“Public Health Dentistry” presented by
Bruce W. Austin, DMD, LMT. Oregon State Dental Director

Review written by: Chris Finlayson, DMD.

Dr. Bruce Austin presented an interesting discussion of the status of oral health in Oregon from his perspective as the new state dental director, a job he has held only since February, 2015. This is a new position created by the legislature in 2014 after a report was issued called the Strategic Plan for Oral Health in Oregon 2014 - 2020, made it top priority to hire a dental director. The director’s goal is to coordinate oral health issues in the Oregon Health Authority but further duties/roles are still being defined/developed.

The Oregon Health Authority (OHA) is a state agency that deals with health care delivery within the state. Only recently (2014) was oral health been added to the OHA and is covered in 3 of the 9 divisions. These include the Health Policy and Analytics Division, which is concerned with long term planning but does promote and encourage sealants through the Community Care Organizations (CCO). (Dr. Austin calls this division the most confusing of the three). Next in line is Health Systems Division and it mainly deals with Oregon Health Plan administration. Lastly is the Public Health division that does surveys of Oregon health conditions and creates plans with goals to improve oral health. The current plan is called the State Health Improvement Plan.

The Public Health Division also gathers oral health data via its Oregon Smile Survey, 2012. This information provides a snapshot of how the residents, especially kids of Oregon are faring with their oral health. As of 2012, the state has a high caries rate and that it is variable depending on where you live. Generally the further one is from the Portland metro area, their oral health is worse. It also varies by income, and ethnicity. This survey shows that there is a hidden epidemic of caries occurring within Oregon. Caries is the most common chronic disease of childhood. The survey is done every 5 years and the next one is scheduled for 2017.

Other studies mentioned include one on Emergency Department (ED) use to solve dental problems. This found that a high number of Oregonians are still using the ED as their dentist!

With this information at hand, the OHA Public Health Division is creating a plan to improve the oral health of Oregon residents. It has 7 priorities including expanding community water fluoridation, and reducing ED visits for dental problems.

Community Water Fluoridation (CWF) is not a bright spot in Oregon despite being recognized as one of the cheapest and most equitable way to reduce caries. Among all states Oregon is ranked at 48th in water fluoridation!

(Continued on page 7)
EXECUTIVE BOARD

Marion Polk Dental Society Executive Committee
Meeting Minutes:

EXECUTIVE BOARD NOTES – Nov. 3, 2015

Recruitment and retention: 2-New members joined. The numbers: Total=219 Active=165 Retired=53 Dr. Gordon Bickler passed 10/3/15

Newsletter and advertising: Monthly newsletter advertising sponsorships available.

Speaker Schedule updates: ODA representative to attend February 9th membership meeting and update us on Aptify, ODA, and legislature.

Adm. Updates: Hance to attend summit meeting Nov 16, 2016 for components at ODA. New 2016 unpaid sick leave accrual law discussed.

New Business: Rate 8 discussed, 2016 MPDS office lease to be signed, MOM registration open. Volunteers needed Sunday- Tuesday.

Old Business: Board attendance reviewed. IRS question to be forwarded to accountant for help. Nichols to pick up evaluations and projector from CE courses and bring to board meeting.
November 10, 2015  
Speaker  
Bruce W. Austin,  
DMD, LMT.  
Oregon State  
Dental Director  
Presented  
“Public Health.”

Photos  
From November  
2015  
Membership  
Meeting

THANK YOU!  
Stew Bartlett representing WEO, Dr. Travis Cochell, and Dr. Will Trevor for your IT expertise in figuring out the projector problem.
This risk management course is designed to inform dentists/staff of the areas of their practice that present the greatest risk and how to mitigate that risk. Mr. Verbiest will also address topics such as high risk procedures, social media, hiring and firing staff, common factors causing Oregon Board of Dentistry complaints, and cyber security risk.

