



TENNESSEE

MAY/JUNE 2023 VOLUME 29, ISSUE 3

DENTAL

ASSOCIATION NEWS

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**DISCOVER
YOUR PATH
TO CAREER
SUCCESS**

See page 6

///// Bimonthly news and information for TDA members

Board of Trustees Report

APRIL 1, 2023



The TDA Board of Trustees met on April 1, 2023 in Franklin, Tennessee, at the TDA office.

Actions of the Board:

- Voted to strike “any medical or dental service corporation” from the Board Policy Manual, Section V, Conflict of Interest.
- Referred to the Executive Committee and Budget & Finance Committee to develop consistent wording to use regarding the Board’s invocation policy.
- Approved the budget of \$1,681,255.
- Approved appointees to Councils and Committees for the term 2023 - 2026:
 - Council on Dental Benefit Programs: Angela Cameron, Kathy Hall, Kristy Dye; Bradley White, Chair
 - Council on Membership and Communications: Brett Germain, Lydia Lancaster, Emalie Hutton; Andrew Conkin, Chair
 - Council on State Agencies and Awards: Vicki Guffey, Tracy Pack, Paul Cullum, Jennifer Cornell; Stanley Waddell, Chair
 - New Dentist Committee: Chris Lee, Donald Mauney; Brooklin Byrd, Chair
 - Tennessee Dental PAC: William Powell, Rhett Raum, Chuck Keltner

Reports to the Board:

NEW DENTIST REPORT: Dr. John Coulter, New Dentist member, presented a survey of new dentists in the Second District Dental Society that provided insight for moving forward with that membership category.

TDA FOUNDATION: Dr. Robert Hopper, TDA Foundation President, reported regarding their recent strategic planning meeting.

MEMBERSHIP: Ms. Hayes shared current membership numbers as of March 31, 2023.

PRESIDENT-ELECT REPORT: Dr. Clayton said there will be an Executive Committee and Budget & Finance Committee retreat on July 14-15 in Franklin. Also, plans are being made for the TDA to host a “boot camp” for front office staff on June 9th. This will be a four-hour course to train or enhance their effectiveness on the dental team.

EXECUTIVE DIRECTOR REPORT: Ms. Hayes noted a few items from her written report. Mr. Carson Herbert was hired as Communications Coordinator. TDA hosted an ADA National Signing Day event at Meharry Medical College of Dentistry on March 29th.

MCDC AND TDA HOUSE OF DELEGATES NEWS COMING NEXT ISSUE

The Music City Dental Conference (MCDC) and 156th Annual Session of the House of Delegates took place May 11-13—too late to meet the deadline for this issue of the TDA News. A recap of award winners and events at MCDC, and actions taken by the House of Delegates, will appear in the July/August newsletter.



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As a dentist, you face unique challenges every day. That's why at MedPro Group, we created an industry-leading malpractice policy that keeps you safe.

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UPCOMING LIVE CONTINUING EDUCATION EVENT

Dental Team Bootcamp

Join the Tennessee Dental Association Friday June 9 from 8 a.m. to noon CT for Dental Practice Operations...There's a Code for That! *Dental Team Bootcamp* Training Course. A four-credit continuing education course, the event will be held at the Tennessee Society of CPAs (201 Powell Place, Brentwood, TN 37027). The cost is \$120 for TDA member staff and \$220 for non-member staff.

This course is designed to cross-train the entire dental team (both admin and clinical) with knowledge and skill of the day-to-day business operations of a dental practice.

Everything starts with the first phone call and obtaining the necessary information to prepare for the patient's visit to your office. What is done on the front end affects everything on the back end—even treatment planning. It is essential to understand dental insurance plans whether you participate in them or not. Many billable procedures are being done daily that are not billed out because the dental team didn't know "there is a code for that."

Effective communication, scheduling, treatment planning, patient education, billing, legal chart documentation, risk management, understanding the numbers of a profitable dental practice along with effective marketing are all important components of a successful dental practice. THERE IS A CODE FOR THAT!

