

DENTISTRY

...in general

Fall 2011

The Team Approach to Dentistry!

Presented by Shelly Ryan

October 28, 2011 • 8:30 a.m. – 4:30 p.m.



Shelly Ryan has over 25 years of experience in dentistry as a Chairside Assistant, Financial Coordinator and Office Manager. As a consultant with Advanced Practice Management, she

goes onsite to practices and coaches over 250 dental teams in the upper Midwest every year. She was voted Top Dental Speaker at Woody Oaks Excellence of Dentistry Spring Break Seminar, held in Destin, Florida in 2010.

COURSE INFORMATION

In her 20+ years of dentistry, Shelly has learned that most discussions with patients are emotionally charged. Because most patients don't understand the "clinical" side of care you provide, they base their perceptions of your practice on how they FEEL. Patients expect staff members to assure their comfort in discussing their fears of pain, of being judged, of embarrassment and their fear of the cost.

In this fun filled day Shelly will share with your entire team how everyone's roles influence patient decisions regarding care.

You will learn:

The Team Approach to Collections

- How the proper patient flow, involving the entire team, can move patients toward treatment, reduce stress, increase efficiency and help you stay on time!
- Develop payment options and presentation techniques that help the staff "never say no" to patients with financial constraints. How to tactfully collect from emergency patients.

- Practical tips that will help you and your team comfortably deal with common daily dilemmas in dealing with patients, money and insurance.

The Team Approach to Case Presentation/Acceptance

- How to recognize the acceptance stage of your patients.
- How involving the patient in decisions about THEIR mouth helps them move toward treatment.
- What is the EMO scale and how it affects your case acceptance.
- Learn a simple, informative and doesn't cost you a penny, team exercise that supports the team effort in discussing clinical needs.

The Team Approach to Reducing Cancelled/Failed Appointments

- Why do more patients cancel hygiene appointments than operative appointments?
- Every practice faces downtime in the schedule. How much is "normal"?
- Do we charge a fee for missed appointments? Know the benefits and dangers.
- Top 4 reasons patients cancel or fail.
- Verbiage for the late patient and the "repeat offenders."

The Team Approach to Overcoming Patient Objections

- "WHAT DO YOU SAY WHEN..." A game show format that helps avoid and overcome the most common patient objections to care and finances.
- "I don't want x-rays."
- "I can't possibly afford that!"
- "But it doesn't even hurt."
- "My last dentist didn't say anything about periodontal disease."

AND MUCH MORE!!!

Registration form on page 5.

LECTURE COURSE

October 28, 2011

8:30 a.m. – 4:30 p.m.

Holiday Inn & Suites

Jordan Creek

6075 Mills Civic Parkway,

West Des Moines, Iowa

(515) 309-3900

8 a.m. — Registration

8:30 a.m. — Course Begins

12 – 1 p.m. — Lunch

1 p.m. — Course Resumes

4:30 p.m. — Course Adjourns

Coffee breaks and lunch

will be provided

(7 hrs AGD Credit)

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The IAGD Official Website!

Features you won't want to miss on the IAGD Website!

- Register your continuing education courses online.
- Keep track of your Iowa Board of Dentistry's continuing education requirements.
- Calendar of continuing education courses.
- Contact information for your IAGD officers.
- Membership Directory.
- Read past issues of the newsletter under reports of "Dentistry in General."
- AGD Foundation information.
- AGD membership benefits.
- Register online for the AGD National Meeting.
- Consumer information.
- News Releases.
- Advocacy with National Legislative Issues.
- AGD Library with archives of "AGD Impact" and "General Dentistry."
- Constituent Quick Facts.
- Feedback: "Give us your opinion."
- See the Tanaka article and video demonstration of Ethyl Chloride.

Editor, Jon L. Hardinger DDS MAGD

Dear Friends and Colleagues,

I would like to introduce to you your new Trustee, Dr. Mark Malterud. Mark has served in the Academy of General Dentistry (AGD) as long as I have been your Trustee. He has been the President of the Minnesota AGD, active on the Region X level and served a full term as the Chairman of the Dental Education Council. Mark has been very involved in the legislature in Minnesota, speaking up for the role of the general dentist as the leader of the dental team. Dr. Malterud lectures around the United States and will be providing our Regional Continuing



Dr. Mark Maltrud and Dr. Patricia Meredith

Education program on October 7 in Fargo, North Dakota. I have known Mark for a very long time and I know he will be an excellent Trustee.

