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# TMD vs TMJ

Temporomandibular Disorder (TMD) is caused by jaw, facial muscle, and joint problems. The joint responsible for chewing is called the temporomandibular joint (TMJ), and connects the temporal bone of the skull to the lower jaw.



## SCIENCE behind TMD

The muscles and bones affected by TMD

- 1** TEMPORALIS MUSCLE  
closes and retracts the mandible (jaw bone)
- 2** TEMPOROMANDIBULAR JOINT  
connects the temporal bone of the skull to the mandible.
- 3** MASSETER MUSCLE  
closes the jaw for chewing.

## TMD CAUSES



clenching or grinding teeth



day-to-day stress

**FACT:** many TMD/TMJ issues can trigger migraines and chronic headaches.

*"As a 45 y.o. mother of 3 kids - I was having pain every day for the last 3 years. Finally - my dentist referred me for Botox and it's been incredible. My headaches are gone and my jaw feels so much better in the mornings. Wearing my night guard and using Botox for TMJ has improved the quality of my life. Thank you! - A.K."*

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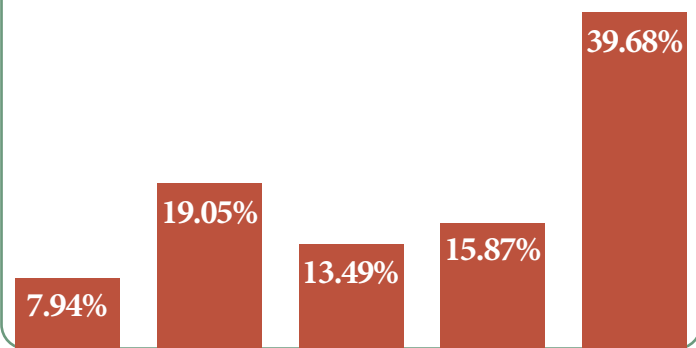
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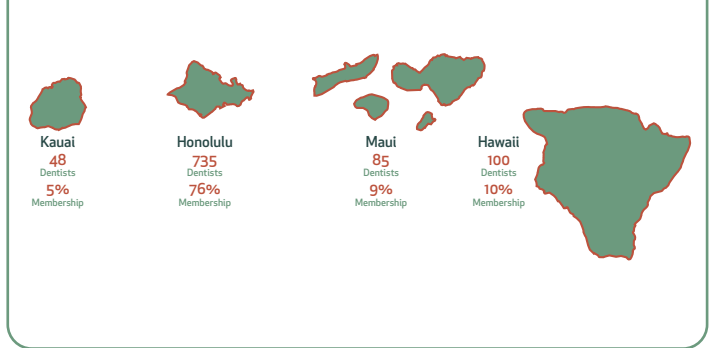
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# Hawaii Dental Association JOURNAL

Summer 2020

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Dr. George Wessberg

## Contributing Authors

Dr. Chris Nakamura, Dr. Calbert Lum, Dr. Carla Fukumoto, Ms. Melissa Pavlicek and Mr. Danny Cup Choy, Ms. Sally Pestana, Dr. Dayton Lum, Dr. Candace Wada, and TDIC.

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ADA Alternate Delegate	Dr. Christopher Lee
ADA Alternate Delegate	Dr. Wayne Leong
ADA Alternate Delegate	Dr. Dayton Lum

## Staff & Contact Information

Ms. Kim Nguyen, Executive Director

Ms. Antonia Perez, Membership Services Manager

Ms. Rachelle Teruya, Projects Coordinator

Phone: (808) 593-7956 | Toll-Free: (800) 359-6725

Fax: (808) 593-7636

Email: [hda@hawaiidentalassociation.net](mailto:hda@hawaiidentalassociation.net)

Website: [www.hawaiidentalassociation.net](http://www.hawaiidentalassociation.net)

## Advertising Contact

Grandt Mansfield, LLM Publications | Phone: 503-445-2226 | Email: [grandt@llmpubs.com](mailto:grandt@llmpubs.com)

## Designer

Benjamin Caulder, LLM Publications | Email: [ben@llmpubs.com](mailto:ben@llmpubs.com)

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*HDA President*  
Wayne Leong, DDS

## Letter from the President

After successfully flattening the curve at the beginning of the COVID-19 crisis, we are now seeing a rapid increase of infections on Oahu, many due to community spread. The rising number of cases occurring on the neighbor islands are also reported to be community spread rather than travel related. People must wear masks, avoid large gatherings, and follow the government mandates to flatten the curve again, and keep it flattened.

During this stressful time, the HDA has been working diligently, in the forefront and behind the scenes, to provide answers and guidance as this situation evolves. Communications will continue with various entities including the offices of the Governor and Lieutenant Governor, HIOSH for OSHA guidance and education, Hawaii Healthcare Emergency Management Coalition to obtain PPE for members, and with local dental insurance carriers concerning stipends for increased PPE expenses, to ensure that the dental profession is considered and supported throughout this ongoing crisis. We will continue to do our best to advocate for our members.

One positive outcome from this crisis is realizing the advantages of video conferencing

formats. Zoom video conferencing has made a huge difference during the countless number of meetings we have had this year. Attending evening meetings from home and daytime meetings from my office have made juggling HDA obligations with home life and patient care much easier. Zoom conferencing will also make annual training for OSHA, HIPAA, and ethics more convenient to attend and accessible to more people, particularly neighbor island dentists and staff. This format will definitely change how our meetings and conferences are held in the future,

Other HDA responsibilities have not been forgotten. HDA Committees, Programs, and Task Forces have been meeting and preparing for upcoming issues and events, aside from the COVID-19 pandemic. Their activities will become more evident in future months. The biggest challenge will be producing a successful 2021 virtual HDA Annual Session.

It's been a crazy, busy, roller coaster ride of a presidential term for me, to say the least. I'll do my best to serve you until the end of my term in November. Remember, in these uncertain, unprecedented times, patience and persistence are paramount. 🦷



I'll do my best to serve you until the end of my term in November. Remember, in these uncertain, unprecedented times, patience and persistence are paramount.



HDA Executive Director  
Kim Nguyen, MSW

## Keeping Up with Change

So by the time you read this, we are heading into the second half of 2020. I don't know about you, but I've been done with 2020 a few months ago. But alas, I've resigned that the state of the world is as is, and that "tomorrow is a new day" has taken on an altogether entirely new meaning in 2020.

However the world looks, one fact is true—we can control our attitudes and responses. The resiliency and strength of our profession and members was very evident these past few months. I hope you could see our tripartite at work—non-stop advocacy efforts at all three levels—to keep organized dentistry top of mind of decision-makers and yet at the same time, balanced enough to avoid having us swept into all other legislation and regulations that would make the delivery of oral health care that much harder in these trying times. At the individual level—thank you for helping each other out, by sharing resources, scenarios and challenges, and navigating through confusing guidelines and recommendations.

Please know that, through the tripartite system, we continue to support and promote the profession of dentistry as the practicing landscape changes around us—changes that affect return to work, PPE availability, possible infections among staff and patients, and anticipating and responding to updated regulations from all levels of government. As we learn more about the virus and with hindsight, our profession continues to be in a better position to initiate or to better respond.

At the same time and as with all of you, we've been working towards a future dictated by COVID but in unknown ways:

- Hosting a virtual House of Delegates in November 2020 will be most

interesting! Embracing Zoom, we will also utilize Vevox to vote on business decisions. Thank you to those members serving as delegates.

- Planning for virtual online CEs in lieu of an in-person annual Convention for 2021 requires juggling multiple economic, social, and logistical issues and factors; but as with the virtual House, we are fortunate to learn from our mainland peers who have had to pivot sooner than we did.
- Budgeting for such an unknown 2021—never has the future looked more questionable but our leadership continues to rely on the operating principles that keep HDA functioning, viable, and accountable.

Throughout all of this, we are relying on our members to continue doing what you do best: delivering oral health care to the highest of safety standards and with one-on-one attention to your patient's health and overall well-being. And even outside of the office, please continue following the state's mandates to wear masks, stay six feet apart, and avoid gatherings. In fact, our Board of Trustees has approved that all HDA business be conducted virtually.

We know we're currently living in a world of inconveniences, but I have to believe that at some point, a more pleasant future awaits us. And as always, I'm appreciative that you all are dedicated to enhancing our profession and to protecting oral health. But in order to take care of others, be sure to take care of yourself and those around you. Again, stay strong, stay resilient, and stay safe! 🦷

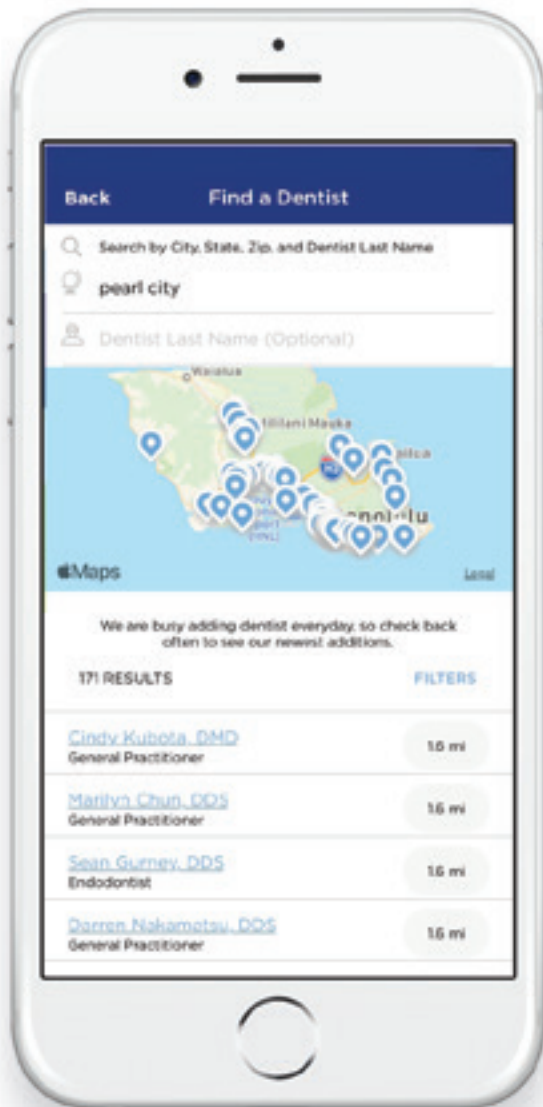
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Please know that we continue to support and promote the profession of dentistry as the practicing landscape changes around us.





