“BUSINESS IDENTITY THEFT-CYBER HACKING”

By: Selma Moon Pierce, DDS

On Tuesday, January 14, 2014, Warren Franklin of Invisus spoke to Marion-Polk Dental Society about “Business Identity Theft: Cyber-Hacking.” Business identity theft is similar to personal identity theft in that thieves take over an identity to commit fraud. In this case, thieves impersonate a business for gain.

Today, small businesses have three areas of concern: customer/patient information, employees, and business information. If patient information is lost, a business’ image and integrity are compromised. Often, this leads to customers/patients leaving, unless it can be shown that the business was up to date and sincere on information protection. If employees’ information is lost, then businesses lose valuable work time as the employees are distracted and spend office time trying to recover. When business information that includes ownership information and employer identification numbers (EINs) are lost, someone can impersonate the owners and pretend that they are that small business.

When an outside party steals business information, the information is sold on-line for thousands of dollars on short-term websites. The purchasers of the information then impersonate the business. The impersonators may take out loans, cut checks, buy products to re-sell, divert monies, sell business property, alter ownership information or drain business bank accounts. Loans and credit lines to businesses often have easier terms, larger sums, higher credit limits than personal ones, and the thieves pocket the money. Many states are good-faith states in that when someone approaches a state agency and says that they are representatives of a business, they are not questioned.

It is not difficult for business information to be stolen. State agencies have business organization information that can be readily accessed by the public. Fortunately, in Oregon, though business names, owners, and addresses are available for viewing, EINs are not public. Thieves may include street gangs, drug cartels, organized crime, or just dishonest computer savvy persons. Perpetrators see business identity fraud as low-risk and very profitable. Business mail is easy to divert by fraudulently setting up near to the legitimate business with very similar names and addresses. Local phone numbers are simple to attain via VOIP networks. Virtual branch offices can be set up very simply. Customer traffic is easy to divert with bogus websites with very similar names to real businesses.

Small businesses, including dental offices, have lost over $8 billion due to business identity theft. Most businesses think that business identity theft cannot happen to them. If it should happen, most do not know what to do, and do not think that they cannot afford protection.

Business liability insurance policies do not cover business identity theft, nor offer prevention or recovery services. Unlike personal credit cards, credit card companies do not offer protection. Banks do not offer fraud protection to businesses, unlike individual protection.

Continued on page 3
The Executive Board met on Jan. 7, 2014

- Recruitment: Four new applications were received in December: William Trevor, Amy Trevor, Christine Nguyen, Ana Castilla. All were approved for full membership.

- Financial report: PayPal was researched for CE payment. The proposal was dismissed due to fees charged to non-profits.

- Speaker Schedule: September 9, 2014, and March 10, 2015, dates are still available. Suggestions for those dates were taken, and prospective speakers are being contacted. The MP schedule should be confirmed by the February Board meeting.

- Roth's meeting rooms will be closed for remodel, April 1st through at least the end of the year possibly into January. Venues, catering, costs, are being researched. The March CE course will be the last meeting held at Roth's in 2014, watch for future venue changes.

- Nancy Duncan the Chemeketa Foundation Director will be attending the January 14th CE along with the 2013 DA scholarship recipient. President Finlayson will be presenting Nancy with the 2014 scholarship check in the amount of $1200. DA scholarship applications for 2014 from Chemeketa should be ready to view by the Board at the end of May.

- Mission of Mercy Salem is only six months away and monthly meetings are in progress. The ODA will have volunteer registration open the first of February and it is suggested that all MP members sign up ASAP. Lay people, especially patient escorts will be needed. There was dialogue on the best way to get the word out to non-MP dentists and the community in general.
MP WELCOMES NEW MEMBERS!

William Trevor, DDS is a 2010 UCLA graduate and is now employed with Arrow Dental Clinic, 1880 Lancaster Dr. STE 121, Salem, OR 97305, (503) 589-4519.

Amy Trevor, DMD is a 2013 OHSU graduate and is a new associate of John Shurtz, 196 Catron St. N, Monmouth, OR 97361, (503) (503) 838-1800.

