.  |  January 11, 2019 | Frederik Meijer Gardens & Sculpture Park | CE Credits: 7 | 8:00 am–4:00 pm

Dr. John C. Cranham was an honors graduate of the Virginia Commonwealth University in 1988. He is an internationally recognized speaker on the esthetic principles of smile design, contemporary occlusal concepts, treatment planning, laboratory communication, and happiness and fulfillment in dentistry. His primary clinical focus is solving complex dental problems involving esthetics, TMJ/occlusal issues, implants, or cases with an interdisciplinary focus.

Course Description
The aging baby boomer population presents itself with many unique challenges. Unlike their parents, they expect to keep their teeth in health and function for their entire life. They will also be living longer in a world with increased stresses, making occlusal wear/occlusal disease one of the greatest threats to their dentition. These same groups of people are also spending billions of dollars to stay healthy and look their very best. Being able to design comprehensive treatment plans that will address occlusal, aesthetic, biologic, along with the correct material selection, will be essential to the successful restorative practice.

Course Objectives
• A step-by-step programmed approach to optimum treatment planning.
• What essential data you will need to gather to comprehensively diagnosis and plan a complex wear case.
• How to work with specialists in extremely complex cases when interdisciplinary treatment is required.
• How and when to safely open the vertical dimension of occlusion.
• When and what kind of occlusal splint may be needed prior to and after treating the patient.
• How to design a stable, minimal stress occlusion.
• Why photography plays an important role in case analysis.
• How to evaluate the TM Joints to be sure they are healthy prior to restoration.
• How to choose the correct restorative material to solve functional and aesthetic problems.

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PAY BY CHECK: Make checks payable to: West Michigan District Dental Society. Remit to: Elaine Fleming | c/o WMDDS | 161 Ottawa NW | Suite 301, Waters Building | Grand Rapids, Michigan 49503 | Questions? Call 616.234.5605 or email efwmdds@aol.com

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ADAC•ER•P
Continuing Education Recognition Program

West Michigan District Dental Society is an ADA CERP Recognized Provider.

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NAME ON CARD

SIGNATURE

MDA-member dentist – $225
WMDDS retired member dentist – $100
1st staff member – $100
2nd-5th staff members – $90
6th-12th staff members – $85
13th staff member and over – $80
per non-member dentist – $450

TOTAL: _________________________
As a dentist, the minute details are critically important

As a full service custom home builder, founded by a family of engineers, the little details are what make us different.

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Your priority is to care for your patients. Our priority is to care for you, that’s the personal touch LMCU provides.

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Need health plan guidance?

Hear the latest in health plan news at the 2018 Health Care Symposium. Three free CE credits are available for attending, and there will be time for questions at the end. Visit the CE Courses section of michigandental.org to register. Call MDA Insurance at 877-906-9924 with questions.

2018 open enrollment for health insurance starts soon—plan now!

Federal rules govern when people can apply for health insurance through the open enrollment process. Depending on the type of health plan you’re buying, the open enrollment period can vary. MDA Insurance can assist you every step of the way with your health plan decisions.

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<td>MDA Health Plan</td>
<td>Oct. 1 to Nov. 15 for benefits effective Jan. 1, 2019.</td>
</tr>
<tr>
<td>Group Health Plans</td>
<td>Plans can be started by employers at any time.</td>
</tr>
<tr>
<td>Individual Health Plans</td>
<td>Plans such as MyBlue or subsidized health plans purchased through the online Marketplace: Nov. 1 through Dec. 15 for a Jan. 1 effective date.</td>
</tr>
</tbody>
</table>
## 2018 Directory Corrections/Additions

### Corrections – Changes in Blue

<table>
<thead>
<tr>
<th>Corrections</th>
<th>Full Name</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARMSTRONG, DANIEL D</td>
<td>ARMSTRONG, DANIEL D</td>
<td>EXALTA HEALTH</td>
<td>2060 DIVISION AVENUE SE</td>
<td>GRAND RAPIDS, MI 49507</td>
</tr>
<tr>
<td>BRONS-PICHE, EMILY R</td>
<td>BRONS-PICHE, EMILY R</td>
<td>CHERRY HEALTH</td>
<td>100 CHERRY STREET SE</td>
<td>GRAND RAPIDS, MI 49503</td>
</tr>
<tr>
<td>HACKBARDT, JANEL</td>
<td>HACKBARDT, JANEL</td>
<td></td>
<td>2064 BALDWIN STREET, #A</td>
<td>JENISON, MI 49428</td>
</tr>
<tr>
<td>HELMUS, JEFFREY</td>
<td>HELMUS, JEFFREY</td>
<td></td>
<td>5675 BURLINGAME AVENUE SW, SUITE C</td>
<td>WYOMING, MI 49509</td>
</tr>
<tr>
<td>* KORTE, PAUL F</td>
<td>* KORTE, PAUL F</td>
<td></td>
<td>1810 RIDGEMOOR SE</td>
<td>GRAND RAPIDS, MI 49546</td>
</tr>
</tbody>
</table>

