

DENTISTRY *...in general*

Winter 2013

OCTOBER Mastertrack Program

in partnership with Nebraska AGD

On Friday, October 11th, the Iowa and Nebraska Academies of General Dentistry kicked off a three day continuing education seminar at the Embassy Suites in LaVista, Nebraska. This course covered practice management and special patient care, which are required topics for those doctors choosing to earn their MAGD award. For the Iowa AGD dentists who began working towards their MAGD awards in October of 2012, this was the third of ten seminars over a five year period.

The Friday morning course was presented by Ms. Shelly Ryan on practice management. Shelly has coached over 250 dental teams as a consultant for Advanced Practice Management. Her lecture developed into a lively discussion about issues that arise in dental practices on a daily basis. The audience was able to get Shelly's perspective regarding the team approach to reducing cancelled and failed appointments, insurance coding clarification, patient contact tactics, and in-office adult fluoride treatments.

If you have not ever heard Shelly Ryan speak, you must take advantage of the next opportunity. She has real-world experience as a dental assistant, dental receptionist, office manager, and dental consultant. Shelly has seen or heard just about every scenario that dental practices struggle with on a frequent basis. She incorporates humor and anecdotes into her discussion and gives her audience the reassurance that if a problem is happening to them, chances are that it is or has happened to someone else along the way. Shelly also understands that each doctor, team member, and

practice is unique and working towards a practical and customized solution is her goal. She encouraged audience members to share tips and tricks about what has worked for them into her presentation.

One question that Shelly posed to the audience was, "When is a late patient too late?" Chances are, we all have different answers. Shelly encourages dental offices to still see patients who are 20 minutes late for a 60 minute hygiene appointment! In her opinion, doing something is better than nothing. After all, getting the radiographs and examination done is still possible and rescheduling the prophy means the next appointment can be very short. It also prevents the hygienist from running late for their next patient and encourages the late patient to be timely on their next visit, while continuing to be productive with an available amount of time. Shelly spent a fair amount of time discussing the appropriate utilization of the palliative treatment code versus the limited oral evaluation code. Other coding discussion included the codes for surgical tooth extraction, scaling and root planning, core build-ups, Arestin, and periodontal maintenance. I think most of the other attendees would agree with me that Shelly had much more material that would be worth hearing.

The Friday afternoon lecture was an introduction to dental care for the special needs patient. Dr. Alan Hergenrader and Dr. Tim Durham, who are dentists from the University of Nebraska Medical Center, provided an orientation for the remainder of the weekend course. They spent the rest of Friday discussing the structure and function of hospitals, how to write a SOAP



Left to right: Drs. Leigh Rasmussen, Michelle Cook, Ms. Julie Berger-Moore, Drs. Kim Steckler, Steve Burds, Andrea Robbins, Craig Drive and Eric Recker

note, how to earn hospital privileges and schedule operating room cases, and cancer therapies.

On Friday evening, a group of Iowa and Nebraska dentists boarded a coach bus and headed over to "The V" to enjoy some time socializing, dining, and bowling. It was a great chance to get to know each other better, continue our learning discussions, and show off our bowling skills. Based on

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Julie Berger-Moore, Executive Director
6331 Tanglewood Lane • Lincoln, NE 68516
(O/F) 402/438-2321
juliebergermoore@gmail.com

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."

Editor, Jon L. Hardinger, DDS, MAGD

President's Message

What fun in Omaha! IAGD partnered with Nebraska AGD for a joint conference. Nebraska took wonderful care of us. We had a different speaker each hour expanding our knowledge on different medical conditions that we see every day. We also learned from each other. We had a fun social evening at "The V Bowling". We had great food and drink and our own private bowling area. We look to the future where



Dr. Carol Moreno

we will have a joint conference and host Nebraska. Shelly Ryan was wonderful as always! As I mentioned in my last message, Dr. Roberto and I took our team with us. We had a team meeting when we got back to the office and began sharing with each other all that we learned. Now we are writing new

SOP's (standard operating procedure) for some of things we were not doing that we are incorporating into our office.

We are very excited about our upcoming annual meeting. We will have an amazing world renowned speaker, Dr. Samuel Low in Periodontics. We plan to honor our members, celebrate IAGD awards, and visit the exhibitors over an extended lunch. We will follow our Friday lecture with a social hour. For those who would like "Hands on training", plan to stay Saturday and Sunday. For even more credit, you can do procedures in your office that you will share at our Fall Mastership track on Thursday, September 18th, 2014. Remember our Hands on course has limited space so register early!