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# 2020 HDA Meeting Calendar

All HDA Members Welcome at All HDA Meetings

**Board of Trustees**  
**8:30am–1pm, via Zoom**  
**Thursdays**

*September 24*


**Executive Council**  
**6:30–8:30pm, via Zoom**  
**Tuesdays**

*September 15*

*December 15*

**House of Delegates (HOD)**  
**8:30am–COB, via Zoom**  
*Sunday, November 15*

**HOD Reference Task Force (RTF)**  
**6:30pm, via Zoom**  
*Tuesday, October 6*



**Conferences & Events**

**ADA Annual Session and House of Delegates**  
*October 14–19, Virtual*

*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**

**Timothy Adamchuk, DMD**

**Melissa Beaudet-Uy, DDS**

**Alec Catalan, DDS**

**Norman Cheung, DDS**

**David Kirsch, DDS**

**Bradford Matiasevich, DDS**



## **In Memoriam**

**Thomas K. Tanaka, DDS**

**Carl R. Yamagata, DDS**

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Hawaii Dental Service

# SMILEWell

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- Oral health presentations
- Dentist Q&A sessions
- SMILETalk - a one-on-one Q&A with HDS members
- Being the Oral Health Expert at virtual open enrollments and benefit fairs and more!

Once COVID-19 restrictions have been lifted, in-person meetings may resume if preferred.

Contact HDS Professional Relations at (808) 529-9222 or email [HDSProfessionalRelations@HawaiiDentalService.com](mailto:HDSProfessionalRelations@HawaiiDentalService.com).



# 2020 Give Hawaii a Smile

By Dr. Christopher Nakamura, HDA Foundation Board Member

With the COVID-19 pandemic changing the way we all work, interact, and go about our daily lives, it is easy to forget that one's oral health care must also be a priority during these trying times. This year in response to COVID-19, the Hawaii Dental Association Foundation (HDAF) decided to start a new program, Give Hawaii a Smile. The program's goal was to provide oral hygiene kits statewide to those who are less fortunate in our community.

**Kauai:** Kauai County Dental Society, with support from Dr. Patricia Sanchez, Dr. Kanoe Baird and their team, put together and distributed the oral hygiene kits to four organizations who made them available to the community. Nourish Kauai distributed the oral hygiene kits with free healthy food to people that are facing hardships due to the pandemic. Ho'ola Lahui Hawai'i



Kauai Community health centers delivered oral hygiene kits to their West and East side clinics as well as their outreach programs. The food bank at the Kauai Store gave out the kits to people on the east side of the island. The Waipa Foundation gave the oral health kits out during their summer camp to families who were having trouble finding childcare during the pandemic.

**Oahu:** Honolulu County Dental Society (HCDS) received and distributed over 3,500 oral hygiene kits. The county partnered with Aloha Free Clinic, a free health clinic for those who have lost their health insurance, to provide oral hygiene kits to those who are less fortunate, and to ensure that these individuals could continue their daily oral hygiene routines. HCDS also partnered with The Pantry by Feeding Hawaii Together, a non-profit providing food to those in need. The oral hygiene kits that were donated included kits specifically for children to ensure that our keiki would be taken care of during these trying times.

**Maui:** Kelly Pearson, CEO for the Boys and Girls Club of Maui reached out to Maui County Dental Society President, Dr. Erik Wong, to see if the society

would participate in their school drive. Without hesitation, the HDAF and Maui County Dental Society, along with help from Hui No Ke Ola Pono (Dr. Emi Eno-Orikasa), teamed up to distribute over 1,500 dental kits that helped students from grades 1–12. The dental kits were part of a larger school kit, that included books, puzzles, school supplies, and healthy snacks. The kits were distributed at multiple locations throughout Maui and was featured on Mauinow.com. Pearson says, “This was the first event of this kind in the last 20 years of the organization.” She goes on saying, “With the extended school closure, these enrichment kits will help engage and encourage healthy lifestyle choices for families with limited access to these resources.”

**Hawaii Island:** The Hawaii County Dental Society partnered with two other organizations, Annunciation Church Food Pantry and Tutu ‘n Me. They provided oral hygiene kits to the community. These dental kits were well received and much appreciated by both the organizations and the individuals who received them.

The HDAF would like to send a sincere Mahalo to all who have donated to the Give Hawaii a Smile program. Your support and generosity helped to provide over 6,500 oral hygiene kits that were distributed to various organizations throughout the state. As a result of this program, oral health care can remain a priority through these unprecedented times. 🦷



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# County Corner

## Honolulu County Dental Society

By Dr. Calbert Lum, CE Program Committee

Your Honolulu County Dental Society (HCDS) has been very active this past year. Our Ethics course by Ken Lawson, JD was very well attended with over 300 attendees. The attendees had a lot of questions for him. During our business meeting in April, we had a presentation on HIPAA rules by the Department of Health's HIPAA Privacy Officer. That was also well attended with over 75 members. Next, we had a HIOSH inspection type of lecture by Mr. Alan Yamamoto from the state's Occupational Safety and Health Branch. This lecture had over 350 members from all counties. This was the first time the HCDS invited neighbor island county members. The latest business meeting was on Aug 26 which included Dr. Erlaine Bello from the UH John

A Burns School of Medicine speaking on COVID-19. We had over 75 members attending. All of these lectures were presented virtually via Zoom.

You may be wondering what's next for HCDS programs? At our November business meeting (the last one for this year), representatives from Mental Health Hawaii will present on mental health, an important issue emerging from the pandemic. Stay tuned for 2021—the HCDS will have four business meetings again with a variety of guest speakers with topics to help you and your office. One of the topics so far is “office fraud.” If you have a specific topic that is of interest to you and your fellow colleagues, please share them with the HCDS office. 🦷

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# Membership Engagement Program

By Dr. Carla Fukumoto, *HDA Secretary*

Dr. Wes Sato, Chris Young, and Erin Uwaine are members of the Membership Engagement Program. They held a few Happy Hour Zoom meetings for young dentists as an

alternative to meeting in person during this pandemic. They led a discussion to address concerns about COVID-19 and its effects on the younger dentist population who are

mainly associates. They have extended the HDA branch as a resource for dentists and have been mentors to others looking for guidance or just someone to talk to.

The standard question posed to those “spotlighted” is: “How do you volunteer for the HDA and why?”



Dr. Wes Sato

“I’ve chosen to be involved with the HDA because I want to give back to the profession and my colleagues. I’ve grown up in the dental office. Patients of my father and his partners still tell me, “I remember you running around the office when you were small.” I am extremely fortunate and appreciative to have an opportunity to be a part of multigenerational dental healthcare. It’s one of the coolest things to see a patient of my father, and their child, and then their child—three generations and possibly four in the future! Behind all of that has been the HDA supporting the dentists of Hawaii. I have been fortunate to observe mentorship between my father and his colleagues, and now I am able to experience and understand the benefits of mentorship firsthand. That is what I want to perpetuate and I’m able to do that through the HDA.”



Dr. Erin Uwaine

“I enjoy volunteering for the HDA because I want to show my support for an organization that does so much to support dentists. The HDA has been a great resource for me to meet other dentists and stay informed about developments affecting the dental community in Hawaii. It is comforting to know that we have an advocate who will fight on our behalf to ensure that Hawaii dentists will continue to have a positive and meaningful impact on the communities within our state.”



Dr. Chris Young

“The HDA has helped me as a dentist in so many ways over the years. I look to the HDA as the greatest resource for dentists in Hawaii and I realize the importance of supporting such an important organization. The HDA relies heavily on dentists both young and seasoned to support through volunteering from the smallest events to the bigger things like leadership. We need members who care about our profession and understand that the HDA has a significant influence on our profession here in Hawaii. Volunteering my time to help with such a great organization does not mean sacrificing a lot from my personal life and I have a lot of fun working with other amazing dentists who care!”