### New Members

<table>
<thead>
<tr>
<th>New Members</th>
<th>Full Name</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>EWELL, RUSTY</td>
<td>EWELL, RUSTY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOOD, JOSHUA</td>
<td>WOOD, JOSHUA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARMSTRONG, DANIEL D</td>
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</tr>
</tbody>
</table>

*Note: The table provides corrected and new member information for the West Michigan District Dental Society (WMDDS) directory.*
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- Fixed-rate with terms from 10 to 30 years
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- 90% loan-to-value on loan amounts greater than $750,000

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Office: 616-802-6877
rick.murray@oldnational.com
NMLS #533219

Apply online at:
oldnational.com/murray

Subject to credit approval. Property insurance required. Escrow for property taxes and insurance is required. Rates, terms and conditions effective as of February 6, 2018 and are subject to change. Available on first mortgage purchase transactions on owner-occupied residences only. Borrower must commit to moving his/her banking relationship to Old National and be open to being introduced to a Private Banker. Other restrictions may apply. See bank for details. Based on a $250,000 loan at 100% LTV, on a 360 month term, with a principal/interest payment of $1,248.12 and an interest rate of 4.375%, the $1,200 prepaid fee results in an APR of 4.416%. 0817-041

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FRIDAY, MARCH 15, 2019
7:00PM / VAN ANDEL ARENA

The Grand Rapids Griffins invite your office to join us for all the fun and excitement of Dental Appreciation Night!

Last season, over 500 dental professionals, their families and friends enjoyed this special game.

This season’s Dental Appreciation Night will feature:
- Special in-game promotions and concession specials
- Discounted tickets for your office
- Ticket proceeds benefiting the West Michigan Dental Foundation

The Griffins are making it easier than ever to order tickets for this year’s dental night! While groups of 10 or more are encouraged to order tickets over the phone, smaller groups can order their discounted tickets online using a special promo code.

Ordering tickets is easy, just go to griffinshockey.com/promocode and enter “DENT19”. Then, pick your seats and make your purchase. Regardless of how you order, tickets are $18 in the lower level and $15 in the upper level.

For more info and to order tickets, please contact Joe Yancho at 616.774.4585 ext 3023 or jyancho@griffinshockey.com
Y2K – 2020 Edition

Submitted by Greg Feutz, President, DDS Integration

Greg Feutz is President of DDS Integration, a Grand Rapids based dental technology company.

Remember how everyone panicked because computers were all going to stop working in the year 2000? Well I’m here to tell you, this time, in 2020, it’s FOR REAL!!!

Nope. Not really. But hopefully I now have your attention to tell you that in 2020 all Windows 7 computers will be unsupported for use in a dental practice. Windows 7 should sound familiar because it’s probably what most of your computers currently have.

That’s right, it’s that unfortunate game you’ve gotta play when Microsoft stops supporting/updating their Operating System and HIPAA says that it therefore makes your computer non-compliant. This is part of the computer life cycle. We’ll get through it, it’s ok. Breathe…

Here’s how to do it

Easy way — call your IT company. They’ll comb through system requirements for all your equipment and put a plan together to phase Windows 7 out and Windows 10 in.


In Summary

• January 14, 2020 Windows 7 is no longer supported, no longer HIPAA compliant.
• Windows 10 will need to be implemented across your entire office
• Digital peripherals may or may not be impacted depending on what you have.
• MAKING A PLAN AHEAD OF TIME means knowing what your costs will be, and probably being able to spread them out between now and then.

Here’s what you need to do

Figure out how you’re going to implement Windows 10 by January 14, 2020. This will be a combination of upgrading and replacing computers, which by the way, may impact cameras, sensors, pans, scanx, and other fun stuff you use…every day.
There. That wasn’t particularly fun or interesting, but since we live and breath dental technology (so you don’t have to), we always like going on record in as many ways as possible to have properly advised our customers and the greater dental community. That’s our advice for today. Tune in next time for something more fun and exciting. It’ll be the holidays after all!

