Dr. Harvey Levy Receives the Arthur C. Fridley Humanitarian Award

These are just some of the words used to describe Dr. Harvey Levy, DMD, MAGD, the first recipient of the Maryland State Dental Association’s new Arthur C. Fridley Humanitarian Award. The award is designed to recognize those who have selflessly made a lasting impact on the oral health care of their fellow human beings. And according to colleagues, patients, staff and community leaders, Dr. Levy has made more than his share of impact.

Since moving to Frederick from his full-time teaching position at the Hospital of the University of Pennsylvania more than 34 years ago, Dr. Levy has been a mainstay in the community. He has practiced dentistry in the office, hospital, institutional facilities, retirement and nursing homes and in residences for those with special needs. Dr. Levy often opens up his office to homeless patients and others with limited resources, including serving 40-50 children free of charge each year. Even given that volume of additional care, his work is personal and individualized.

Fluent in several languages, including American Sign Language, this man inspires confidence in the most frightened or combative patients by speaking to them in a language they can understand, said Kenneth R. Coffey, II, the chief development officer at Frederick Memorial Hospital, where Dr. Levy has treated more than 2,000 emergency patients.

“It is a joy and a privilege to be able to give and to share with others. It is an opportunity where the giver benefits as much as, if not more than, the recipients… I feel it is a privilege, not an obligation, that I am currently on this end of the giving tree,” said Dr. Levy humbly about his award, adding he shares it with his associates, staff and family who all play a role in the volunteer and special programs.

And it’s that mindset that helps Dr. Levy not only assist others, but inspire.

“He has made it his mission to teach other dentists, hygienists and assistants to care for patients with special needs, through dozens of workshops and lectures he delivers all over the country,” said Dr. David M. Somerville, an associate, in his nomination.

The commitment to alleviate human suffering, demonstrate leadership and operate with a selflessness rare in so many are all part of the legacy of Arthur C. Fridley, a man Dr. Levy only met briefly several times, though both were aware of each other’s contributions to the region. Given the mutual respect that existed between the two, more than three decades of outreach and no sign of slowing down his generosity, Dr. Harvey Levy was the natural choice to be honored for his role in carrying on this important mission of service.

Dr. Levy plans to donate the $1000 award money to the Frederick Memorial Hospital Indigent Patients’ Dental Fund.

3 Reasons to Participate in the Foundation Raffle

As you’re doubtlessly already aware, the MSDA Foundation is holding a raffle to raise funds. Here are some reasons why you should consider participating:

1. You can win some great prizes. The grand prize is $5000 and runner-up prizes are $500 in Friendship Dental Lab services and an HDTV.

2. It’s a great way to help the deserving people in our community. In addition to the MOM projects, the Foundation is also hard at work in developing programs to bring dental care to the elderly in long-term care facilities, as well as to patients in emergency rooms. In addition, we’re also funding numerous outreach programs across the State.

3. It feels good to support charity. Altruism is a compelling reason why many buy tickets, but another large part is that it simply feels good to help others. Research shows that there are many health benefits of giving.

We’re working our way toward our ticket sale goal! You may purchase them at www.msda.com/raffle or by contacting Eric Biagioli at eric@msda.com or 410.964.2880.
Letter TO The Editor

A Response from Dr. Kruger to the Washington Post’s July 15th Editorial about ‘Dental Therapists’

I am surprised at the Post taking a position that worsens the care of the poor: Good Hygiene ‘Dental Therapists’ could give more Americans the care they need. (Wash. Post Editorial, 7/15/14.)

I guess we’ll leave advocating oral health for the poor to organized dentistry, where it belongs. Maryland State Dental Association (MSDA) has done much to better the plight of our disadvantaged community. We have the DDS Program (Donated Dental Services) which is free to the patients, and there are now four Missions of Mercy in the state: Western MD, Mid-Maryland, Southern MD and Eastern Shore. At these events (Southern MD is July 18 & 19 in Waldorf, Mid-Maryland is Sept. 4, 5, 6 at the Comcast Center, Univ. of MD, College Park) MSDA and partners (Catholic Charities, Univ. of MD School of Public Health, Individuals, Businesses) arrange for a large venue, rent dental equipment, arrange for dental supplies and rely on hundreds of dental professionals to provide services to anyone who shows up.

I believe that people with multiple lesions, young dense bone holding hopelessly destroyed teeth, and complicated restorations need the most educated, qualified professionals treating them. Often people with compromised oral health, have general health complications (heart disease, diabetes, metabolic syndrome) that need addressing at the same time as the oral problems. MSDA has instituted a hospital emergency department referral program to lessen the burden of the E.R.’s and get patients into the hands of qualified dentists. As dentistry should not be left to people with lesser skills to treat the people with the most complicated needs.