As many of you know, my bid for national Secretary was unsuccessful at the House of Delegates in San Diego. The election gave me the opportunity to connect with many friends and colleagues across the country. Although I am disappointed that I will not have the opportunity to serve at the national level, the time I spent during the campaign with so many friends was rewarding. I want to thank all of you who supported my campaign—those who volunteered their time to help get my message out to the delegates, those who supported me both financially and with moral support and to those who worked tirelessly for the future of the AGD; my many thanks. I will continue to serve the AGD and be involved in membership activities and so I hope to see many of you soon.

*Respectfully submitted,
Patty Meredith DDS, MS, FAGD*

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A Message From Our President



It is an exciting time to be a member of the Iowa Academy of General Dentistry! This is my second time around to serve as your Iowa AGD President. It was about 15 years ago that I was the President of IAGD. I follow in the footsteps of Dr. Steve Bender who also served a second time. I serve because I love the AGD and what it stands for. I love this profession, and I have two children who are now also Iowa AGD members. I want our profes-

sion to continue to be well respected and a great service to the public we serve and take care of. We have great board members. There are two special board members that have been on the board since I was last President. Dr. Steve Theis has been doing an awesome job as your Legislative Chair. We also have our award winning editor, Dr. Jon Hardinger! Our IAGD newsletter has won many awards over the years and I know that will continue. Thank you Steve and Jon!

It is exciting as we welcome our NEW executive director, Julie Berger. She brings to us a wealth of experience as she has been (and will continue as) the executive director of Nebraska. We are very lucky to have her. She is also bringing a new ENERGY to our organization. Please say "hi" when you see her at our upcoming CE course in Des Moines, October 28th!

It is exciting because this year we took a day for a strategic planning meeting! We had 4 students from the University of Iowa attend also. We created many goals. One of our first goals was to look at the service of CE that we provide for our members in Iowa. We created a CE committee and are excited about what we will be providing for our members. The first goal of the CE committee was to survey our members about the interest of having a Mastership tracking program. I want to thank all the members that took time away from their busy practices to let us

know their thoughts. We received a lot of great ideas. Based on the feedback from our members we are completely revamping our Mastership tracking program and our CE program. It will be better than ever! There will be more about that in our next newsletter. Please stay tuned!

The students who attended our strategic planning committee also created goals. Kelly Huston led the charge creating an IAGD student organization officially within the University of Iowa. The 4 students are now seniors and deserve special mention, Tony Brantner, Jared Boling, Kelly Huston, and Mitch Gubler. Senior Jared Boling met with the freshman class on August 17th. Dr. Patty Meredith will be meeting the senior students on September 20. Dr. Steve Burds is meeting with the juniors on November 1st. I will be giving a PowerPoint presentation to IAGD student members on Oct. 14th organized by Tony Brantner. It is exciting to see the student members taking IAGD to the next level.

As your President, I helped create our upcoming CE program. I had heard our featured presenter, Shelly Ryan, several years ago. I had to drive to Chicago and she was worth it! I wished I had brought my entire team. Now I have that chance. You will see me and many of my team members on October 28th. She will cover how to talk to patients about insurance and collections, how each person on the team contributes to case presentations and collections, and how to handle those difficult questions patients ask and MORE! We priced the workshop to make it easy for you to bring your entire staff.

It is an exciting time to be on the board of the IAGD. I hope you will consider participating! We have several positions open with different time commitments. Let us know how you might like to give back to this great profession! We will find the right niche for you!