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Melissa Pavlicek



Danny Cup Choy

# HDA Government Affairs

By Ms. Melissa Pavlicek and Mr. Danny Cup Choy  
*Hawaii Public Policy Advocates/HDA Legislative Consultants*

With its official adjournment on July 10, the 2020 legislative session was far from typical. Due to the outbreak of COVID-19 and the ensuing shutdown, the 2020 legislature took two extended recesses. They first reconvened in May to appropriate funds from the federal Coronavirus Aid, Relief, and Economic Security Act, better known as the CARES Act, in an attempt to shore up budget shortfalls and provide needed aid to our ailing health and business communities. One of those pieces of legislation, Senate Bill 126, was of importance because of the \$100 million appropriation to provide PPE supplies for, among other things, hospitals, schools, businesses, non-profits, and dental offices. The bill was eventually signed on July 31, becoming Act 9, but not before Governor David Ige reduced the \$100 million appropriation for PPE to \$61 million and used the balance for purchases of sanitation supplies.

The legislature reconvened for a second and final time from late June to mid-July to consider non-COVID bills that had enough broad agreement from the Senate and the House to enter negotiations in an abbreviated time period. It was certainly non-traditional, as only written public testimony was accepted due to social distancing policies. Ultimately, none of the priority bills HDA engaged on passed, including separate pieces of legislation to authorize dental

therapists and regulate dental assistants. Only 82 bills passed in the 2020 legislature, when in more typical legislative sessions that number can range between 250 to 300. And even though there were necessary safeguards in place that made engaging with policymakers more challenging than in years past, your advocacy team conducted 26 legislator meetings and testified on 14 bills during the session. It is possible the legislature could call a special session to appropriate additional funds if the federal government passes another stimulus package, and we will keep HDA membership apprised of any developments.

As you are all aware, 2020 is an election year and locally that means the biannual changes in key leadership. At the executive level, mayoral races on Oahu and Hawaii Island are the focus of attention. For Honolulu mayor, Rick Blangiardi was the top vote getter in the primary and advanced to the November general election runoff against Keith Amemiya in a surprising battle of two businessmen who have never held elected office. On Hawaii Island, in one of the biggest surprises from the primary election, longtime Mayor Harry Kim did not secure enough votes to make the top two, meaning his long career in public service is likely over. The next Hawaii Island mayor will either be county prosecutor Mitch Roth or businessman Ikaika Marzo.



As you are all aware, 2020 is an election year and locally that means the biannual changes in key leadership.

At the state legislature, there were very few surprises. Two House incumbents (Rep. Tom Brower and Rep. Romy Cachola) did lose in the democratic primary while all incumbent senators advanced. It is possible we could see a few more incumbents lose in the November general, but based on this unique election season where traditional methods of fundraising and knocking on doors are not available, defeating an incumbent is even more difficult than usual for challengers lacking in name recognition and campaign funds.

As we already look towards the 2021 legislature, one key area to watch is committee chairmanships. Due to retirements, electoral losses, or running for higher elected office, we know in the House there will for sure be new chairs for Judiciary, Human Services, Housing, and Agriculture. In the Senate, there will definitely be new chairs for Water & Land, Human Services, and Government Operations. Pending the outcomes of the November general, as we head into a new legislative biennium, we anticipate additional changes in committee chairs as there is inevitably a shuffle every two years. For HDA, our primary focus remains the Health and Consumer Protection subject matter committees. We look forward to watching the results of the general election and are prepared to continue strengthening relationships with returning legislators while educating new legislators about the excellent work of the Hawaii Dental Association and its members who proudly serve the oral health needs of our state. 🍷

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# Community Dental Health Coordinator Program Update

By Ms. Sally Pestana, Professor of Health Sciences, CDHC Program Coordinator, Kapiolani Community College



The CDHC course should be something every dental professional completes because it helps us go from the provider point of view to patient-centered care. By shifting our perspective to patient-centered, it will help us achieve our goal of access to care for all.

– Alyson Hernandez-Ignacio, 2020 KapCC CDHC Graduate

Community Dental Health Coordinators (CDHC) are dental hygienists and assistants, with additional professional training focusing on case management, navigation, oral health education and promotion, motivational interviewing, and community mapping. Their expertise links patients into available, but underutilized, dental care.

Nine students representing five islands completed the ten-month Kapi`olani Community College ADA CDHC program in August 2020. They earned a University of Hawai`i Certificate of Competence, recognition by the ADA, and 145 CEUs awarded by the Hawai`i Board of Dentistry. The online program was

delivered using asynchronous and synchronous delivery.

The program was taught by Janet M.Y. Primiano, RDH, MPH, a well-known dental health practitioner in Hawai`i with an unwavering commitment to the need for community outreach in the area of dental health.



I am proud and excited to see what our first nine CDHC graduates will be doing in their future endeavors. My hope is that they will be part of the “grass-roots” effort to reach families using the knowledge they have gained from the program, creating a positive outcome around the oral health of children in Hawai`i.

– Alyson Hernandez-Ignacio, 2020 KapCC CDHC Graduate



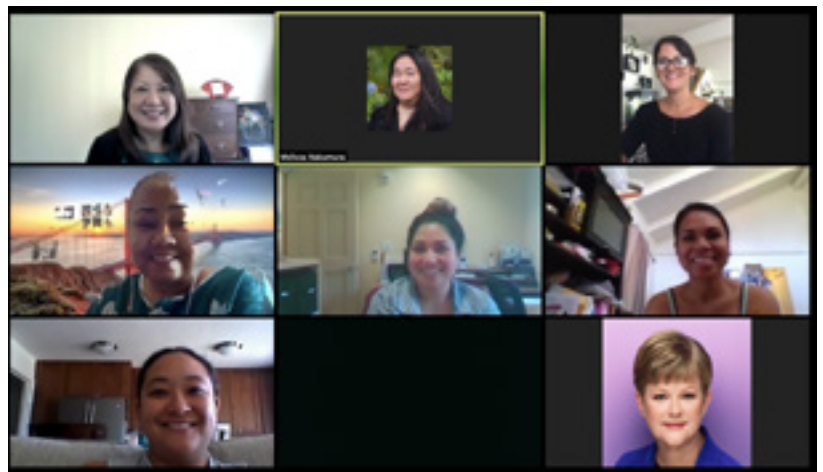
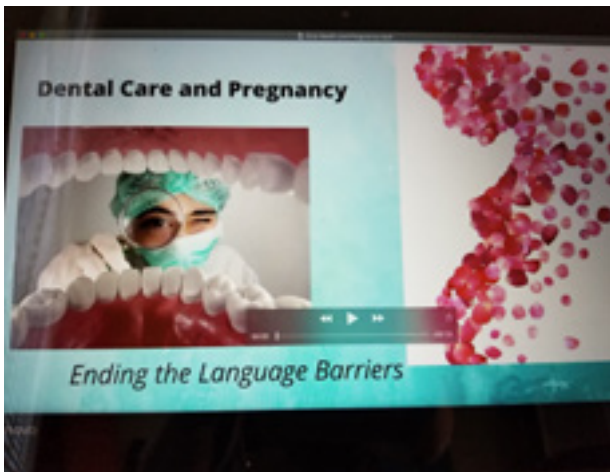
The students generously shared their thoughts on several aspects of the program.

Deborah Drummondo wrote, “The thing that surprised me the most while I was in this program was how the role of a CDHC is integrated into public health, social service, case management, and care coordination. All amplified to a dental practice. We learned the specialized skills in motivational interviewing, cultural competency, and health literacy. It was terrific how the program can incorporate the said skills in one competency training. Which are vital in health promotion education and prevention, decrease cost, and increase access to care. Imua! CDHC’s!”

Leesa Omizo said, “Completing the CDHC program will impact my career in dental health because I’ll be able to better contribute to my community since I now have a background as a community health worker. Hygiene school taught me the technical aspects of my job, but the CDHC program taught me the importance of culture, resources, and literacy, among

other factors, that contribute to overall dental health. I’m appreciative of this program because it allowed me to see the bigger picture—a way to look at dental health from a different perspective.”

Alyson Hernandez-Ignacio shared how the CDHC program has already impacted her career. “My current job title is “Virtual Dental Home Care Coordinator.” This is a tele dentistry program that goes into elderly homes, WIC offices, and Head Start classrooms. Before completing the CDHC course, I was struggling to steer my mindset from direct patient communication to non-direct patient communication. By completing the CDHC course, it helped me improve my abilities of communicating with other people who are in charge of medical decisions for their loved ones. This course has helped me improve my workflow from registering new patients to having them complete all of their treatment.” 🦷



Congratulations to Hawaii’s first cohort of Community Dental Health Coordinators:

## Hawaii

Beatrice Joaquin, RDH; and Jessica Olivera, RDH

## Lanai

Melorie Yuen, RDH

## Maui

Alyson Hernandez-Ignacio, DA; and Hillary Vidinhar, RDH

## Molokai

Heaven Tancayo, RDH

## Oahu

Deborah Drummondo, DA; Jessica Lozano, RDH; and Leesa Omizo, RDH

Please contact KapCC program coordinator Sally Pestana at [pestana@hawaii.edu](mailto:pestana@hawaii.edu) for information on the next cohort.

# Dental Benefits Providers Task Force Survey Report

By Dr. Dayton Lum, Dental Benefits Providers Task Force Chair

The HDA Dental Benefit Providers Task Force was established at the January 2019 HDA House of Delegates. In 2019, the Task Force was able to get organized, meet with the ADA and begin to develop the tools we would need to build effective means of communications with dental benefits providers. During this process, we agreed it was important to survey and communicate with our HDA members in order to best represent the views of our members.

