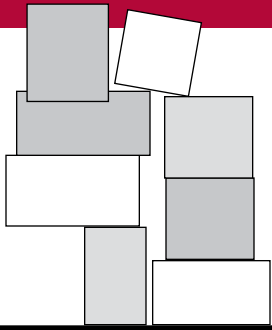


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WISCONSIN ACADEMY OF GENERAL DENTISTRY



Spring 2010

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WARNING:
New this year—The AGD Annual Meeting & Exhibits preregistration brochure will not be mailed. It can be found exclusively online at www.agd.org/neworleans because it's simply too hot to mail!

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CHICAGO (April 13, 2010) – On March 31, 2010, Academy of General Dentistry (AGD) President David F. Halpern, DMD, FAGD, testified during the first meeting of the Institute of Medicine’s (IOM) “Committee on Oral Health Initiative” in Washington, D.C. Dr. Halpern addressed several topics, including access to care and oral health literacy.

Dr. Halpern emphasized the need to improve children’s oral health, as oral diseases negatively impact learning, interfere with eating, and contribute to poor self-esteem.

“Public schools have played a critical role in keeping our children healthy,” Dr. Halpern said. “Schools routinely hold programs to ensure that our children can hear properly, see properly, and are free from other diseases. However, dental diseases, the most prevalent of all, do not receive the same attention.”

Dr. Halpern asked the Department of Health and Human Services (HHS) to consider mandating oral health programs in all public schools.

Additionally, Dr. Halpern expressed his support for initiatives that ensure that minority and rural populations receive quality oral health care services from dentists;

such initiatives could include loan repayment programs to dentists working in community-health and underserved settings, the restoration of Title VII, and patient transportation and non-dental social services programs.

Dr. Halpern also spoke about the importance of shifting from a treatment-based concept of medicine to one based on prevention. He stated that this transformation can be achieved by assisting patients, physicians and communities to become oral health literate.

“Yes, the HHS must continue its water fluoridation programs as a fallback to maintain a minimal level of oral health in communities, but this is not nearly sufficient—utilization through greater oral health literacy is mandatory,” Dr. Halpern said.

Lastly, Dr. Halpern expressed his disappointment over the lack of a practicing private-practice dentist on the committee and encouraged the committee to reconsider appointing a general dentist from the private-practice community.

For copies of Dr. Halpern’s official AGD testimony, e-mail advocacy@agd.org.

CHICAGO (April 23, 2010) – On June 2, 2009, Align Technology Inc. announced its Invisalign® Proficiency Requirements that mandated a quota of 10 patient case starts each year utilizing the Invisalign product. The Academy of General Dentistry (AGD) acted immediately by engaging Align in negotiations and exploring all legally permissible options. More than 1,500 AGD members voiced their concerns directly to the president of Align.

The AGD is pleased to report that the members’ voices have been heard. Align announced yesterday, April 22, that it has dropped the patient case start quota from its 2010 Invisalign Proficiency Requirements.

Dentists can read more about what this means to them by visiting Align’s FAQ page.

Region IX Trustee Report

Region 9 members,

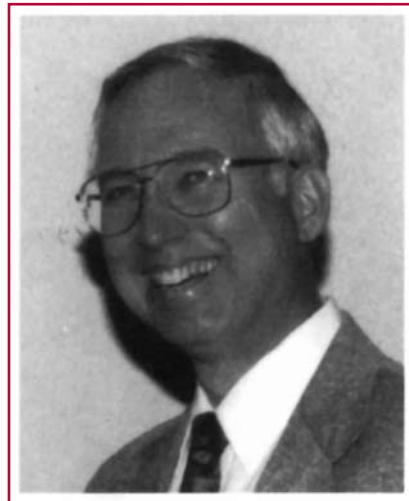
Things are changing in our region. The Michigan ADG recently had a STAR visit to reinvigorate and improve their constituency. Our national President, Dave Halpern, added to the exchange of ideas and environment of invigoration. The Michigan constituency is reaching out to the entire state for new board members and has already added one recent grad. They continue to have one of the strongest CE programs in the country.

The Wisconsin AGD is also experiencing a change of board members. I have had the pleasure of serving with Steve Klug for several decades. He has given generously of his time and considerable talents without hesitation time and time again. Steve is stepping back to an emeritus status. Thank you Steve! Our most talented editor, Peter Muehleis, is stepping down after 8 years as Wisconsin's award winning editor. His 13 years of valuable contributions to the board were most effective and thoughtful. Pete you and your wonderful sense of humor and insightful balance will be missed. Wisconsin is fortunate to have gained two new board members who have already been assigned duties to serve you the members of the Wisconsin AGD with vigor.

Our annual meeting in **New Orleans** has an entirely **new format**. Even the course descriptions and registration has changed to **entirely online**. No one will have to deal the paper forms and advertisements again. I am personally looking forward to the new format of separating the governance and educational parts of our meeting. I hope to see many of you in the courses in New Orleans as well as the famous nightlife later.