Thank you for this opportunity!
Carol Moreno DDS
IAGD President

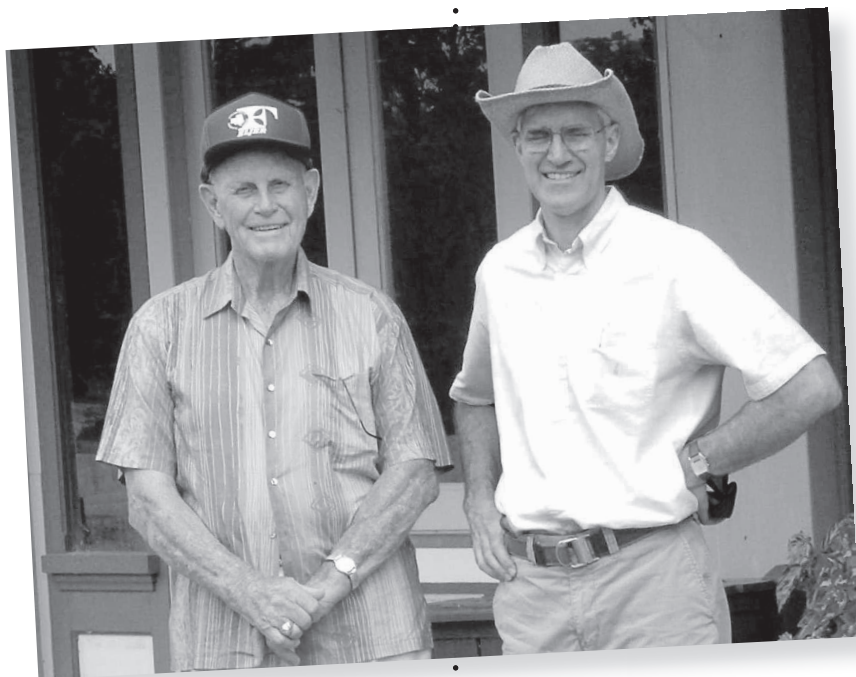


Dr. Hardinger to serve on reorganized council

The president of the Academy of General Dentistry, Howard Gamble DMD, FAGD asked me to serve on the reorganized communications council. The former publications council is now combined with the communications, marketing, technology and web use, and public relations. Our charge will be to oversee all of these areas. Our council chair will be Bruce Cassis DDS, FAGD with the familiar editor, Roger Winland DDS, MS, MAGD, and many others. We will have our first meeting October 28 and 29 in New Orleans, LA.

Editor IAGD
Jon L. Hardinger DDS MAGD

A DENTAL TRIBUTE TO *Loren Hardinger*



Loren with Jon visiting Boneparte, LA

My dad's recent passing in April causes me to write a tribute about him in connection to my professional career. To begin, my dad grew up and lived in Albia, Iowa. Throughout his working years he was a successful businessman and persuaded many people to invest in their futures through his insurance company and other endeavors. However, being idealistic in my intent, and of a different temperament, I chose to enter a healthcare type of field so that I would not have to be selling things. Blessing in disguise number one: Even though I did not have a sales job per se, my dad was still an example for me because dentistry is all about promoting and persuading others to pursue good dental health.

By necessity, my dad was pressed by changes in his industry to adapt and he did this by building his skills. He read books and passed tests so that he could sell securities. I don't know how many equivalent hours of dental education that compares to, but it takes

no second seat to the highest Academy of General Dentistry (AGD) award, Mastership in the AGD (MAGD).

I am very thankful to my dad and mother who helped me get through college debt free! Back in 1975 to 79, they budgeted about \$400 a month for me for living expense and tuition—I had to make that work. Having a leg up on life, it made my investment in my private practice and my first home in Nashua in 1979 much easier.

My dad never gave up on improving his community, whether this was one person at a time—as in setting up savings goals—or in persuading a business to share their profits with their employees with a 401K. I can relate to this, taking care of one patient at a time, or helping the community at large by going to third grade classes during dental health month, or assisting with IMOM.

My dad also enjoyed getting the upper hand, and he relished a dental related story told by his life-long friend, who years ago was the administrator to implement public water fluoridation. His friend explained how he disarmed the critics. He announced the start date, and sure enough on that date the city began to get calls complaining about the bad effects of fluoride. His plan, however, was to set a false start date so that the complainers only thought fluoride was causing their ills, thus being one up on them! Isn't it interesting how the passing of time softens a heated controversy into pleasant memories?! I had hoped to implement public fluoridation while in Nashua, but this was not instituted. I guess I should have asked my dad's friend for help on that one!

