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Hawaii Dental Association JOURNAL

Winter 2019

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HDA President
Dayton Lum, DDS

Letter from the President

W elcome to 2019! Before we get started, I wanted to thank you all for being members of your profession's organization. My year kicked off early with meetings with our officers, program chairs, and office staff. So I thought I would give you an introduction into what's in store for the year to come.

As I write this, the legislature is getting ready to go into session and is in full swing as you receive this *Journal*. Kudos to our Legislative Program and Hawaii Public Policy Advocates (HPPA) for the hard work and planning they are doing. Drs. Norman Chun and Glenn Okihiro have been our legislative leaders and are always up to the task of developing and upholding the policy positions of the HDA. Bills are introduced and move at a very fast pace, and hearings are often scheduled at the last moment. This is where we often call for our membership to present testimony to assist in representing our position. Fortunately, because of the technology that is available we can now do this via internet; look for the emails from Ms. Melissa Pavlicek and Mr. Danny Cup Choy at HPPA. When it comes to the legislature and testifying, the more the merrier; and calling your districts' representatives makes the difference between our supported bills either passing or failing. Also, do give some dollars to support your ADPAC and HDPAC as this allows us to support those who support us.

This year our annual convention is a scaled-down version due to the ADA convention coming into town last year. Mark your calendars for April 11–12; the Dental Education Program and their tireless leader Dr. Jaclyn Lum have planned a CE program that is sure to please. Many of our favorite vendors and goods will be on display. Meet your

fellow HDA buddies and enjoy the days away from the office, while fulfilling your CE requirements.

The other newly developed, but not so publicized, programs that are now part of the HDA is the Endorsement Program led by Dr. Alan Fujimoto. These endorsed vendors provide value to your membership by offering services and products that we need and often at special rates. TDIC (The Dentists Insurance Company) is a prime example of the advantages of membership—TDIC provides top notch liability insurance while supporting our organization as a source of non-dues revenue (that help to keep your annual dues lower) and is a top exhibitor for our convention. Our newly formed Community Public Health Program has just started their year; it will help vet and guide the policies that address the oral health care of our populations in need. This is a complex social area and we in the health industry must stay informed on this issue and develop policy as needed because of the effect it can have on the industry as a whole. Our Membership Program led by Dr. Patsy Fujimoto will, over the course of the year, weave its way into each and every one of our members. Membership is the backbone of the tripartite (the ADA, the HDA, and the local county) relationship. The stronger and healthier our membership is, the greater the clout for organized dentistry.

To our newer members—we want to welcome you to the HDA! Most of you will be introduced to us via the Young Dentist Group (YDG). Under the leadership of Drs. Scott Morita and Jackie Palola, the YDG has developed into a place where you can meet others, get CE, gain leadership skills, and be



I hope you can see that the HDA works hard for you, and to do this it takes individuals who are just like you.



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LETTER FROM THE PRESIDENT



introduced to your professional life. Take advantage of this; it will jump start your efforts in finding your place in the career you have chosen.

Unsung heroes of the HDA are our ADA delegation, led by Drs. Ed Cassella and Neil Nunokawa as long-time delegates. They represent our state at the national level to our 14th District and to the ADA, serving on councils, and as representatives to the House of Delegates. It is hard work and serious business, not for the faint of heart, but at the end of the day, it is very rewarding.

And let's not forget our Financial Program leaders—returning Treasurer Dr. Chris Young and long-time Board member Dr. Michael Lutwin from Kauai. They keep our books in shape and lead some interesting financial discussions.

A question that arises every so often and is one of the most difficult for us in leadership to answer, is "What value does my membership have?" I hope you can see that the HDA works hard for you, and to do this it takes individuals who are just like you—who volunteer their time, so that we can sleep at night, knowing that someone has our backs.

Mahalo, and let's all have a great 2019. 🦷

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HDA Executive Director
Kim Nguyen, MSW

What's Ahead?

By the time you receive this, we will be into March of the new year, with already a lot going on, and some ongoing reminders:

Our smaller and unique **CE Program** is around the corner! Thursday–Friday, April 11–12 at the Convention Center. Registration has opened; you can even register onsite! This year, we are working with a local events management company, Events International, to handle our registration, exhibition, and onsite services. It has been helpful to work with them in local Hawaii time and face to face. Nevertheless, I know a good number of you have already tried the new registration site and didn't find it user-friendly. The team here is learning this site as well (there's a first time for everything), so we are happy to walk you through it (a good chance for us to talk with our members). But also know that we are providing regular feedback and suggestions to our designer, to continue tweaking it. We certainly appreciate your patience!

