



Upcoming Ben Shair Award Dinner

Don't miss this year's Dr. Bernard Shair Award dinner to be held on Tuesday, March 23, 2010 at The University of Scranton's DeNaples Center, Room 405. On-campus, complimentary parking is available at the parking pavilion, 820 Mulberry St. on the fourth level or the roof. There will be no charge for any cars parked on these two levels.

The Ben Shair award is a cash gift funded by the SDDS and an endowment fund founded by the family of Dr. Bernard Shair (who passed away in

1982) and administered by the Scranton Area Foundation. It is presented to a University of Scranton student who has been accepted by a dental school and shows tremendous promise in the field of dentistry. The student is one who gives the greatest promise of a lifetime of service to dentistry and community—a lifetime of dedicated professionalism, humanitarian concerns and social welfare service, as exemplified by Dr. Shair.

To reserve your spot, kindly contact Dr. Todd A. Angelo by calling 342-3556 or e-mailing tma1843@yahoo.com.

February's Meeting



Dr. Stephanie Hanyon

Dr. Stephanie Hanyon was the featured speaker during February's general meeting. The title of her presentation was "Establishing a Dental Home."

According to Dr. Hanyon, the American Pedodontic Association has established the age of 12 months as the appropriate age a child should be first seen by a dentist, thus establishing a "dental home." There, the dental team provides "anticipatory guidance" for a life-time of oral health for the patient and psychological/educational fundamentals for the parents.

She remarked that we as dentists must provide a comfortable, relaxed setting and take the opportunity to counsel parents about various dental-related issues, including the importance of a healthy diet and good dental hygiene. Because "no other health care professional will be taking a hard look at intra-oral tissues," Dr. Hanyon recommends making the extra effort to really look inside their mouth.

Her "take away" tip? Talk to the children like real individuals, in calm, comforting tones, and they will respond in kind.

February Board Meeting Minutes

Attendees: Doctors Chris Kotchick, Miriam O'Malley, Frank DiNoia, Matt Zale, Bill Hitt, Jessica Falk, Fred Bonacci, Joseph Karam, Ken Miller, Gary Kopesky, Bridget Walsh, William Yeomans, Joe Kelly, Joe Gronsky, Charlie Potter, Gary Wadsworth and communications director Cindy Cox. Board Chairman Joe Kelly called the meeting to order at 6:00 at Jilly's Restaurant.

Dr. Kopesky announced the Ben Shair Award meeting will be in Room 405 in the new Denaples Center on the campus of the University of Scranton on March 23th. Also as follow-up to last month's discussion on the x-ray certification, there are no new CE requirements for staff certification. Dr. Kotchick is checking on our PDA liability insurance policy to determine if any riders are necessary for special events.

Dr. Miller will be going to the PDA delegate's meeting in 2 months. There is time to see him about issues that should be brought to the table.

Dr. Gronsky encouraged the efforts to get the Alliance active again. With an interested core group we can campaign for new members. The national membership is \$70.

The decision to accept the account's recommendation on closing the separate CE account is under reconsideration. Joe will arrange for a CPA to speak to the board on the new non profit auditing rules. The CE program has been running successfully since 1980 and it is important to maintain its administration with as great a convenience and accuracy as possible.

Dr. Zale reported that we received a "thank you" from the Am. Red Cross for the Haiti donation of \$1000. The deposit is paid to hold our date for Baseball Park Family Day on May 14th. The Board approved a contribution of \$250 for the Herman Aqua memorial. The Board approved \$300 honorarium for the NCDH month tooth fairy with appreciation for a job well done.

Dr. Hitt announced that the theme for the Headstart Oral Health Forum is "A Dentist for Every Child". It will be in Allentown on March 19th (Friday) Dr. Wezmar and Dr. Vance Jones will be attending and others are welcome.

Next Board Meeting April 12th. No board meeting in March due to conflicts with religious holidays. *Submitted by W. Hitt*

THE LATEST NEWS FROM THE PDA BULLETIN

New Regulations for Dental Hygienists

New regulations published in the Pennsylvania Bulletin in final form on December 12, 2009 revise the scope of practice for Pennsylvania-licensed dental hygienists, including adding authority to administer local anesthesia. The new regulations also provide for a new class of certification - public health dental hygiene practitioner.

Maximum Fines Increased to \$10,000

On July 17, 2009 Governor Edward G. Rendell signed Act 25 into law, adding a provision raising the maximum fine the State Board of Dentistry may impose for violations of the licensing laws or regulations from \$1,000 to \$10,000, as well as authorizing the licensing boards to impose the costs of investigation.

"This is an important law because the new maximum fine acts as a very strong deterrent to unlawful activity by licensees, which in turn will enable us to more effectively protect the health, safety and welfare of every consumer in the commonwealth, and the integrity of the dental health professions in Pennsylvania," Commissioner Basil L. Merenda said.

