

The Tar Heel Dentist

Official Publication of the North Carolina Academy of General Dentistry ♦ Spring 2010

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If you are interested in joining the NCAGD go to www.ncagd.org on the internet and click on "join ncagd" or call 1.888.AGD.DENT to request an application.

President's Message

Glenn Miller, DDS, FAGD

The Academy of General Dentistry was founded nearly sixty years ago on the principles of advancing general dentistry through quality continuing dental education and promoting lifelong learning. In the past few years, advocacy for the general dentist has become an increasingly important role of the AGD because of potential encroachments to general dentists' ability or right to perform high quality dentistry for the benefit of our patients. These threats come from public and private policy makers, from both inside and outside the dental profession.

From federal and state governments, general dentists face a variety of challenges such as legislative proposals for mid-level dental providers, DHATs and ADHPs. Insurance companies also present obstacles to quality care by trying to dictate fees on non-covered procedures and reducing competition through anti-trust exemptions. The AGD is concerned about the Institutes of Medicine evaluating and setting policy on general dentistry with no representation from practicing general dentists. The AGD is also concerned with very low dental Medicaid reimbursement rates and health care services tax legislation. As the National Health Care debate continues, the AGD is evaluating how dentistry would be affected by federal healthcare legislation and if dental insurance would be included in the 40% surcharge tax because of proposed "cadillac" benefit package taxation.

In July 2008, the AGD House of Delegates proactively approved the AGD Access to Care White Paper, which contains comprehensive and practical solutions to solve access to care. This AGD white paper was then sent to all members of Congress and state legislators as a proposed blue print for addressing access to care. Please review this white paper online at www.agd.org under advocacy and pass it on to colleagues and legislators.

The AGD sees a need for advocacy even within the dental profession. General dentists face corporate encroachments from companies such as Invisalign and from specialists who are attempting to make a "standard of care" policy that states the specialist is the 'only' one who should perform certain procedures. Furthermore, the AGD finds that CDT dental code changes could adversely affect general dentistry. The AGD is addressing these issues by spearheading an email initiative in response to Invisalign, restricting the use of its products to only high volume users. The AGD is also strongly opposing specialists' proposed standard-of-care guidelines that attempt to restrict a number of clinical procedures done by general dental practices. The Academy has always asserted that with the proper training and ability to perform the procedure to the standard of care, a general dentist has the legal and professional right to perform that procedure. The CDT committee of the AGD reviews the proposed changes to the CDT codes and gives input into new codes or changes to codes to protect and benefit general dentists. The AGD strongly advocates for the same reimbursement for the same coded procedure whether it is provided by a general dentist or specialist, with no two-tiered payment schedule by insurance companies.

We must all be aware and active in our chosen dental profession's future direction. If we are silent, others not in the profession will determine our course. Not many of us relish being IN politics but in today's climate, we all must be INTO politics. We can do this by being aware of all issues, contacting our state and federal legislators and letting them know what we think, developing relationships with our legislators or candidates, supporting legislators with our time and resources, volunteering in community free clinics and NCMOM clinics, performing gratis work in our offices, treating Medicaid patients and in other ways increasing access to care.

These are challenging times for the dental profession but ones also of great opportunity to speak up and work for legislation and policy to provide all the citizens of NC with equal quality dental care. Please take the time to get involved for the future of our profession.

I look forward to a very productive year for the NCAGD. Please contact your officers with any questions or concerns. Thank you for the opportunity to serve as your president for 2010-2011.