Or, feel free to register using the old-fashioned pen and paper method. The Registration Kits (also found on our website) should have arrived in your postal mail.

But however you register, please do! We have five high quality local and mainland speakers all presenting on very relevant topics, along with 50+ exhibitors, ready to showcase their products and services to you.

One of those courses is on **Ethics**. It is the same course, repeated in the morning and afternoon (take one, but don't take both!). It will meet Hawaii state's board of dentistry's CE requirements for Ethics. And remember, 2019 is the second of two years of your dental licenses. So, renewal is at year's end!

PDMP —Yes, those emails and postcards that you received from the Hawaii State Narcotics Enforcement Division (NED) are legit. NED is responsible for the Prescription Drug Monitoring Program (PDMP), which passed in the last legislative session. All healthcare providers who prescribe schedule II, III, and IV controlled substances must register with PDMP, and must check this system before prescribing. This is one of Hawaii's efforts to help curb the opioid epidemic nationwide.

Our **2019 House of Delegates**, the supreme authoritative body of the HDA, met on Sunday, Jan 27 to review and vote on key matters. We were joined by our ADA 14th District Trustee, Dr. Dan Klemmedson, and elected and installed our 2019 officers. A special shout out to Speaker of the House Dr. Curt Shimizu, for his House leadership. The 2018 Awards were presented afterwards; congratulations to all awardees! Read more about the House and the Awards, further on in this Journal.

The **2019 legislative session** has kicked off, so stay tuned for updates and Action Alerts. Which reminds me, there is a lot to share with members, so we do our best to keep members updated in a timely manner. Please ensure that we have your correct email address on file. Our email notices are the fastest way we can push these out—but we try not to overwhelm members, either!

But at the end of the day, if you ever have questions, just call any one of us. If we don't know the answer, we will track it down the best we can!

Until we talk again. 🦷

But at the end of the day, if you ever have questions, just call any one of us. If we don't know the answer, we will track it down the best we can!

2019 HDA Calendar All HDA Members Welcome at All HDA Meetings

Board of Trustees

9am–2pm, Oahu Country Club
Thursdays

*February 14, 2019
May 2, 2019
July 11, 2019
October 10, 2019*

Executive Council

6:30–8:30pm, HDA Office
Tuesdays

*January 29, 2019
March 12, 2019
April 9, 2019
June 11, 2019
Aug 13, 2019
November 19, 2019
December 10, 2019*

House of Delegates

9am, Ala Moana Hotel
Sunday, January 27, 2019



Conferences & Events

Hawaii Dental Association CE Program

April 11–12, 2019, Honolulu Convention Center

ADA Dentist & Student Lobby Day

April 14–16, 2019, Washington, DC

ADA Presidents-Elect Conference, July 22–23, 2019, Chicago, IL

ADA Executive Directors Management Conference,

July 23–24, 2019, Chicago, IL

ADA Conference on Membership, July 25–26, 2019, Chicago, IL

Western States Presidents Conference

July 31–Aug. 2, Santa Fe, NM

ADA 14th District Caucus I, Aug. 2–4, Santa Fe, NM

ADA New Dentists Conference, Sept. 5–8, 2019

Moscone Convention Center, San Francisco, CA

ADA Annual Session and House of Delegates

Sept. 5–9, 2019, Moscone Convention Center

San Francisco, CA

Dates/times subject to change. Please call to confirm attendance. If you would like to add your event, please contact the HDA office.



E Komo Mai! **New Members**

Sean Benson, DDS

Jase Chun, DDS

Paul Gibbons, DDS

Taiga Hashimoto, DDS

Denis Jakuj, DDS

Andy Lee, DDS

William Li, DDS

Arielle Nagao, DDS

Kristine San Diego, DMD

Karen Sheppard, DDS

Mark Shigeoka, DDS

Thomas Simon, DDS

Kelley Tomsett, DDS

Lauren Weiss, DDS



In Memoriam

Teruo Fukumoto, DDS

Takashi Honda, DDS

Stanwood Kanna, DDS

Manuel CW Kau, DDS

Toshiro Takehara, DDS

Walter R Wakatsuki, DDS



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Pierre Fauchard Academy Hawaii Section Inducts Five New Members at ADA!