We are having our Strategic Planning Session, Saturday, April 26th in Des Moines. You are welcome to attend. If you can't attend AND have ideas, please share them! You can call or email me anytime. Some members have said they would like a course on Marketing. We need to know your interests. Let me or any of your board members know your interest. After all, IAGD exists for YOU!

2013-2014 IAGD Officers and Board of Directors

President

Carol Moreno, DDS, MAGD
1205 N Columbus St.
West Liberty, IA
52776-9601
319-627-2153
cleam@lcom.net

Treasurer/Public Information Officer

Ryan Hussong, DDS
145 Grace Wood Dr.
Waukee, IA 50236
319-321-8399
ryanhussong@gmail.com

Legislative Chairperson

Stephen R. Thies, DDS
7506 Hickman Rd.
Des Moines, IA 50324
515-276-0202
(F) 515-276-8074
srthies@qwestoffice.net

Constitution & Bylaws Communications Chair

John J. Arend, DDS, FAGD
206 3rd Ave. NE
Independence, IA 50644-1950
319-334-3342
jarend@indytel.com

Member-At-Large

Kelly Huston, DDS
1919 First Ave. E
Newton IA 50208
319-610-3505
kmhuston@gmail.com

President-elect

Chad Wagener, DDS
340 SE Delaware Ave.
Ankeny, IA 50021
515-964-5482
(F) 515-964-1956
ann@aadsmiles.com

Continuing Education Chairperson

Craig Driver, DDS, MAGD
3308 Kimball Ave.
Waterloo, IA 50702-5758
319-232-6804
(F) 319-232-8396
cwdriver@mchsi.com

Membership Chairperson

Dona W. Prince, DDS, FAGD
4220 Sergeant Rd., Ste. 100
Sioux City, IA 51106-4648
712-274-2228
drprince@drdonaprinced.com

Executive Director

Julie Berger-Moore
6331 Tanglewood Lane
Lincoln, NE 68516
402-438-2321
juliebergermoore@gmail.com

Member-At-Large

Carlin Lawhead, DDS, FAGD
315 Sycamore St.
Muscatine, IA 52761
563-263-8034
cclawhead@machlink.com

Vice President

Richard Nelson, DDS
2430 Tech Dr., Ste. A
Bettendorf, IA 52722-3258
563-332-0415
(F) 563-332-2979
ritan@rnelsondds.com

Dental Care Chairperson

Philip Andersen, DDS
907 Bank Ct.
Center Point, IA 52213
319-849-1171
(F) 319-849-2453
philipnandersen@gmail.com

Editor/Webmaster

Jon L. Hardinger, DDS, MAGD
1339 6th St. SW
Mason City, IA 50401
641-423-6172
(F) 641-423-6248
jlhdds@netconx.net

National Trustee, Region 10

Mark Malterud, DDS, MAGD
770 Mount Curve Blvd.
Saint Paul, MN 55116
651-699-2822
(F) 651-699-3009
mark@drmalterud.com

Member-At-Large

Patricia Meredith, DDS, FAGD
51371 PFP UIHC
Iowa City, IA 52240
319-384-7282
patricia-meredith@uiowa.edu

Mastertrack Chairperson

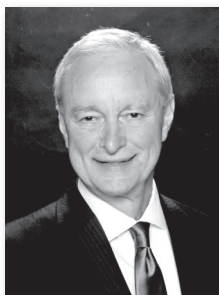
Steve Burds, DDS
1540 High St., Ste. 201
Des Moines, IA 50309
515-244-9565
steveburds@gmail.com

2014 IAGD ANNUAL MEETING

Friday, March 21, 2014

“Incorporating ‘Quality’ Periodontics into Comprehensive Restorative Dentistry”

Samuel B. Low, D.D.S., M.S., M.Ed. has received a Certificate in Periodontology, is Professor Emeritus, University of Florida, College of Dentistry; an Associate faculty member of the Pankey Institute and AGD member, with 30 years of private practice experience in periodontics and implant placement. He is also a Diplomate of the American Board



Samuel B. Low, DDS

of Periodontology and Past President of the AAP. Dr. Low provides dentists and dental hygienists with the tools for successfully managing the periodontal patient in general and periodontal practices. His research interests include ultrasonics, osseous grafting, and electronic data collection systems and he is affiliated with the Florida Probe Corporation. He was selected “Dentist of the Year” by the Florida Dental Association, Distinguished Alumnus by the University of Texas Dental School and the recipient of the Gordon Christensen Lecturer Recognition Award. He is Past President of the Florida Dental Association.