With the advent of the COVID-19 pandemic, the Task Force quickly realized that there were significant challenges

facing dental practices, especially but not solely regarding the acquisition and cost of PPE.

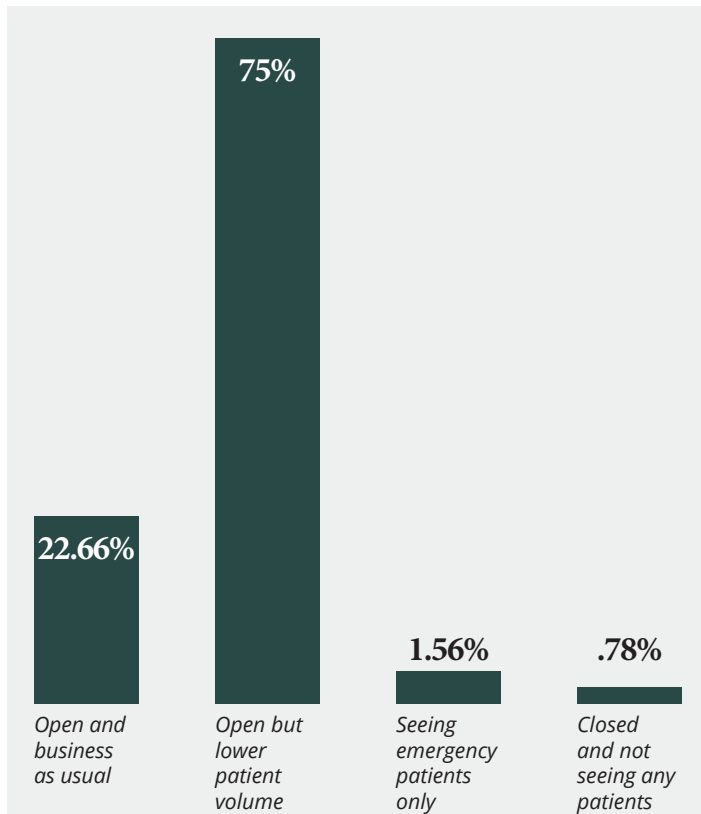
In order for the HDA to advocate for our members with dental benefits providers, the following survey, entitled HDA Dental Practice COVID-19 Impact, was conducted in June–July 2020.

The survey gave the HDA leadership a snapshot of the current COVID-19’s impact on dental practices as we went through the return to work period. The comments that the membership shared were a measure of their sentiments as well as the struggles we are sharing. The

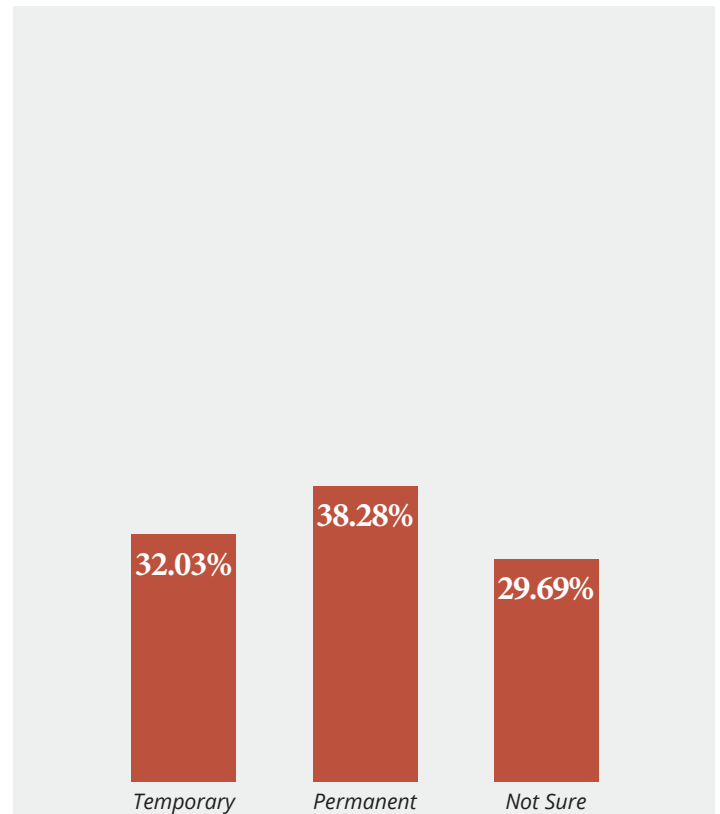
comments were anonymous and the entire survey results were presented to the Board of Trustees. The information from the survey also aided the Task Force in formulating ongoing communications with dental benefits providers.

The Task Force thanks those who took the time to respond to the survey. If you did not receive our survey and wish to participate in future surveys, please contact the HDA office to update your contact information. The Task Force welcomes all members’ inquiries and participation.

## What is the current status of your dental practice?

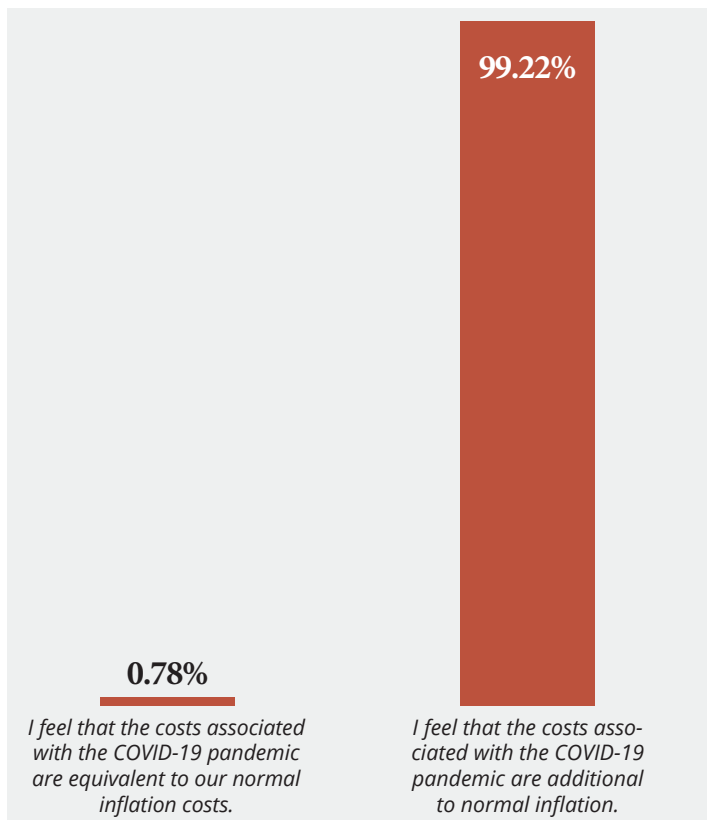


## Are the changes recommended by the ADA and CDC to reopen your practice safely during the COVID-19 pandemic something YOU see as temporary or permanent?

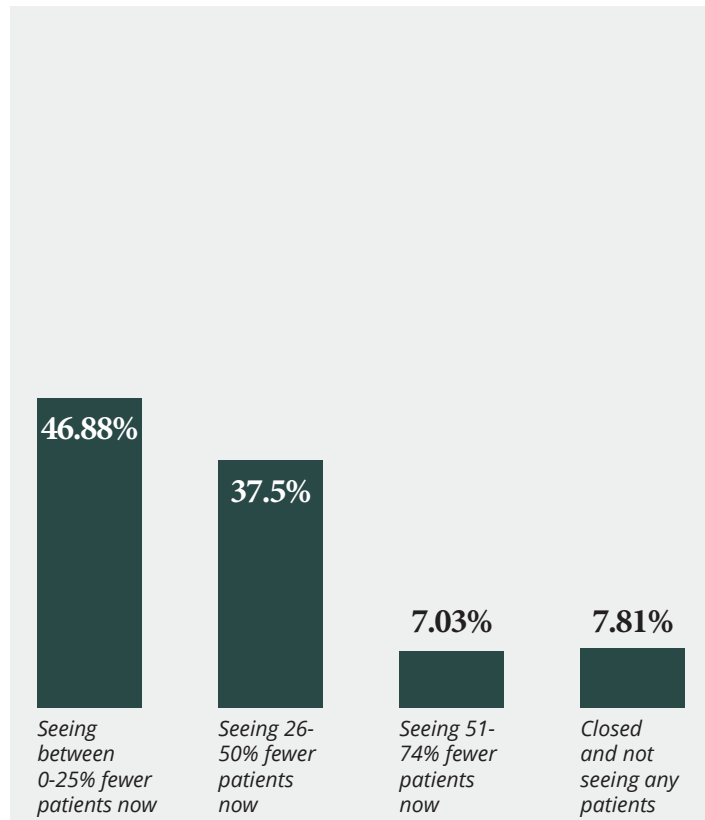


# GOVERNMENT RELATIONS

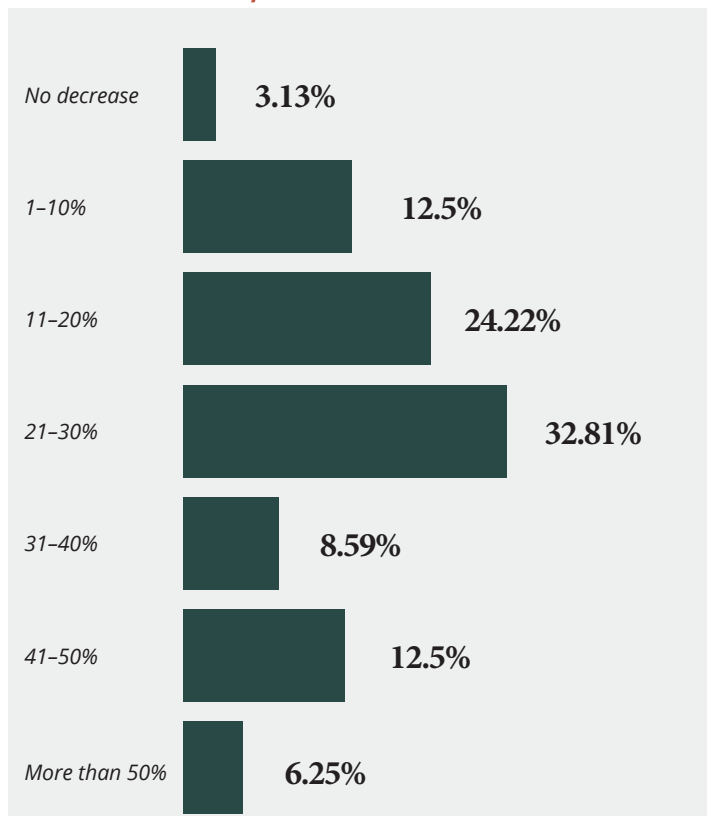
Which of the following statements best reflects your current practice?