***Editors note: Thanks in part to AGD advocacy, Invisalign has dropped their minimum of ten cases per year as a prerequisite for using their product.*



NCAGD 35th ANNUAL MEETING

Raleigh Convention Center

February 11-13, 2011

Friday, Feb. 11, 2011

Advanced Implant Prosthodontics, Participation Course

George Priest, DMD

Complex Comprehensive Dentistry

Michael Melkers, DDS, FAGD & Jeanine McDonald, DDS, FAGD

Friday Night, Feb. 11, 2011

2nd Annual Roll the Dice Casino Night for NCMOM's

Saturday, Feb. 12, 2011

Esthetic Dentistry – New Keys to Success

Gerard Kugel, DMD, MS, PhD, FAGD

Nuts and Bolts Occlusion, Participation Course

Michael Melkers, DDS, FAGD & Jeanine McDonald, DDS, FAGD

Sunday, Feb. 13, 2011

Building a Successful Team through Dynamic Communication

Harvey L. Smith

For more information and registration go to www.ncagd.org

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Membership Committee News

Have you ever wondered what you get for your AGD dues every year? Well in tough economic times like these, I think it is a question worth asking. Here are a few new benefits included in your dues that the AGD has introduced this year to enhance your membership.

- 1) AGD Patient Alerts:** This exciting service offers AGD members automated patient communications that integrates with your existing practice management system to deliver quality patient communication using e-mail, text messaging, and more.
- 2) Web Pages:** A toolkit is available online to help doctors fabricate their own office web page. This is a great marketing tool to let patients know that you are available in their area.
- 3) Know Your Teeth:** From a dental diary widget that reminds your patients to call for an appointment, to a special family online dental health section, *KnowYourTeeth.com* is an engaging way to educate your patients. The AGD created this site for you to use in educating your patients because the AGD knows that education improves treatment acceptance, decreases cancellations, improves office visits and enhances your patient relationships overall.
- 4) Patient Newsletter:** AGD offers members both electronic and print patient newsletters, *Smileline* and *Dentalnotes*. The two patient newsletters offer vehicles with which to communicate oral health information to your patients and the public.
- 5) Insurance Contracts:** The Academy of General Dentistry offers contract assistance to our members called, *The Fine Print*. AGD experts will discuss your contract with you and identify potentially harmful clauses. For example, clauses that may require you to cover costs incurred by the insurance company, or information within the contract that may allow the insurance company to decide whether the services you render to your patient are necessary.
- 6) Oral Health Fact Sheets:** Every topic you can imagine that dentists encounter with patients on a daily basis is available for patients to read and review in these online oral health fact sheets. Now your patients can read valuable education information from computers in the operatory or on printed sheets for them to take home.

After reading this list, is there any question why you are a member of the AGD? For your small dues payment each year, you get all the original benefits of the AGD and so much more. With just these services alone, we estimate that the AGD saves practices thousands of dollars a year in annual fees to other companies who provide similar products. I urge each of you to look into these services and hopefully they will help enhance your bottom line this year. Don't forget that your friends and colleagues could use this information as well. Spread the word and help all of us make it through this difficult economic time.

Should you need any information regarding membership, please feel free to contact me at jsbelldds@gmail.com or 919-321-1364.

- Jennifer Bell, DDS, Membership Chair

LUNCH & LEARN

We all remember those dental school days where visitors would attract our attention by bribery with good food in exchange for our sacred lunch hour. On March 12th, Dr. Glenn Miller, the new NCAGD President, hosted a Lunch and Learn at the UNC School of Dentistry to educate junior and senior dental students on the benefits of AGD membership. Advocacy and legislative Issues on the horizon were also mentioned. He also recruited a few local "New Dentists" to provide the students with insight on starting or buying a practice after graduation. We can all relate that as a dental student, the goal is merely to graduate and get into practice. Often times, as a student, we ignore what is happening in the real dental world, because we just don't feel a part of it yet. This lunch and learn was focused on opening student's eyes to what obstacles and opportunity lie ahead. Dr. Miller educated the students on what the AGD provides for its members and he encouraged the students to stay involved and to have a voice, now!

at UNC

- Jill Sonners, DDS

NCAGD Legislative Update

The short session of the North Carolina General Assembly starts in May. During the short session only bills that are genuine to the budget, have tax or finance implications, or passed one house during the previous long session, can be introduced. To get our expected bill opposing caps on non-covered dental services passed during this session, we will have to meet the procedural, short session bills limitations, perhaps by attaching it to an existing bill or to a study commission bill. If there is significant opposition to our procedural options, we may not be able to get the bill passed this year (even though the substantive provisions of the bill appear likely to have good support from the legislators). The states that have introduced and passed this legislation will help us press our point to the legislators that N.C. should also pass this legislation. We will need the special help of the leadership in the House and Senate to be successful. Your legislative committee and lobbyists are looking for the correct strategy and most positive approach to getting this done, and it is our number one priority item.