By Dr. Andrea Braun, Section Chair, Hawaii Pierre Fauchard Academy

The Hawaii Section Annual Fellows Induction and Awards Ceremony luncheon was held on October 20, 2018 during the ADA meeting. The Ceremony took place at the Hyatt Regency, Honolulu. We were honored to have the meeting during the ADA where we were given the opportunity to meet many fellows from across the world.

Pierre Fauchard Academy is honored to extend fellowship to these well deserving professionals who have gone above and beyond in their efforts to strive to advance the state of dentistry in Hawaii. 🦷



Fellows inducted are:

Nora Harmsen, DDS
Karen I Hu, DDS

Scott Morita, DDS, MS
Dennis Nagata, DDS

Candace Wada, DDS


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Getting to Know

Dr. Dayton Lum, 2019 HDA President

By Dr. Candace Wada, HDA Member

Dayton was born in Honolulu and grew up in Pearl City, spending one year of his childhood in Olympia, Washington. He graduated from Pearl City High School, going on to college at University of Washington, majoring in zoology and minoring in business. He continued on at UW School of Dentistry, graduating in 1984. Dayton said, “Both of my parents were educators. Dad, an elementary school principal, and Mom, a second and third grade teacher. I have two brothers, one older, an engineer and one younger, a secondary school teacher. My wonderful wife, Joan and I have two daughters, Caitlin Lum, DDS, and Madelin. I enjoy being around family and friends, traveling, the outdoors, movies, and golfing.”

Dayton recalls getting interested in dentistry from “those career projects we all do in middle school.” While going through the reception line at Dr. Allen Seto’s wedding, who is an elementary school buddy, Allen’s father remembered Dayton wanting to be a dentist since the 6th grade. Dayton shared his recollections of his childhood dentist, Dr. Motoi Hirata, saying he had an interesting lab in his office, “In it were models of teeth, wax-ups, and belt driven drills. In his operatory there was the glass cabinet with the tools of his trade, KHVH news radio playing in the background, and a dental chair with a foot pump to raise it up and down. He was a gruff but lovable man who shared the road that he took to become a dentist. My parents were very supportive and knew dentistry would fit my talents.”

Dayton thoroughly enjoyed dental school. He said, “We had a great class, and many of my classmates are still my friends, locally: Drs. Kerry Ishihara, Alan Nomura, and Cliff Park; Drew Richards in Las Vegas and Ann Azama in San Francisco. Our education was very comprehensive, taking place over four years, including two summers. As time has gone by, I realized that our training was very good. My daughter who has just gone through UOP dental school, also had a very solid foundation of diagnostic and clinical skills. The dental schools do have a compressed curriculum, but we are all lifelong learners. I would like to see all dental schools be university-based and not stand-alone, as I feel there is a need to be affiliated with science and research.”

Dayton went on to say that he appreciates the many changes in dentistry: digitization of all aspects of patient care, new methods of placing implants that do not require surgical guides, orthodontics via clear tray aligners, and modalities of periodontal care that allow us to save more teeth. There’s also been changes in the areas of government regulation too (OSHA, HIPAA, Licensure Rules and Regulations), third party benefit companies, and government social services.

Dayton feels that anything that involves dental practice requires our involvement in organized dentistry. He said he got involved early in his career and has given his time when asked.

His advice: “I have always thought that our lives are full as dentists. We tend to have a lot on our plates at any given time. To simplify this, I practice with these thoughts in mind: we need to be educators, listen to your patients before you diagnose. When things are tried and true, continue to use them. When tried and failed, it is an opportunity to learn. Do things once and do them well. Patients should leave the office in better condition than when they came, so you may sleep at night knowing you’ve done your best.” 🦷



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HDA House of Delegates 2019, and 2018 Awards

By Dr. Curt Shimizu, *Speaker of the House*; and Dr. Steve Wilhite, *Awards Chairman*



2017 Lifetime Achievement Awardee Dr. Neil Nunokawa, and the 2018 Awardees: Award of Honor - Mr. Scott Kurosawa; Young Dentist Award - Dr. Keri Anne Wong; Lifetime Achievement Award - Dr. Edmund Cassella; Distinguished Service Award - Dr. Curt Shimizu; and President's Award - Dr. Lili Horton.