Christine Nguyen, DMD is a 2013 OHSU graduate and is now employed with Gentle Dental Keizer Station, 6395 Keizer Station Blvd, STE 101, Keizer, OR 97303, (503) 566-3398.

Ana Castilla, DDS is a 2012 OHSU graduate and owns Castilla Orthodontics formerly Campbell Orthodontics, 434 Lancaster Dr. NE, Salem, OR 97301, (503) 399-0721.

CONGRATULATIONS TO MP’s NEWEST RETIREE!

Roger VanSanten, DDS graduated from Loma Linda University in 1972 and joined MP in 1973. Dr. VanSanten retired along with wife Karen, on January 17th.

CONGRATULATIONS TO THE FOLLOWING MP MEMBERS:

David W. Howerton, DMD was elected to the HSG Board of Directors.
Weston W. Heringer, Jr. DMD, was appointed to the Dentists of Oregon Political Action Committee Board of Directors.
Steven M. Murata, DMD was inducted into Oregon’s American College of Dentists.
TUESDAY-FEBRUARY 11TH
“POTPOURRI OF ENDODONTICS”
Tuong Nguyen Nguyen, BDS, MDS

LOCATION: Roth’s West Salem
TIME: 5:30 social hour  6PM dinner  6:30 Speaker Presents

HYGIENTSTS WELCOME

OBJECTIVE:
- To update all participants on the latest improvements in endodontics.
- Focus will be placed on how to improve treatment efficiency while maximizing results.

LECTURE DESCRIPTION:
- How to minimize mishaps with rotary endodontics.
- Surgery or implants, what to tell patients and how to say it?
- Diagnosis pitfalls, “A journey of a thousand miles starts with a single step diagnosis”.
- Warm gutta-percha obturation. Filling the root canal in 3 D.

COST: $20  cash or check.

MENU: Cheese lasagna, garlic bread, green beans, green garden salad, light dessert and beverages.

DEADLINE: Thursday February 6!!! All meals reserved and not honored will be billed. You may cancel on or before February 6th without charge.

PARKING: Behind Roth’s, please use the “hospitality door” upstairs to the Oregon Room.

RSVP: (503)581-9353 or e-mail mpdentalce@qwestoffice.net. You are asked to reserve with or without a meal in order to have the proper amount of seating available.

SPONSORS: Carestream, Assured Dental Lab, O’Brien Dental Lab

TUESDAY–MARCH 11TH
“Evaluating the Need for Soft Tissue Augmentation: Guidelines and Materials”
Sunny Drake, DMD, MS

Marion Polk Dental Society has been designated an approved PACE program Provider by the Academy of General Dentistry. This program provider’s formal CDE programs are accepted by the AGD for membership maintenance, Fellowship, and Mastership credits. The current term of approval that has been requested by the Oregon AGD, from National AGD on your behalf is from August 1, 2011 through July 31, 2015. Provider ID#212405
FREE DENTAL CARE IN SALEM - MISSION OF MERCY 2014
VOLUNTEERS NEEDED!!!

Date: July 10-13th, patients will be seen on Friday & Saturday, July 11-12, 2014.

Location: Chemeketa Community College, building 7.

Time: Doors open at 4:00AM. Come early, clinic capacity will likely be reached by 10am each day!

Who can receive treatment? The clinic is first-come, first-served. Anyone (adults or children) willing to wait in line can be seen, whether uninsured, or insured.

Volunteer registration will be open the beginning of February at: www.oregondental.org.

***Spread the word to dental colleagues, staff, family, friends and community***

SERVICES PROVIDED:
- Cleanings
- Fillings
- Root canals on front teeth in limited numbers
- A limited number of partials
- Extractions
- Oral health education

SERVICES NOT PROVIDED:
- Full dentures
- Dental implants
- Root canals on molars
- Crowns
- Extractions of unexposed teeth/wisdom teeth
- Narcotics will not be dispensed

LEADS ARE STILL NEEDED for Set up, Tear Down and Parking. Contact Weston Heringer, Jr., or the Oregon Dental Association to find out more.