Visit the [Dental Team Bootcamp](#) page on the TDA website to register.

ABOUT THE SPEAKER

Terri Wilson, RDA, CDA, CDPMA, CDP, FADAA

With 30+ years of experience in dental practices, Terri is a proven facilitator and coach with a proven track record for showing results that add value to the bottom line of a practice. She is a sought-after speaker and consultant and has shared her insights with thousands of clients across the country.



The TDA is an ADA CERP provider (May 2021 – June 2024). ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at ada.org/cerp.

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MAY 2023 VOLUME 29, ISSUE 3

Executive Editor: Andrea Hayes
Managing Editor: Carson Herbert
Editor: Amy Williams

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DR. JOE GREER

Honored by APSU

TDA member Dr. Joe Greer and his wife Estella were recognized as recipients of the Wendell H. Gilbert Award at Austin Peay State University's 39th Annual Candlelight Ball Saturday, May 6, 2023, at the Omni Nashville Hotel.

Dr. Greer has maintained a successful private practice in Memphis and has been an instructor at the UT College of Dentistry. A 1970 graduate of APSU, Dr. Greer was named the APSU Outstanding Alumnus in 2015. He is also a past president of the APSU National Alumni Association.

Their involvement at APSU includes the creation of two scholarships benefiting APSU African American students, including the Nannie Mae Wooten Memorial Endowed Scholarship, created by Joe, and the Dr. Joe C. Greer Scholarship, created by Estella.



BREAKING DOWN DEA'S MATE ACT REQUIREMENT

Members are asking about the new Medication Access and Training Expansion (MATE) Act, which creates a new one-time training requirement for any provider who is applying for or renewing his or her Drug Enforcement Administration (DEA) registration.

The requirement applies to providers who will be initially applying for or renewing their DEA registration on or after June 27, 2023. Compliance is

required by the time of your next scheduled DEA registration submission, but not before June 27, 2023. The requirement does not apply to dentists that graduated in good standing dental school within five years of June 27, 2023, and successfully completed a comprehensive curriculum that included at least eight hours of training.

To assist members, the ADA has

published a Frequently Asked Questions document to address common questions. The ADA will also provide free training options to satisfy the new training requirements. Members are urged to review the FAQ document and contact ADA Member Service Center via email at msc@ada.org or call 312-440-2500 with additional questions or concerns. MSC staff are available Monday through Friday from 8 a.m. - 5 p.m. CT.

DISCOVER YOUR PATH TO CAREER SUCCESS

with the TDA Career Center

It's now easier than ever for professionals to find employment opportunities and employers to find qualified candidates with the TDA Career Center.

As a valued member of TDA, you have access to this member benefit. Job seekers can use this resource to post resumes, cover letters and create a career profile allowing employers to find you directly.

Search the jobs database with detailed filters to focus on your specific interests. As a member, you also have access to valuable career resources, such as resume writing tips, interview tips, sample resumes, and answers to frequently asked questions from experts.

Users can sign up for email job alerts any time a job of interest becomes available.

With these features and access to career resources, TDA Career Center is the new

solution for dentists looking to take their career to the next level or add staff to their practice.

[GET STARTED](#)



TDA CAREER CENTER IS THE NEW SOLUTION FOR DENTISTS LOOKING TO TAKE THEIR CAREER TO THE NEXT LEVEL OR ADD STAFF TO THEIR PRACTICE.



welcome

THE TENNESSEE DENTAL ASSOCIATION
WELCOMES THE FOLLOWING DENTISTS
AS OUR NEW AND REINSTATED MEMBERS.

NEW MEMBERS!

We are excited that you have chosen to make the ADA, the TDA and your local components part of your journey. By being part of the ADA community, you've made the choice to power the dental profession.

We're working to bring you useful resources that can help you balance your patients, your practice, and your life. From the latest clinical guidelines to financial management tools like insurance and retirement plans, you'll find what you need to keep your work and life on track.

If there is anything we can do to enhance your membership experience, call us at **615.628.0208** or email tda@tndentalassociation.org.