Without ever actually saying it, my dad lived out a certain manner of risk-taking, which led him to pursue good things without being held back inordinately by the fear of failure.

I believe he countered the risk of failure in business and life by being prepared for his undertakings. He instinctively knew that you can't solve problems and do good deeds without taking some reasonable risks. Like Dad, I have come to dislike the expression "better safe than sorry" because it errs on the side of the fear of failure. Progress to him was not perfection, but simply something better and improved. Similarly, as a dentist I aim to strive for the best and most predictable plans, but none of them are perfect. To me this goes along with the confidence to help someone along their way and advising them about their choices. An example would be the confidence to remove teeth on a patient taking warfarin (controlled).

There were things I never got to do for him, which I understand is pretty common with adult children giving advice to their parents. In spite of missing an upper first permanent molar, Dad's teeth never drifted and his occlusion was stable. His teeth served him for eight decades, they were not eroded, there was minimal bone loss, he experienced no dental pain or jaw trouble, and he took care of them. There was a time in his retirement when he would suck on hard mints, keeping a supply in his golf cart, and he began to get root decay. He complied with a fluoride dentifrice regimen which reversed the problem. To be fair, there were things he never got me to do either, like slowing down my golf backswing!

Over the years of being an editor for the IAGD and interviewing various award winners, there have been many accounts by them about their fathers' influences in their careers. My dad also influenced me in his persuasiveness, hard-work, preparedness, helping me through school, being individual and community minded, and taking appropriate risks. Finally, I am proud to say that he enjoyed good dental health!

Thank God for my dad.

*Jon L. Hardinger, DDS, MAGD
Iowa AGD Editor*

Course Registration Form

The Team Approach to Dentistry!

Presented by Shelly Ryan

October 28, 2011

8 a.m. - 4:30 p.m. Coffee breaks and lunch will be provided

CE Hours: 7 Hours

Holiday Inn & Suites — Jordan Creek
6075 Mills Civic Parkway,
West Des Moines, Iowa
(515) 309-3900

SEMINAR FEES:

AGD Doctor & 2 staff members \$385 _____

Each additional AGD Doctor \$249 _____

Each additional staff member of AGD Doctor \$ 77 _____

Non-AGD Doctor & 2 staff members \$499 _____

Each Additional Non-AGD Doctor \$349 _____

Each additional staff member of non-AGD Doctor \$158 _____

Students \$ 15 _____

Total Amount Paid _____

Please mail registration form and payment to: IAGD, 7041 S. 38th Street, #128, Lincoln, Nebraska, 68516. A \$25 processing fee will be applied for all persons requesting a refund before October 5, 2011. There will be no refunds after October 12, 2011.

Name and title _____

Staff _____

Address _____ City _____ State _____ Zip _____

Office Phone _____ Fax _____

E-mail _____

AGD # _____ Non-Member: _____ Yes

Total Attending _____ at \$ _____

(Add a \$30 late fee if registering after October 12, 2011)

PAYMENT METHOD

Check (made payable to the Iowa AGD) _____ Credit Card _____

Credit Card Type ☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

Credit Card # _____ Expiration Date _____ Code on back _____

Credit Card Address (if different from above) _____

Credit Card City, State & Zip (if different from above) _____

Phone (if different from above) _____ Fax (if different from above) _____

Signature _____ Date _____

A Capwiz Recap

Why did you join the Academy of General Dentistry (AGD)? If you're like most of our members, you wanted access to high-quality continuing dental education (CE) or you wanted someone to represent your interests on important issues. It's possible that one was your initial reason for joining the AGD, and the other has become more important to you as you've built your practice.

