

YOUR PRACTICE SUCCESS  
**It's Better With Membership!**



MEMBERSHIP BENEFITS GUIDE

2012

# Your practice success. It's better with membership!

## Dear MDA Member:

Thanks to the support and participation of more than 75 percent of Michigan dentists like you, the Michigan Dental Association is doing more than ever to help you succeed.

You get a great return on your investment when you belong to organized dentistry. You can become better informed, save money, and build a better practice.

But the MDA is only as strong as the support it receives from its members. We thank you for your dedication to organized dentistry. Be sure to take advantage of all the MDA's member services and benefits, and please contact us or any of the MDA staff if we can be of assistance to you.



Connie Verhagen, D.D.D., M.S.  
2011-2012 MDA President



Jeffery Johnston, D.D.S., M.S.  
2012-2013 MDA President



Drew Eason, CAE  
CEO/Executive Director

# Solutions

## CONTENTS

MDA Staff Contacts .....4-5

Protecting the Profession .....6

Promoting the Profession .....8-9

Connecting ..... 10-11

Practice Management ..... 12-13

Meeting Licensure Requirements/CE..... 14

Student Services ..... 15-16

Protecting Business and Personal Assets ..... 18-19

Enhancing Your Practice.....20-21

MDA Board of Trustees .....22

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[www.youtube.com/michdentists](http://www.youtube.com/michdentists)  
[www.facebook.com/  
michigandentalassociation](http://www.facebook.com/michigandentalassociation)  
[www.linkedin.com/company/michigan-  
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*Your ability to contact staff at any time, for any reason  
and every issue you face professionally.*

#11

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## MEMBERSHIP BRINGS SOLUTIONS

# Solutions: Protecting the Profession

*Thousands of members plus your voice equals major political clout in the halls of Lansing (and in Washington, D.C.). Because the MDA represents 75 percent of Michigan's dentists, our voice is taken seriously, making us Michigan's oral health authority.*

### MDA DENTALPAC



The MDA's Political Action Committee solidifies the association's seat at the table when lawmakers are debating legislation that influences dentists' scope of practice.

### THE MDA CONTACT DENTIST NETWORK

This grass roots legislative advocacy program matches MDA member dentists with legislators — often, one of their own patients.

### NEW LEGISLATIVE ACTION CENTER

This online platform connects you directly to lawmakers, while providing you with the tools and templates to advocate for dentistry's position on hot-button legislative issues.



### LEGISLATIVE BRIEFINGS

The MDA's advocacy team brings the legislation and the MDA's stance on key initiatives right to your local society — at your request.

### COMMITTEE ON GOVERNMENTAL AND INSURANCE AFFAIRS

A committee of your peers dedicated to developing the strategy to proactively address issues and bills that impact you and your practice.

### SPECIAL COMMITTEE ON ACCESS TO CARE

A statewide group of stakeholders throughout dentistry charged with taking the lead and identifying real-world solutions to the access problem.

### LEGISLATIVE EVENTS

Face-to-face meetings with lawmakers are the best way to connect member dentists and the issues that matter most to them to the decision-makers in Lansing.

### ADA LEGISLATIVE ACTIVITIES

The ADA is the united voice of dentists, representing more than 170,000 practitioners to lawmakers in the nation's capital.

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Chair, MDA Dental PAC



MDA MEMBERSHIP

# Puts Money in Your Pocket

## Here's what you get that non-members don't!

- **Your name in the MDA's Find-a-Dentist directory at [www.smilemichigan.com](http://www.smilemichigan.com)**  
*Find-a-Dentist delivers an average of 19 patients per member throughout the year*
- **MDA fee and staff compensation surveys**  
*Understand fees in your market and keep your costs in line*
- **MDA, ADA and dental specialty member logos**  
*Sixty-six percent of Michiganders prefer to see an MDA member dentist for treatment*
- **ADA Contract Analysis Service**  
*Free analysis of all dental plan participation agreements*
- **The MDA's Dental Benefits Patient Communication Kit**  
*Helps your patients understand the importance of dental care — with or without dental insurance*
- **Website development services**  
*A great way to unleash the marketing power of the Web*
- **MDA Services Gloves**  
*Helps reduce your supply expense*
- **Resources to help you navigate the third party payor system**  
*Assistance resolving problems involving health care plans, coding and billing*
- **ADA Online Dental Practice Hub**  
*Tools to keep your office strong during economic downturns*