PDA Working on Your Behalf to Enact Insurance Reforms

PDA moved quickly to address the growing problem of several large insurers enforcing a policy that prohibits participating dentists from determining the fees to charge patients for dental procedures that are not covered by their plans. Sen. Kim Ward (R-Westmoreland) introduced legislation on PDA's behalf in February. SB 1222, which is assigned to the Senate Banking and Insurance Committee, would prohibit insurers from capping fees for non-covered services.

PDA's primary concern is the financial impact that this policy will have on dentists and their ability to continue operating a dental practice and treat insured patients. We are working to educate lawmakers about how it is essentially unfair for insurers to dictate fees on noncovered services, but your help is needed. Contact Marisa Swarney at (800) 223-0016, ext. 116 to find out how you can help pass this important piece of legislation.

Membership Cards Mailed

The 2010 membership cards were mailed to all fully paid 2010 members in January. The ADA membership card symbolizes member commitment to professional service and quality dentistry. Along with the cards, members received an ADA/PDA window decal and CareCredit/PDA keyboard/monitor calendar. Please display the window

decal in a prominent place to provide membership recognition and increase public awareness of organized dentistry.

If you have paid your 2010 dues in full and have not yet received your ADA/PDA membership card, please contact Tori Rineer at (800) 223-0016, ext. 121.

2010 PDA Day on the Hill

Join your colleagues, spouses and dental students for PDA's Day on the Hill on June 8. Talk with Pennsylvania's representatives and senators about the issues that pertain to you as a small business owner and those workforce issues that will impact

you as the individual held liable for the health and safety of your patients.

Please note that legislative visits will be planned differently than in previous years. For more information please go to padental.org.

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Yankees Game

The annual night out at PNC stadium to see the Wilkes-Barre/Scranton Yankees is slated for Friday, May 14th! Food, fireworks, and fun will be had by all. Game starts at 7 PM with the box opening at 6:00 p.m. To reserve your spot, contact Dr. Gary Wadsworth at 570-342-9246. Space is limited.

Continuing Ed Courses

Wed, 3/10/10

"Advancements for Endodontic Success," Dr. George M. Just

Wed, 4/7/10

"Tricky Decisions and Treatment Techniques in Pediatrics"

Dr. Jane A. Soxman

NCDHM Huge Success!!



A little library visitor gets her face painted by a member of Happy Faces face painting team.



Sarah Angelo, Alliance Representative, Dr. Todd Angelo, NCDHM Chair, and the Tooth Fairy pose with McDonald's Grimace and Hamburgler during an event held at McDonald's in Tunkhannock.



Ronald McDonald gives the "thumbs up" with Bradley Cox for a great time at the Keyser Avenue McDonald's event.

The SDDS hosted five community events, along with numerous school and daycare presentations throughout the month. McDonald's Restaurants partnered with us once again to not only provide free coupons, but also to lend the help of their costumed characters during two events --- one in Tunkhannock and one at the Keyser Avenue location.

The Lackawanna County Children's Library sponsored "Tooth Fairy Day," in which over 70 children registered to be entertained and educated by our Tooth Fairy and Dr. Kerr.

Timmy's Town, an interactive children's museum, hosted two other events that educated area children through fun, magical presentations by Dr. Kerr.

This year, the SDDS donated a case of toothbrushes to Mary Tellie at Zummo's Coffee Shop in Scranton to support an orphanage in Costa Rica. Mary makes a yearly trip and collects much-needed items to bring with her. We were happy to oblige!

Barb Wadsworth, Alliance Member, secured Ready, Set, Brush! pop-up



Dr. Brian Kerr, the Magic Orthodontist, does a trick with an unsuspecting "victim" during a Timmy's Town presentation.

books from the Alliance of the American Dental Association. The ADA Alliance is celebrating its 150th anniversary and happily donated books for us to give away. These books were presented to the Lackawanna County Children's Library and Timmy's Town.

Planning for next year has already begun, if you'd like to be a part of the committee, please contact Dr. Todd Angelo by calling 342-3556 or e-mailing tma1843@yahoo.com.



The Curran family takes a break to smile for the camera. Mom and McDonald's owner/operator, Christina Curran, helped coordinate both McDonald's events.

Upcoming Events

CE Course <i>"Advancements for Endodontic Success"</i>	Inn at Nichols Village	March 10, 2010	8:00 a.m.
General Meeting <i>Ben Shair Award Dinner</i>	University of Scranton DeNaples, Rm 405	March 23, 2010	6:30 p.m.
CE Course <i>"Tricky Decisions and Treatment Techniques in Pediatrics"</i>	Inn at Nichols Village	April 7, 2010	8:00 a.m.
Board Meeting	Jilly's	April 12, 2010	6:30 p.m.
President's Dinner	Colonnade	April 17, 2010	6:30 p.m.
PDA Annual Session	Hotel Hershey	April 22-25, 2010	TBD
W-B/Scranton Yankees Game	PNC Stadium	May 14, 2010	7:00 p.m.
Women Dentists Meeting	Milestone Ranch	May 20, 2010	7:00 p.m.
General Meeting <i>Dr. Braun, Dean, University of Pittsburgh</i>	TBA	Sept. 16, 2010	6:30 p.m.