**CE: 3.0** which fulfills the required credits by the ODA needed every 3 years.
Message from Dr. O’Loughlin

Last week at the House of Delegates I suggested that one way for the ADA to accelerate growth is to adopt an innovation mindset. Innovation is a way of behaving. Harvard Business Review recently published an article that lists six “behavior don’ts” if you want to succeed at an innovation mindset. Here’s what it says:

1. Don't ask staff partners to generate great new ideas and then give them no mechanism for acting on them.
2. Don't be afraid to divert resources from what we know and are comfortable with, to something unfamiliar.
3. Don't push for solutions without first defining the problem to be solved clearly.
4. Don't urge more risk-taking while punishing all failures. Failures help us learn.
5. Don't direct staff partners to run innovative pilots without the right resources to do so.
6. Don't demand outcome without being ready to accept some risk and shared accountability. Own the decisions we make, and defend them.

Best And Worst Foods For Healthy Teeth Examined.

Greatist (9/29) stated that diet impacts oral health, identifying the best and worst foods for teeth. According to the article, certain foods can help prevent cavities and tooth decay, keep plaque (sticky bacteria filled-film that can cover the teeth and gums) at bay, and even freshen breath, such as dairy products, foods loaded with phosphorus, dark, leafy vegetables, and crunchy vegetables. On the other hand, acidic foods and beverages, candy, and dried fruit can contribute to enamel erosion and tooth decay, the article added.
Reminder: ADA/ODA/MPDS membership dues for 2016 are due in January 2016.

MP’s 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 to mpdentalce@qwestoffice.net

Thank you to all volunteers for making this another successful MOM for the less fortunate people in the greater Portland and surrounding communities.
Other things that are being done to lower the caries rate are expansion of interventional programs within the state to include dental screenings, sealant application, and fluoride delivery within state schools. All of these are labor intensive and not cheap. The fluoride program is least popular as teachers must administer it.

Aside from his main duties as State Dental Director, Dr Austin has been educating himself on how other states have been solving (or trying to solve) oral health problems. One state he recently visited was Alaska which has a large and far-flung indigenous population that was not receiving adequate dental care. Problems included distance, lack of enough local dental providers, and language barriers. Previous to the present effort, dentists would go out to remote sites but were only able to provide care for those with the most acute problems. This often involved long hours. In 2003, Alaska embarked on a program to train local people to deliver dental care. These people were not dentists but were called Dental Health Aide Therapists (DHAT) using a training model that originated in New Zealand.
OREGON DENTAL ASSOCIATION

Dentists Well-Being 24-hour Hotline 1- 503-550-0190
Confidential, caring assistance for help in dealing with substance abuse and addiction, disability, litigation stress, and mental health challenges. Services are available to all Oregon dentists and OHSU dental students in need of help, regardless of their affiliation with the ODA. You may also contact the ODA's central office at (800) 452-5628.

REMINDER—Spore testing must now be done on a weekly not monthly basis and logged for a two year period. OHSU provides a sterilizer monitoring service. (The infraction fee is an expensive $6K alternative.)

ADA Morning Huddle
ACA Customers Facing Sky-High Deductibles.
The New York Times (11/15, A22, Pear, Subscription Publication) reported that although the Obama Administration has trumpeted the low premiums on the ACA marketplaces, many consumers are being confronted by sky-high deductibles that are leaving some newly insured feeling nearly as vulnerable as they were before they had coverage. The Times said its own review determined that in many states, more than half the plans offered for sale through HealthCare.gov, the federal online marketplace, have a deductible of $3,000 or more. The Times profiles several ACA customers whose high deductibles are making it difficult to pay for care.

Fun Fact: He looks like he hasn't aged a day, but Dudley the Dinosaur has been helping teach kids about good dental care for 25 years.
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+ Business Consulting & Accounting
+ Business & Personal Tax Services
+ QuickBooks & Payroll Support
+ Computer Support Services
+ Succession & Estate Tax Planning

ADA LINK FOR RISK MANAGEMENT

Newsletter Articles...