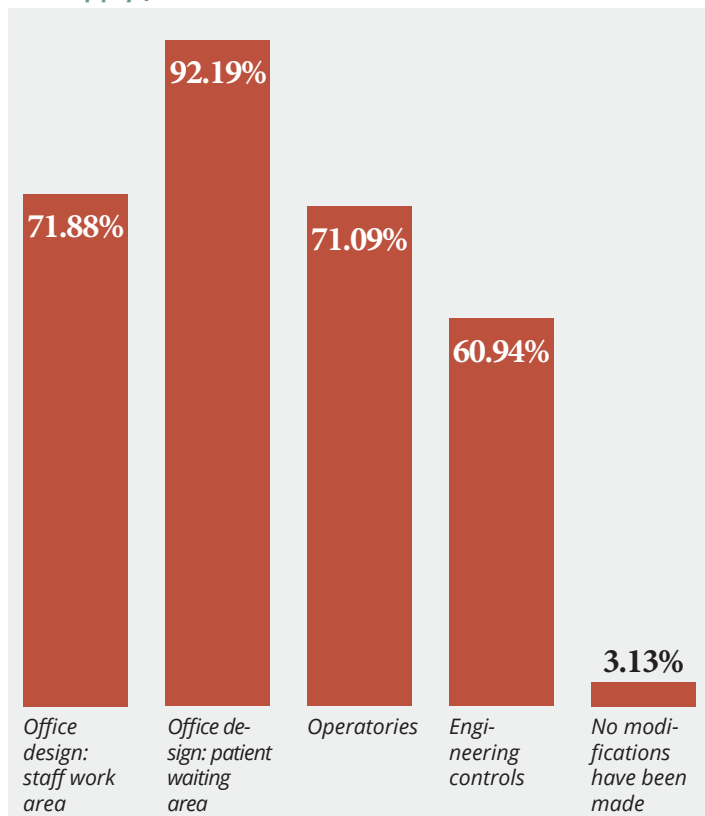
What is your patient volume now, compared to what was typical in your practice pre-COVID-19?



How much of a decrease in daily patient volume do you anticipate due to new social distancing guidelines and the state of the economy?



Have you made any of the following modifications to your dental practice as a result of COVID-19? (Check all that apply.)





# GOVERNMENT RELATIONS

Regarding PPE, which of the following statements best reflects your practice?

*I presently have an ample quantity of PPE and expect to receive them at the same price per unit I did pre-pandemic the next time I place an order.*

**.78%**

*I presently have an ample quantity of PPE but anticipate shortages and/or higher costs per unit the next time I place an order.*

**10.94%**

*I have been experiencing backorders for my regular PPE and have been experiencing greater costs per unit.*

**35.16%**

*I have shortages and greater costs for PPE in my practice and have altered the way we use our PPE to attempt to satisfy CDC safety recommendations and deal with the shortages.*

**53.13%**

In your opinion, how should the additional costs per PPE, aerosol control, cleaning and set up of rooms be charged to patients?

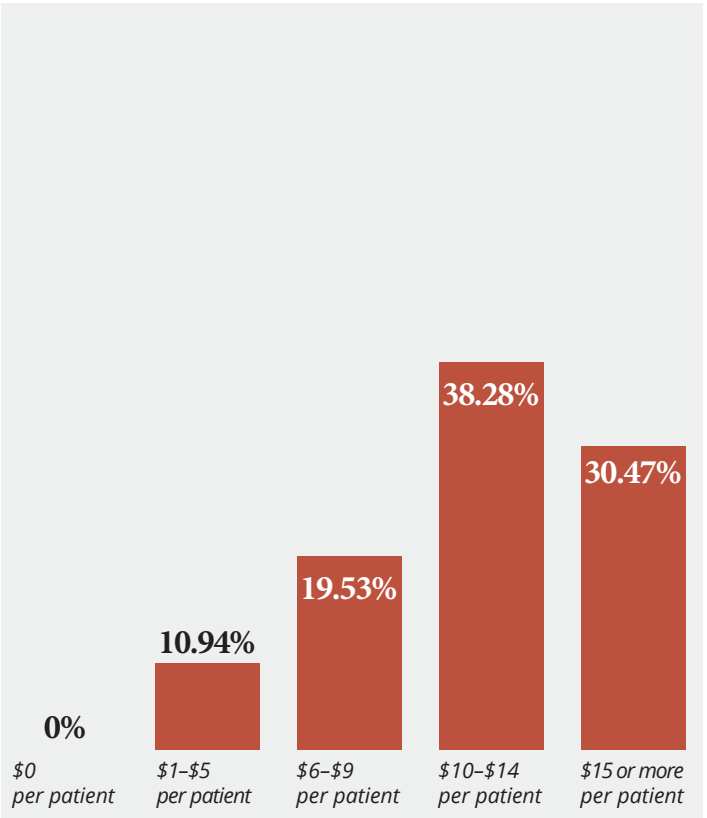
**32.03%**

*Included in the dental procedure*

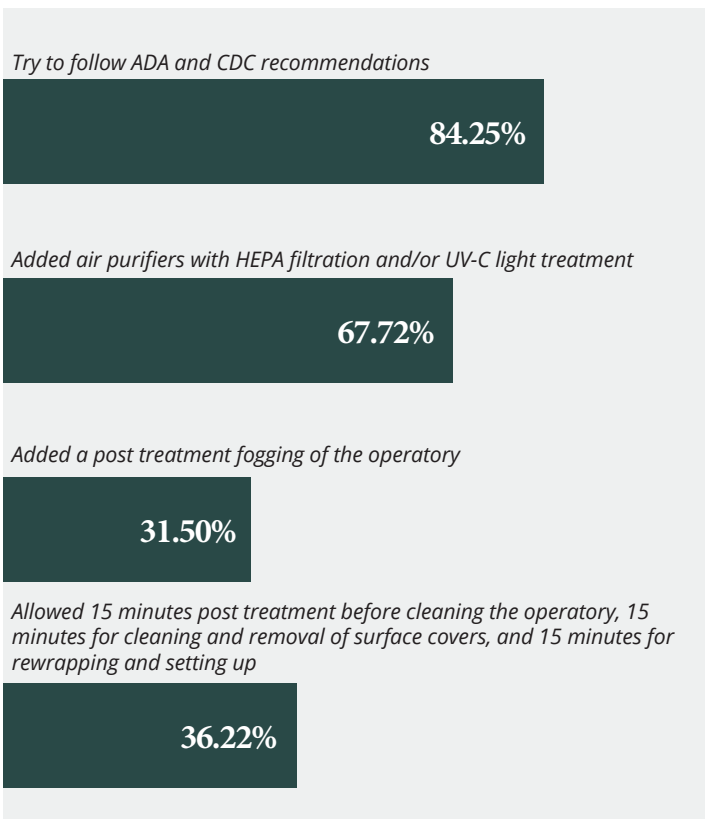
**67.19%**

*As a separate coded charge*

How much do you estimate your office PPE supply costs to have increased since the COVID-19 pandemic started?