The case of the child cited in the Post’s Editorial is a tragic case of missed opportunities, a lack of parental education (not aware of the dangers of sugary drinks, foods) coupled with the lack of access to care. Organized dentistry has done much to improve access to care by qualified professionals. The Pew Foundation has rated Maryland 1st in the country in access to care! We need to do a lot more! Letting lesser-trained individuals treat those in the most need is NOT the way to advocate for the poor.

Sincerely,

Dr. Tristram Kruger (personal opinion)
Prescription Drug Course Listings!

MSDA has been working hard to offer a well-balanced lineup for all of your continuing education needs! Be sure to check the back of this newsletter, the MSDA Monthly emails and www.MSDA.com for our offerings.

In preparation of the new prescription drug disposal requirement, going into effect for dentists renewing for 2015, MSDA and its components will be offering several qualifying courses, which are listed below.

**Chesapeake Dental Conference**
Ocean City Convention Center, Ocean City, MD
- Saturday, September 20: 1:30PM - 3:30PM  
  Dr. Richard Wynn

**DAC Gives Back – Cambridge**
Hyatt Regency Chesapeake Bay Resort, Cambridge, MD
- Friday, November 7: 2:00PM - 5:00PM  
  Dr. Marvin Leventer

**MSDA Classroom**
MSDA Office, Columbia, MD
- Saturday, November 15: 9:00AM - 11:00AM  
  Dr. Harold Crossley
- Saturday, December 7: 9:00AM - 11:00AM  
  Dr. Marvin Leventer

**MSDA Components**
Please check with your local component for dates and times of their courses. At this time, MSDA is aware of the following components planning to schedule this course by December 31:

- **Southern Maryland Dental Society**
  College Park, MD
  Friday, October 24: 10:30AM - 12:30PM  
  Dr. Harold Crossley

- **Anne Arundel County Dental Society**
  Annapolis, MD
  Thursday, December 4 – Dr. Harold Crossley

**ADPAC and Advocacy in Our Region**

ADPAC is the American Dental Association’s political action committee dedicated to supporting federal candidates for public office who champion issues important to dentistry and patients. ADPAC raises funds to help elect candidates who understand the importance of dentistry and health care in America. It is the bipartisan voice of ADA members who join together to help elect these candidates to federal office. By supporting ADPAC, the profession of dentistry remains strong and its principles uncompromised.

One of the annual events ADPAC is involved with is the Washington Leadership Conference. Every spring hundreds of dentists gather together in the nation’s capital to advocate for their patients, profession and their practice. At the Washington Leadership Conference, political analysts, subject matter experts, members of Congress and politically involved dentists speak on issues affecting oral health in the United States. This year's May meeting featured Dana Perino, former White House Press Secretary and current Fox News Host, as the keynote speaker. MSDA member and ADPAC Board member, Dr. Ali Behnia attended WLC, as he does every year.

Another milestone event that took place in our region was the Advocacy Presentation session sponsored by the American Association of Endodontists in their annual meeting in May at the Gaylord Convention Center. This panel presentation involved: former ADPAC chair and Indiana State Representative Dr. Dennis Zent, former Arizona Dental Association president and U.S. Representative Dr. Paul Gosar (R-AZ), ADA’s Senior Vice President of Government and Public Affairs Michael Graham, AAE’s Professional Affairs Committee chair Dr. William Powell, ADPAC Board Member Dr. Ali Behnia, and Santa Fe Dental Society VP Dr. Susan Wolcott. In that panel presentation Mike Graham explained the roles that the ADA government and public affairs staff and ADPAC play in advocating to and electing “dentist-friendly” members of Congress, as well as the critical role of grassroots dentists in these efforts.

Mr. Graham also highlighted the key issues impacting dentistry in 2014: Rep. Zent and Rep. Gosar, who both got their start in politics through organized dentistry, shared how that path unexpectedly led to elected office. Additionally, ADPAC Board Member Dr. Ali Behnia shared his experiences in grassroots advocacy and participation in AAs Washington Leadership Conference. He discussed how incredibly important it is for dental professionals to have a united voice as this ensures sustainability of our profession as our health care system undergoes significant changes.
Membership Matters
The following members were approved for membership with MSDA in July 2014.