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. Please send your suggestions or articles to: mpdentalce@qwestoffice.net

Welcome New Marion & Polk Dental Society Members...


- Leslee Singleton Huggins, DDS. joined 11/10/15. She works for Willamette Dental on Skyline. She graduated from Baylor School of Dentistry NC in 1994 and specialized in Pediatrics in 2003.
**CLASSIFIED ADS**

**For Sale:** Brassler handpieces, Omega autoclave, Acteon curing light, Wig-L-bug, Kerr Sonci Fill, Baldor lathe, Econo-vac, covered Zirc trays and racks, hand instruments, endo supplies, impression supplies, and more. For complete list contact Chuck Zemanek at 503-363-9353 or mozeman5@comcast.net. *Price negotiable.*

**Salem’s Best-kept Location Secret**
Dental office building for sale on Silverton Road near Lancaster Drive, within a quarter-mile of the second busiest intersection in Salem, Silverton Road and Lancaster Drive, close to Chemeketa Community College. Ready to purchase & occupy. Contact: Agent, Teri Frohnmayer 503-364-7400.

**Are you looking for a place to serve in the community?** Salem Free Clinics, 1300 Broadway St NE Suite 104, is recruiting Dentists, Hygienists and Assistants to volunteer at their Dental Clinics to perform extractions. Email John McCongille, john@salemfreeclinics.org to receive an application.

**Associate Opportunity!**
Excellent opportunity in a state of art (Cerec, fully digital), fast growing general dental practice! We are looking for an associate 2 days a weeks with the possibility of more hours in the future. Special consideration given to Spanish-speaking applicants. Practice: Schuyler Family Dentistry 1325 N. Pacific Hwy., Woodburn, OR 97071. 503-982-5315  www.woodburndentist.com  Contact: drschuyler@schuylerfamilydental.com

**Looking for a Dentist** to join our team as an associate or buyer of a well-established office in the heart of Salem. Energetic Pediatric office with kids of all ages. Give us a call and come check us out! 3 1/2 days per week. Email jchrismartin47@gmail.com or call 503-580-0177.

**Resume Service**  MPDS will keep your resume on file. Our member dentists are always looking for Associates Dentists, Hygienists, Assistants, Insurance Coordinators, Treatment Coordinators, Schedulers, and/or Office Managers.  mpdentalce@qwestoffice.net  MPDS 3040 Commercial St SE, Suite 125 Salem, OR 97302
Regular Consumption Of Sodas, Sweetened Fruit Drinks May Be Linked To Higher Heart Failure Risk.

HealthDay (11/3, Thompson) reports that research published in Heart suggests that individuals who regularly consume sodas or sweetened fruit drinks may have a higher risk for heart failure. The study indicated that men who drank two or more servings of sweetened beverages a day had a 23 percent higher risk of suffering heart failure, said lead author Susanna Larsson.

Dentists Play Key Role In Detecting HPV-Related Cancers.

CNN (11/5, Shade) reports that an increasing number of men are diagnosed with HPV-related head and neck cancers. Dr. Carole Fakhry of the Johns Hopkins Head & Neck Cancer Center said, “Most of these cancers are tonsils and back-of-tongue cancers.” Given this, dentists are becoming the first line of attack in detection.

What You Need to Know About Opioids

As you may already be aware, ADA spokesperson Dr. Ada Cooper appeared along with a representative of the American Academy of Family Physicians on The Dr. Oz Show to discuss opioid prescriptions. Opioid abuse has reached crisis levels across the country, with 44 people dying each day from overdose of opioids. The ADA is actively involved in addressing this issue as a participating member of the American Medical Association Task Force to Reduce Opioid Abuse and the Substance Abuse and Mental Health Services Administration’s Providers’ Clinical Support System for Opioid Therapies educational grant. Jointly with the ADA and the AAFP, The Dr. Oz Show issued five important questions people should ask before taking a prescribed opiate pain killer.

