



# Contact Point

Volume 37, 3

Utah Academy of General Dentistry

Aug 2012

## President's Message

*Robert O. Boyer DDS, MAGD*

During the last three years, every AGD member survey I have read, has put Practice Management as their top priority.

### Practice for Success

On May 11, 2012, the Utah AGD sponsored a practice management course featuring two exceptional speakers.

Brian Hufford is the owner and CEO of Hufford Financial Advisors and is the author of a monthly column in Dental Economics and AGD Impact Magazine featuring his research on financial planning dentistry.

Harold Meredith, the President and CEO of Worldwide Dental Marketers reviewed with us a number of practice management menus including Business Solutions; Website design; Logo and Brand Design; Networking Campaigns; Newspaper and Mailing Campaigns. I found this course very helpful, not only for myself and staff, but also for my dental practice.

### Words of Success

Successful dentists possess an ability to continuously learn and grow. It's a characteristic that keeps patients coming back and an asset that makes staff respect and proud of their employer. In Dale Carnegie's 1936 classic, *How to Win Friends and Influence People*, he states that true success comes from your ability to constantly smile, and show others that you are not only interested in them, but that you also want to help them feel good about themselves.

*President's Message continued on back page*

## New Masters and Fellows Awarded in Philly

The UAGD Board congratulates our recent advanced members! It takes a great deal of effort and commitment to the profession to arrive at these distinctions.

- Bryant W. Cornelius, DDS, FAGD
- Andrew V. Erickson, DMD, FAGD
- Douglas H. Howe, DDS, FAGD
- Michelle C. Jorgensen, DDS, FAGD

Mike Bennett, DDS, MAGD, Spanish Fork, UT  
Kerry L. Taylor, DDS, MAGD, Chandler, AZ (Dr. Taylor often attends UAGD events)

Congratulations on your accomplishments!

### Utah Academy of General Dentistry Board

President	Robert Boyer	801 966 2090	roboyer.1@juno.com
President Elect	Rod Maxfield	801 785 2631	maxfield77@gmail.com
Secretary	Dave McMillan	801 546 9400	dave@mcmillandds.com
Treasurer	Lynn Walker	801 255 4821	lrwalker@xmission.com
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Mastership	Scott Tracy	801 756 0933	stracyfam@msn.com
	Andy Erickson	801 280 7001	jldc@comcast.net
	Scott Stucki	435 628 5001	mstucki@skyviewmail.com
CE	Joe Stobbe	801 263 7711	joestobbe@gmail.com
	Cory Evans	801 278 9911	drcoryevans@gmail.com
Membership	Jared Theurer	801 486 9649	jtheurerdds@gmail.com
Public Info	Joe Mirci	801 487 3836	jandbmirci@gmail.com
Editor/Web	Paul Harris	435 787 8207	paulnvalerie@hotmail.com



## Examine These

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# Utah AGD Continuing Education Presents

Yosh Jefferson, DMD, MAGD

Sept. 14, 2012

Joseph Smith Memorial Building in downtown SLC

Wasatch Room (9th Floor)

8am-5pm

Lunch is provided



**Course Title:** Unraveling the mystery of facial beauty, TMD, Sleep Apnea, and Upper Airway Obstruction/mouth breathing

## Course Description:

The topic of facial beauty, TMD, Sleep apnea, or upper airway obstruction/mouth breathing, can, in itself, be a whole day lecture. However, Dr. Jefferson will bring all these complicated topics to a level that will make sense and will spark many of the course participants a desire to treat these medical problems. He will illustrate how all these major physiologic issues are directly related to an important and unifying concept of Divine Proportion.

Dentistry is a dynamic, ever changing, profession. Whereas in the far distant past, our profession may just have treated teeth, today, we have evolved into something much greater and much more exciting. There is preponderance of research showing how oral health is intimately related to systemic health. Dr. Jefferson will take it to the next level. He will show how oral health is related to physical, emotional, psychological, and intellectual health. Former Surgeon General, David Satcher, MD, PhD, in his landmark report, Oral Health in America 2010, clearly states that our profession is responsible for the health and treatment of not only the mouth, but all supporting tissues collectively known as the *craniofacial complex*.