Thanks for reading. Check out our website, facebook, and youtube for more.

What are your thoughts?
Comment on our Facebook page. We’d love to hear your opinions on “Y2K – 2020 edition” or any other topic.

Facebook: facebook.com/ddsintegration
The Tax Cuts and Jobs Act (the Act) was signed into law in December 2017. It contained many changes that will affect businesses, business owners, and individual taxpayers. Here’s an in-depth look at some key provisions, including the 20% qualified business income (QBI) deduction.

**Bonus Depreciation — Before the Act**

You could claim a 50% first-year bonus depreciation deduction for qualified new assets. This deduction applied to tangible personal property which includes: computer equipment, furniture, dental equipment, and certain types of software. If you made certain improvements to real property, it could also qualify. Used assets didn’t qualify for the deduction.

**Bonus Depreciation — After the Act**

First-year bonus depreciation is increased to 100% for qualified assets — new and used — placed in service between Sept. 28, 2017 and Dec. 31, 2022. In 2023, the bonus depreciation percentage will decrease at a rate of 20% a year.

The Act also expands the definition of eligible or qualified property to include any improvements made to nonresidential real property. Roofs, HVAC equipment, fire protection and alarm systems, and security systems are examples of real property you can improve. If you own the building your practice operates in, this is a significant tax planning opportunity.

**Qualified Business Income Deduction**

Before the Act, net taxable income from pass-through entities was “passed through” to owners. Then, it was taxed to the owner at his or her individual tax rate. This rate could have been as high as 39.6% before 2018.

The qualified business income (QBI) deduction was created with the passing of the Act. The deduction is based on a noncorporate owner’s QBI and generally equates to 20% of QBI. The deduction is available from 2018 to 2025 and to individuals, estates, and trusts that own interest in pass-through business entities.

This deduction does have a limitation. Individuals in “specified trades or businesses” can’t claim the deduction if their taxable income is over the threshold amount. If their taxable income is between the threshold amounts, the deduction is limited. Unfortunately, dentists are included in the “specified trades or businesses” group.
The threshold amount begins at $315,000 for married filing joint filers and $157,500 for single filers. The deduction is completely phased out at $415,000 and $207,500, respectively. There are additional limitations, including the concept of reasonable compensation, that can apply to this calculation and further complicate a taxpayer’s deduction amount. Consult with your accountant before claiming this deduction to maximize your tax savings.

Changes that Impact Individuals

The Act reduces the top individual income tax bracket to 37% and lowers the other marginal brackets. Before the Act, individuals could claim personal exemptions of $4,050 per dependent — subject to phaseouts. The new law eliminates the personal exemption which could have a negative effect on larger families.

The law will also have a big impact on itemized deductions. First, the deduction for paid state and local taxes is limited to $10,000. This will affect many high income taxpayers and individuals who pay a high amount of real estate taxes.

Additionally, any interest paid on new mortgages is limited to the first $750,000 of mortgage debt. Existing mortgages won’t be affected. The Act provides some relief from the potential loss of itemized deductions by increasing the standard deduction to $24,000 for married taxpayers.

Other Key Provisions

- The Child Tax Credit increases to $2,000 per child with a phaseout threshold of $400,000.
- The use of college 529 plans expands to tuition at private and religious K-12 schools.
- Exemption amounts for the Alternative Minimum Tax are increased.
- The suspension of miscellaneous itemized deductions now includes unreimbursed employee business expenses.

The changes described above are just a few of the planning opportunities that exist for individual taxpayers and business owners in 2018. Many of these will require proper planning, analysis, and implementation. Consult with your advisors now to make sure you’re taking advantage of these opportunities.
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As a dentist and business owner, you know it’s often the little things that make the biggest difference. That’s why you’re always looking for ways to improve your practice. PNC’s dedicated Healthcare Business Bankers can offer you guidance and cash flow tools to help you make your business better. Whether you’re managing payables and receivables, purchasing new equipment or expanding your services, talking to a banker who knows your practice is another small change that can make a big impact.

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For Sale — Family practice in Grand Rapids NE that is part time with great potential, located in an excellent high-visibility location. There is 2050 sq.ft. with 5 ops and a 6th op is plumbed in. Opportunity for more footage if desired. Call 616.485.4884 for details.