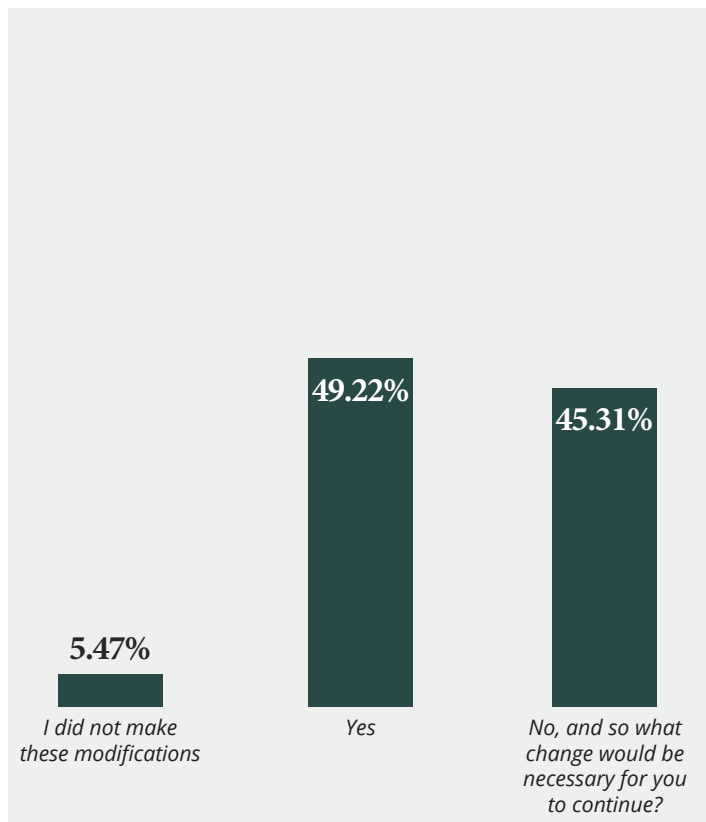


Beyond PPE, how have you dealt with the issue of aerosols? (Check all that apply.)

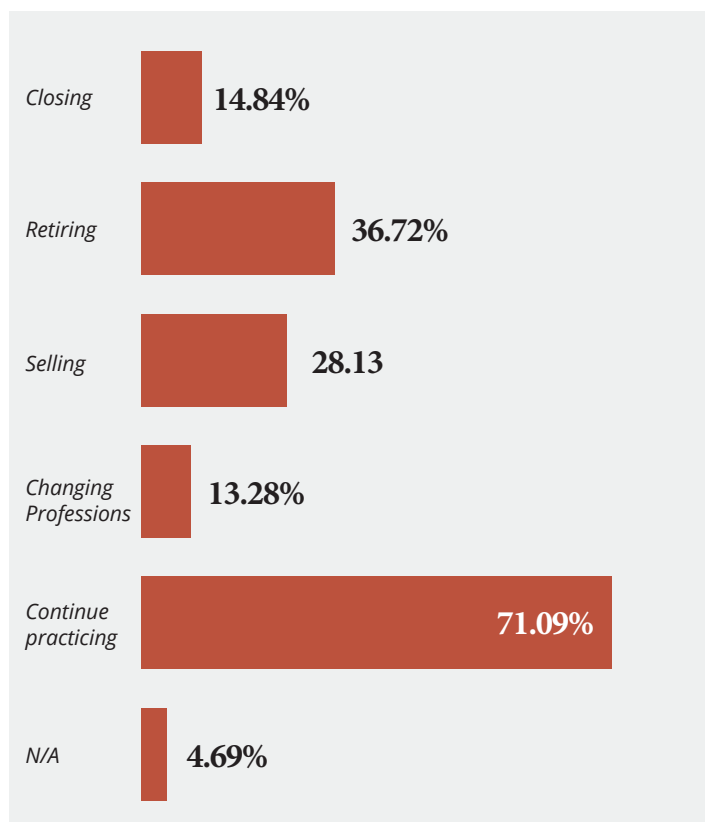


# GOVERNMENT RELATIONS

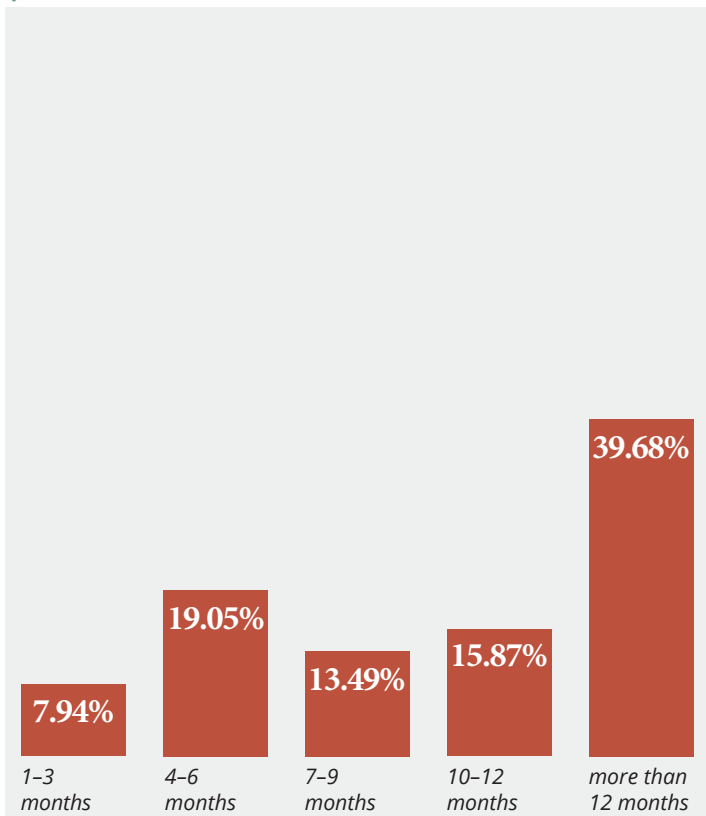
If you made these modifications, is it feasible to continue private practice and be profitable?



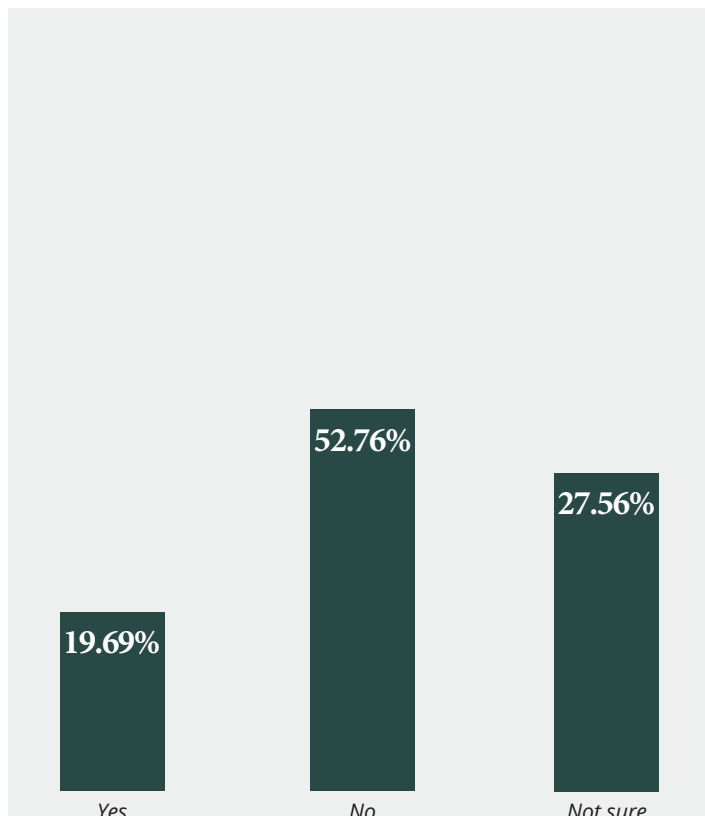
Are you considering any of the following as a result of the pandemic? (Check all that apply.)



With increased business costs and lower patient volume, how long do you think you can continue your practice as is?



Have you received adequate financial assistance from private dental insurers?



### Getting to Know Our New HDA Treasurer

# Dr. Sean Holliday

By Dr. Candace Wada, HDA Member

Sean Holliday has had a very interesting journey in life to where he is today. Sean was born in San Jose, Costa Rica and he said, “I grew up all over the place.” His father was in the Peace Corps, then worked for Del Monte banana and pineapple plantations, and then for the State Department building US Embassies. He has lived in Costa Rica; Aiea, Hawaii; Arlington, Virginia; San Salvador, El Salvador; and finished high school in Saint Louis, Missouri. He has visited 22 countries and can speak 5 languages.

Sean grew up with his brother and went to an all boys’ school. His youth was very male centric, but his life now has been quite the opposite. He has three daughters, ages 10, 13 and 15 years old. He says, “I am happy to have women in my life who keep me on my toes.” For fun, Sean loves to travel, cook, eat out, and enjoys art and photography.

When Sean was in high school, his brother and mother were undergoing orthodontic treatment. He said, “I was amazed by the dramatic changes my brother and mother went through. I realized then that that was my dream job. I visited the headquarters of the American Association of Orthodontists in Saint Louis and decided that I wanted to become a dentist. While in high school I spent time with general dentists and orthodontists to further my interest in the profession. My decision to specialize

was further reinforced as I was exposed to the technology that was launched in the early 2000’s in dentistry and the impact it had on the specialty. My dad is an engineer, and my mom is an artist. Dentistry was a perfect mix for me. After seeing the challenges my dad had in the corporate world, I also wanted to own my own business, work for myself, and I wanted something where I could mix art and science. I went into dental school with the intent to be an orthodontist.” Sean went to the six year BA/DDS program at the University of Missouri – Kansas City. This program allowed him to follow the track towards a dental career straight out of high school. He followed this up with a residency in orthodontics and a master’s degree in oral science at the University of Illinois at Chicago.

Reflecting on his dental school days, Sean says, “While I was in dental school we were making the transition

to a more digital world. Our labs and clinics were old; the school was being renovated. Everyone was focused on fulfilling their requirements, preparing for the board exams and trying to decide which dental fraternity had the best test files. It was fun getting exposed to all aspects of dentistry. And, there was the amazing opportunity to build lifelong friendships. One big difference from now to back then, was the cost. I paid in-state tuition and with my specialty at another state school, it was a huge help in keeping my student loans under control. I’m still paying my loans off, but I notice the new grads have a lot more in loans than I did.”