Anne Arundel County Dental Society
Dr. Ashley N. Francis Dr. Mark Gurman

Baltimore City Dental Society
Dr. Alexandra L. Biga Dr. Nathaniel J. Fogel Dr. Mark J. Nesbitt

Baltimore County Dental Association
Dr. Arash M. Rostami

Harford-Cecil Dental Society
Dr. Ranju Bhasin Dr. Farnaz Ghane Dr. Whitney L. Kehrer
Dr. Melissa Nevid Dr. Reena B. Patel Dr. Alina Rodek
Dr. Norman A. Wang

Patuxent Dental Society
Dr. Shanna Dicks

Southern Maryland Dental Society
Dr. Lynnette M. Chinnery Dr. Diana M. D’Aoust Dr. Shayla D. Deal
Dr. Rania T. Khoury Dr. Brian S. Park Dr. Michael J. Tabacco Dr. Vani Takiar

In Memoriam
MSDA has recently learned of the passing of the following colleagues:

Dr. Newton Chang, SMDS
Dr. Stephen Eisenberg, SMDS
Dr. Richard Kelley, FCDS
Dr. Robert Morgenstein, SMDS

In Memoriam
Dr. Michael Etessami, University of Maryland School of Dentistry class of 1986 and Pediatric Residency 1988, was a diplomate with the American Board of Pediatric Dentistry and a fellow with the American Academy of Pediatric Dentistry. Dr. Etessami practiced as a pediatric dentist in Columbia, Bethesda, Potomac, and most recently in Frederick and Riverdale, Maryland. Some of his other accomplishments include receiving his Juris Doctor in 1998 and completing graduate studies in Business Administration from the Harvard Business School of Executive Education. Dr. Michael Etessami is survived by his immediate family, Mandy Ahaneen, Ariana Etessami, and Cameron Etessami.

In Memoriam
Dr. Richard Kelley
Your knowledge, spirit and friendship will always be with us. Thank you Dr. Richard Kelley from your friends at the Frederick County Dental Society.

Dr. Richard Kelley was a retired dentist and also served as Secretary for MSDA.

In Memoriam
Dr. Alison Riddle-Fletcher
We are sad to inform you of the passing of the National Dental Association’s President, Dr. Alison P. Riddle-Fletcher. NDA has lost a dedicated and dynamic leader, and the world has lost an amazing human being. Those of us who have been fortunate enough to know and work with Dr. Riddle-Fletcher have lost a dear friend, colleague and an inspiring mentor. She leaves behind a legacy of commitment, service and strength. Her champion spirit will forever be a part of the fabric of NDA.

Dr. Riddle-Fletcher practiced with her husband Dr. Nathan Fletcher, who also served as NDA President. They were the very first husband and wife to serve as its Presidents.

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PROTECT YOUR VISION
1 Better balance between work and life
2 Use DCA’s support to achieve your professional, personal and financial goals
3 DCA offers flexible options to help you realize your equity while protecting your patients and staff

RELIEVE HEADACHES
1 Enjoy autonomy and maintain control over your clinical decisions
2 Practice the scope of dentistry you want to practice
3 Maximize your earning potential by focusing on patients, not paperwork

DON’T CHOKE UNDER PRESSURE
1 Human resources, payroll & benefits
2 Marketing and accounting
3 Insurance management and negotiations
4 Facility management, staff training, C.E. courses and OSHA compliance
Meet your new assistant.

The right help makes all the difference, so we built the Officite Web Presence to do everything. From appointment scheduling, to social media, to boosting your Google rank, this complete online marketing platform is custom-engineered to get new patients. And with the support of our expert advising staff, it’s more than a website. It might just be your best employee.

Premium Websites | Mobile Responsive | SEO & PPC | Social Media | Reputation Monitoring | Patient Education

CONTINUED FROM JULY’S ISSUE

Marketing Mistakes 101

CONTINUED ON PAGE 10

MISTAKE NO. 4:
Ignoring the power of social media.

Few tools have revolutionized marketing as powerfully as social media. Facebook, Twitter, Pinterest, Google Plus: All provide unique ways for businesses to communicate their value message and engage with current and prospective customers.

But when it comes to social media, most dentists fall into one of two camps. Some dismiss it as frivolous, and at best, throw up a poorly conceived and managed Facebook page. Others believe social media will be a magic bullet that will bring patients running to their doors.

The truth, as always, is somewhere in between. In the social age, you ignore social media at your peril for a simple reason: Your current and prospective patients are there, and you want your message to be everywhere they are.

By engaging with your patients (and, therefore, all of their friends), you enter their lives on a regular and comfortable level. You are part of their days and part of their lives, and any posts that your patients like, share or comment upon become viewed by everyone in their social circles. But you can’t just use social media to broadcast marketing messages. Your social media marketing – like all your marketing – is about everything you do online.

The key to successful social media is engagement. If you’re on Facebook, then you need to do more than just use it to advertise your whitening specials. You need to engage.

MISTAKE NO. 5:
Treating social media like direct mail.

The reason social media works is that it is integrative. Properly executed, your social media presence allows you to be present in the day-to-day lives of your patients as your messages and interactions appear interspersed with those of their friends, families, news sources, causes and other favorite businesses and products.