Opening for a Part-Time Dental Associate — in Grand Rapids, MI. Looking for an associate two to three days a week for our beautiful general dentistry office. Well established practice with a large patient base and high earning potential. Excellent working environment, high-tech equipment, wonderful staff and fee-for-service! This is the perfect opportunity for an established dentist looking to add an extra day to their schedule or a dentist just interested in a part-time schedule. If interested please contact Hilary Tien: Hilary@proveerm.com or 616.309.4567.

Seeking Practice Purchase Opportunity — in West Michigan region. GPR training and three years solo private practice experience. Commitment to community, putting patients’ needs first, attention to detail, and practicing emphatic dentistry. Would prefer to work alongside current owner for mentorship and to ensure the continuity of the office and practice culture, open to other options as well. Please contact me at grapdds@gmail.com.

Storage Space for Lease — 400 SF of secure storage space available for lease in the lower level of 1151 East Paris Ave S.E, Grand Rapids. $6.50/SF. 24/7 access. EPS security system. Contact Dr Sam Bander at 616.450.5665.

Family Practice For Sale — SE Grand Rapids. Three operatories in a 1200 sq. ft. suite. There are 850 active patients. Asking $150,000. Please contact cedarmountain50@gmail.com.

Female Associate Desired — This is a unique opportunity to join an all female practice that is patient-centered, and driven by a highly qualified team of professionals. This growing practice in Grand Rapids is looking for an associate interested in an ownership position. We understand the balance between owning a practice and balancing family. If you want to speak further about this opportunity to fulfill your ownership potential, please contact us: rxvita@gmail.com

Wayland, Michigan (Located just south of Grand Rapids) — Seeking general dentist in an established, high quality, fee for service dental practice. This is an exceptional opportunity to move into Partnership. Must be committed to providing optimal patient care with exceptional technical skills, strong people skills and a passion for excellence. This practice has a dynamic, experienced team and a strong emphasis on CE and professional growth. Please send a letter outlining your future objectives and your CV to: The Sletten Group, Inc. Office: 303-699-0990 Fax: 303-699-4863 Email: pam@lifetransitions.com

General Practice in Southeast Grand Rapids Looking to Expand its Specialty Services — We are seeking a pediatric dentist, a periodontist, and an orthodontist to join our cutting edge practice. As West Michigan’s premier office candidates must have a passion for providing the highest quality care and enhancing the patient experience through excellent service. If you are looking to practice without all of the hassles of ownership, this could be the opportunity you’ve been dreaming of! Experience the freedom and flexibility to practice as you want, choosing which days you want to work, and not having to worry about the day to day business issues — just practice dentistry! All of this plus a competitive compensation package with sign-on bonus and the potential to co-own if that is of interest in the future. If you would like to learn more please contact me at: g rtodhr@gmail.com.

Grand Rapids Northwest Side Dental Office Space for Lease — Approximately 1030 square feet with three treatment rooms, lab, front desk and furnished reception room. Two of the rooms are equipped with dental chairs, x-ray heads, handpieces, curing light, instruments and intraoral camera. The third room could easily be plumbed for another treatment operatory. Although some of the equipment is dated, this could be an ideal opportunity for a specialist, satellite office, or a recent graduate who wants to start a practice without taking on a lot of financial burden. Please contact me at drdon2015@aol.com

For Sale: Low Overhead Practice with Growth Potential — $318k profit on collections of $606k. Small community ten minutes from Lake Michigan. Five Operatories, Digital Pan, Softdent. Owner can stay for transition if desired. Email: inquisitive0114@gmail.com

Are you looking for a great location to host your next event? Partners in Dental Care has conference room space available! The room seats 32 comfortably without the need for rental chairs or tables. The space is tech-savvy with projector, screen and wi-fi capability. Evening availability as well as weekends (including Friday). Interested parties, please contact Carol at 616.942.3343.
For Sale — General restorative practice in Southeast Grand Rapids. Fee for service. Open 3-4 days per week. Most specialty services referred out. Strong dental hygiene recall system. Three operatories and a 4th available. Owner looking to retire. Please contact UMdr54@gmail.com.