The Math is Simple

Become a contracted Advantage Dental provider and open your doors to PacificSource patients. Call Advantage Dental to find out about all the benefits to contracting.
- Opportunities for Ownership
- Savings on Supplies
- Credit Management Services
- Human Resource Consulting
- Invisible Front Office (Patient Communications)
- Understanding the New Health care System

866-268-9616
www.AdvantageDental.com

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jeff@meritwealth.com | (503) 516-3748 | meritwealth.com

Merit Wealth Management, LLC is a Registered Investment Adviser
FEBRUARY

MPDS MISSION STATEMENT

“Committed to fostering collegiality, education and community service”

While you’re planning your super bowl party, don’t forget to make time to join your colleagues for upcoming CE membership Meetings!

SAVE THE DATES 2013

February 11-Roth’s
“Potpourri Of Endodontics”
Tuong Nguyen Nguyen, BDS, MSD

March 11-Roth’s
“Evaluating the Need for Soft Tissue Augmentation: Guidelines and Materials”
Sunny Drake, DM, MS

April 3-5th-Portland
“Dentistry, Where Art & Science Meet”
Oregon Dental Conference at the Oregon Convention Center

May 13-TBA
“Infectious Diseases Risk Management in the Dental Setting”
Pat Preston, MS

Does your staff need CE credits? CE programs that are appropriate for staff members will be announced as they are available.

REMINDER! Dental Licenses expire on March 31st!
The sponsorship program enables MPDS to have nationally renowned speakers and programs. Sponsors are invited to all the MP CE meetings and are recognized for their generous continued support. This allows MP to offer dentists in our society important education opportunities at reduced costs. When you see sponsors at each meeting please thank them by checking out their products and display literature.

Sponsors of the January 14th CE
Derki Munns and Nicole McIntyre with key Bank
Stew Bartlett with WEO Media
Bryan Becker with O’Brien Dental lab

Thank you!

MP President Chris Finlayson shown awarding the 2014 MP Dental Assistant scholarship check to Nancy Duncan the Chemeketa Foundation Director. Also shown thanking MP members, is 2013 Dental Assisting Scholarship recipient Bettsy F. She is the first member of her family to go to college, she expressed how much the scholarship has meant to her. MP is committed to a five year $1200 DA Scholarship fund.
Stay in Touch With Your Tax Calendar

By Douglas C. Parham, CPA – Boldt Carlisle + Smith, Certified Public Accountants

Last month’s article covered the important tax calendar dates for the first quarter of 2014. Since we are midway through that first quarter you may want to refer back to that article and the due dates that were covered. This month I will write about the second quarter of 2014 and what important dates are on the tax calendar.

The second quarter of the calendar year runs from April 1 (no foolin’) to June 30 and has some very important dates to plan ahead for.

April 15 is the biggest tax return due date of the year. Individuals filing Form 1040, 1040A, or 1040EZ are required to pay any tax due for 2013 on April 15, 2014. They may obtain an extension to file a tax return, but the tax still needs to be paid on this day. About 60% of our firm’s clients are individuals – that’s a lot of work with a single due date. The moral of that story is if you are an individual, get your tax information gathered up and into your CPA as soon as possible to allow ample time for the preparation process to occur. If there are entities that must be done before your individual taxes can be done, get information for those in to your CPA even sooner so that process can occur too. In most firms, entity and individual tax returns can occur simultaneously so don’t wait for the entity work to be completed before you turn in your individual information.