**1-800-589-2632** Strong Returns on Your Professional Investment [smilemichigan.com](http://smilemichigan.com)



# Solutions: Promoting the Profession

*Educating the public about the importance of regular dental care and all of the outstanding things dentists do to improve the oral health of Michigan residents improves the perception of dentistry and likelihood of maintaining consistent treatment schedules.*

## **STATEWIDE TELEVISION**

The MDA's high-impact public education campaign urges patients to keep their six-month dental appointments, linking oral health to overall health. Consumers are informed that regular dental care is the key to good oral health and that dentists can help spot general health problems before they become difficult and expensive to treat.

## **PATIENT EDUCATION MATERIALS**

Enhance your treatment-planning and your patients' perceptions of dentistry through MDA- and ADA-provided materials.

## **HELP WITH ORAL HEALTH PRESENTATIONS**

The MDA's free video and DVD library can help with presentations in schools or in the community. Call the MDA up to two weeks prior to your event.

## **LOCAL PUBLIC RELATIONS PROGRAMS**

The MDA matches component expenditures on a three-to-one ratio for activities dedicated to promoting the profession to the public.

## **MEDIA INFORMATION SERVICES**

Building relationships with the media is critical to the way dentistry is portrayed to the public, and the MDA works diligently to educate reporters about the facts of the profession.



Find a Dentist on [smilemichigan.com](http://smilemichigan.com)  
A comprehensive, informative online tool that helps patients find you  
through a search engine advertising program..

## NATIONAL CHILDREN'S DENTAL HEALTH MONTH AND GIVE KIDS A SMILE

The MDA coordinates and reports to the media on activities designed to influence the oral health habits of Michigan's children during the month of February.

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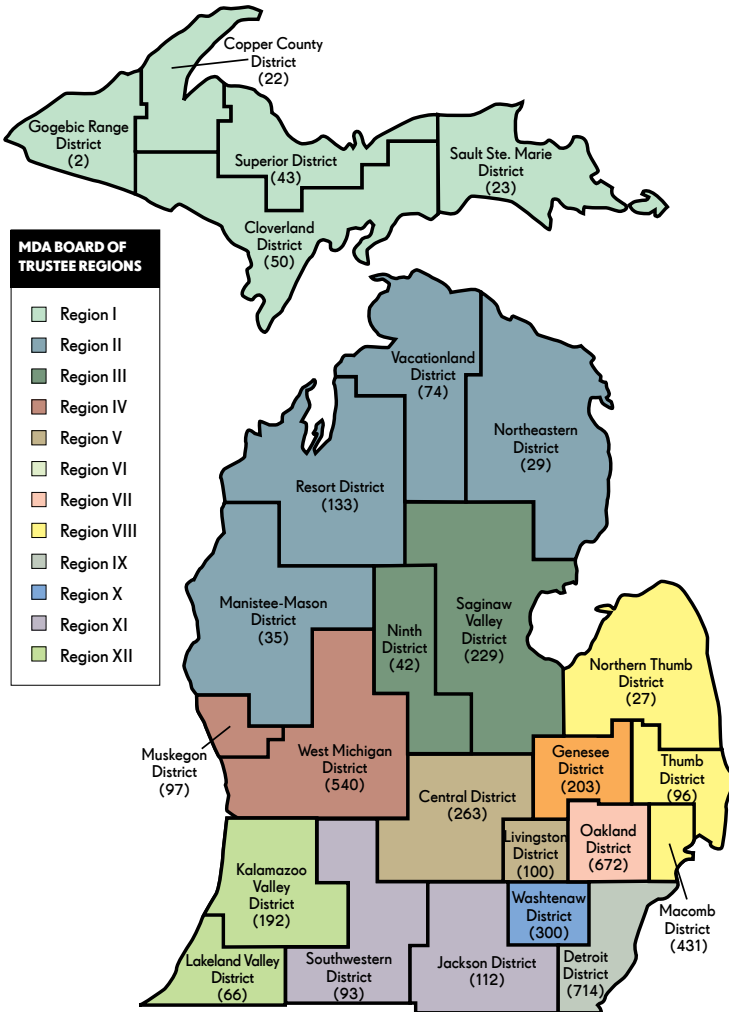
*"Throughout my career, the Michigan Dental Association has helped me succeed in more ways than I can count. It's been a great ride! As I look toward the future, I'm happy to know I have a professional support network in place to help me with a future transition."*