First District Dental Society

Mead Lyons

Second District Dental Society

Austin Owen

Nashville Dental Society

Shante Williams

Benita Jackson

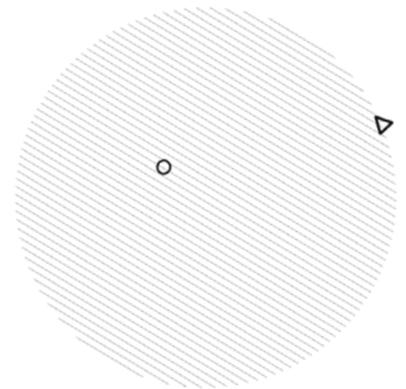
Essence Campbell

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Aquil Muhammad



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Tennessee Board of Dentistry
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Tennessee Department of Health
(615) 741-3011

Tennessee Dental Association
(615) 628-0208 | Fax: (615) 628-0214
tda@tndentalassociation.org

STAFFED COMPONENT SOCIETIES

First District Dental Society
Executive Secretary: Savannah Bolick
(423) 552-0222
firstdistrictdental@gmail.com

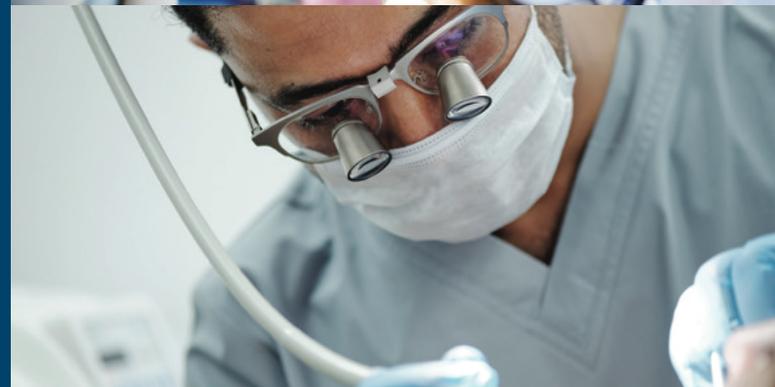
Second District Dental Society
Executive Director: Allison Rhodes
(865) 919-6464
sddsoffice@gmail.com

Chattanooga Area Dental Society
Executive Director: Lacey Heftka
(423) 886-9191
Info@ChattAreaDent.com

Nashville Dental Society
Executive Director: Kristen Stewart
615-628-3300
director@nashvilledental.org

Eighth District Dental Society
Executive Secretary: Ruby Batson
931-245-3333

Memphis Dental Society
Executive Director: Delaney Williams
(901) 682-4928
dwilliams@memphisdentalsociety.org



DIGGING INTO VITAMIN D

ALL ABOUT THE “SUNSHINE” VITAMIN

Getting enough vitamins and minerals is important for your health, and there’s a long list of essential ones. Vitamin D is one you may hear a lot about. It helps your body absorb calcium, a mineral your body needs to build strong bones. Your heart, muscles, and nerves also need vitamin D. Even your immune system uses vitamin D to fight off germs. But just how much do you need?

“We actually need only small to moderate amounts of vitamin D, not mega-doses,” says Dr. JoAnn Manson, a vitamin D expert at Brigham and Women’s Hospital and Harvard University.

Current guidelines recommend adults get 600 to 800 IUs (international units) of vitamin D each day. Those amounts are very important. Not getting enough can lead to serious health issues. Children’s bones can’t develop properly without enough vitamin D. In adults, a long-term deficiency can lead to fragile bones, or osteoporosis.

It’s important to make sure you get enough vitamin D. But scientists are finding that more isn’t always better.



WHERE TO GET IT

You can get vitamin D from the sun and from your diet. Your body makes vitamin D when your skin is exposed to the sun, which gives off UVB light.

But many people don’t go outside enough to get all the vitamin D they need this way. Other factors, such as clothing and sunscreen, can block how much vitamin D your skin makes when you’re in the sun.