“Incorporating ‘Quality’ Periodontics into Comprehensive Restorative Dentistry”

Friday, March 21, 2014

8 hours AGD Credit — IDBE pending approval

The dental practitioner is continually challenged in periodontal care with customizing treatment for the restorative patient. Complicating the decision process is the influence of patient esthetic expectations and economic considerations. Unravel the complexities by

- Determining patient resistance/susceptibility patterns for predictable outcomes

- Providing a “systems” approach to assessing prognosis for restorative abutments and when to extract with resulting implant therapy
- Enhancing esthetic results by manipulating gingiva
- The role of laser therapy in periodontics including crown lengthening
- Creating true success by positive case acceptance and establishing long-term maintenance goals
- Developing quality relationships with periodontists

Hands on Training

Saturday, March 22 & Sunday, 23, 2014

16 hours AGD Credit — IDBE pending approval

By creating “hands-on” decision making situations, participants will have the opportunity to engage in actual patient cases.

Participation workshops will include the following:

- Utilize data collection to find and market periodontal care
- Introduce micro thin ultrasonic instrumentation for periodontal patients with emphasis of patient comfort and acceptance
- Collect data to determine case selection and choose appropriate surgical techniques
- Describe surgical techniques for restorative access including flap manipulation and suturing methodologies
- Review indications for mucogingival augmentation including attached gingiva and ridge anatomy
- Understand indications for using laser in crown lengthening and pre orthodontic procedures including esthetics

Event Schedule

Friday, March 21, 2014

Lecture course held at Hilton Garden Inn
8600 Northpark Drive, Johnston, IA
515.270.8890

- 7:15 a.m. Registration
 - 7:45 a.m. Course Begins
 - 11:45 – 1:15 p.m. Extended Lunch
A chance to visit the exhibitors AND IAGD members will be honored!
 - 1:15 p.m. Course Resumes
 - 4 p.m. Exhibits close
 - 5 p.m. Course Adjourns
- *Coffee breaks and lunch will be provided

Immediately following the course, please join us for a cocktail reception from 5:15 – 6:30 p.m. This event is sponsored by McFadden Insurance Services, Inc.

Hands on Course — Limited Space Available
Sat., March 22, 2014 • 8 a.m. – 7:30 p.m.
Sun., March 23, 2014 • 8 a.m. – 2 p.m.

The hands on portion will be held at the Center for Advanced Dental Education, 1233 63rd St., Des Moines, IA

Thank You Event Sponsors

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Insurance
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Inc.*

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of General Dentistry™**

PACE

FAGD/MAGD Approved
6/1/2013 to 5/31/2017

The AGD-Iowa is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry. The current term of approval extends from 6/1/2013 to 5/31/2017. ID# 219301

Iowa Dental Board Meeting

The Iowa Dental Board met on October 31. There were representatives from multiple dental organizations and other interested parties including the Iowa Dental Assistant Association, Iowa Dental Hygiene Association, Iowa Department of Public Health, a nurse anesthetist member, Delta Dental, Iowa Dental Association, state college student aid compliance staff, students, and myself as the IAGD representative. Each of these organizations had 2 or 3 representatives. Unfortunately, I was the only dentist in the public section. Dentists have the largest membership. General dentists are the core of the profession. However, the general dentist was underrepresented in this setting.

The board discussed the dental website, Amanda. It is successfully managing registration and licensure renewals. Dentist practitioners are encouraged to log in and

use the website for license renewal. Dental license fees will increase in 2014 to provide financial support for the board.

The board is considering a process for retired dentists to have temporary licenses for charitable dental situations such as IMOM. A proposal will be presented at the next meeting.

The task force for dental assistant expanded functions presented a general proposal for implementation of the dental assistant expanded functions. Further study of this issue will continue. The task force also recommended that oral health delivery in nursing homes be discussed. Oral health services for the frail elderly are desperately needed. Another committee was formed to study the issue of geriatric dental care and to make proposals.

The anesthesia committee proposed that deep sedation/general anesthesia and moderate sedation registration holders

be required to use capnography during treatment. A rule will be written and presented to the board at the next meeting. A public hearing for public comment will be held before the rule is approved.

There was a presentation from a dentist to begin a dental assistant school within the dentist's practice. There was intense discussion about this proposal. The state agency involved with college student aid compliance was especially concerned that the school follows the proper regulations for student aid for students in the program.