As the AGD approaches its 60th anniversary, it remains committed to offering its members quality CE and representing members' interests to groups within and outside of dentistry. As a result, advocacy on behalf of general dentists has become even more critical at both the federal and state legislative levels, in part because of:

- Increased efforts to introduce new types of dental care providers;
- The introduction of objectives and strategies relating to oral health objectives by federal agencies and other national organizations;
- The ongoing evolution of the health care delivery system as a result of changes contained in health care reform legislation; and
- Efforts to maintain electronic patient records.

The AGD can only be a successful advocate for you if we have your support. One easy, yet effective, way for members to get involved in the AGD's advocacy efforts is to contact their legislators in response to pending votes and major initiatives. In recent months, you may have received emails urging you to use Capwiz to contact your legislators and voice your opinion on matters that will affect your patients and your practice.

What is Capwiz?

Capwiz is an online communication vehicle that allows members—and even their colleagues and patients—to share their opinions about important topics with their state and federal legislators.

Where do I find it?

Capwiz is available under the “Advocacy” tab on the AGD’s website. To use this function, click “Government Relations,” and then select the “Contact Lawmakers” tab.

How do I get started?

Just enter the basic information requested and Capwiz will automatically tell you the names and political affiliations of your local and national leaders. It will also save your contact information and automatically populate those fields the next time you go online to respond to an action alert.

How do I use it? And when do I use it?

The AGD’s lobbyist in Washington, D.C., offers recommendations regarding when to issue a national action alert, typically in response to an upcoming vote on legislation that will impact patients and providers. For local/state concerns, constituent leaders work in conjunction with AGD Headquarters’ staff to develop and release action alerts in response to upcoming votes.

Each time the AGD issues an action alert, members can click through to an email message suitable for sending to a legislator. Members are welcome to customize those messages and are encouraged to share relevant personal stories as customizing the email can make the message much more meaningful to legislators. Even an email message that has been changed only slightly can lead to an “aha!” moment that may prompt a legislator to see an issue in a different light.

How long does it take?

It takes just a few minutes to enter your ZIP code and contact information into the Capwiz system. After that, it's up to you. You can spend just a few minutes and send the message exactly as it's written, or you can opt to take the time to personalize your message by including relevant information or a personal experience that explains why you feel the way you do.

Does Capwiz really have an impact?

It can, but only if you use it. Once you contact your legislators, you may receive an automatic message letting you know that your email was received and thanking you for sharing your views.

Recently, one AGD member did some research to find out the name of the person on his congressman’s staff who monitors health care issues. He directed his letter to that individual and within a few days received a telephone call asking him to be on an advisory board for health care issues. He was also asked to submit names of professionals for the congressman’s advisory board committee.

Does Capwiz have other features?

Yes! Capwiz provides quick links to all types of related information, including brief biographies, committee memberships, information about sponsored legislation, the names of key staff members, and more. It even lets you know whether a legislator voted in support or against issues important to the AGD.

Capwiz also allows you to contact members of your state dental board and local and national media outlets.

So how many AGD members use Capwiz?

Quite frankly, not enough. Since January 2010, nearly 15 percent of AGD members have responded to an action alert, with those 4,450 members sending a total of 13,858 messages to their elected officials. (*see right*)

How do I learn more about local and national legislative issues that will affect my patients and my practice?

Staying informed is easy. For local information, read your constituent newsletter, visit the AGD website, and ask your constituent leaders for additional information. Volunteer to be your constituent's legislative chairperson or to work with the current chairperson to strengthen your constituent's voice on the issues that matter.

Information about federal issues is available under the "Advocacy" tab of the AGD's website under "Current Issues." State and national legislation can also be found in the Advocacy Section of the website under "Government Relations." You can get up-to-the-minute advocacy information by checking the AGD's Advocacy Twitter feed. And you do not need a personal Twitter account to check out what the AGD is up to. Just click on the Twitter icon found on the AGD website, or *like* the AGD's Facebook page.

Contact advocacy@agd.org if you'd like to have your name added to the distribution list for *Washington Briefings*, an e-newsletter that provides brief recaps of federal legislative and regulatory issues that have the potential to impact your patients and your practice.

How Does Your Constituent Rate?