How much melanin you have also plays a role. Melanin is a pigment that gives your skin color. Higher melanin levels cause darker skin complexions. The more melanin you have, the less vitamin D you can make from sunlight. This may put you at potential risk for vitamin D deficiency.

Sunlight exposure isn’t the only way to get vitamin D. Vitamin D is found naturally in some foods, like fatty fish. It’s also added to many dairy products and other fortified foods (see the Wise Choices box).



For now, most people concerned about vitamin D would get the greatest benefit from living a healthy lifestyle, Manson explains. This includes getting outside, being physically active, not smoking, and eating a variety of healthy foods rich in vitamin D.

“A dietary supplement will never be a substitute for a healthy diet or a healthy lifestyle,” she says.

Source: *NIH News in Health*. For the latest news from the National Institutes of Health, part of the U.S. Department of Health and Human Services, visit newsinhealth.nih.gov

WISE CHOICES

Get More Vitamin D

Vitamin D can be found in many foods and beverages:

Fatty fish. Trout, salmon, tuna, mackerel, sardine, and fish liver oils naturally contain high amounts of vitamin D.

Dairy milk. Almost all cow’s milk in the U.S. is fortified with vitamin D. But be sure to check the label.

Some plant-based milks. Some brands of soy, almond, oat, or other milk alternatives are fortified with vitamin D. See the labels for how much they include.

Many brands of breakfast cereals, orange juice, yogurt, and other foods also contain added vitamin D.

Egg yolks, cheese, and mushrooms. These foods naturally contain a small amount of vitamin D.



Fatty fish.

Trout, salmon, tuna, mackerel, sardine, and fish liver oils naturally contain high amounts of vitamin D.

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NEW DENTIST CORNER

Patient autonomy vs. patient-pleasing as a new dentist

The day we obtain our dental license, our role changes from student to doctor. After a lifetime of being told what to do by “grown-ups,” teachers and professors, the roles reverse.

It can be challenging when confronted by patients asking us to do things we are not comfortable with doing, especially if we want to please our patients. However, doing what the patient wants can harm the patient and put our license in jeopardy.

In dental school we learned about patient autonomy the ADA Principles of Ethics and Code of Professional Conduct. This means to “recognize the dignity and intrinsic worth of individuals and their right to make personal choices,” according to the American College of Dentists’ Ethics Handbook for Dentists. At the same time we were taught not to allow our patients to dictate the treatment plan.

When I started out as a new grad, this concept was confusing for me. Once I began teaching dental students, I saw that they were equally confused about this concept.

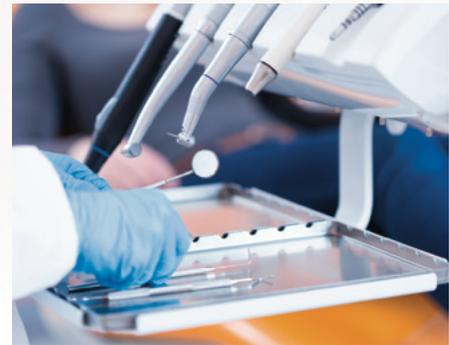
Here are some examples of statements from my students:

- “My patient said he does not want me to perio chart, and that he only wants a prophyl.”
- “My patient does not want me to cold test the tooth.”
- “My patient is declining the SRP and root canals. She only wants the filling on #8.”

When I explained to students that this is not acceptable, the students have asked me, “But what about patient autonomy? Aren’t we supposed to let the patient choose?” Yes and no. Here is why.

Yes, you can let your patient choose, for example, when it comes to tooth replacement. You should discuss the risks, benefits, costs, alternatives of no treatment, a removable partial denture, a bridge, an implant, or orthodontic treatment to close the space.

Examples of when patients should not be given a choice is when the patient is preventing you from diagnosing or treating active disease. If a patient is preventing you from diagnosing and/or treating active disease, here is my advice:



1. Seek to understand the patient’s reason for their request. The patient may not understand your rationale; they may be fearful; have a time constraint; or have financial concerns.