1. What is the goal of taking this prescription? 2. When and how should I take these pills? 3. How long should I take these pills? 4. Are there risks to me from these pills? 5. What do I do with extra pills?
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At O’Brien, we’ve built an unmatched team of professionals who strive to deliver the highest level of service, education, innovation, and reliability. If our customers are successful, then so are we. That’s the guiding principle in how we operate our company. We support your practice with everything from case consultation to continuing education. No other dental lab is as committed to your success! O’Brien Dental Lab is your partner for Successful Dentistry®.
ADA Morning Huddle

New Data Breaks Down Dentists By Specialty Field, State.
Dr Bicuspid (10/19, Pablos) reports that Kaiser Family Foundation has released new data showing professionally active U.S. dentists in 2015 by specialty and state. The data shows that out of the 210,187 dentists in the U.S., an overwhelming 80% are general dentists, the article reports, adding that California has the most dentists with 33,242, and Vermont has the fewest at 297 dentists.

Researchers Link Hookah Use to Serious Oral Conditions.
PRNewswire (10/29) carries a press release on a new study which found that waterpipe smoking is associated with serious health problems affecting the head and neck region, according to study author Teja Munshi, BDS, MPH of Rutgers University. Researchers found hookah or waterpipe smoking to be associated with gum diseases, dry socket, oral cancer and esophageal cancer among other conditions. The World Health Organization found that smoking a hookah is the equivalent of smoking 100 cigarettes, based on the duration and number of puffs in a smoking session. The ADA has long been a proponent of educating the public about its hazards and has urged for continued research into the adverse health effects of tobacco use. Additionally, MouthHealthy.org provides information on the dangers of alternative forms of tobacco and an editorial in The Journal of the American Dental Association warned readers of the potential dangers of e-cigarettes.

Oregon Start-Up Launches Antibacterial Candy To Combat Dental Caries.
PR Web (11/6) carried a release announcing that HealthyGrid, a Portland-based start-up, released Loloz, an anti-cavity lollipop and lozenge found to inhibit the bacteria that cause dental caries. UCLA School of Dentistry’s Section of Oral Biology discovered the active ingredient in Loloz following years of trials and research, the release added.

Study: Children Living With Smokers More Likely To Develop Caries.
Reuters (10/31, Rapaport) reported in continuing coverage that a study by researchers at Kyoto University in Japan found young children living in households with smokers were more likely to develop caries. The study found that children living with smokers were more than twice as likely to develop dental caries at three years of age as those who lived in non-smoking households. American Dental Association spokesperson Jonathan Shenkin said the study adds to the evidence that there is an association between secondhand smoke exposure and caries development in children.

The ADA (10/23) reported that consistent with previous reports, infants exposed to secondhand smoke at 4-months-old seem more likely to develop caries by 3 years of age, according to the study, which is published in the BMJ.

New ADA President Dr. Carol Gomez Summerhays Takes Office.
Dr. Summerhays said, “My message to you this morning is this: to seize the moment together. Embrace challenges and opportunities. Make the most of possibilities that lie ahead.”

Two Apps May Help Ease Child’s Dental Anxiety.
The Chicago Daily Herald (11/7) identified two iPad apps that may help ease a child’s fear of going to the dentist: “Monster Dentist” and “The Little Bunny Visiting Dentist.”
The program was not without some controversy as there was push back from the local Alaskan dental association and the ADA. But it has survived these problems and is about 12 years old. Dr. Austin visited various areas in the interior of Alaska including their training site in Bethel, AK. Whether something like this will happen in Oregon is a question that is yet to be answered.

Thank you again to Dr. Austin and our supporting sponsors which included Carestream Dental, O’Brien Dental lab, and WEO media.