Respectfully and invigorated,

Your Trustee,
Lou Boryc, DDS, FAGD



To The Point

By Peter M. Muehleis D.D.S., FAGD

Editor

Farewell

After nine years as your editor, it's time for new blood and ideas. All organizations go through times of change, the WiAGD is no different. After serving nearly 15 years on the WiAGD board in various capacities, I'm taking my leave to pursue some other interests. My tenure has been marked by some very satisfying personal and professional highlights. More importantly, it has given me the opportunity to give back, even in a small way.

I urge all of you to give some serious thought to becoming more involved in THE organization representing general dentistry. The WiAGD wants to be responsive to your needs, whether it's representation at the national level, bringing you current information either through CE programs or this publication. We also place a high priority in being available to the next generation of dentists through our Marquette students.

Wisconsin has been a leader in growing or maintaining our membership contrary to the national trend. Our 500 plus members are among the most dedicated in our profession, and I am confident that we have the future leaders that we need to prosper and be a force for dentistry. I look at our board members and see extraordinary talent, but we need your involvement. Most of us don't aspire to leadership positions. It often takes someone to get us to act. For me that nudge came from a WiAGD past president, Dr. Brian Wier. His call 15 years ago got me to say yes.

Although I had been an AGD member since 1980, it never occurred to me that the AGD was more than a place to register CE. As I began going to regular board meetings and attending governance sessions at national meetings, it soon became clear that these were the people with whom I wanted to be associated.

If you're thinking it's all about serious or mundane discussions, you'd be wrong. It's also about lifelong friendships, sharing stories, whether they be professionally related or just as often about family or hobbies. If you think you might want to extend yourself beyond the routine of day-to-day dentistry, then there is a place for you on our board. If you're waiting to be asked like I was, consider this your invitation. Call one of us and tell us your interests. Come sit in on one of our meetings. See if it's right for you.

I have truly enjoyed my time bringing you the Mirror and as we transistion, Dr. Dan Myers will bring new enthusiasm to the position of Editor and Webmaster. I hope you'll give him the support and encouragement you have shown me.

Thanks and Farewell,

Peter M. Muehleis, DDS, FAGD



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Neal Potrykus, D.D.S. *Eagle River*

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Region IX Director's Report

This is beginning to look like another great year for the Wisconsin AGD. We have many activities coming your way.

For starters, I would like to congratulate the president of the Wisconsin AGD, Dr. Leonard Machi, and the new Board of Directors that was elected in January 2010. I believe that they will serve all of dentistry and the Wisconsin AGD members very well.

I would also like to acknowledge Dr. Louis Boryc, AGD Region IX Trustee, Dr. Fares Elias, AGD Vice President and the entire AGD Executive Committee for their valiant efforts in representing the general dentist at the recent ADA Annual Session as well as expressing their concerns with Invisalign new requirements.

As you know, the AGD is the only organization that is exclusively dedicated to serving the needs of the general dentist.

What is the AGD doing on behalf of the General Dentist in 2010?

Plans are being made for the fourth annual Government Relations Conference, A Great Dentist Goes to Washington, which will take place April 19 & 20, 2010. During the conference, leaders meet with members of Congress and their staff, educating them on issues of particular interest to general dentists and the patients they serve. If you have not yet registered, visit <http://www.agd.org/meetingevent/registration/grc2010/> before March 22, 2010! The AGD will pay for all authorized travel expenses except the two-night hotel stay, which we will ask you or your constituent to pay.

In the January 6 AGD in Action, an action alert was included on health care reform that asked members to contact their elected representatives on 10 provisions they should request to be made a part of the federal Health Care Reform Bill before any final vote. Over 400 emails were sent to lawmakers as a result.

The February issue of AGD Impact focuses on Advocacy and Government Relations. Subscribers received a free pull-out advocacy brochure, describing what AGD is doing in the area of advocacy for our members, and what is

coming up. This Advocacy Brochure is free to members – for additional copies, please contact advocacy@agd.org.

Here is more:

Licensing Board Transcript Acceptance

As a benefit of AGD membership, general dentists within approved states and provinces can access an AGD transcript of their continuing education credits to use for relicensure or for auditing purposes. See the list of states and provinces in which the transcript is approved.

AGD Tracked Legislative Activity

Legislation being tracked, as well as a summary of the bill and its current status is tracked for AGD members. Find out what issues we are tracking in your state or in other states that may affect general dentistry.

Credential Advertising

Find out what the AGD and other general dentistry organizations are doing to protect your right to advertise your Fellowship and Mastership awards and other general dentist credentials to the public.

Invisalign Proficiency Requirements

Over 1,500 of you have voiced your concerns regarding the Invisalign Proficiency Requirements, announced June 2, 2009, which requires dentists to start 10 patient cases each year. Find out what the AGD is doing to protect your interests and those of your patients.

Putting Caps on Fees for Non-Reimbursed Services

Several major dental benefits carriers are adding language to provider participation agreements to allow them to set fees for dental services that they do not pay for, i.e., non-covered services. That is, if a dentist agrees to the contract language, he or she will be required to charge the patient what the carrier has told him or her to charge even when the carrier will not pay for the service.

I hope that everyone has much health and prosperity in 2010.

Respectfully submitted,

Sam G. Shamoon, DDS, MAGD
AGD Region IX, Regional Director

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