2. Educate the patient. Let them know that untreated dental disease is like a ticking time bomb.

3. Don’t just listen to your gut, act on your gut. If a patient is trying to twist your arm into doing something you’re not comfortable with and something goes wrong, you will be the first to be blamed because the patient didn’t go to dental school, and you did.

4. Most importantly, remember that a patient cannot consent to substandard care.

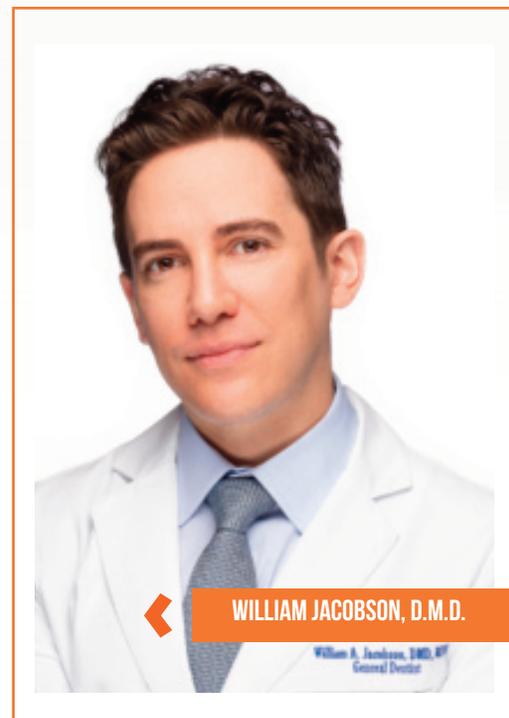


So, if the patient is still adamant about what they want, here are some useful responses:

- “Without a proper diagnosis with endo testing, I cannot treat you.”
- “Without taking radiographs, I am working in the dark.”
- “This is what I am willing to do.”
- “It sounds like I am not the right doctor for you.”
- “I will need you to sign the informed refusal form, and here is a list of local clinics.”
- “I recommend you consult with another dentist to see if they can meet your expectations.”

How did I gain this wisdom? The combination of experience and from consulting with my wonderful, bright faculty colleagues at UCSF School of Dentistry

I hope this advice helps clarify and better prepare you when faced with these scenarios.



William Jacobson, D.M.D., is a general dentist, educator and book author. After graduating from the Case Western Reserve University School of Dental Medicine in 2015, he completed a one-year general practice residency at the University of Southern California. Since 2016, he has been treating underserved patients at federally qualified health centers and teaching part time as an assistant clinical professor at the University of California, San Francisco School of Dentistry and the California Northstate University College of Dental Medicine. He recently published “Clinical Dentistry Daily Reference Guide,” a one-stop resource loaded with critical information for day-to-day clinical decision making. For more information, visit williamjacobson.net.

Classifieds

Advertisers, please note openings for dentists and staff have moved to the TDA Career Center. Please visit tda.careerwebsite.com to find your next great hire.

PRACTICE FOR SALE

Practices for Sale

Choice Transitions currently has several practices for sale. From smaller/starter practices ideal for more recent grads all the way to large, multi-doctor practices! Our inventory is constantly changing as practices sell and new practices are listed. To investigate these opportunities please visit and register for FREE on our website at www.choicetransitions.com or Contact Jay Lowrey at x221

FOR SALE: Dental office 30mi. N.E. of Nashville near I-65. 1600 sq. ft. brick stand alone; built 1973 and kept updated, plumbed for 5 ops. Easy access and parking. 395K. For more details call 615-815-4893.