HDA kicked off 2019 with our 116th House of Delegates on Sunday morning, January 27 at the Ala Moana Hotel in Honolulu. We were joined by our ADA 14th District Trustee Dr. Dan Klemmedson; this was his last visit with us as Trustee.

The HDA Board of Trustees, Hawaii delegation to the ADA, and delegates from four counties formally approved HDA's policy manual and other 2018 business transactions. There was lively discussion on four resolutions, which all passed, paving the way for HDA in 2019:

Resolution 2018A-05 would raise HDA Dues by \$40 for active, full-dues paying

members, and accordingly tiered for other member categories. This would help HDA keep up with economic and operational costs, in addition to HDA's ongoing efforts to exercise sound and responsible fiduciary measures.

Resolution 2018A-06 introduced a new service model titled County Assistance Program (CAP). CAP is an optional service provided by HDA, at an hourly rate, to counties who may need staff support to coordinate and deliver its events, such as county business meetings, CE courses, and holiday and social activities. This would free county members up to focus on its members while HDA coordinates the details.

Resolution 2018A-07: HDA and our largest component, the Honolulu County Dental Society (HCDS), have enjoyed a long-standing working relationship in which HDA manages the operations and administrative affairs for HCDS. This relationship was renewed and updated for 2019, at a fee of \$60,000, and will be revisited at the 2020 House.

Resolution 2018A-08 created the Dental Benefits Provider Task Force to research the policies and business practices of all dental benefits providers as a response to the growing concerns and inquiries from our members.

continues on page 16 >>



Delegates vote following discussions of various resolutions.



Introducing the HDA 2019 Leadership: the Board of Trustees and the Hawaii ADA Delegation.

MEETINGS & CONVENTIONS



After debate and voting on the resolutions, HDA elected and installed our 2019 Officers:

President-Elect: Dr. Wayne Leong

Vice President: Dr. Alan Fujimoto

Treasurer: Dr. Christopher Young

Secretary: Dr. Carla Fukumoto

Speaker of the House: Dr. Curt Shimizu

They are joined by President Dr. Dayton Lum and Immediate Past President Dr. Robert Baysa.

All of our Board of Trustees returned for 2019:

Trustee (Hawaii Island 2020): Dr. Patsy Fujimoto

Trustee (Maui 2019): Dr. Scott Kanamori

Trustee (Kauai 2019): Dr. Michael Lutwin

Trustee (Oahu 2020): Dr. Jaclyn Lum

Trustee (Oahu 2019): Dr. Sean Holliday

Trustee (Oahu 2019): Dr. Shelliann Kawamoto

Trustee (Oahu 2020): Dr. Wesley Sato

Trustee (Oahu 2020): Dr. Russell Tabata

Trustee (Oahu 2020): Dr. Jaclyn Palola

And we elected our next slate of ADA Delegates:

ADA Sr. Delegate: Dr. Edmund Cassella

ADA Delegate: Dr. Neil Nunokawa

ADA Delegate: Dr. Curt Shimizu

ADA Alternate Delegate: Dr. Christopher Lee

ADA Alternate Delegate: Dr. Robert Baysa

ADA Alternate Delegate: Dr. Dayton Lum

Dr. Robert Baysa received his President's pin from Dr. Klemmedson, and both Drs. Baysa and Christopher Lee received their Immediate Past President plaques from the HDA.

Following the House Meeting, delegates, members, and guests enjoyed lunch before the presentation of the HDA awards to colleagues who made an impact in 2018. Congratulations go out to:

Lifetime Achievement Award: Dr. Edmund Cassella

Distinguished Service Award: Dr. Curt Shimizu

President's Award: Dr. Lili Horton

Young Dentist Award: Dr. Keri Anne Wong

Award of Honor: Mr. Scott Kurosawa

A special presentation was made to Dr. Neil Nunokawa for his 2017 Lifetime Achievement Award. 🦷



Mahalo Nui Loa to our awardees for their service to Hawaii's oral health!