In addition to individual tax returns being due on April 15, there are several other significant tax returns due that same day. Calendar year 2013 trusts (Form 1041) and partnerships (Form 1065) are also due April 15, 2014. In our firm, this group of clients accounts for approximately 20% of all clients. These entity returns are also commonly referred to as “pass-through” entities. This name refers to the fact that certain tax information (income, deductions, credits, etc) is reported to trust beneficiaries (Form 1041, k-1) and to partners/members of a partnership/LLC (Form 1065, k-1) for inclusion on their individual tax returns. The information generally retains its character (interest, dividends, income/(loss) from rental real estate, income/(loss) from trade or business) as it is passed through to the individual. The respective form k-1 is the communication device and the information included will be used in the preparation of the individual tax return. The preparation of trust and partnership entity tax returns involves a significant amount of accounting work. All transactions for the year need to be accounted for prior to completing the tax return. Accounting for all transactions may require the client to furnish a complete set of bank statements for the year and not just the December statement. The accounting work will result in a balance sheet and an income statement in order to facilitate the preparation of the respective tax returns. This process differs greatly from the preparation of an individual tax return. Individual tax returns involve items of income and only certain “deductible” expenses. The preparation of an individual tax return will generally not involve accounting for all transactions for the year and will not result in a balance sheet or an income statement.

April 15 is also the date for paying the first installment of your 2014 estimated tax if you are an individual (using Form 1040-ES and Oregon form 40-ESV) or if you are a C corporation (using the Electronic Federal Tax Payment System – EFTPS).

After April 15 most CPAs need a little break. Think about it, 90 percent of our clients have tax returns due on either March 15 or April 15.
What would your business be like if you had to provide medical services to 95 percent of your patients in the 74 days from February 1 through April 15. Take one day a week for rest and the 74 days is actually 63 days.

May 15, 2014 is the due date for calendar year nonprofit organizations and private foundations to file their annual reports with the Internal Revenue Service (Forms 990, 990-T, and 990-PF) and the Oregon Department of Justice (Form CT-12).

June 16, 2014 is the due date for the payment of the second installment of estimated tax for individuals (using form 1040-ES and Oregon form 40-ESV) and calendar year C corporations (using the EFTPS).

Those are the important dates for the second quarter for tax return filing and tax payments.

To conclude this month’s article I will provide some of the inflation-adjusted items for 2014 that most frequently impact tax planning. As we are preparing 2013 tax returns, you need to be mindful of the opportunities for financial success and tax efficiency in the new year, 2014.

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Deduction: Joint</td>
<td>$12,400</td>
</tr>
<tr>
<td>Unmarried</td>
<td>$6,200</td>
</tr>
<tr>
<td>Head of Household</td>
<td>$9,100</td>
</tr>
<tr>
<td>Married filing separate</td>
<td>$6,100</td>
</tr>
<tr>
<td>Limitation on Itemized Deductions for 2014:</td>
<td></td>
</tr>
<tr>
<td>Joint</td>
<td>$305,050</td>
</tr>
<tr>
<td>Unmarried</td>
<td>$254,200</td>
</tr>
<tr>
<td>Head of Household</td>
<td>$279,650</td>
</tr>
<tr>
<td>Married filing separate</td>
<td>$152,525</td>
</tr>
<tr>
<td>Contributions to health flexible spending arrangements (FSA)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Personal exemption amount</td>
<td>$3,950 with phaseout occurring as follows:</td>
</tr>
<tr>
<td>Between $305,050 and $427,550 – Joint</td>
<td></td>
</tr>
<tr>
<td>Between $254,200 and $376,700 – Unmarried</td>
<td></td>
</tr>
<tr>
<td>Between $279,650 and $402,150 – Head of Household</td>
<td></td>
</tr>
<tr>
<td>Between $152,525 and $213,775 – Married filing separate</td>
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</tr>
<tr>
<td>Adoption credit is the amount of qualified adoption expenses up to $13,190 with phaseout occurring between $197,880 and $237,880 of AGI</td>
<td></td>
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<tr>
<td>Pension plans and other retirement-related items:</td>
<td></td>
</tr>
<tr>
<td>Deferral of wages to 401(k), 403(b) and most 457 plans remains $17,500</td>
<td></td>
</tr>
<tr>
<td>Catch-up contributions to these plans remains $5,500</td>
<td></td>
</tr>
<tr>
<td>IRA contribution remains $5,500</td>
<td></td>
</tr>
<tr>
<td>Catch-up contributions to IRAs remains $1,000</td>
<td></td>
</tr>
<tr>
<td>Limitation for defined contribution plans is increased from $51,000 to $52,000 and the annual compensation limit for consideration in figuring contributions increased from $255,000 to $260,000</td>
<td></td>
</tr>
<tr>
<td>Key employee definition in a top-heavy plan increased from $165,000 to $170,000.</td>
<td></td>
</tr>
<tr>
<td>Highly compensation definition amount remains at $115,000.</td>
<td></td>
</tr>
<tr>
<td>Deferral limitation regarding SIMPLE accounts remains $12,000 and the related catch-up amount remains $2,500</td>
<td></td>
</tr>
<tr>
<td>Standard mileage rates:</td>
<td></td>
</tr>
<tr>
<td>Medical purposes (itemized deduction) is 23.5 cents per mile</td>
<td></td>
</tr>
<tr>
<td>Business purposes is 56 cents per mile</td>
<td></td>
</tr>
<tr>
<td>Charitable deduction (itemized deduction) is 14 cents per mile</td>
<td></td>
</tr>
</tbody>
</table>