Savannah: 6 ops, resort community!! Digital x-ray, intra-oral scanner. Contact Steve Murphree: 256.227.5811. #TN2861

Memphis: Get 2 practices in one. \$1.3M in revenue. 2500 sq ft. Contact Charles Mark Russell: 504.655.2364, mark.russell@henryschein.com. #TN3204

Memphis: Get 2 practices in one. \$1.3M in revenue. 2500 sq ft. Contact Charles Mark Russell: 504.655.2364, mark.russell@henryschein.com. #TN3205

Parsons: Established 6 op crown & bridge. 3 hygienists. Digital. Avg Gross \$570K/yr. Contact Steve Murphree: 256.227.5811. #TN3228

Nashville: Amazing opportunity in suburbs. A++ location. Tons of growth potential. Five (5) ops with 6th plumbed. \$300K. Contact Scott Owen: 678.780.5394, scott.owen@henryschein.com. #TN3430

Franklin: GP, desirable area, strip mall retail space. 1,200sf, 3 ops, 2022 GR - \$163K on 2-day work wk. 75% PPO, 25% FFS. Contact Mike Burns: 716.661.1564. #TN3452

Johnson City: GP 50+ years in beautiful/growing area. 4 ops, ground floor space, 20 NP/mo. Excellent opportunity. Contact Mike Burns: 716.661.1564. #TN3472

Dental practice for sale or lease in Memphis, TN. Address is 3122 Thomas St., Memphis, TN 38127. It has been in practice for 40 years. Call 901-210-1633 if interested.

Furnished office in Cool Springs available in May 2023. Satellite or starter office for the dentist who wants to get to work fast on a very low budget. 615-406-1428

PRACTICE FOR LEASE

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Classified Advertising (Ad Prepayment Required)

Classified ads: The first 100 characters (i.e., letters, spaces, punctuation) are free* for TDA dentist members and \$50 for nonmembers. Each character, in excess of 100, is an additional 40 cents per character (this applies to members and nonmembers).

Mail checks made payable to the TDA, along with your typed or clearly printed classified ad, by the 1st of the month prior to the month of publication to: TDA Newsletter, 660 Bakers Bridge Avenue, Suite 300, Franklin, TN 37067.

TDA reserves the right to reject any advertising. Call the TDA Executive Office at 615-628-0208 or email tda@tndentalassociation.org if you have any questions.

** Free to TDA members: one ad per year — three (3) month maximum — after third month the \$50.00 minimum and additional character charge will apply.*

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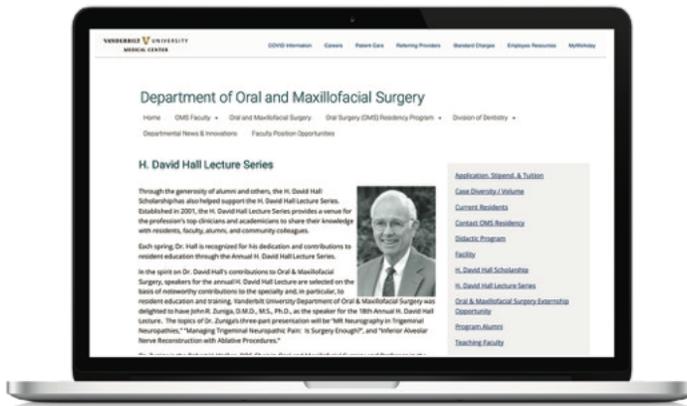


To learn more about how Humana helps dentists, visit Humana.com/provider/dentist or scan the QR code.



You can also call us at **800-833-2233**, Monday – Friday, 8 a.m. – 8 p.m., Eastern time.

GCHLUSXEN



TWENTY-THIRD ANNUAL H. DAVID HALL LECTURE

After a two-year hiatus because of the Pandemic, the Vanderbilt Department of Oral and Maxillofacial Surgery will host the Twenty-Third Annual H. David Hall Lecture on Saturday August 19, 2023, in Children’s Hospital Theater at the Monroe Carell Jr. Children’s Hospital at Vanderbilt.

Douglas D. Damm, D.D.S., will be this year’s speaker. Dr. Damm’s topic will be “Chronic Oral Ulcerations and Erosions.”

Dr. Damm is an Emeritus Professor of Oral and Maxillofacial Pathology of the University of Kentucky College of Dentistry in Lexington, KY. Dr. Damm has authored over 200 contributions to the scientific literature. He currently has an active practice in histopathologic oral and maxillofacial pathology in Lexington, KY.