But it’s just as easy to hit “unlike” as “like.” And if your messages are an interruption in your audience’s feeds rather than a welcome addition, you will be un-liked pretty quickly. The key to success is to intersperse messages about you with (many more) messages that will resonate with your audience. That funny video of the toddler brushing her cat’s teeth? Share it on your Facebook page and watch your likes and shares skyrocket. Is it a patient’s birthday? Post a “happy birthday” message on her Facebook page. To stay more focused on dentistry, share articles about oral health and overall health. Use your social media to show the world that you’re not just a dentist: You’re a person who cares about your community of patients. And be sure to like, share and comment on your patients’ posts. It shows you are listening and engaged, not just broadcasting.

If you approach social media as an engaged participant in your patients’ lives and not just as a way to advertise your latest special, you will find social media to be a rewarding experience. While no single post will send patients flocking to your practice, the cumulative impact of your regular presence in their lives will help cement the bonds you need to build to expand and maintain your patient base.

MISTAKE NO. 6:
Putting your nephew in charge of your online presence.

Earlier, we mentioned that many dentists view their online presence as an afterthought despite the fact that their patients spend much of their lives in the online realm. Too many dentists leave their online communications – from their websites to their social media and reputation management – in the hands of a friend or family member who has a slightly better understanding than the business owner. You owe it to yourself and your patients to invest in ensuring that your online presence is current, professional and effective. Your staff will have a slightly better understanding than the business owner. You owe it to yourself and your patients to invest in ensuring that your online presence is current, professional and effective, and consistent in communicating your overall message of value.

CONTINUED ON PAGE 10
Deadline for Early Registration and Housing: August 20, 2014.

EDUCATIONAL SPEAKER LINE-UP

Alan Atlas, DMD
Mastering Restorative Dentistry A to Z: Adhesion to Zirconia – Clinical Guidelines and Techniques for Better Dentistry

Douglas Barnes, DDS, MS
Esthetic Dentistry: An Update on All Ceramic Restorations

Jill Baskin, DDS
CNA Dental Professional Liability Risk Management Seminar

Louis DePaola, DDS
Infection Control is Not Optional: Dental Practitioners Need to be Involved

Harald Heymann, DDS, MEd
Adhesive and Esthetic Dentistry: Proven Solutions for Clinical Success

Kay Hickman
CPR Renewal for Healthcare Providers

Suzanne Kim, DDS
Mid-Atlantic P.A.N.D.A.

Laci L. Phillips
Update on Record Keeping and Insurance Coding

Maria Ryan, DDS, PhD
Periodontics of the New Millennium

Omid Termechi, DDS
An Exploration of Immediate Implant Loading from Diagnosis to Final Delivery: When, Where and How?

Rebecca Wilder, BSDH, MS
Top 10 Trends in Periodontology; How Can I Say What You NEED to Hear?

Richard Wynn, PhD
Update on Drugs in Dentistry; Proper Pharmacologic Prescribing and Disposal for Dental Practitioners (MSBDE REQUIREMENT)

CAPSULE CLINICS SPEAKER LINE-UP

Josh Contriucci
Top Ten Practice Transition Pitfalls

Chef Fausto DiCarlo
Cooking Class with Chef Fausto

E. Andrew Gerner, CFP & William Schulz, Jr.
Best Practices in Practice Transitions – Maximizing Positive Outcomes for Patients, Buyers and Sellers

Leslie Grant, DDS
Knock, Knock, We Are Here From the Dental Board: Recordkeeping and Housekeeping for Dental Offices

Jun Hyuk Hwang, DDS
Orthodontic Patient Treatment and Management

Ellen Karlin, MS
Treating Dental Patients with Food Allergy and Gluten Intolerance

Priscilla Sia, DDS
Temporary Crowns for Dental Assistants
**SOCIAL EVENTS**

### Access to Care Dinner
We will begin our evening in the lounge for light hors d’oeuvres and cocktails. We will then make our way to our semi-private dining area for a wonderful dinner from one of the best restaurants in Ocean City.

- **DATE:** Thursday, September 18
- **TIME:** 6:00 PM – 8:00 PM
- **PLACE:** Fresco’s Italian Restaurant, 82nd Street Bayside
- **COST:** $60/Adult
- **DRESS:** Business Casual

### ACD/ICD/PFA Breakfast & Guest Lecture:
**Maryland Office of Oral Health Report**
We will discuss the mission, functions and activities of the Maryland State Oral Health Program and its role as a state office within the Department of Health and Mental Hygiene.

- **DATE:** Friday, September 19
- **TIME:** 8:00 AM – 10:00 AM
- **PLACE:** Convention Center
- **COST:** $50/Attendee

### Seacrets Party!
This event gets bigger and better every year. This is a great opportunity to network and mingle with all conference attendees or just let loose after a long day. One thing is for sure...this event is one of a kind. Seacrets is a venue fit for everyone. You can enjoy the sun set and catch up with friends or take advantage of the nightlife scene and dance all night to a live band. MSDA has a private, waterfront space perfect for mingling as well as being close to the action of Seacrets. Each attendee receives two free drinks from our private bar and heavy hors d’oeuvres.