There are a lot of new rules and taxes that will be considered this tax season. Gather your entity tax return information early (prior to February 20) and follow it up quickly with your individual tax return data. Your CPA will thank you for getting the information together early and giving him/her plenty of time to prepare a complete and accurate return. Expect questions this year that you may not have heard before. This year marks the start of the third federal tax system (Net Investment Income Tax), adding to the Regular Tax and the Alternative Minimum Tax systems.
Get to Know….  

WILL TREVOR, DDS

I was born and raised “south of the border” in Redding, California, where I spent an idyllic youth. After graduating from high school, and attended Pomona College in Claremont, California. I then spent a year working part time at a Redding middle school before moving on to the University of California at Los Angeles School of Dentistry. At UCLA, I focused on general dentistry and was very active in both the American Student Dental Association and the Academy of General Dentistry. My involvement in organized dentistry during that time extended to both the regional and national arenas, including participation in national conferences as well as Lobby Day events.

While in my final year at UCLA, I further committed myself to dental education by applying for a general practice residency. Upon graduating UCLA in 2010, I packed my bags and moved across the country to be a resident at The Brigham and Women’s Hospital in Boston. There, I worked on the Oral Medicine and Dental services, offering general inpatient care and playing a key role in the dental management of oncology and transplant patients. Though I had a fun and rigorous year in New England, I decided that I had seen enough of snow, and moved back to Los Angeles for a second year of general practice residency (PGY-2) at the Sepulveda Veterans Affairs Dental Service.

While at the VA, I was exposed to more complex clinical procedures in a setting that utilized my training in the management of medically compromised patients. This experience ultimately led me to a Prosthodontic residency at the West Los Angeles VA; however, after six months as a successful but unhappy resident in that program, I made the difficult decision not to continue with the specialty. Shaped by these unique circumstances, I returned to general dentistry a more capable and nuanced practitioner.

It only took 11 years for me to realize that I had had enough of Southern California; so, at the height of the summer heat, I set my sights on the cooler climes of great Northwest. I am no stranger to Oregon, as my mother is originally from Pendleton and her family still lives in the area. After taking a few months to review employment opportunities in Oregon, I eventually found a good fit with Moda Health.

I moved to Salem at the beginning of the year to work full-time as a dentist in the newly-opened Arrow Dental Clinic on Lancaster Drive. This general dentistry clinic was started by Moda Health in late 2013 with the mission to provide access to care for Oregon Health Plan patients. Though it has only been a few weeks, I have already found my experiences in Salem to be professionally rewarding.

When not practicing dentistry, I enjoy spending time outdoors, trying my hand at the culinary arts, and eating out when things don’t go well in the kitchen. I live in Salem with two cats and look forward to the possibility of sun by mid-summer. Sun or no, I am happy to be in Oregon, and look forward to being an active member of the Marion-Polk Dental Society in the years to come.