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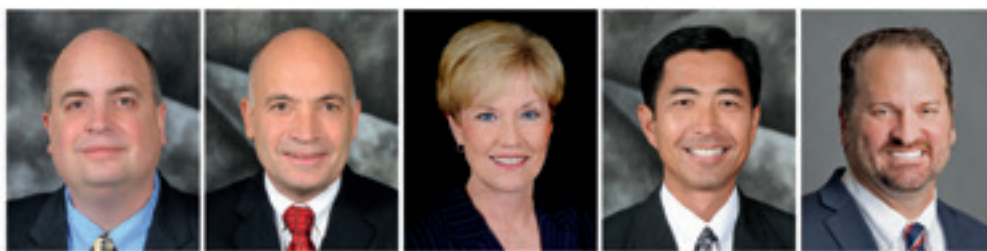


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HDA Foundation 2018: “A Year of Maturation”

By Dr. Gary Yonemoto, *President, HDA Foundation*

It seems like yesterday, when the HDA Board of Trustees had the idea to investigate the development of a Foundation for the Hawaii Dental Association. It has taken almost two years, but I am happy to report that your Foundation has arrived. Last March 2018, the Foundation celebrated its first full year of existence!

2018 was a year of maturation and we are still growing. Let's recap some of our activities.

Events: There were two Give Kids a Smile (GKAS) community events. Our first was in February at the Waikiki Health Center and recently in October, we had a single school event at Kuhio Elementary School. This was coordinated with the ADA Foundation in conjunction with the ADA Convention held here in Honolulu. Both events were a tremendous success. Thank you

to the efforts of the GKAS arm of the Foundation and the HDA Young Dentists Group. In addition, efforts were made to have a GKAS event in Maui and the Foundation will continue to investigate having regular programs with all the neighbor island components.

Fundraising: As the Foundation matures, we want to grow our funds for grant assistance. We started soliciting donations from our members via the HDA dues statement and we also set up our Foundation Giving Levels: Member: \$50 to \$499; Bronze: \$500 to \$999; Silver: \$1,000 to \$4,999; Gold: \$5,000 to \$9,999; and Diamond Level is \$10,000 and up. We received our first donation from another 501C3 organization, the ADA Foundation. We also completed our most successful GKAS fundraising event at the Sheraton Hotel. It had to be the HDA event of

the year and it was a lot of *fun*. Please consider attending in 2019.

We are still a long way from our goal of becoming a million dollar Foundation. Please consider a pledge or donation.

Grants: We awarded our first grant for \$5,000 which was followed by a second grant for \$5,000 at the end of 2018, for a total of \$10,000. Our plan is to give out more grants in 2019 as our Foundation becomes well known in the community.

Our internal structure is all set and the Foundation is on track following our Strategic Plan roadmap set out by the HDA and our own internal Strategic Plan. I look at 2019 as the year that we mature from “adolescent to becoming a teenager.” We need all the members’ help. Please consider getting involved with your HDA Foundation in 2019! 🦷

HDA 2019 CE Program

April 11–12, 2019

Hawaii Convention Center

Earn CEs. Visit with colleagues. Explore exhibits.

Register online at www.hawaiidentalassociation.net/continuing-education/hda-convention

County Component 2019 Officers

Hawaii County Dental Society welcomes in their 2019 Officers:

President: Dr. Patsy Fujimoto

Secretary: Dr. Lena Hamakawa

Treasurer: Dr. Roanne Tsutsui

Kauai County Dental Society welcomes in their 2019 Officers:

President: Dr. Robert Stebbins

Secretary/Treasurer: Dr. Chris Godla

Maui County Dental Society welcomes in their 2019 Officers:

President: Dr. Emi Eno-Orikasa

Vice President/President Elect:
Dr. Erik Wong

Secretary/Treasurer:
Dr. Catherine Vargas

We are looking for volunteers for Maui's upcoming events:

Keiki Fest at UH Maui College on Saturday, April 13

Give Kids a Smile at UH Maui College Dental Hygiene clinic on Saturday August 10.

Contact President Dr. Eno-Orikasa for more information.