The mouth is truly the “gateway” to total health and wellness of the entire body, and we in the dental profession are the “gate keepers” responsible for the care and treatment of all the patients that have entrusted us to care for them. We can accept this challenge and take our profession and ourselves to exciting and unimaginable heights, or shirk our responsibility and wallow in boredom and mediocrity. After Dr. Jefferson’s presentation, you will learn:

- To define facial beauty and how facial disharmony impacts on health
- How Divine Proportion impacts on beauty and health
- How to screen and diagnose for facial disharmony, TMD, Sleep Apnea, and mouth breathing
- To understand the mechanism by which various oral appliances treat TMD, Sleep Apnea, and mouth breathing
- How we can go beyond oral appliances and treat our patients permanently with functional appliances
- How we in dentistry can touch human lives in a positive way.

## Biographical Sketch

Dr. Yosh Jefferson is a graduate of UMDNJ and is past president of the International Association of Orthodontics, NJ Academy of General Dentistry, and past editor of the International Journal of Orthodontics.

He has been awarded Fellowships in American College of Dentists, International College of Dentists, and Master in Academy of General Dentistry.

He is a spokesperson for AGD, consultant to the NJ State Board of Dentistry, and a member of General Dentistry journal advisory board.

Dr. Jefferson, a general dentist, is an IAO Board Diplomate and Master Senior instructor.

He has been published and has lectured nationally and internationally. Internationally, he has lectured in India, Poland, New Zealand, Australia, Canada, Philippines, Mexico, Dubai, and Brazil.

He has two educational websites:  
[www.facialbeauty](http://www.facialbeauty) and [www.jeffersondental.com](http://www.jeffersondental.com).

## Tuition:

AGD \$295 by Aug 31, non-AGD \$395 by Aug 31, Staff \$25

After Aug 31, AGD \$345, non- AGD \$445

## Course Registration Form

Name \_\_\_\_\_ AGD# \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Address \_\_\_\_\_

Mail with check to “Utah AGD”: UAGD CE, c/o Dr. Joe Stobbe, 715 E 3900 S, Ste 112, SLC, UT 84107-2562, 801-263-7711

# Utah AGD Mastership Track

## Oral Surgery presented by Karl Koerner, DDS

Participation Credit: 16 hours

Dr. Koerner is a general dentist in Utah with a practice limited to oral surgery including implants. He graduated from the University of Washington School of Dentistry and had a General Practice Residency in the U.S. Army. He has a Masters Degree in education and has been teaching courses to general dentists in the U.S. and abroad for over 20 years. He formerly was Head of Oral Surgery at the Scottsdale Center in Scottsdale, AZ. Dr. Koerner received the Weclaw Award in 2010 from the Academy of General Dentistry for his contributions to general dentistry and dental education. Dr. Koerner has written many articles on oral surgery, authored or co-authored four surgery books and done several DVDs on oral surgery – some with Dr. Gordon Christensen.

The course will cover: **Atraumatic and Efficient Exodontia- New Concepts and Technology**

This oral surgery presentation gives ideas to simplify surgical procedures in your office. Dr. Koerner emphasizes faster “surgical” extractions without extensive bone removal. He also covers alveoplasty, socket bone grafting, one-drug oral sedation, mini-implants, biopsy, and surgical complications, such as bleeding problems, sinus perforations, and tuberosity fractures. Dr. Koerner clarifies current standards of care and will add some new procedures to your surgery comfort zone. Several of these procedures will be done on life-like dentoform models during the course.

Dates: Friday and Saturday November 2-3, 2012

Place: Thanksgiving Point  
3003 North Thanksgiving Way  
Rose Room  
Lehi, UT

Times: Friday, 8:00 am – 5:00 pm  
Saturday 8:00 am – 5:00 pm



Tuition: \$500 for AGD members, \$550 for non-AGD members

### Registration Form

Name: \_\_\_\_\_ AGD #: \_\_\_\_\_

Office Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Please send completed registration form and payment (check written to “Utah AGD”) to:  
Dr. Andy Erickson, 7611 S. Jordan Landing Blvd., #201, West Jordan, UT 84084.