The ODA is excited to announce that Conor McNulty, CAE, has been named the next Executive Director of the Oregon Dental Association. McNulty will begin his new duties on February 19, 2014. He previously worked for the California Dental Association in numerous senior association management roles including Director of Membership Programs.
New app has marketing, PR ideas for dentists

Dental Marketing Doctor (DMD), a free public relations (PR) and marketing mobile application designed for dentists and dental office managers, is now available for download on iTunes and Google Play.

The DMD app provides users with one "push" idea per business day. The app will deliver ideas in one of eight marketing categories, including advertising, marketing, public relations, Web, social media, branding, in-office, and events. Users can save their favorite ideas, archive, access and search past ideas, and share them with colleagues via email or through social media.

The app is curated by Verasoni Healthcare, a division of Verasoni Worldwide, a marketing and public relations firm.

By DrBicuspid Staff
**VOLUNTEER OPPORTUNITIES in our COMMUNITY!!!**

**Give Kids A Smile Day** at the Capital Feb. 7th: Please contact Charlie Latourette or Mary Daly with the Dental Foundation of Oregon to volunteer on the Tooth Taxi at (503) 594-0881.

**Boys and Girls Club of Salem Dental Clinic:** Please contact Jodi Loper at (503) 581-7383 x34.

**Mission Of Mercy 2014 in Salem:** For volunteer registration www.oregondental.org. Thousands will be needed. All community volunteers are required to be 16 and older. Spread the word.

**Medical Teams International traveling dental van:** Retired dentists may volunteer. Please contact Denny Sanders at (503) 624-1000.

**The Salem Free Dental Clinic:** Please contact Trina Flower at (503) 990-8772.

**Union Gospel Mission-Simonka House Dental Clinic:** Please contact Tom Bell at (503) 399-7460.

A few hours a month, quarterly or yearly could make a big difference in helping these non-profits reach local residents that otherwise might not have other options for treatment.

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**ODA Dentists Well-Being**

**24-hour Hotline**

1- 503-550-0190

For help with litigation stress support, contact ODA's central office at (800) 452-5628 Ext. 108.

**MPs** goal is to make this newsletter informational and educationally relevant to the membership.

If there is a topic you would like to see covered, or an article you are dying to write, please send your suggestions or articles to: mpdentalsce@qwestoffice.net

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**Did you know** that the ODA office was established in 1893, and has been working with Oregon dentists for 120 years!

The ODA provides continuing education, advocacy and other services for dentists, and public information to promote oral health. Oregon Dental Association is dedicated to advancing the dental profession and promoting the highest standard of oral health and oral healthcare.
Deadlines for all contributions, articles and sponsored ads is the 15th of the prior month.

MP members and staff are encouraged to submit articles, events, trips, awards, announcements or photos.

New Toothsavers Game, Give Kids A Smile 2014 and National Dental Health Month
Encourage Kids to Have Healthy Dental Habits
With National Children's Dental Health Month and Give Kids a Smile Day (Feb. 7) right around the corner, there’s no better time to launch a new, free mobile game app geared to children's dental health. The Toothsavers game is geared toward children ages 3-6 as part of the Ad Council and Partnership for Healthy Mouths, Healthy Lives children's dental health campaign. The ADA is a founding member of the Partnership and actively involved in all aspects of the campaign. Toothsavers makes tooth brushing fun by encouraging kids to save friendly fairy tale characters from the evil, cavity-creating sorceress who cast a wicked tooth-rotting spell on the kingdom.

Help us spread the word by trying it out or sharing it with friends and family. You can play it on the web or via the downloadable app on iTunes for iphone/iPad or Google Play. From: ADA

Take risks in life, not with your practice.

DBIC provides insurance and risk management for dentists. Call today to learn how we can protect your practice.

Deadlines for all contributions, articles and sponsored ads is the 15th of the prior month.

MP members and staff are encouraged to submit articles, events, trips, awards, announcements or photos.