Honolulu County Dental Society welcomes in their 2019 Officers:

President: Dr. Stacie Sueda

President Elect: Dr. Lynn Fujimoto

Secretary: Dr. Ivan Colón

Treasurer: Dr. Rosemarie Tan

Mark your calendars for upcoming HCDS events:

Wed. Feb 27: Board meeting

Thu. Apr 11: Business meeting following HDA CE Program at Hawaii Convention Center

Wed. May 8: Board meeting

Wed. June 5: Board meeting

Thu. June 20 and 27 : CPR/BLS (daytime)

Wed. July 10: Board meeting

Thu. July 25: HIOSH (daytime)

Wed. Aug 7: Board meeting

Wed. Sept 11: Board meeting

Sept. (TBD): Fall CE (daytime)

Oct. (TBD): Business meeting

Wed. Nov 13: Board meeting

Dec. (TBD): Holiday party 🍷

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Dentist by One

The American Dental Association and the American Academy of Pediatric Dentistry recommend that children see their dentist within six months of getting their first tooth - and no later than their first birthday.

Let's work together to share this important message with all Hawaii families - particularly Medicaid beneficiaries and those from underserved communities.

Contact our Professional Relations team today to receive FREE "Dentist by One" flyers and posters for your office.

Hawaii State Legislature Opens!

By Ms. Melissa Pavlicek and Mr. Danny Cup Choy, *HDA Legislative Consultants*

The close of Hawaii's 2018 election season was headlined by Governor David Ige winning a second term and democrats maintaining their significant majorities in both the state Senate and House. Additionally, Maui and Kauai elected new mayors while our Congressional delegation added a new member with Ed Case's victory. The state Senate and House leadership from the past few years remains intact and while there is the usual turnover of top Administration officials as Governor Ige begins his new term, key appointees like the Director of Health and the Director of Human Services have returned. The Hawaii Dental Association (HDA) is well-positioned to continue working with these leaders over the next four years to ensure that the voice of dental professionals is

heard while the state continues to shape oral health public policy.

The 2019 legislative session opened on January 16, and in preparation for the new biennium, HDA hosted its annual legislative breakfast. About 20 legislators joined member dentists from across the state to discuss policy and make connections that put personal faces and stories to key issues that help lawmakers make difficult decisions. In addition, HDA held an advocacy training where first-time and more experienced HDA advocates asked and answered questions about the legislative process. It was a wonderful opportunity for seasoned HDA members to begin enlisting the support of the next generation of dental policy leaders. Attendees departed with the knowledge that legislative advocacy is

nothing to fear and we hope to continue these trainings on an ongoing basis.

In terms of legislation, while there were over 3,000 bills introduced, history tells us only about 250 to 300 of these bills will ultimately become law this session. In 2019 we will see many bills that are familiar to Hawaii Dental Association members. There are bills that expand the pool of orthodontists with the ability to perform certain duties, increase the scope of dental assistants, and aim to curb the use of opioids. Moreover, there will be renewed efforts around fluoridation and restoring Medicaid adult dental benefits. The key subject matter committee chairs from last year have returned to their posts, including Senator Rosalyn Baker (South and West Maui), Representative John Mizuno (Kalihi), and Representative Roy Takumi (Pearl City). We will continue working with these leaders and their colleagues to ensure that the voice of oral health professionals is heard.

HDA is well-positioned to have another successful legislative session in 2019. Please be on the lookout for advocacy alerts that might request your submission of testimony on key priority bills. These actions do make a difference and we appreciate your continued engagement with the Hawaii Dental Association as we navigate another exciting year at the state capitol. 🦷



HDA Vice President Dr. Alan Fujimoto greets fellow Hawaii Island resident Representative Chris Todd, while Representative Dee Morikawa chats with HDA Legislative Consultant Mr. Danny Cup Choy.



Bartering Your Dental Services?

Get it in Writing

By TDIC Risk Management
January 2019

It's hard to quantify the value of dental treatment. After all, good oral health is essential to overall health, making dental treatment priceless. But in reality, there's a cost associated with dental care. Is it worth a new house? New landscaping? A swimming pool? A Rolex? A Harley Davidson?

Some dentists agree to trade their work for other professional services or items of value. Bartering is nothing new; it was the only method for exchanging goods and services until hard currency became the norm thousands of years ago. But for dentists, bartering can lay the groundwork for a liability claim should things not go as planned.

The Dentists Insurance Company's Risk Management Advice Line reports a case in which a dentist bartered with a patient for landscaping services in exchange for full mouth reconstruction. The patient had compromised occlusion, poor oral hygiene, and hadn't seen a dentist in many years. The dentist and patient verbally discussed the treatment, the patient agreed to the treatment plan, and the dentist began the treatment—with nothing more than a handshake to seal the deal.