I send blessings to you and your loved ones for this holiday season. I am thankful for each of you and our professional relationship through Marion & Polk Dental Society. I hope MPDS continues to serve you well during the 2016 year and that we are able to help provide you with necessary continuing education as well as build alliances with your dental colleagues.

I am astounded with the support I receive daily, the respect with which I am treated, and the finesse of our friendships. You make me smile! It is my pleasure to work for you. Thank you and Happy Holidays to all.

Sabrina
MPDS Administrative Secretary
The Aptify solution is a key component of the Power of Three. Implementing Aptify at the national, state and local associations focuses our resources to optimize the business processes involved in serving the membership and gathering information about members to provide a highly personalized and consistent member experience.

SAVE THE DATES 2015-2016

**FRIDAY, December 4, 2015** – Roth’s in West Salem  9AM-12PM
“Risk Management”
Chris Verbiest  of DBIC

**January 12, 2016** – Roth’s in West Salem
“Pediatric Dentistry”
Hai Pham, DMD

**February 9, 2016** – Roth’s in West Salem
“Cardiology & Dentistry”
Priya Kansal, MD

**March 8, 2016** – Roth’s in West Salem
“Hot Employment Law Topics for Dental Practice in 2016”
Saalfeld Griggs PC

**May 10th, 2015** – Roth’s in West Salem
“Implants”
Scott Dyer, DMD, MS, Ph.D.

**December 7**

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December 31 End of WWII
Scientists In Britain Develop Procedure To Regrow Tooth Enamel. Engadget (11/9, Klimovski) reported that scientists in Britain have developed a new procedure dubbed EAER, or ‘Electrically Assisted Enhanced Remineralisation,’ that can repair a slightly decayed tooth before a deep cavity forms. The procedure involves removing mild decay from the tooth, followed by flushing it with minerals and stimulating it with an electric pulse to promote remineralization. Although the procedure is not a replacement for regular toothbrushing and cavity fillings, it may offer a painless way to stop cavities from maturing, the article added.

CDT 10 Updates….

ODS/MODA has kindly offered a link to their website to help with understanding the CDT annual updates. Please understand that the articles provided are only based on ODS processing policies. Other insurance carriers may choose to handle these codes differently.

Another great point of reference is the ADA itself. They may have a better article regarding CDT codes in general. ODS/Moda’s approach is really basic and educates on the new and deleted codes and basic processing policies around those codes that ODS may allow.

CDT codes is the leading article in our newsletters. Our website is https://www.modahealth.com/dental/news.shtml, please put in your state and then click on the latest newsletter link (Ex. 2015 Winter).

Happy St. Nicklaus Day
December 6.

2015 Readers’ Choice Awards Names Top Dental Benefits Provider. BenefitsPro (11/3, Mayer) states that brokers consider Delta Dental to offer the best dental coverage, followed by Colonial Life, according to its annual Readers’ Choice Awards.

Fun Fact: Before the 1950’s trick-or-treaters were given non candy treats such as cookies, nuts and toys.

Susan Watson, Supervisor, Dental Prof. Relations ODS
ADA Morning Huddle

Dr. Bicuspid (10/29) reports that JADA Editor Michael Glick, DMD, said that the study sheds light on the common misconception that smoking from a water pipe is somehow safer than smoking a cigarette. Whether you are smoking a cigarette, an e-cigarette, a cigar, or tobacco from a water pipe, smoking is dangerous not only to your oral health but to your overall health.

Does MP have your current e-mail address?
Stay in the loop. If you have a change of address, please update with the MP office so you will continue to receive your fax and e-mail blasts for upcoming CE courses, newsletters and more.

Oregon Dental Conference will be held April 7th-9th, 2016 at the Convention Center in Portland, Oregon.
The sponsorship program enables MPDS to have nationally renowned speakers and programs. Sponsors are invited to all the MPCE 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 displays.

Sponsors of the November 10, 2015 CE:

O’Brien Dental Lab—Jason Kroessin
WEO–Stew Bartlett
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