Looking for a Dentist — To provide general dentistry services for our veterans at the Grand Rapids Home for Veterans one day per week (Wednesdays) at an hourly rate of $75/hr. The Grand Rapids Home for Veterans is a long-term care facility with an in-house dental clinic. The best part about this position is that it offers great flexibility in terms of scheduling, both in terms of the days and hours worked. In addition, changes to the schedule can be easily accomplished from week to week as well. Interested parties should contact 616.502.0069 or email mvgobears@yahoo.com.

Seeking Associate Dentist in Grand Rapids, Michigan — Well established general practice with very few cases referred out. Flexible with days and hours. Perfect opportunity for a dentist looking to pick up hours or a new grad looking for an office with growth potential. Email proveerp@gmail.com for questions, please include resume/cv if interested.

Ottawa County Department of Public Health—Miles of Smiles — is seeking a contractual dentist 2-3 days per MONTH to work on our 40 foot dental mobile unit. This is a paid contractual position. Please email resume to dbassett@miottawa.org or call if you have any questions: 616-494-5540. Check out our website at www.miottawa.org/dental.

Busy Family Private Practice — Looking for associate to cover maternity leave and rolling into long-term associate position. Practice has Cerec, cone beam, intraoral cameras and digital radiographs. Dedicated team with history up to 40 years with the practice. Competitive pay, 401k, CE allowance, and a full schedule. Please email resumes to cfdapply@gmail.com.

Do You Want to Sell Your Dental Practice? We Are Interested in Buying — Our mission is to partner with young dentists to buy local dental practices to deliver quality dental care to patients. This gives young dentists the opportunity to learn our proven systems, cutting 5-10 years off their learning curve. We want to provide a dental home for as many people in our community as we can who seek relief of dental pain, prevention of dental disease, enhancement of esthetics and improvement in general health. We believe that the best way to deliver care and create a dental home for patients is to allow dentists to own and operate the dental practice. So, if you are a young dentist interested in owning a practice, or if you are a more seasoned dentist interested in selling your practice, please contact Dr. Sam Bander at 616.450.5665 or drsam@banderdentalgroup.com.

Grand Rapids Full Time Associate/Trial Partnership Dentist — Position is available at the office of Dr. Sam Bander, Cosmetic and Family Dentistry. Dr. Bander is a well-established general dentist in southeast Grand Rapids area. He is a 1981 graduate of the University of Michigan Dental School, a graduate of the Misch International Implant Institute in Beverly Hills, MI and the renowned Kois Center in Seattle, WA. Dr. Bander is now a mentor at the Kois Center. Our office is a 4000 sq. ft., state-of-the-art (including cone beam) facility. Our practice is completely paperless, uses dentrix software, and all digital x-rays. We are a busy practice providing a range of dental services from routine prevention and maintenance to full mouth reconstruction, cosmetic dentistry and implant placement. The position is 3-4 days per week with the probability of growing and progressing to partnership. Ideal candidate would have 2 to 5 years of experience and enjoy all phases of dentistry. Please submit resume to drsam@banderdentalgroup.com or contact Dr. Bander at 616-450-5665. Visit our website at www.banderdentalgroup.com.

High End Dental Equipment — Less than 2 years old, still covered by manufacturer's warranty. Progeny Preva $2800, Progeny Vantage Panoramic $14500, Midmark P52 Compressor $3500, DCI 4540 $2000, and Aseptico ADU-20B w/ fiberoptic $2200. Many Hu-Friedy hand instruments also. Contact DentalEquipmentMI@gmail.com.

Dental Equipment — Good condition, older equipment. Airstar 5 $800, Forest Unit 4 place $500, Belmont X-Calibur Bel-10 Chair Grey $1800, (2) Royal Chair Model 16 $500 each, (4) Pelton and Crane Track Lights $150 each, Gendex 770 manufactured 1989 $400, Sapphire Curing light with Cart $300. Contact DentalEquipmentMI@gmail.com.
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PractiCE Care is Our Priority

At Henry Schein Dental, our mission is to improve the lives of those we touch by focusing on practice care, so dental professionals can focus on patient care.

Practice care is a combination of efficient solutions and integrated technologies designed to help you operate a productive practice, attain your business goals, and assist in the delivery of quality patient care.
What if IT wasn’t dreadful?

Imagine friendly conversations with human-like words and explanations.
Imagine talking to someone who understands and cares about your needs.
Imagine (take a deep breath) you actually liked your IT support team and they liked you. Imagine calling DDS Integration to make all this come true.

Now, stop imagining and call!

set up your free consultation

616.914.4479