- **DATE:** Friday, September 19
- **TIME:** 6:00 PM – 9:00 PM
- **PLACE:** Seacrets Bar & Grill, 49th St
- **COST:** $60/Attendee
- **DRESS:** Casual

### President’s Dinner Dance
President George Shepley invites you to celebrate the MSDA and its members on the final night of the conference. This evening will bring dinner, a live band and conversation among friends and guests and is a wonderful way to bid farewell to a great year. Included in this event is dinner and a complimentary drink.

- **DATE:** Saturday, September 20
- **TIME:** 6:00 PM – 10:00 PM
- **PLACE:** Holiday Inn Oceanfront 67th Street
- **COST:** $85/Adult; $25/Child
- **DRESS:** Business

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**ACCESS TO CARE DAY**

**Dental Care Across Maryland: What are the Issues and How Do We Solve Them?**

**MORNING**

- **Dr. Harry Goodman**, Director, Office of Oral Health, DHMH
  - Access to Oral Health Care in Maryland: Our Triumphs and Continuing Challenges

- **Dr. Charles Doring**, MSDA Legislative Committee Chair
  - Incorporating Nursing Home Care into Your Dental Practice

- **Dr. William Martin, III**, Founder of Access to Care Day
  - Lessons Learned at Villa Asumpta: Maria Healthcare Center

- **Mr. John Welby**, Director, Oral Health Literacy, DHMH
  - Oral Health Literacy: Because Everyone Deserves to Understand

**AFTERNOON**

- **Ms. Jacqueline Fried**, Director, Interprofessional Initiatives, UMSOD
  - Interprofessional Communications: The Glue of Collaboration

- **Dr. Richard Rogers & Dr. Diane Romaine**
  - MSDA President-Elect
  - MSDA Foundation President
  - Maryland Mission of Mercy and Safety Net Programs

- **Louis Berman, DDS**
  - Dental Traumatology

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**FOR QUESTIONS, CONTACT KAYLA FOWLER:**
- kayla@msda.com | 410.964.2880 ext. 114

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Due to the generosity of our sponsors, this event is FREE to MSDA and MDS Member Dentists and ALL Auxiliary Staff. DUE TO THE CAPACITY OF THE VENUE, THIS EVENT WILL BE LIMITED TO 150 ATTENDEES ON A FIRST COME, FIRST SERVE BASIS.
14th Annual Silent Auction

to benefit
The Maryland Foundation of Dentistry for the Handicapped (MFDH)

Friday, September 19, 2014, 9:00AM - 4:00PM
through
Saturday, September 20, 2014, 9:00AM - 2:00PM

ALL GIFTS APPRECIATED

Deadline: August 28, 2014

Any items received after the deadline will not be printed in the program.

☐ Yes, we would like to donate an item for the Silent Auction.
☐ I would like to make a cash donation.

Please give a description of the item you are donating. (Note: Donors of property of particular value should be able to document the value of the article for their own tax purposes.)

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APPROXIMATE VALUE OF GIFT: $ ___________________

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Donated Items must be dropped off at
MSDA, 6410 Dobbin Road, Suite F, Columbia, MD 21045 by August 28th.

Fax back to: 410.964.9978 or email to: lmarsh@mfdh.org

Chesapeake Dental Conference

DAC Gives Back
Cambridge

November 7-8, 2014
Hyatt Regency Chesapeake Bay Resort

Speakers Include:

• Dr. Julius Hyatt...............Medical Emergencies
• Dr. Marvin Leventer.........Prescription Drug Disposal
• Mr. Scott Nelson, Esq.......Liability and Risk Management
• Dr. William Martin..........Dental Technology Update

$150 Registration Fee (MSDA Members/Staff):

• 12 CE Credits
• Attendee Reception
• Breakfast/Snack each day

$230/Night for a Resort View Room
( upgrades available on www.MSDA.com)

Resort includes:

• 18-Hole Golf Course
• Luxurious Spa and Salon
• Camp Hyatt – Childcare
• Charter Fishing
• Water Sports
• Family Friendly Activities
• And much more!

Friday Night Dinner – $75/person

NEW this year is the Friday Night Group Dinner. If you are interested in dining as part of a large group, this is the event for you! We have a private room and a three course dinner. Come and join us!

Housing Deadline: October 3, 2014
(Regular rates may apply after this date.)

Registration Deadline: Friday, October 31, 2014

For more information call 410.964.2880, ext 114, email kayla@msda.com or visit www.MSDA.com.
**CE Course Listing**

**NOTE:** Course dates are tentative and can be cancelled if attendance is poor. MSDA will notify you 1 week prior to cancellation.