How does your constituent rate in terms of member participation in action alerts? Use the table (right) to get a general idea as to how involved you and your colleagues are: keep in mind that these figures detail members' responses to national action alerts and any local (state) action alerts that may have been issued. The time period included is from Jan. 1, 2010, through June 15, 2011.

State	Total Activists	Total Advocacy Messages	# of Members as of June 15, 2011	Percentage of Members Taking Action
Idaho	102	295	130	78.46
Minnesota	90	245	426	21.13
Maryland	203	1559	965	21.04
Vermont	14	43	67	20.90
Colorado	89	236	427	20.84
New Hampshire	31	189	149	20.81
Iowa	51	173	266	19.17
Kentucky	29	71	154	18.83
Utah	40	113	225	17.78
Arizona	106	247	603	17.58
Missouri	93	241	536	17.35
Nevada	35	90	207	16.91
Massachusetts	101	294	636	15.88
North Dakota	6	10	38	15.79
Montana	20	65	127	15.75
California	350	959	2246	15.58
New Jersey	226	747	1492	15.15
Illinois	253	785	1689	14.98
Virginia	200	550	1355	14.76
Arkansas	23	62	156	14.74
North Carolina	124	348	879	14.11
Indiana	56	185	402	13.93
Nebraska	20	59	144	13.89
Texas	333	819	2419	13.77
Washington	123	390	894	13.76
South Dakota	7	18	51	13.73
Tennessee	62	197	453	13.69
Ohio	97	291	711	13.64
Oklahoma	32	92	235	13.62
Kansas	30	84	223	13.45
Connecticut	63	178	478	13.18
Rhode Island	11	45	84	13.10
Pennsylvania	245	710	1883	13.01
Hawaii	20	67	156	12.82
Wisconsin	66	188	517	12.77
Louisiana	66	180	518	12.74
Florida	213	578	1674	12.72
Georgia	121	321	969	12.49
New York	273	880	2290	11.92
Wyoming	5	18	44	11.36
New Mexico	21	84	185	11.35
Alaska	13	28	115	11.30
Michigan	129	414	1194	10.80
Alabama	69	173	655	10.53
Mississippi	20	66	190	10.53
Oregon	80	201	840	9.52
Maine	15	38	163	9.20
South Carolina	48	145	527	9.11
Delaware	12	28	134	8.96
West Virginia	12	56	188	6.38
District of Columbia	2	3	101	1.98



Julie Berger

WOW... it's hard to believe that it's been 6 months since I came on board as your new Executive Director. What an exciting time for the IAGD! Your Board of Directors has been working hard on many different activities.

The IAGD Board held a Strategic and Tactical Assessment and Response (STAR) visit in conjunction with their April CE course. The STAR program is designed to assist constituents in strengthening membership or strategic planning efforts, enhancing communication within the constituent, the dental community and beyond, developing existing or potential leadership, or other functions of this nature.

Your Board of Directors agreed the constituent's primary focus would include (ranked in order of preference):

- Leadership Development
- Strategic Planning
- Membership
- Financial Stability
- Communications

The Board created a plan beginning with goals, then strategies to achieve those goals and action items to accomplish those strategies. We invited 4 dental students to the STAR visit and to join the Board. Your current Board members are:

- Dr. Carol Moreno, President; Dr. Laila Bollinger, Immediate Past President and Treasurer; Dr. Craig Driver, Continuing Education Chair; Dr. Phillip Anderson, Dental Care Chair; Dr. Steve Thies, Legislative Chair; Dr. Jon Hardinger, Editor/Webmaster; Dr. John Arend, Constitution & Bylaws Chair; and dental students Kelly Houston, Tony Brantner, Jared Bolding and Mitch Gruber.

Here is a brief summary of the things discussed:

- The Board has vacant positions on the Board. If you are interested in becoming involved, please contact me or any of the current Board members.
- Continue to recruit leaders by contacting Active, Retired and faculty members.

- Hold a social event at the IDA meeting in 2012.
- Work with dental students to organize IAGD Student Chapter.
- Invite the student to be actively involved on Board.
- Host lunch and learns with the dental school including senior dental student membership.
- Provide ongoing volunteer leadership training
- Create Facebook page
- Increase communication with membership through newsletters, e-blasts and IAGD constituent webpage
- Establish a CE Committee
- Hold at least 2 CE courses per year
- Identify and survey Mastertrack candidates for future courses.
- Identify non-dues revenue programs to offer the membership.