## DENTISTS AND SUPPORT PERSONNEL NEEDED

THE MISSION OF HAITI HEALTH INITIATIVE IS TO IMPROVE THE OVERALL HEALTH AND WELL-BEING OF RURAL HAITIANS, ONE COMMUNITY AT A TIME.



**Haiti Health Initiative**  
PARTNERS PROMOTING HEALTH ONE COMMUNITY AT A TIME



The Haitians we serve live in Timo, a rugged, rural, mountainous area without dental facilities. They lack money and the ability to travel. To serve these people, we need visionary, caring dentists, dental assistants, and hygienists who thrive on

humanitarian service — professionals who will not only provide dental care and education but relief, hope, and a path to self-reliance.

*“I look upon these missions as an unbelievable opportunity in my life rather than a sacrifice. . . I feel fortunate to make a difference for the people of Timo.” (Monique Nault, dental hygienist)*

During our fall 2011 trip, two dentists, two dental assistants, and one hygienist:

- \* treated 301 patients
- \* performed 312 extractions
- \* provided 558 sealants
- \* accomplished 50 cleanings
- \* performed 164 dental varnishes
- \* distributed 150 full dental kits
- \* educated 1,520 Haitians regarding oral hygiene

Learn more and watch a short video on our website >>>

### WHAT WE DO

Twice a year our team of volunteer professionals partners with Haitians to:

- provide basic health care
- provide prenatal care
- provide dental care
- study and treat anemia
- improve water systems
- teach agricultural methods
- teach nutrition & hygiene
- award scholarships to promising young Haitians



For more information, please contact:

Jonathan Ford, DDS  
(801) 725-5356

[jgforddds@msn.com](mailto:jgforddds@msn.com)

or

Matthew Cheney, DMD  
(435) 770-4433

[mcheney@drcheneydmd.com](mailto:mcheney@drcheneydmd.com)

[www.haitihealthinitiative.org](http://www.haitihealthinitiative.org)

From the October 2011 trip:

Timo's water system was extensively repaired during HHI's October trip. The spring water which the repaired system taps was tested on the previous March trip and was found to be clean, safe, and naturally fluorinated. However, due to the high natural mineral content in the water, the people are prone to a heavier, more tenacious tartar build-up on their teeth which can cause periodontal disease. In turn, periodontal disease is linked to pre-term and low weight infants, cardiovascular disease, respiratory disease, diabetes, and osteoporosis. This concern must be addressed, with a focus on preventative care. As previously stated, the team's greatest issue was the number of patients that could be seen during the time we were there. This meant limiting the overall amount of work we could perform on any given patient. Each patient treated needed a significant amount of dental intervention which often resulted in only partial treatment. Additionally, many patients created a dilemma by wanting fillings in their front teeth though the most pressing need may have been other more severely broken or infected teeth. While treating infection is more important for the patient's overall health, it is also important to allow each individual the ability to make his or her own health decisions.

Dear Dentists,

From October 18-27, 2012, I will be leading a dental team (12-16 people) to a rural mountainous village in Haiti (called Timo) between Leogane and Jacmel and I am looking for 4 additional dentists and 2 dental assistants. There is a great need for dental care in Haiti, including Timo. According to stats from the Haitian Ministry of Health, there are 334 dentists for a population of 9.9 million people. Serving the humble people of Timo is a great service opportunity.

Marc-Aurel

801-830-3043



*AGD Fellowship Award Requirements (simplified)*

1. Current AGD membership for three (3) continuous years
2. Completion of 500 hours of FAGD/MAGD-approved continuing education credit, with at least 350 hours earned in course attendance. Mastership credit begins to accrue on the date that the 500-hours requirement has been met.
3. Successful completion of the Fellowship Examination.
4. Attendance at a Convocation Ceremony, held during the AGD Annual Meeting, to receive the award

*AGD Mastership Award Requirements (simplified)*

600 hours of MAGD-approved continuing dental education credit, 400 of which must be in participation courses. Mastership credit begins to accrue on the date that the 500-hour Fellowship Award requirement has been met. The 600 credit hours must be earned in specific disciplines, as outlined under "Subject Category requirements."