### 8 Hour Radiation Safety Update (8 CE Credits)

**Date:** Wed., Aug. 20

**Time:** 9:00 AM - 5:00 PM

**Fee:** $175 MSDA Member / $255 Non-Member

**Instructor:** Dr. Donald Holderman

**Location:** MSDA Classroom, Columbia, MD

**Refreshments:** Lunch will be served.

**Description:** Satisfies the Maryland 8-hour requirement for recertification for dental assistants. It is an overview of dental radiography for dentists and hygienists desiring to update their skills.

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**I’m Glad You Asked That 2014: Recognizing the Components of a Safe Office (2 CE Credits)**

**Date:** Fri., Nov. 7

**Time:** 8:00 AM – 10:00 AM

**Fee:** $100 MSDA Member / $200 Non-Member

**Instructor:** Dr. Melissa Mulreany

**Location:** MSDA Classroom, Columbia, MD

**Refreshments:** Lunch will be served at 12:30 PM

**Description:** Evaluate your own level of safety and compliance by taking a virtual tour of a dental office during a compliance inspection. The applicable laws, effective prevention techniques, and an understanding of actual Dental Board infection control citations will be reviewed. A common sense approach can produce a simple effective ongoing program that protects patients and providers alike. The course is designed to help satisfy the MOSH requirement for annual employer training of employees for health and safety issues as well as provide the minimum 2 c.e.u. for infection control necessary for Maryland relicensure of dentists, dental hygienists, and dental radiation technologists. Everyone on the clinical team may benefit from the seminar.

This course will help participants to:

- Review and update applicable infection control regulations
- Update information on common bloodstream and airborne diseases
- List and identify reprocessing requirements
- Identify sterilization and disinfection criteria
- Recognize updated Hazard Communication Labeling and Safety Data Sheet requirements
- Understand the inspection and citation process in Maryland for CDC Guidelines in dental healthcare settings.

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Mid-Atlantic P.A.N.D.A. (Prevent Abuse and Neglect with Dental Awareness) (2 CE Credits)

**Date:** Fri., Nov. 7

**Time:** 10:30 AM – 12:30 PM

**Fee:** $200 MSDA Member / $200 Non-Member

**Instructor:** Dr. Melissa Mulreany

**Location:** MSDA Classroom, Columbia, MD

**Refreshments:** Light snacks and beverages

**Description:** Designed to educate dentists, hygienists, dental assistants, and staff about the problems of child abuse and neglect, domestic violence, elder abuse and neglect and human trafficking. Aims to teach participants how to recognize the indicators or this kind of abuse and inform them of their legal and ethical responsibilities reporting and referring victims. This course satisfies the 2 credit requirement for relicensure.

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CPR Renewal for Healthcare Providers (Relicensure Requirements) (2 CE Credits)

**Date:** Fri., Oct 7

**Time:** 8:00 AM – 10:00 AM

**Fee:** $75 MSDA Member / $175 Non-Member

**Instructor:** Ms. Kay Hickman

**Location:** MSDA Classroom, Columbia, MD

**Refreshments:** Light Refreshments

**Description:** CPR for all members of the dental team who need to renew CPR requirements for relicensure. CPR Instructors are affiliates of the American Heart Association (AHA).

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**Infection Control Catastrophes and How to Prevent Them** (2 CE Credits)

**Date:** Fri., Dec. 5

**Time:** 8:00 AM – 10:00 AM

**Fee:** $100 MSDA Member / $200 Non-Member

**Instructor:** Ms. Chris Wisnom, RDH

**Location:** MSDA Classroom, Columbia, MD

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**Dental Assisting Certification Courses**

**Introduction to Basic Dental Assisting (Chairside)**

**Howard Community College Course**

**Course:** Dental Assisting Certification

**Credit Hours:** 15

**Prerequisites:** High School Diploma or equivalent

**Course Description:** This course is designed for students who wish to pursue a career in the dental assisting field. It covers the fundamentals of dental assisting, including patient care, medical and dental terminology, dental instruments, and infection control. Students will also learn about the role of the dental assistant in the practice setting.

**Course Objectives:**

1. Identify the functions and responsibilities of a dental assistant.
2. Demonstrate proper techniques for dental procedures.
3. Understand the importance of infection control in the dental office.
4. Communicate effectively with patients and other team members.

**Course Requirements:**

- Attendance at all classes
- Completion of all assignments
- Successful completion of practical exams

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**September 2014 MSDA Newsletter Page 9**
MISTAKE NO. 7: Failing to measure the results of your marketing.

We opened this article by focusing on the value of data analysis in marketing. We hope you have discovered that a firm grounding in data such as demographics and purchasing habits is necessary to develop your overall marketing strategy and the tactics you employ. But data is also crucial at the back-end.