As you can see, the list is very ambitious and involved. Let me assure you we've been very busy and will continue to work hard to make the IAGD the best association!

I would like to take the opportunity to personally thank Dr. Patricia Meredith for her years of service as the Region 10 Trustee. Dr. Meredith's term ended at the July AGD meeting in San Diego. Dr. Meredith has served in many capacities over the years and she has represented Region 10 very well. She is well respected in not only the dental community but also as a leader in the IAGD and AGD. Thank you Patty! Your new Trustee is Dr. Mark Malterud of Minnesota. He will do a great job representing our Region!

I've said this before and I will say it again... Get involved; your input is important and valuable! You have chosen to be a part of an elite organization, one where together we CAN make a difference. If you have an idea or suggestion, please contact me. I look forward to hearing from you!

Julie Berger
Executive Director, IAGD

AGD National Meeting in San Diego

The Academy of General Dentistry House of Delegates was held on July 26 to July 28. As the Iowa delegates, Carol Moreno and I were privileged to attend and represent Iowa. The House of Delegates (HOD) is a governing body that represents all of the AGD members in setting policy for the AGD. Each state and the armed forces send members to participate. Some of the resolutions that were discussed involved continuing education, course sponsorship, PACE certification, expanded functions dental assistants, retired membership dues, executive communications, and future governance meeting dates. Most of the issues were easily discussed and agreed upon. The future HOD meeting date was the most difficult issue to develop agreement. The discussion involved holding the HOD meeting separate from the scientific meeting or at the same time as the scientific meeting. Pro and con opinions were plentiful. The final vote approved holding the HOD meeting simultaneously as the scientific meeting.

Prior to the HOD vote on proposed resolutions, our region caucused to discuss the resolutions and develop consensus. Our caucus included delegates from Nebraska, South Dakota, and Minnesota. The caucus was a good opportunity for me to personally meet delegates from the region. We had good discussion about the AGD and the proposed resolutions. Also, we shared suggestions for constituency development.

Election of officers was held. On the days prior to the vote for officers each of the candidates presented themselves to the HOD. Also, they met with the regional caucuses during the electoral process. All of the candidates would have made excellent AGD officers. The selection process was difficult.

The AGD is a representative organization for all of the issues that involve general dentistry. The HOD is the representative body that determines the AGD's position on these issues. Each delegate represents his or her constituency. There are so many issues facing

dentistry that the individual practitioner cannot be well informed or active about the issues. The AGD is truly a representative organization. The HOD is the forum for each of us to be represented on these issues. We are a stronger, better profession because of the AGD's representation.

Steve Theis
Legislative Chair



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Dr. McLaren

DR. EDWARD MCLAREN

Photo/Shade Workshop

The annual session of the Iowa Academy of General Dentistry (IAGD) was held at the Coralville Marriott on April 15, 2011. Ted Murray, DDS, MAGD, of Dubuque, arranged for one of his colleagues from the American Academy of Esthetic Dentistry to present a course to us. Ed McLaren, DDS, the presenter, focused on using the digital single lens reflex (SLR) cameras and accompanying Adobe software to aid in the diagnosis and treatment planning for esthetic dentistry. Co-sponsors included Henry Schein Inc., Dental Prosthetic Services, and Vivadent.

We began our day with a review of the features of the Canon and Nikon 35mm digital cameras. For dental photography, these cameras can be outfitted with a moveable hinged brace that supports dual flash attachments with a diffuser polarized lens taped on the front. Also, dentists can set the Gary Fong Diffuser modification on the top of the SLR camera. The digital camera features the familiar macro lens, International Standardization Organization (ISO), and F-stop aperture settings. The one thing that sets digital apart from a film camera is being able to instantly see the image and a histogram.