After completion of the first phase of the treatment, which included crowns on 10 teeth and several implants to replace missing teeth on the lower arch, the patient started to complain about his bite. The dentist offered to redo the work; however, the patient refused due to a loss of confidence in the dentist's abilities. The patient cancelled his upcoming appointments and asked the office to stop contacting him.

The patient ultimately went to a prosthodontist who recommended redoing the treatment on 28 teeth, which would total \$55,000. The patient contacted the dentist and requested he pay for the treatment by the specialist. The dentist refused and reminded the patient that the landscaping job still wasn't finished, which was part of the original agreement. Two months later, the patient retained an attorney and filed a lawsuit. The demand to settle was \$450,000.

The dentist's records did not substantiate much of his recollection of events. He failed to document a comprehensive treatment plan. He did not produce any study models or a wax up. The defense experts could not support the case due to inadequate documentation. The court ordered the case to mediation and the defendant agreed to a settlement. The matter was resolved for a low six-figure amount.

In another call reported to the Advice Line, a dentist made a deal with a contractor. The contractor agreed to remodel the dentist's house in exchange for full mouth reconstruction for his wife. Both parties agreed to

the proposal based on a handshake agreement.

The dentist treated the patient at a prosthodontist's office so that the specialist could oversee the case and place implants. The dentist placed several crowns and paid the prosthodontist to place the implants. While the patient was in provisional crowns on a few teeth, one of which needed root canal therapy, her husband abandoned the job and failed to hold up his end of the agreement. Because of this, the dentist was no longer willing to treat the patient, unless the contractor resumed working on his home. The dentist contacted the Advice Line to discuss patient dismissal. The analyst advised the dentist that he cannot abandon the patient mid-treatment and recommended he complete the treatment prior to the formal dismissal and collection process.

When considering whether to barter with patients, it's important to weigh the risks. If you decide to proceed, the first step is drafting a bartering agreement. The agreement must outline the specifics of the services to be traded. This should include the estimated



Bartering is nothing new; it was the only method for exchanging goods and services until hard currency became the norm thousands of years ago.



value of each service. It should also include the inclusions and exceptions. For example, a dentist could agree only to a cleaning and bridge, with a stipulation that any additional required or requested treatments will be at the patient's expense. Similarly, the patient should outline exactly what is included on his or her end. For example, rather than "landscaping," it could specify square footage, types of plants used, lighting, watering system, hardscapes, etc. There are sample bartering agreements available online.

"In order for a barter to be successful, each party must uphold his or her end of the agreement," says senior TDIC Risk Management analyst Taiba Solaiman. "The details of the agreement must be clear, concise, and documented on paper."

Agreements should also address what to do if things go sideways. What happens if the treatment plan changes due to unforeseen circumstances? What happens if there's a problem with the treatment and the patient wants a refund? What happens if the contractor uncovers faulty wiring or a water leak that needs addressing? What happens if either party is unhappy with the final result?

Unlike contractors or landscapers, dentists hold a legal and ethical obligation to protect a patient's health. Treatment and payment arrangements should always be two separate considerations. Recommended treatments should be based on clinical findings and treatment plans should be based on the value of the job, Solaiman says.

"A patient's ability to pay, or failure to hold up their end of an agreement, does not relieve dental professionals from their responsibility to provide a detailed diagnosis of a patient's treatment needs," she says. "Nor does it allow a dentist to abandon a patient mid-treatment."

Bartering agreements also require dentists to keep accurate documentation, just as they would with any other patient. This includes thorough treatment plans outlining the risks, benefits, and alternatives to treatment; expected timelines for treatment and services to be completed; and recommendations based on clinical findings—not based on what the agreement dictates.

It's also important to note that the Internal Revenue Service has rules addressing bartered income. For more information, contact a tax professional or refer to the Bartering Tax Center guidance at irs.gov/businesses/small-businesses-self-employed/bartering-tax-center.

Bartering is a common practice among many professionals, and it may be beneficial in a dental setting, as it allows patients to receive treatment they may not otherwise easily access or afford. However, bartering is not without significant risk. Documenting the details of such agreements can help protect dentists should such a bartering agreement turn sour. 🦷

For more information or advice on bartering, call the TDIC Advice Line at 800.733.0633.