Remember: Marketing is everything you do that communicates the value of your service. Once you have established the message you want to communicate and taken the actions necessary to align the components of your practice with this message, it’s time to look at analyzing specific marketing assets.

To analyze a marketing asset, you need to break down the asset into discrete parts. The most basic of these are:

- The Offer
- The Channel
- The Call to Action

A failed marketing asset can always be attributed to one of these three components. By treating them as discrete units, you can test one at a time to see which performs better.

The offer is just that: The value you are offering. This can be a whitening special or an anniversary offer. It is the value of the experience of being your patient.

The offer is focused on the problem that you’re trying to solve for your practice. From the point of view of your patients.

The channel is how you choose to communicate your message, whether it’s on the homepage of your website, on Facebook, through direct mail, in a phone directory ad or...
classifieds:

Employment

pediatric dentist: frederick. pediatric dental office seeks caring, motivated pediatric dentist. competitive guaranteed salary and bonus. benefits include vacation, 401k match and ownership potential. dr. gregory abott at: 301.514.6588.

fusion dental is an established growing multi-discipline group located in maryland and virginia. excellent compensation and benefits package to include 401k match and ownership potential. email dr. gregory abott at: gabi@mduni.com

temporary dentist coverage: keep earning revenue while on vacation, pregnancy leave, disability, emergencies or vacations. ag master over 80 combined experience willing to serve you. md/va: dr. laurence fields: 301.947.3388.

dentists and hygienists needed in wicomico county: help make a difference! provide much needed dental care to children right in their schools. excellent compensation. monday-friday. for more information or to apply, visit www.smileprograms.org

dental dreams seeks general dentists: dental dreams desires motivated, quality oriented general dentists to work in our busy pa, md and dc practices. at dental dreams, we focus on providing the entire family quality general dentistry in a modern technologically advanced setting with experienced support staff. because we understand the tremendous value of our associate dentists, we make sure that their compensation package is amongst the best. our competitive compensation package includes: minimum guaranteed salary of at least $120,000 with potential to earn up to $300,000, visa sponsorship and health and malpractice insurance reimbursement. make dental dreams a reality for you! to apply, please email cv to: humanresources@dentaldreams.org or call 312.217.4520.

looking for an associate? schiff dental placement partners is currently working with a number of experienced dentists / specialists seeking an associate partnership. schiff dental placement partners will save your office time and energy finding the right associate for you. all applicants are properly screened including background checks. there are no up-front fees. contact eric schiff w/ schiff dental brokerage, llc for more information at: 410.312.7727 (o), 443.255.5111 (c), or email to: eschiff@schiffcpa.com.

general dentist(s) needed: baltimore and harford counties. highly skilled and motivated general dentist needed as an associate to join a successful general dental practice located in baltimore, md and harford county, md. buy-in opportunity available for the right candidate. contact eric schiff w/ schiff dental brokerage, llc for more information at: 410.312.7727 (o), 443.255.5111 (c), or email to: eschiff@schiffcpa.com. www.schiffdentalbrokerage.com.

pt/ft associate dentist wanted: white marsh area. established practice (non-hmo/dmd and paperless) in white marsh area seeking pt/ft associate dentist with 1 year residency or 3 years work experience in private practice. email resume to: dperki@todaysmileddental.com.

pediatric dentist: mt. airy. mt. airy children’s dental associates has an outstanding reputation in the medical and dental community for offering comprehensive pediatric and orthodontic care. our state-of-the-art practice seeks a child-oriented motivated, team-oriented individual, 4-5 days per week. excellent compensation package: benefits, healthcare, vacation, pension and tuition. for the job: mtairydmd.com and facebook: mt. airy children’s dental associates (facebook). contact david nelson, dmd at: 301.829.6588 or email to davidschiff@verizon.net.

associate dentist needed: pt/ft in belcamp. md. fax resume to: 410.939.9469 or email to: po box 992, aberdeen, md 21001.

pediatric dentist: join our established high-quality and high-tech group located in forest hill, harford co, md. email cv to: mloley@yahoocom.

real estate opportunities

office space for rent: catonsville. former oral surgery practice. 1200sf includes spacious waiting room, reception area and doctor’s office. two operatories, one is a large surgical suite. frederick road address, one mile from 695 with ample parking. ideal for a small specialty practice. call: 410.905.3970. $1700/month.

home with dental office space for sale: potomac. eliminate a commute by living/working in close-in potomac, md. with a small dental practice in your suite, reception area and multiple exam rooms, the place is set to go. for inquiries, contact debbie zeich at: 306.300.2894 or debbie@recessartgroup.com.

dental office for rent: bowie. bowie office park, ground floor – easy access for handicapped patients. 1000sf, 3 operatories, lab, office and reception area. call: 301.955.5480.