The meeting closed with another opportunity for public comment. As always the board is very receptive to comments and recommendations from the public and dental professional organizations.

Steve Thies, DDS
Legislative Chair
IAGD

Course Registration Form

“Incorporating ‘Quality’ Periodontics into Comprehensive Restorative Dentistry” with Dr. S. Low

March 21, 22 & 23, 2014

A block of sleeping rooms have been reserved at the Hilton Garden Inn for \$109 until February 26, 2014. Ask for the Iowa AGD rate. To make reservations, call 515-270-8890.

COURSE FEES:

AGD Dentists:	
Lecture Only	\$ 295 _____
Non-AGD Dentists:	
Lecture Only	\$ 595 _____
AGD Dentists:	
Entire 3 day Event	\$1,400 _____
Non-AGD Dentist:	
Entire 3 day Event	\$1,800 _____
<i>Includes materials, meals and books. Lodging not included.</i>	
Staff Member/ Assistants/ Hygienists	\$ 60 _____
Dental Students	\$ 35 _____
Lab Techs	\$ 125 _____
Total Amount Paid	_____

Please mail registration form and payment to: IAGD, 6331 Tanglewood Lane, Lincoln, NE 68516. Or you can fax your registration with credit card to 402-438-2321. Registration can be taken over the phone with a credit card. A \$25 processing fee will be applied to all persons requesting a refund before February 25th. No refunds will be issued after February 26th.

Name _____

Staff _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail (required) _____

AGD # _____ Non-Member: _____ Yes

PAYMENT METHOD

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

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 _____

Comments on Delta Dental Plan of Iowa's Compliance with Iowa Law

On October 18, 2013 a letter is dated from Delta Dental Plan of Iowa which updates our agreement with them on three aspects of the contract called the Delta Dentist Premier Participating Dentist's Agreement, the Uniform Regulations, and the Office Manual. The cover letter explains that they "can no longer limit what the participating network of dentists in Iowa may charge for covered services that are not actually reimbursed."

We won a victory on the contested application of the law, but this fee limitation on, for example the third prophylaxis, amounts in my case to about five dollars per prophylaxis. Delta's cover letter says that they have decided to step in, without contractual obligation, to assist the patient who has had to pay for a normal prophylaxis (just like everybody else does) by offering to pay the difference between what they paid and the plan's normal reimbursement, say it was 5 dollars. They say that "This will protect the patient from these unexpected costs." I must say that my patients knew what this third prophylaxis would cost, and it was not unexpected and they chose to have the service done anyway.

The cover letter also explains that a dentist who was waiting to see how the law was ruled on and has

not billed their normal billing and had the patient pay Delta Dental's accepted fee, then they can now go back and ask for the difference of, say \$5. Rhetorically, what dentist is going to do that?

The contest was a hard fought victory and I appreciate what the Iowa Dental Association did to get this law through the legislature and the State Supreme Court. The dental plan companies could fight back by making more things covered and reimbursed just to satisfy the law, but if they do this, let them reimburse to better amounts.

In my practice my concerns are with low reimbursement for a couple of covered, highly used services not fully reimbursed which have to be written off such as a gold crown or cast frame removable partial denture.

I am also concerned about the disallowed provisions of our Delta Contract which are to be included in the global service leaving indirect pulp caps of large restorations, pulp vitality tests and local anesthetic as unpaid claims because they are disallowed and we cannot ask the patient to pay for this service.

We did get an answer to one of my concerns where we had been submitting Oraverse as D9210 and because local anesthetic is to be included in the overall procedure it was disallowed, subsequently we learned to submit this service as D9999 which is not a covered service and the patient could be billed.

In summary, keeping up with the compliance by Delta to the Iowa Legislature law gives us a better position for providing services to our patients and giving them needed care. Of course, it always did and always will require us to be diligent in submitting our claims being contract compliant with insurance companies, but also with our patients' needs.

I thank my office staff for being careful about the coding and representing me well to third parties.

*LAGD Editor
Jon L. Hardinger, DDS,
MAGD*



Joint Council October Meeting of the AGD

Oct. 17-18, 2013

This fall, the Joint Council of the Academy of General Dentistry (AGD) met in Chicago at the Renaissance Marriott the weekend of Oct. 17 and 18, with general sessions featuring leaders in our national office followed by meetings of the various councils.

Our Friday morning general session celebrated the successful move of the AGD Headquarters office to its new building at 560 W. Lake St., in downtown Chicago.