Adult Dental Medicaid and the Oral Public Health Section items in the budget will again be looked at by the legislature for cuts. We will try to keep both programs intact.

Your legislative committee continues to lobby for upholding the House of Delegates resolution opposing midlevel providers doing irreversible dental procedures. The Kellogg & Pew foundations continue to push the Alaskan DHAT model for all 50 states. This model allows for two year post high school educated DHATs to do irreversible (extraction and filling) procedures with general or no dentist supervision. North Carolina laws have already been amended to allow some expanded-duty dental auxiliary services to try for more access, but lack of funding and unrealistic expectations have resulted in almost no impact on access to care. There is no money available to create and support a new, lesser-trained class of provider (DHAT).

I would like to thank all the dentists who have hosted, attended or supported fund raisers with their personal time and money. However, our PAC contributions are down and we must continue to support the PAC along with our personal contributions. Involvement in politics and supporting friendly candidates is a necessary investment for dentists who want to have a part in decision making that controls our practices and allows us to properly meet the dental needs of our patients!

- Gary Oyster, DDS, Legislative Chair

NCAGD Meeting Wrap-Up

So the 34th annual meeting of the North Carolina Academy of General Dentistry is history and all I can say is that if you missed it, I'm sorry. There were enough ground breaking superlatives to impress even the most hardened continuing education veteran.

Let's start with the venue – the Raleigh Convention Center and the associated Marriot Hotel located directly across Salisbury Street. I know you all have seen convention centers before, but this one (new in 2008) is absolutely state of the art with more than 150,000 square feet on each of its 5 levels, topped by a most elegant ballroom. It is a sure bet that the NCAGD is the only state level meeting to present in a setting perfectly suited to any national gathering. Further, it is located right in the center of downtown Raleigh, with a host of restaurants and shops within easy walking distance.

Well, what about the speakers? Topics this year covered medically compromised patients and pharmacology, restoration of the worn dentition, sleep apnea and dental appliances, a comprehensive periodontal update and dental photography. There were also participation courses on CEREC dentistry, dentures and implants in today's practice and a risk management seminar. There was something for just about everyone. These programs were given by world renowned speakers like Dr. Terry Donovan, Dr. Steve Hamrick, Dr. David Simpson, Dr. Tom Hummert, Dr. Patrice Walker, Dr. Joseph Massad, Dr. Charles Samaras, Dr. Henry Gremillion and Ms. Karen Baker.

For a state level meeting to be able to feature a continuing education slate that strong is just unheard of outside of the NCAGD. Of course much of this quality of programming would not be possible without generous vendors. We had them in scores – even having to turn some away. Brevity prevents me from mentioning each by name, but we had 20 vendors – all



NCAGD 2010-2011 Officers were installed by AGD President Dr. Dave Halpern at the 2010 NCAGD Annual Meeting Business Luncheon. Standing from l to r: Dr. Jerry Caudill, Vice President; Dr. Ted Rogers, President-Elect; Dr. Glenn Miller, President; Dr. Dave Halpern, AGD President; Dr. Steven Smith, Secretary/Treasurer (from behind).

of whom are anxious to get a spot at next year's gathering and several want to increase their sponsorship level. We can all expect that next year's program will just keep getting better!

Saturday evening's entertainment was the NCAGD, the NCDS and TAD's first annual Casino Night to raise money for the NCMOM's project. It was a first class experience.

Here is the real kicker – the fee for all this was just \$385 for AGD members and \$575 for non-members – including the Casino Night! You can't attend a one day course for that fee and we had over 20 C.E. hours available with all breaks and entertainment. You simply cannot find a better C.E. bargain on this planet! It makes one wonder, what will we do next?