practice sale: baltimore city. adult-oriented dental practice available near baltimore city. the office is a gem: 4 operatories, digital x-rays, high-end equipment. collects over $500k on a 3-day work week. contact kimberly m. anderson, dds with paragon at: 703.994.7377 or pmk@paragon.us.com.

practice sale: mid-eastern shore area. general dental practice in the mid-eastern shore of maryland is available. ideal opportunity for dentist seeking ownership or a better quality of life. seller-owned building would also be available for purchase. contact kimberly m. anderson, dds with paragon at: 703.994.7377 or pmk@paragon.us.com.

periodontal practice for sale: rockville. located in large medical building with built-in referrals. established for 15 years. 1000sf, 3 operatories, 1400sf, 4 op. practice has it all. digital sensors, panoramic x-rays, digital x-rays, high-end equipment. contact kimberly m. anderson, dds with paragon at: 703.994.7377 or pmk@paragon.us.com.

3-5% commission for sellers! finally a dentist providing extraordinary service at a reasonable cost! no listing fee for buyers. contact bobbie locks, dds at: 410.218.4661.

practice of the month: reisterstown. with 30 years of dentistry “under his belt” gp doc wishes to begin retirement planning while establishing his office. looking for one or two years. 1600sf, 4 op. practice has it all. digital sensors, panoramic x-rays, digital x-rays, high-end equipment. contact kimberly m. anderson, dds with paragon at: 703.994.7377 or pmk@paragon.us.com.

new listing for sale: upper marlboro. turn-key general dental practice for sale located in upper marlboro. seller has merged both of his existing practices together at another location. practice is located in a professional building with ample parking. real estate is available as well. modernized digital office w/ sensors, 3 fully-loaded ops., 1250sf. this is the perfect practice opportunity for the general dentist who is looking for a start-up. no build-out or equipment necessary. everything is ready to go. 100% financing available! contact eric schiff w/ schiff dental brokerage, llc for more information at: 410.312.7727 (o), 443.255.5111 (c), or email to: eschiff@schiffcpa.com. www.schiffdentalbrokerage.com.

endo practice for sale: chevy chase. well-established, boutique endodontic practice for sale in chevy chase, md. 2 ops. (plumbed for 3), professional building, 100% fee-for-service, 20 years of referral sources, seller available 3 days per week for transition. contact eric schiff w/ schiff dental brokerage, llc for more information at: 410.312.7727 (o), 443.255.5111 (c), or email to: eschiff@schiffcpa.com. www.schiffdentalbrokerage.com.

general practice for sale: waldorf. gorgeous $450k+, digital office located in major retail shopping center, 3 fully-loaded ops., 100% financing available! contact eric schiff w/ schiff dental brokerage, llc for more information at: 410.312.7727 (o), 443.255.5111 (c), or email to: eschiff@schiffcpa.com. www.schiffdentalbrokerage.com.

new listing for sale: towson. why pay $400k++ for a start-up when you can purchase this one for a fraction of that? turn-key general dental practice located in towson, md. call: 410.312.7727.

for more information, please call allen schiff, cpa, cfe to discuss your practice management, consulting, tax and accounting needs.

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practice for sale, fully-equipped, 1750sf dental practice available on Bellona Ave. in Towson. 3 operatories, newly renovated, digital x-rays, computers, TV screens. 2 new A-dec dental chairs & units, laser bio- lasion, nitrous oxide. Reception area fully furnished, staff lounge, lab & sterilization area and bathroom. Great opportunity for start-up, specialty office and/or satellite office. Contact Eric Schiff w/SCHIFF DENTAL BROKERAGE, LLC for more information at 410.321.7727 (o), 443.255.5111 (c), or email to: eschiff@schiffcpa.com. www.schiffdentalbrokerage.com.

PERIODIC PRACTICE FOR SALE: ANNE ARUNDEL COUNTY. Long-established, great starter practice or second office, 100% financing available. Contact Eric Schiff w/SCHIFF DENTAL BROKERAGE, LLC for more information at 410.321.7727 (o), 443.255.5111 (c), or email to: eschiff@schiffcpa.com. www.schiffdentalbrokerage.com.

ORTHODONTIC PRACTICE FOR SALE: EASTERN SHORE. Unbelievable growth potential! 100% financing available. Contact Eric Schiff w/SCHIFF DENTAL BROKERAGE, LLC for more information at 410.321.7727 (o), 443.255.5111 (c), or email to: eschiff@schiffcpa.com. www.schiffdentalbrokerage.com.

NEW LISTING FOR SALE: LAUREL. General Practice located in Professional Building, grossing $1.2M+, digital office, 7 full-loaded ops, 100% financing available! Contact Eric Schiff w/SCHIFF DENTAL BROKERAGE, LLC for more information at 410.321.7727 (o), 443.255.5111 (c), or email to: eschiff@schiffcpa.com. www.schiffdentalbrokerage.com.

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