From: ADA
Support the Tooth Taxi by shopping at Fred Meyer!
Now you can link your Fred Meyer Rewards Card to the Dental Foundation of Oregon and every time you shop you will be helping Oregon kids. It’s easy! And costs nothing - you still earn all your Rewards Points, Fuel Points and Rebates.

Go to www.fredmeyer.com/communityrewards and search for The Dental Foundation of Oregon or our special Fred Meyer non-profit #81176, and with just a couple of clicks you’ll be helping to earn dollars to help improve the oral health of Oregon children. If you don’t have a Rewards Card, they are available at the Customer Service desk of any Fred Meyer store.

Enter to Win a 2014 Ford Mustang
Tickets are only $100 and only 1,000 will be sold. You don’t have to be present to win.

Tickets will be drawn at the Oregon Dental Conference on Saturday April 5, 2014. If you buy your ticket before February 14th you will also be eligible for a $500 cash drawing, and even if you win the cash your ticket goes back into the barrel for the car drawing.

Watch a video about the car at www.smileonoregon.org! Special thanks to Gresham Ford for helping us get this great car!

From: DFO

As the saying goes, practice makes perfect. So if you are looking for a practice partner who understands the business needs of dental professionals, look no further than Pacific Continental Bank. Our bankers not only speak your language, their practice knowledge is perfect for you and your business. Who says we can’t be more than a bank?


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EUGENE / SPRINGFIELD
SEATTLE / BELLEVUE / TACOMA
503-350-1205
therightbank.com
THE HIPAA FINAL OMNIBUS RULE: 9 THINGS YOU NEED TO KNOW

1. The definition of “Business Associate” has expanded.

2. Business Associate Agreements must be reevaluated.

3. Breach notification rules have changed.

4. Use of Protected Health information for marketing has been limited.

5. Use of Protected Health information for fundraising has been limited.

6. Use of Protected Health information for research has been simplified.

7. Patients may now access Protected Health information in different ways.

8. Patients may restrict disclosure of some Protected Health information.

9. Because of all these above changes, dentists should publish new and compliant notices of privacy practices.

On top of all the above changes, the Office for Civil Rights will be stepping up its enforcement of willful neglect, which is defined to be “conscious, intentional, failure, or reckless indifference” to the obligation to comply with the Final Rule. If willful neglect is found, the penalty is a whopping $10,000 per violation….if it is corrected within 30 days. If it is not corrected within 30 days, it’s $50,000 per violation.

Membership Matters Dec. 2013 for full explanations
Become a Speaker Host and receive FREE ODC Registration!

The Annual Meeting Council is holding a Speaker Host Dinner & Training on Thursday, January 16, 2013, at 6:30 pm, at the ODA building in Wilsonville. Attendees will learn the responsibilities and benefits of hosting, receive a sneak peak at the 2014 Oregon Dental Conference speaker schedule, and have the opportunity to select which speaker(s) they would like to host.

Register by December 20 with Lauren Malone: lmalone@oregondental.org or 503-218-2010 x101

Can’t attend in person?
No problem, you can join via conference call.

Registration will open the beginning of January at www.oregondental.org
Preregistration deadline: March 3rd.

CPR for the Health Care Provider to be offered six times at the 2014 Oregon Dental Conference. Be sure to register early, as CPR courses fill up fast!

ADAF Allied Dental Student Scholarships – Applications Being Accepted

The ADA Foundation (ADAF) is now accepting applications for its 2014 Allied Dental Student Scholarship Program. The application deadline is March 14. The ADAF plans to award 30, $1,000 merit-based scholarships to 15 students studying to become dental hygienists, 10 students studying to become dental assistants, and five students studying to become dental laboratory technicians.

The ADAF annually awards the scholarships to allied dental students in ADA Commission on Dental Accreditation-accredited programs (CODAs). Each CODA-accredited school and program may submit an application from one student in each of its allied dental careers program areas—dental assisting, dental hygiene and dental laboratory technology—for a total of up to three applications per school. Scholarship guidelines, student eligibility requirements and applications are available at www.adafoundation.org.