	Hands On	Total Hrs
Endodontics	30	46
Electives	30	46
MPD/Occlusion	30	46
Operative Dentistry	30	46
Oral & Maxillofacial Surgery	30	46
Orthodontics	12	12
Pediatric Dentistry	12	12
Periodontics	30	46
Practice Management	0	24
Fixed Prosthodontics	30	46
Removable Prosthodontics	30	46
Implants	30	46
Oral Med/Oral Diagnosis	12	12
Special Patient Care	12	12
Esthetics	30	46
<b>TOTAL HOURS</b>	<b>360</b>	<b>544</b>
<b>TOTAL REQUIRED</b>	<b>400</b>	<b>600</b>

*May CE course attendees learned much about practice marketing and financial planning from Brian Hufford and Harold Meredith.*



**Continuing Education Calendar**

The UAGD Board continually strives to furnish the best possible CE courses at a reasonable price. There are at least four traditional CE courses offered per year. Two day hands-on courses are given on the second or third weekend in March and the first or second weekend in November and follow the rotating schedule shown below in order to fulfill Mastership requirements, but all are invited to participate. Space is limited so register early. Lecture CE courses are typically offered in May and in September when we elect local officers. Suggestions for topics and speakers are welcome and should be addressed to the board member over CE or Mastership.

**2012**

- Sept 21, 22 Yosh Jefferson and Utah Annual Meeting
- November 2,3 Karl Koerner, Oral Surgery hands on, Lehi

**2013**

- March Implants hands on
- May CE course TBA
- June 23-30 AGD Annual Meeting in Nashville
- September CE and Utah Annual Meeting
- November Esthetics hands on

**2014**

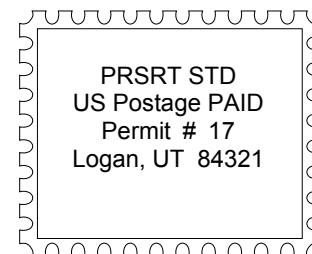
- March Ortho/Pedo hands on
- May CE course TBA
- September CE and Utah Annual Meeting
- November Oral Med/Diagnosis, Basic Sci hands on

**2015**

- March Photo/ Special patient care hands on
- May CE course TBA
- September CE and Utah Annual Meeting
- November MPD/Occlusion hands on

**2016**

- March Operative hands on course
- May CE course TBA



UTAH AGD

*President's Message continued from pg. 1*

In today's sophisticated world, it's not enough to just smile or give sincere compliments. Accomplished and successful dentist must prove themselves by their words and actions.

On the stage of your dental practice, every physical move you make subliminally tells everyone around you the story of your life. In the book *How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships*, author and motivational speaker Leil Lowndes states,

“Every smile, every frown, every syllable you utter, or every arbitrary choice of word that passes between your lips can draw others toward you, or make them want to run away.”

As an AGD member, you are constantly exposed to message on communication skills, charisma, and chemistry between people – the qualities that make up leadership and credibility. These tools can be your resources for better communicating management in your office, too.

In one of my freshman dental classes we attended a course called “Flash Lab.” In a completely dark classroom, an image was

flashed on a screen for 1/30<sup>th</sup> of a second, and immediately, we had to draw that image on white art paper. This exercise was used to sharpen our perception qualities.

For me however, it also reinforced the idea that first impressions are indelible. Physical characteristics, such as appearance, posture, and the way in which one moves, are important indicators of an individual's personality.

In our world of information-overload, we must make quick judgments to make sense of our surroundings. And when patients meet you for the first time, they too, take a mental snapshot. Even before you speak to them, your persona has been communicated. Remember to make a good first impression; Stand up straight, make eye contact, and smile warmly.

Please look closely at the course description on page 2 for a *Course to Success!* See you there.