Sean has now been in practice for 16 years. He says, “The biggest changes I have seen in dentistry are in the evolution of digital dentistry and in the expansion of consumerism into our profession.” Since he graduated from dental school in 2001, he has seen the



Dr. Sean Holliday Then



Dr. Sean Holliday Now



expansion of cloud computing, digital photography, digital impressions, 3D printing, 3D radiography, robotics, and teledentistry.

Some of his favorite things about practicing now are: his cloud-based practice management system, clear aligner treatment using CAD design, 3D printing and machine learning, 3D printers for in office fabrication of appliances, and making digital impressions. “What I would say has not changed in practicing, is the continuing effort to build relationships with patients. One great thing about choosing a career that serves others, is that we have the gift of making a positive impact in our patients. We can change their self-confidence and oral health. Those benefits of dentistry are timeless.”

When asked how he got involved in organized dentistry, he said that he started with the county dental society, becoming president in 2009. A few years later he said “I was invited onto the HDA board and I am now currently Treasurer.” Sean’s advice to fellow dentists: “It would be to follow your passion and seek fulfillment in the work that you choose to do each and every day. Dentistry offers many different paths. I love dentistry and this career has afforded me a great life and amazing opportunities. I get to do what I enjoy doing and get paid for it. Although life is filled with challenges, we are in a great time of opportunity. Be a lifelong learner and commit to never ending improvement of your craft.” 🦷



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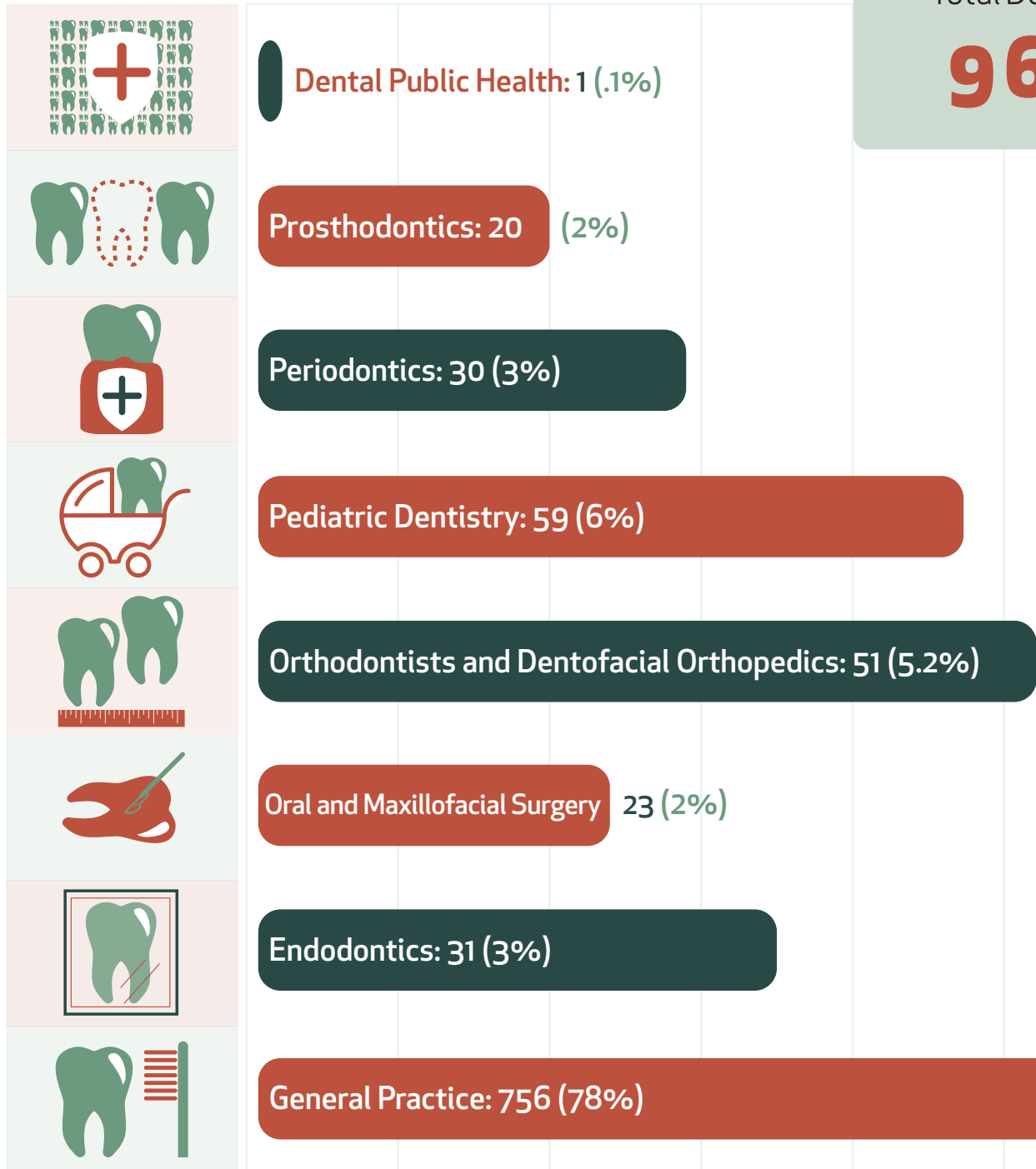
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# 2020 Membership Data

Data current as of August 30, 2020

## Membership by Specialty

Total Dentists  
**968**

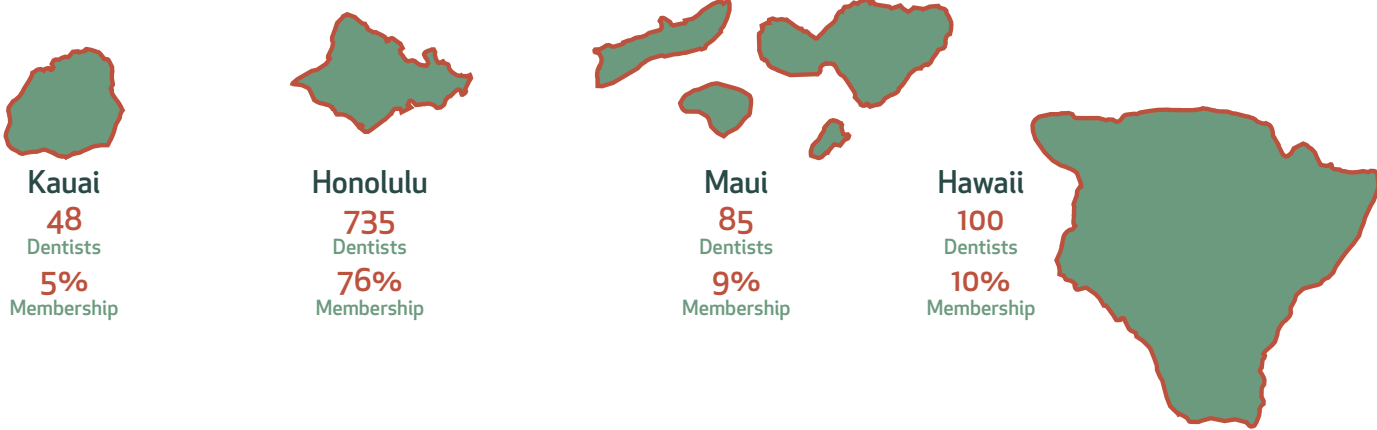


## Membership by Status

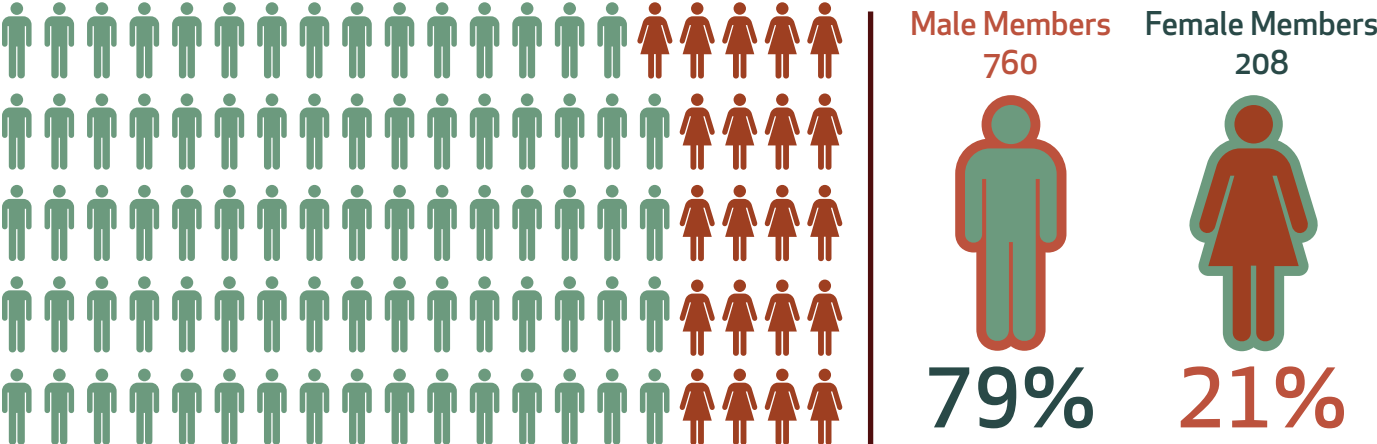
Retired: 186 (19%)