I am glad you asked. Please go ahead and save the dates February 11th – 13th, 2011 for our 35th annual gathering. Great programs are already in the works, with topics to include implant prosthetics, complex comprehensive care, keys to esthetic success, nuts and bolts occlusion and financial planning. You really owe it to yourself, your practice, and your staff to take full advantage of the best meeting deal around. It promises to be an exciting, fun filled weekend. And who knows, before it is all over you just might learn something! See you there.

- Kenneth E. Chapman, DDS, MAGD

CASINO NIGHT 2010

On February 20, 2010 the NC Academy of General Dentistry, the NC Dental Society, and Triangle Area Dental Services, hosted the 1st Annual Roll the Dice for Dental Missions Casino Night to raise money for NCMOM's dental clinics. We are excited to report that with your help, we were able to raise almost \$30,000 through event sponsorships and provide almost \$8000 in funds for the Durham MOMs event! Although fundraisers are expensive to stage, they provide an excellent vehicle to raise awareness of the NCMOM's cause beyond the normal people who volunteer for such events.

Tickets for the event were \$40.00 which provided you with \$1000 in play money to "gamble" with. The evening featured professional casino style games and dealers, including blackjack, roulette, craps, Texas Hold'em, and even virtual horse racing. If you were lucky enough to finish the evening with play money in hand, you could cash in your earnings for raffle ticket chances at donated prizes. Winners received gift certificates, gift baskets, golf outings, spa treatments and many more quality prizes. Approximately 35 unique and exciting items were featured in the silent auction and we even had a game of chance to win \$25,000. All 250 guests enthusiastically agreed that it was a night of fun for all.

After such a successful inaugural event, TADS, the NCAGD and the NCDS are thrilled to announce the 2nd annual ROLL THE DICE FOR NCMOM's CASINO NIGHT which will be held Friday February 11, 2011 in conjunction with the NCAGD meeting. We are looking forward to welcoming all of our guests and sponsors back next year for another fun-filled evening. We expect the 2011 event will double in attendance due to the enthusiastic feedback we received from our inaugural event. We encourage all of our

members to attend and invite their entire staff to the 2011 event. We also encourage you to invite your friends so they too can join in our efforts to reach out to North Carolinians in need. The event is open to the public, not just dentists and staff. Let the public see firsthand the lengths at which dentistry in North Carolina will go in order to take care of their neighbors.

On behalf of TADS, the NCAGD and the NCDS, we thank you in advance for your continued support of the NCMOM's project and look forward to seeing you at the next Roll The Dice fundraiser for NCMOM's.



The members of Triangle Area Dental Services have already begun work on the 2011 event and have promised that they will recreate the excitement of 2010 and bring even more fun and excitement to all attendees. If you would like to promote your practice as one of the 2011 sponsors, please contact Triangle Area Dental Services at 919-755-1129 so they can discuss opportunities with you.

Sincerely,

Dr. Jill Sonners, Katherine Hostetler, Saehee Kim, Mindy Gill, Stephanie Daniels, John Robinson, Cris Elmore, and Bailey Tucker

2010 NCAGD Awards



Drs. Robert Zambroski and John Pruitt received the AGD's Life Long Learning and Service Award, one of the most prestigious awards given by the AGD, at the Business Luncheon at the 2010 NCAGD Annual Meeting.



Dr. Dan Cheek receives the NCAGD Distinguished Service Award from AGD President Dr. Dave Halpern. This is the highest award that the NCAGD bestows.

2010 AGD Senior Dental Student Awards

Jeffery Bell and Jane Choi were chosen as the recipients of the 2010 AGD Senior Student Dental Award at the UNC School of Dentistry. They were presented their awards at the Annual Spurgeon Dental Banquet held April 7 at the Friday Center in Chapel Hill. Congratulations to them as outstanding students in general dentistry.