That evening, the joint councils were invited to a reception at the new office; we were bused over from our meeting hotel to



the new location. The new building is quite exciting for the staff and officers of the association who expect to turn a positive cash flow in six years from this investment. Classic brick walls exposed the perimeter of the space, which was filled with natural light from the windows. The middle of the building housed the central administration offices, and the staff members had adjacent cubicles with workstations in an open-floor work environment. Now the various departments are only a few steps away. AGD Director of Information Technology George Boyle took us around the offices and showed us a room with the computer servers stacked to the ceiling! I also met a staff member, Terry Patrick, who is responsible for taking care of the digital safety of our continuing education hours, website, and AGD documents.

Our morning session at the Joint Council meeting included comments from Executive Director John Thorner, JD, who talked about what the AGD means to general dentists.

Another speaker, our Washington lobbyist, Pat O'Connor, spoke on the meaning of the Patient Protection and Affordable Care Act for dental care, such as the



Dr. Otice Z. Helmer Jr.

medical insurance provisions. He deferred to the individual states for specifics on pediatric dental care.

The Communications Council is comprised of marketing, technology, and publications, and our chair is Bruce Cassis, DDS, who introduced one new dentist member to our council, Otice Z. Helmer Jr., DDS, MAGD, who previously served as PACE Council chair. Dr. Helmer prefers to be called "Z."

I really enjoyed getting to know about Z's other interests at the dinner following

Opportunities for AGD Leadership

People say that someone is a natural leader but in reality they have been exposed to many things that make them a better leader. The AGD is always looking for new leaders. Currently there



are opportunities in many areas that will allow our members to grow. Whether it is leading at the state or national level there always seems to be an opening for someone to step up and take

the lead on a project, task force, council or committee, so please go the AGD website and fill out their call to volunteer form. Here is the link: www.agd.org/governance/volunteer

As an organization we are only as good as our members make us and all of you have a unique ability or passion that would be great to tap into to make us an even better organization however we need to know what these abilities and passions are.

Dr. Carter Brown our President-Elect is looking for some key people to place on councils and committees so please fill out the Call to volunteer. Leaders are developed and the Academy has the ability through their Leadership Training to help develop these skills. At the State Constituent level, we are always looking for members to get involved and would ask to have you contact the Board members to let them know where your interests lay.

As I stated we are only as good as our members and we have a lot of talented members to tap into. I also realize that we are all very busy with our own lives and

often these leadership positions seem like they will be too cumbersome to take on at this time. I can tell you from experience that leading and helping others to succeed is very fulfilling and there is no time like the present to get involved.

This involvement doesn't have to take on serious time commitments but if we have more members stepping up to the plate to play the leadership game we can all have a bit more fun without overburdening any one person. Please take the time to go the AGD.org website and fill out the Call to Volunteer or contact me if you have questions. The deadline is December 15th to submit your form.

Thank you,
Mark I. Malterud, DDS, MAGD
Region 10 Trustee
Mark@DrMalterud.com

the reception as he told about his philanthropic experience working in Jerusalem. He said, "As soon as the second star is seen at night the next day begins." This reminded me of the order of Genesis, Chapter 1, where creation and time are described, "the evening and morning," not like our western concept of the day starting at sunrise.

Dr. Cassis also introduced Robert Cook, the new executive editor of *AGD Impact* and *General Dentistry*.



Robert Cook

The entire *General Dentistry* submission process is being upgraded to a website-based location for articles, where reviewers can access them as they progress to publication.

One of our council members, Kay Jordan, DDS, brought us a sample of a sweet praline pecan candy from New Orleans, which we enjoyed.

Our council business included the AGD Strategic Plan implementation, which is a method to bring councils to work through and report on the progress of tasks given to them by the Board.

We discussed our next website update priorities, and the public information site KnowYourTeeth.com. Our task force from last meeting is looking into making AGD-sponsored webinars, perhaps with a studio at the new headquarters.

I would encourage my readers to look at our associate editor's articles in *AGD Impact* by reading Eric Curtis, DDS, MAGD, in the May 2013 ("The Great Dental Divide") and the July 2013 ("The Financial Pinch") issues. He also wrote the editorials in the August and September issues. Further, *AGD Impact* has an app that allows you to access of the *AGD Impact* on your smartphone or tablet and



access interactive features and informative websites. Also, our own Iowa AGD former editor Bill Kuttler's neat relaxation CD was promoted by the column "What's Hot and Getting Hotter" in the October issue of *AGD Impact*.