Registration for the event will begin at 7:30 a.m., with the program starting at

8:00 a.m. until 12:00 noon. The event is approved for TN Board of Dentistry CE Credit for each hour of attendance. There will be no charge for attending this lecture.

For more information regarding the Twenty-Third Annual H. David Hall Lecture, please call Courtney Kinnaird at 615-343-9404 or email courtney.kinnaird@vumc.org

DENTAL PRACTICE OPERATIONS... THERE'S A CODE FOR THAT!

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Training Course*



Speaker:

TERRI WILSON, RDA, CDA, CDPMA, CDP, FADAA

- ✓ Cross-train the entire dental team
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- ✓ Learn effective patient communication skills



Friday, June 9, 2023



8:00 AM-12:00 PM CT



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of CPAs**

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TDA MEMBER STAFF

\$120

NON-MEMBER STAFF

\$220

REGISTER NOW

More Information:

www.tndentalassociation.org @tndentalassn



Presented by:
Tennessee
DENTAL ASSOCIATION



ENDORSED MEMBER SERVICES



The TDA endorses the following services available to you as a member.
Please contact any of the endorsed companies to obtain TDA member rates.

ADA Credit Cards: The only cards exclusively endorsed for ADA Members. US Bank, (866) 472-6423 ext. 37385 or <https://www.adavisa.com/credit/offer.do?exp=&lang=en&redirect=37385>

ADA TV: High-tech entertainment and marketing system for waiting rooms. 1-800-840-5383 or <https://www.pbhs.com/ada-tv/>

AHI Travel: Guided tours across the globe. 844-205-1171 or <http://ada.ahitravel.com>

Bank of America Practice Solutions: Endorsed practice finance provider. 1-800-497-6076 or www.bankofamerica.com/practicesolutions

Best Card: Credit card merchant processing services. 877-739-3952

Bento: A modern alternative to dental benefits. Visit bento.net, email smile@bento.net or call 800.734.8484

CareCredit: Patient Payment Plans - new 1-800-300-3046, ext. 4519; already enrolled 800-859-9975 or carecredit.com/dental

ClassPass: On demand or in-person fitness options to get you moving. 800-621-8099 or <https://classpass.com/corporate/american-dental-association>

Cyracom: Interpretation and translation services. 1-844-737-0781 or getstarted@cyracom.com

D-MMEX Easyrefine: Easy Refine Scrap Metal Recovery Program 1-800-741-3174 or www.easyrefine.com

GE Appliances: Savings of up to 25% off MSRP on select GE appliances <https://www.adamemberadvantage.com/en/endorsed-programs/ge>

HealthFirst: Emergency medical kits. 888-963-6787 or <https://www.healthfirst.com/ADA/>

HealthFirst: Sharps management. 888-963-6787 or <https://www.healthfirst.com/ADA/>

Lands' End Business: Customized Apparel for You and Your Staff - 1-800-490-6402 or <http://ada.landsend.com>

Laurel Road: Student loan refinancing 855-277-6771 or <https://www.laurelroad.com/partnerships/ada/>

Lenovo: PC products and accessories. 800-426-7235 ext. 4886 or www3.lenovo.com/us/en/ada

Medical Protective: Malpractice Insurance – Contact TDA Insurance Agency: 1-800-347-1109 or www.TDAinsurance.com

Mercedes-Benz: New, purchased or leased Mercedes Benz and Smart Cars Call 866-628-7232 or visit ada.org/Mercedes

On-Pay: Payroll Solution, integrity accounting, time keeping and attendance software- www.onpay.com/ada or call 1-877-328-6505

PBHS Website Design & Marketing Services: Call 1-855-WEB-4ADA or visit www.pbhs.com/ada

PBHS Secure Mail: Secure, regulatory-compliant email solutions for dental practices. Visit www.pbhs.com/ada

TDA Insurance Agency, Inc.: Personal & Business Insurance Programs - 1-800-347-1109 or www.TDAinsurance.com

Threadfellows: Branded gear and apparel. Visit threadfellows.com/ADA or call 1-844-313-7005

UPS: Shipping. 1-800-MEMBERS (800-636-2377) or visit www.savewithups.com/ada

Volvo: Sustainable vehicles. 1-800-550-5658 or <https://www.adamemberadvantage.com/endorsed-programs/sustainable-vehicles>

Your practice is one of your most important assets. DO YOU KNOW WHAT IT'S WORTH?