NC Missions of Mercy (MOMS) Schedule

June 4-5
June 25-26
July 16-17
August 20-21
September 17-18
October 22-23
November 5-6

Sylva, NC
Sparta, NC
Washington, NC
Asheville, NC
Gastonia, NC
Dare County, NC
Greensboro, NC

Please consider volunteering to help deliver dental care to needy individuals. Sign up at the NCDS website (www.ncdental.org) by clicking on the "Community Outreach" tab at the top of the page and then clicking on "Missions of Mercy".

It's your practice but who's really in charge?

The power struggles. The personality clashes. The ongoing tension when staff members don't get along.

Sound familiar? You hire and train someone who has all the credentials to be a great office manager, receptionist, or assistant, yet several months down the line you realize this person is toxic to the rest of the staff.

How are you supposed to deal with it? If you're like most business owners, you avoid it as long as possible. You hear the complaints, but don't want to confront. You've invested time and money in this person and hope it will "work itself out". You might even talk with them but things don't change.

We hire for aptitude and fire for attitude.

A staff member can erode the morale of any office, which directly affects office productivity. A top performing office manager may be curt and cold with patients, or overly bossy with other staff. The dental hygienist who is friendly and likable may be disorganized and not as thorough as you like. No amount of professional expertise can compensate for poor people skills.



Take a look at what we call the KASH box. Most professionals spend their resources developing the left side of the box i.e., their Knowledge and Skills. In the dental industry, ongoing professional development usually means updating your professional competencies.

On the right side of the box are Attitudes and Habits. It's a fact that almost 70% of our attitudes and habits are formed between the ages of six months to six years. Attitudes and habits are the unconscious ways we approach life, judge others, and interact in social and professional situations. As adult professionals, most of us do not think about creating success or promoting attitudes, which directly affect the performance of your employees and overall health of your practice.

"Do you have the right people on the bus?"

Good to Great author Jim Collins started a revolution of thought with this phrase. Not only is it important to have the right people on your bus, but to also have the right people in the right seats.

Several years ago, a naturopathic physician approached our business coaching company for help. He was growing his young practice aggressively—yet he hated going to work every day. We identified that part of his problem was an inability to delegate: he was one person doing 20 jobs! As the boss, he was not comfortable

delegating to others; in fact, once he hired people he rarely spoke with them—he "assumed" they knew what to do because he told them once. Through the coaching process he realized the importance of engaging people regularly, and enrolling others to help him achieve his goals. He also learned how to maximize the natural strengths of those around him. Rather than continuing to tolerate those that were poor hires he reassigned them to jobs which played to their strengths, or he let them go. **Within a year he had grown his business by 450%; more importantly, he could again keep his focus on helping others get well—which is what he loved to do each day.**

5 Ways to Take Charge of Your Business

- **Define Jobs:** We all need to understand what's expected of us. Putting job responsibilities in writing helps avoid disruptive errors and expensive mistakes.
- **Develop Leadership skills:** It's a fallacy to believe that all great leaders are born. You can develop leadership skills just as you developed skills in dentistry. There's a world of leadership development available to you through books, workshops and coaching.
- **Use Diagnostic Tools for hiring:** There are some wonderful, proven tools for hiring good talent. They can determine if a person's behavior and motivators are in alignment with the job, and whether he or she is the right 'fit' for your office.
- **Improve Communication:** This is one of the most essential elements for motivating your staff and growing your practice. Have you communicated your vision to your staff? How often? Do you set expectations for your staff? Do you engage your staff regularly? Do you follow up with them to make sure they understand their roles? The frequency and effectiveness of communication cannot be underestimated.
- **Accountability:** If you let people know what you want from them, they will have a clear idea of their roles. It will allow you to establish benchmarks for success.

You and your staff are looking for the same outcome; increased joy and satisfaction on the job and knowing you're making a difference in the lives of everyone in your professional network.