The Communication Council's conference room at the Renaissance Marriott, located at 1 W. Wacker Drive, Chicago, overlooked the Chicago River.

We reviewed enthusiastic reports by staff of the podcasts by Wes Blakeslee, DDS, FAGD; self-instructional materials found in *General Dentistry*; and about the AGD blog entries from 20 contributors.

My favorite blog was about a 60-year-old dentist, Bob Oro, DMD, MAGD, who gave his own wife the gift of his improved fitness for their anniversary! Our dental publications enjoy a renewed list of sponsors and advertisers returning since the slowdown in 2008. Our AGD staff continues to represent us to the media with outstanding contacts through magazine articles, radio spots, new reports, and response to immediate concerns. Our media team reported being on track to surpass 600 million viewers and has worked together with the popular Ad Council's targeted message to brush "2 minutes 2 times a day" to the public. This same outreach is now available with teaching aids to schools. Plus, a brush check list located on the www.2min2x.org has been downloaded 20,000 times. The council also reviewed technology updates from George Boyle. He said that everyday life is still about half "putting out fires" and the rest organizing for the future and maintenance.

I hope the Iowa constituents are better informed about the efforts by AGD Headquarters, not only on our behalf, but also on behalf of the public, as a result of our Joint Council meeting.

Communications Council
Jon L. Hardinger, DDS, MAGD

October Mastertrack Meeting

Continued from page 1.

the scores, no one is selling their practices to turn to professional bowling. There were no injured fingers, pulled muscles, or injured pride. You might say the night was a success. A special thanks goes out to Julie Berger-Moore for setting up a wonderful event in the midst of a busy weekend.

On Saturday, five different physicians from the University of Nebraska Medical Center took turns speaking about their respective medical specialties as they relate to dental care. Topics included bleeding disorders, infectious diseases, congestive heart failure, liver disease, diabetes, and COPD. I found the detail of information to be adequate for understanding how to incorporate knowledge of our patients' medical conditions into our daily clinical dental decision making.

The Sunday speakers focused on the interpretation of routine labs, pre-anesthesia assessment, and head and neck cancer. The day concluded with small group case discussions that focused on medical conditions that impacted dental care and patient management. The group of MAGD prospects will be putting together in-office assignments that will focus on case work-ups for special needs patients that they will present to the group as 15-20 minute PowerPoint presentations on Thursday, March 20th, 2014.

The day following the case presentations, our fourth seminar in the mastership series will begin with a lecture by Dr. Sam Low on Friday, March 21st, 2014 titled, "Incorporating Quality Periodontics into Comprehensive Restorative Dentistry." The lecture will be held in Johnston, IA at the Hilton Garden Inn. The hands-on portion of the course will be Saturday, March 22nd and Sunday, March 23rd at the Center for Advanced Dental Education in Des Moines. Doctors can choose to attend the Friday lecture only, if they are not interested in the hands-on course. Staff members are encouraged to attend on Friday. Dr. Low is an associate faculty member at the Pankey Institute, has 30 years of private practice experience, and was the recipient of the Gordon Christensen Lecturer Recognition Award. His lecture promises to be worth your time. If you would like to follow with a deeper understanding of this subject matter, come see what small group learning is all about on Saturday and Sunday. Best wishes and Happy Holidays!



Iowa AGD
6331 Tanglewood Lane
Lincoln, NE 68516

The
Smile says it all

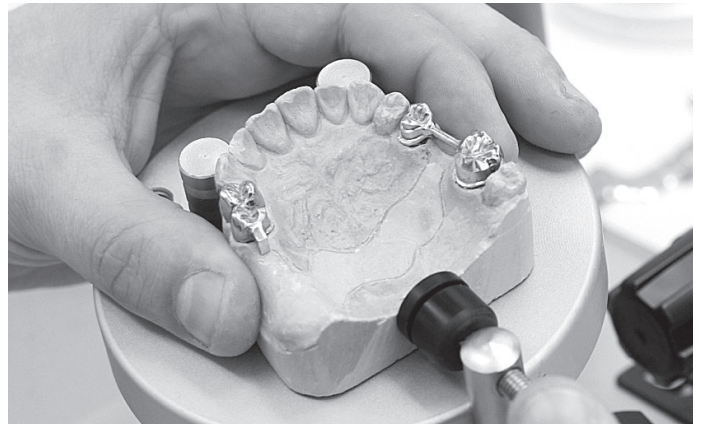


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