While no one likes to think about it, things do happen and it's always important to be prepared.

Knowing your practice's value can make the difference between selling your practice or having it become unsellable. That is why practice owners should have an up-to-date practice valuation.

Whether you are anticipating selling your practice and planning for retirement, recruiting a new associate who potentially may become a partner, or preparing for the unexpected, there are many reasons to have a current practice valuation.

A **Henry Schein Dental Practice Transitions** valuation considers both tangible and intangible assets of the practice and can provide the many key factors which influence the practice's value.



To get started on your practice valuation or schedule a complimentary, confidential consultation, **contact me** or **scan the QR code!**

Mike Burns
Transition Sales Consultant
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Mike.Burns@HenrySchein.com





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We Can Help You Transition on Your Own Terms

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- *How your practice is valued*
- *The differences in selling to an individual buyer vs a DSO*
- *How to find the perfect buyer for your practice*
- *How to assemble the right team of people*

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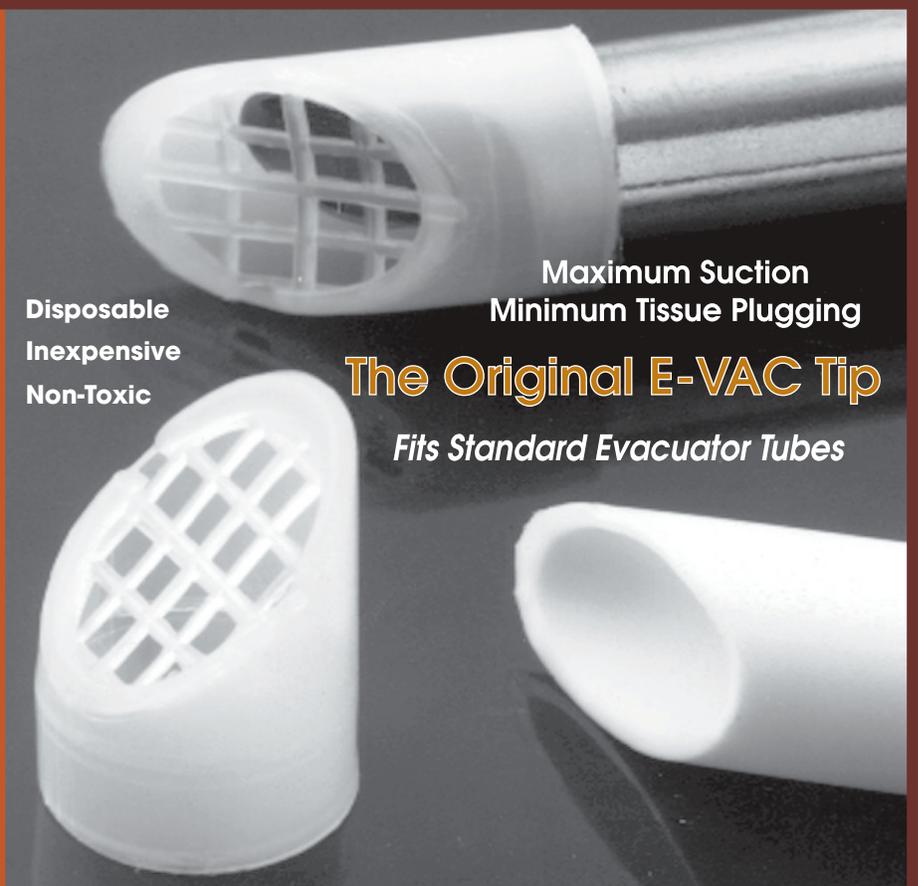
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