Dr. McLaren then introduced portrait photography, demonstrating the professional grade studio shot on a class participant. He used an affordable backdrop cloth, umbrella reflectors, and reflector shields. During the portrait demonstration, he showed us that the battery-charged flash attachments needed to recharge for a few seconds between shots. We were able to practice the portrait methods, too.

He also showed a simplified portrait method, which used the same camera with a black or white backdrop, a reflector shield, and the Gary Fong Diffuser from PhotoMed. During this presentation, Dr. McLaren showed us how the digital camera will see both a truly white surface and a truly black surface as gray without proper lighting.

Images obtained from these photography methods can be immediately imported to your computer program, Dr. McLaren explained. He said that information gathered in a RAW file is important for distinguishing value, while chroma and saturation compare to a downsized, email-ready .jpeg file.

Next Dr. McLaren introduced, and likewise we later practiced, oral and intraoral photography using the American Academy of Cosmetic Dentistry (AACD) Photo Series. Here we saw the various flash positions and F-stop settings appropriate for full-face through occlusal photographs. Dr. McLaren recommended the new PhotoMed mirror handle. This series is used for diagnostic purposes and to document treatment done for AACD awards.

Next he taught us his technique for shade selection with the classic and the VITA 3D-Master[®]. He placed a film of thin viscosity glycerin to keep the teeth and tabs from drying out. Dr. McLaren showed how to use the VITA 3D-Master Shade Guide, isolating the "M" hue groups, and, by process of elimination, he was left with two hues. He took a digital image, isolated the chroma shades and found the two most similar. Finally, he took the value guides with three different chroma levels and placed a gray card on the final two tabs and took a digital image.

Dr. McLaren also introduced the Adobe® PhotoShop C5S software, and he used it to show us how to make image hues easier to see by removing extraneous colors (saturation) to the point when it was possible to isolate the best value, chroma, and hue shade. (Please refer to his handout.) He reminded us that computer monitors also must be calibrated, and recommended a product called i1Display2 by X-rite. Dr. McLaren used the gray tab to compare a true gray, because of the aforementioned tendency that distorts true white and black. A most interesting point he made was to show us that our eye is conditioned to mask a true value change with color. This means that we normally detect dark to light, but an intense color can fool our eye.

Our next project was to create a digital smile design using PhotoShop. We had to modify a patient's original images to show a possible esthetic work-up. Dr. McLaren demonstrated this using overlaid lip and full teeth images, creating a new smile zone and replacing this with the proposed smile.

Dr. McLaren said that these portraits could be used to create digital photo albums. He particularly likes this for specialty care. Further, these images can be sized to become part of a PowerPoint presentation.

During Dr. Ed McLaren's presentation, he introduced his wife, Sandra McLaren, DDS, and she assisted him by setting up the stations and posing as a subject throughout the day.

This course is the kind that sets the IAGD apart, with presenters who offer challenging material and excellent techniques. Dr. McLaren is clearly passionate about his work!

Respectfully submitted,

Jon L. Hardinger, DDS, MAGD
Editor IAGD



Practice portraits taken at the McLaren course.

*Dr. Chad Wagener
and his office manager
Ann Allen.*





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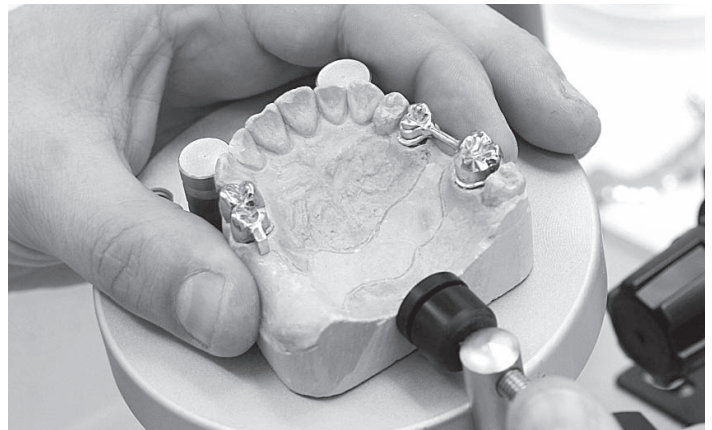
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