Active Members: 782 (81%)

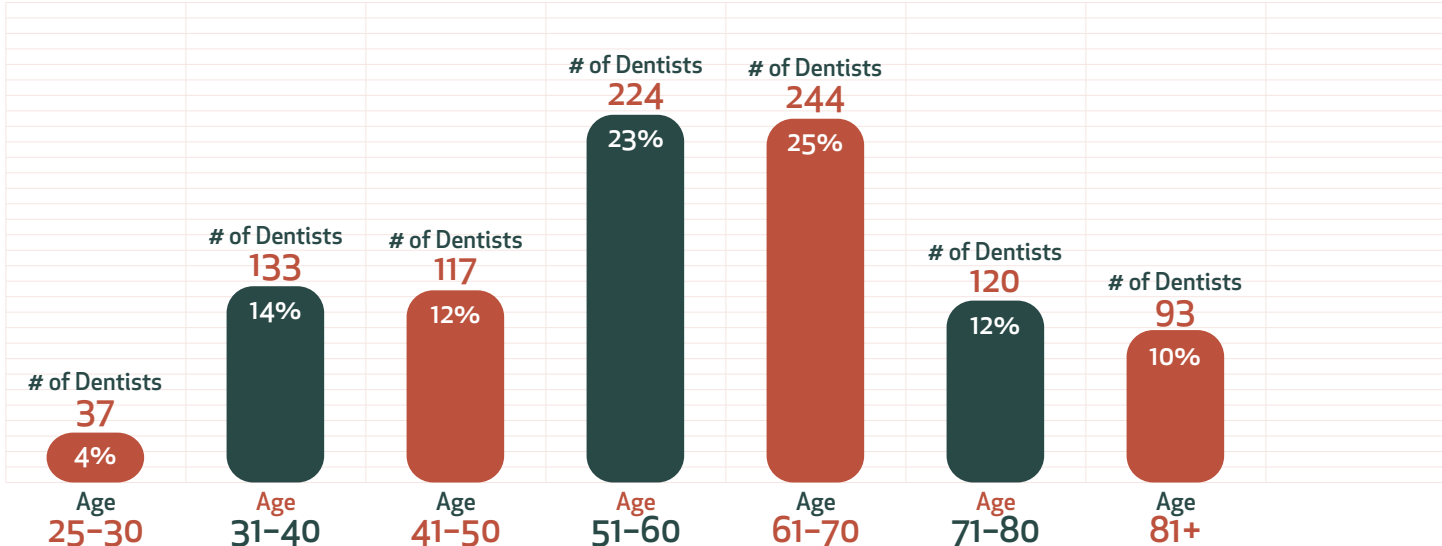
Membership by Component



Membership by Gender



Membership by Age





# Seeking Guidance and Finding Focus in Times of Distraction and Distress

By The Dentists Insurance Company

Dentists are experts at building resilience—from the grit needed to graduate from dental school to the patience that comes with practicing compassionate care, especially during times of hardship. Our current circumstances, however, are creating new challenges for even the most seasoned dental professionals. The combination of clinical concerns, business uncertainties, and economic pressures can lead to overwhelming feelings of anger, fear, disillusion, and grief.

Through organized dentistry, members are connected to a network of their peers as well as specialized experts who can share empathetic, objective guidance. Dentists aren't alone during times of distraction and distress. Through The Dentists Insurance Company, policyholders have access to a no-cost Risk Management Advice Line. TDIC's experienced analysts provide education,

support and advice by phone to dentists to assist them with managing concerning situations.

Last year alone, the Advice Line handled more than 20,000 calls on pressing concerns around employment, property and patient care issues. Over the past few months, the COVID-19 pressures have created additional concerns and more dentists are calling seeking guidance for new, emotional, and high-stakes practice challenges.

A recent caller shared that he had not been able to obtain the required PPE to safely reopen his practice. He told the Risk Management analyst that he'd been feeling frustrated and psychologically strained as he faced the real possibility of losing his business, stating that he may be forced to close his doors through the end of the year. The analyst offered recommendations to support the dentist in making clear-minded decisions while

navigating this pain and fear. The analyst encouraged him to continue to check in with his furloughed employees and to be open with them about the lack of PPE and the reasons for the temporary closure. If he laid off employees now, he could contact them when the market conditions change to see if they are available to come back to work. The dentist was hopeful to secure PPE and reopen at the beginning of next year. The objective guidance helped him refocus his efforts and plan his next steps.

In another call to the Risk Management Advice Line, a practice had received a request for employment records from an attorney. The office had closed temporarily in mid-March, at which time all eight employees were furloughed. The practice resumed patient care at the end of May; however, due to sporadic patient flow and unpredictable income, she was only able to afford to bring back four of the eight furloughed employees. The plan was to eventually call the remaining four employees back to work once business picked up and the practice resumed full operations. Upon learning that other employees had been called back to work, one of the employees who had not been asked to return contacted an attorney. The employee alleged that she was not asked to return because the other staff members who were called back were younger and represented the image that the practice wanted to promote. The attorney alleged that his client was



Through organized dentistry, members are connected to a network of their peers as well as specialized experts who can share empathetic, objective guidance.

discriminated against due to her age and that other employees were provided with preferential treatment. The practice owner and her spouse expressed their frustration about the overall impact of the unexpected office closure, which was now even more stressful because of a potential employment claim. During the conversation, the practice owner was emotionally overcome, expressing her fear of losing the business that is the only source of their income. She shared that this uncertainty and stress was causing her to have sleepless nights, a lack of appetite and the inability to focus on how to get herself out of the situation and survive. After listening attentively, the analyst acknowledged that fear and anxiety about the current pandemic and its effects on the dentist and her business can be overwhelming. She advised her to take a step back and to focus first and foremost on her own well-being. She also offered a referral to an employment attorney for guidance on how to best respond to the attorney's request for the employee's file. In addition, the analyst shared tips on how to effectively communicate with employees and stay in touch with the employees who are not yet back at work.

While these are just a few of the calls received, the underlying stress of COVID-19 is impacting the emotional well-being of countless dentists. It's also contributing to stressful home and work environments in which challenges can quickly escalate into crises.

As shared in the May RM Matters article, open communication can help strengthen employee-employer bonds. As employers, dentists are charged with being authentic, positive, consistent, and concise. In this complicated climate, it's

more important than ever to communicate clearly and often.

And, in keeping with the analyst's recommendation, it's crucial that practice leaders step back and take care of their own well-being. Mindful, forward-thinking decisions come from a place of calm, care and concentration. If there's a lack of sleep, sustenance or focus, decisions are made from a place of desperation and practice risks increase.

### Here are a few coping strategies

- Focus on what you can control. As described in a recent American Dental Association article, there's a battle going on in our brains between fear and contentment. The fight-or-flight reflex is kicking in, which increases our heart rate, constricts or dilates blood vessels, shuts down our stomachs and get us ready to physically address the threat. But we also have a rational part of our brains that can help us understand that our body's automatic responses aren't always the appropriate ones, and we can find a thoughtful resolution to problems.
- Stay connected. In times of isolation, we can manifest negative thoughts or let unhealthy thoughts spiral. Pursue face-to-face conversations with family, colleagues and peers—even if digitally—and reach out to the support system within organized dentistry. Also make a conscious effort to engage in activity and get outdoors each day. In addition to the health benefits, sunlight and exercise can help improve our moods. Consistent routines can positively affect our mental state amid disruption in other aspects of life and work.

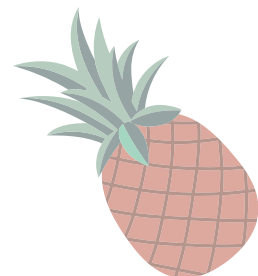
- Know that you're not alone. Your peers in dentistry are experiencing the same crisis and, like you, are navigating complex emotions. Those feelings of anger, grief, disillusionment, and fear are likely shared by your peers — and there are no easy answers. Don't hesitate to seek support for financial, emotional, and social well-being through your dental community and professional organizations.

Trusted national and state organizations are dedicated to supporting your emotional health during times of hardship. Share these well-being resources with your family or dental team members who may benefit from tools to navigate stress and anxiety:

- CDC Resources for Coping with Disaster or Traumatic Events
- ADA COVID-19 Mental Health Resources
- National Suicide Prevention Lifeline
- Substance Abuse and Mental Health Services Administration

As the profession continues to respond to and recover from the impacts of the pandemic—clinical, financial, social, and emotional—care for your own well-being along with your patients and dental team. And remember there are people and programs that can provide trusted guidance and help you focus on positive outcomes. 🦷

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I hope this message finds you and your family well. The Consani Associates team has been engaged full time throughout the Covid-19 outbreak working with sellers, buyers and financial institutions.

We are advising buyers to take this time to find an opportunity that looks to be of interest then once the quarantine is lifted, visit the practice and the community. If the practice looks like it is a good fit, we can structure a sale, including financing, leases and closing documents, and then wait to close when you say that you are ready.

We are doing everything we can to take advantage of the fact that doctors have the time to research opportunities and to prepare for the next steps towards practice ownership.

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