For more information on leadership, communication or hiring, please contact: Harvey Smith, Professional Certified Business Coach. We are in Charlotte, NC but work with clients around the Carolinas and around the country.
www.CarolinaBusinessCoach.com ph: 704.604.1650
email: Harvey@CarolinaBusinessCoach.com

The Nash Institute for Dental Learning in conjunction with the NCAGD Art and Science of Comprehensive Dentistry (Mastertrack) Program presents Mastertrack Restorative Module • August 13-14, 2010

In recent years dental technology has made great strides in the development of esthetic, conservative, tooth reinforcing restorations. Our program will present an update on the latest composite resin restorative materials and techniques that are being used for direct dental restorations. We combine didactic learning with hands-on participation workshops. This level of training allows the practitioners to confidently and competently incorporate these techniques into their practice. Understanding the restorative indications, as they are related to predictability, esthetics, function, and longevity of the restoration will be covered. Our participants will learn how to evaluate new techniques for restoring tooth morphology along with proper occlusion and function for maximum force distribution.

- During the hands-on participation, conservative tooth preparation, as well as simplified and predictable placement techniques will be performed. Participants will see how the use of flowables can prevent marginal discrepancies.
- The anterior "full bonded veneers" will include layering for internal development of tooth shade and value along with advanced finishing techniques for a vital appearance.
- The posterior resin hands-on topics will include, proper matrix techniques to ensure proximal contact, as well as use of sculpables, packables and current polishing materials.

In summary, our course includes all aspects of the composite resin restoration, as well as when to include these restorations in modern treatment planning.

Assignments for those participants wanting credits toward Mastership in the AGD, will be given at the end of the course unless otherwise arranged. Although this is a Mastertrack type of continuing education presentation, ANY AGD MEMBER may attend whether or not you are seeking Mastership in the AGD.

Course Credits:

- 16 Hours of participation for both days
- 16 Hours of participation after assignments have been completed in office and prepared in a Powerpoint presentation
- 4 + Hours Extra participation at presentation sessions in November 2010, when next module is given

***** ANY AGD MEMBER MAY ATTEND*****

Course Site:

- The Nash Institute
6302 Fairview Road, Suite 102
Charlotte, NC 28210
1-704-364-5272

Meals:

- Lunch and Snacks will be provided

- Dr. James Parker

thank you

The NCAGD would like to thank the sponsors of the 2010 NCAGD Annual Meeting. It is their generous support that makes our meeting possible.

Platinum Level



Gold Level



Silver Level



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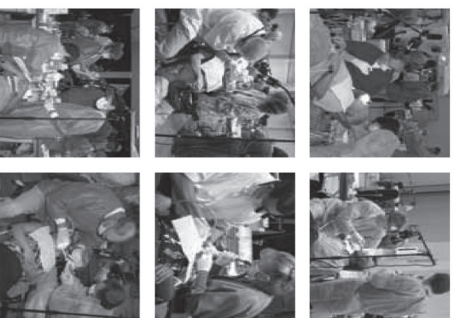


We Need You!

This year, the AGD/AGD Foundation, introduces its first-ever **Outreach Program**. This ambitious new program was conceived to increase our ability to address the oral health needs of un-served and underserved populations.

The first-annual AGD/AGD Foundation Outreach Program will be held **Thursday, July 8, 2010**, at the Louisiana State University Dental School Clinic, during the AGD Annual Meeting & Exhibits.

The AGD/AGD Foundation Outreach Program is in need of volunteer dentists and dental teams to provide free oral health and dental care to residents of New Orleans. The State of Louisiana will provide a free temporary license for U.S. licensed dentists to practice in that state.



Volunteers are needed by May 1, 2010.

To learn more about the AGD/AGD Foundation Outreach Program or to volunteer your services, please contact Marilyn Mays, manager, AGD Foundation, at 888.243.3368, ext. 4329, or marilyn.mays@agd1.org.

Find Your Voice with AGD Advocacy

The AGD Foundation is a 501(c)(29) charity, gifts to the AGD Foundation are fully deductible for federal income tax purposes, subject to the limitations placed on charitable gifts by the Annual Revenue Service.