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The Value of Video Content in Your Marketing Strategy

By Ms. Wendy O'Donovan Phillips, *Big Buzz Dental Marketing*

Your practice has its online advertising approach down to a tee. The staff is active on social media with high engagement and a solid organic reach. Patients often subscribe to your newsletter. As we move into 2019, though, something may be missing from your marketing strategy. If you're not using video content to promote your practice, you could be missing out on a whole world of untapped potential patients.

Are you feeling reluctant to start integrating video? You may be thinking, "Video doesn't really match my practice's personality," or "Our marketing approach isn't broken, so why fix it?"

Before you dismiss the idea entirely, take a moment to examine the data:¹

- 85% of internet users in the United States watch online videos
- 66% of online activity is spent watching videos
- Users watch over 500 million hours of video on YouTube per day
- More than 500 million people watch videos on Facebook every day
- 45% of people watch over 1 hour of Facebook/YouTube videos per week

Now, let's examine how these numbers affect marketing:

- Marketers who utilize video increase revenue 49% faster than those who don't
- 64% of consumers who watch branded social videos proceed to make purchases

- 1200% more shares are generated from social video than from text and images combined
- Between 2016 and 2017, views of sponsored videos on Facebook jumped 258%

When integrating video content is neglected, a significant marketing opportunity is forgone. Not only that, but it may be doing existing and future patients a disservice as well. As social media influencer Collin Kartchner said at the 2018 Dental Digital Marketing Conference, "If you've got good videos on your website and social media pages, you're doing potential patients a huge favor! Nobody wants to call to learn about you. Over 90% say they want to watch a video!"²

That's not to say video content should replace your written and image content. On the contrary; well-written copy and quality imagery will always be valuable means to getting the practice's message to market, especially for those 15% of US internet users who don't watch online videos. Featuring informative and engaging video content will only add a layer of ease for users who want information quickly and easily.

Video content also allows the practice brand to truly shine. In an industry as crowded as dentistry, it can be difficult to stand out. If text and images fail to capture all of what makes your practice special, turn to video. Your most loving and loyal patients come to your practice for a reason, and while nothing

can capture this "X-factor" like an in-person visit, video can often be the next best thing.

As viral dental employee Tracy Driver puts it, "You have to find something to share ... that sets you apart from other practices. Do something you love, something you're comfortable with, then push yourself beyond that."³ As an administrator at a North Carolina dental office, Driver rose to prominence creating a weekly video series entitled "Monday Bites" for her practice's Facebook page. The lighthearted videos featured her dancing and lip-syncing to popular music, sometimes with patients. The videos became a viral success, generating tens of millions of views, all of which were centered on the Facebook page. What's even better—the videos cost them nothing to produce.

Beyond showcasing the practice's brand and personality, video content can help to build trust. According to Executive Director of Schaefer Marketing Solutions Mark Schaefer, "The new era demands a focus on ignition, not just content, on trust, not just traffic, and on the elite people in your audience who are spreading and advocating your content."⁴ Trust between businesses and consumers is always important, and that importance skyrockets when it comes to relationships between patients and doctors. That kind of trust is priceless, especially when it results in long-term relationships and quality referrals.

MARKETING

Take advantage of all video content has to offer—whether it's building brand awareness in your community or trust within your existing patient base. Consider employing video content in your marketing strategy now. 🦷

Wendy O'Donovan Phillips is CEO of Big Buzz, the nation's third-largest dental marketing agency and the only full-service firm. Big Buzz offers more than 50 different marketing tactics, all backed by research. She is the author of *KABOOM! The Method Used by Top Dentists for Explosive Marketing Results*, which is on the Amazon Top 100 List for Dental Office Practice books. She has been honored by the American Marketing Association for excellence in her field, and she has been hired by the American Dental Association as an expert consultant in marketing.

- 1) <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>
- 2) <https://mysocialpractice.com/2018/05/10/eye-opening-dental-marketing-insights-from-the-2018-dental-digital-marketing-conference/>
- 3) <https://mysocialpractice.com/2018/05/10/eye-opening-dental-marketing-insights-from-the-2018-dental-digital-marketing-conference/>
- 4) <https://www.dreamgrow.com/8-reasons-why-your-business-should-use-video-marketing/>

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