— Dale Nester, D.D.S.,  
Ithaca



# Solutions: Connecting

Component Societies and Trustee Regions of the Michigan Dental Association  
(Number of members in each component listed in parenthesis)



*The MDA connects you to more than 5,500 other dentists throughout Michigan — giving you a supportive network for the life of your membership. And, the MDA’s member communications program combines traditional publishing with digital content to keep you informed.*

*Networking opportunities build relationships that matter. From state, local and national society meetings to the award-winning MDA Journal to YouTube, Facebook and more, the MDA keeps you connected with colleagues and up to date.*

### LOCAL DENTAL SOCIETY MEETINGS

The 26 local dental societies that comprise the MDA host meetings throughout the year. Some events are designed for the whole dental team, and others are for members only. Contact the president of your component to find out when your next meeting takes place.

### JOURNAL OF THE MICHIGAN DENTAL ASSOCIATION

# JOURNAL

*of the Michigan Dental Association*

This monthly, award-winning publication keeps dentists informed of what's happening in the profession, of the latest clinical practices, and the trends that influence the way you're practicing dentistry.

### JOURNAL ENEWS

Once a month the MDA provides members with an email newsletter with the latest news and information, plus opportunities for savings, benefits, services, and programs from the MDA.

### YOUTUBE CHANNEL

The MDA's widely successful digital platform features free practice management, legal, and other advice in quick, 10-minute-or-less videos. Visit [www.youtube.com/michdentists](http://www.youtube.com/michdentists).

### FACEBOOK

A member-focused, real-time communication service that links members to the MDA, and members to other members. Visit [www.facebook.com/michigandentalassociation](http://www.facebook.com/michigandentalassociation).

### LINKEDIN

Through the MDA's company page, you can follow your professional community, in addition to networking with colleagues. Visit [www.linkedin.com/company/michigan-dental-association](http://www.linkedin.com/company/michigan-dental-association).

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### MDA JOURNAL

Virginia Merchant, D.M.D., CDE  
MDA Editor

# Solutions: Practice Management

*Individual dental practices are the lifeblood of our profession. That's why the MDA is working harder than ever to help you solve your professional, ethical and legal challenges.*

## **CONTACT THE MDA STAFF**

You can rely on the MDA's experienced staff to answer your questions and find answers to help you succeed and solve your challenges every day. Call on the staff for support at any time. See the staff listing in each issue of the MDA Journal, or turn to pages 4–5 of this booklet.

## **REGULATORY COMPLIANCE INFORMATION**

State and federal regulations directly impact how you can practice dentistry. You can rely on the MDA to provide you with the information and tools you need to make sure you comply with government requirements.

## **DENTAL BENEFITS COMMUNICATION KIT AND MATERIALS**

Are your patients struggling to maintain regular dental care due to cuts in insurance plans? If so, the MDA has a kit available to you that will help address their concerns through template materials and patient education pieces.

## **CONTRACT ANALYSIS SERVICE**

The contract you sign with third party payors is arguably the most important practice decision you can make. Use this free MDA/ADA service to make more informed decisions for your practice's future.

## **HIPAA ANSWERS**

MDA dental benefits staff can answer your individual questions about HIPAA regulations — just call, write, or email, anytime.

## **HUMAN RESOURCES**

The MDA's Staff Matters series of human resources materials helps you manage your office staff the right way. Available materials include a complete human resources system, dental office forms, employment applications, most-asked questions, and more. A free service also offers members 30-minute consultations with HR expert Toni Talbot.

## **LABOR POSTERS**

Several required posters must be displayed in all businesses, and the MDA has what you need to meet the requirements, all at no charge.

## **NEW COVER PROGRAM**

Members helping members is what the MDA is all about. This locum tenens service links members willing to serve in another member's practice during short or extended terms of absence.

## **LEGAL SERVICES**

Members can tap into the experience of longtime MDA legal counsel Kerr, Russell & Weber through a special arrangement, with reduced rates.

*Your first choice for continuing education! Programs to keep your entire dental team informed and updated through discounted CE courses, speakers hand-picked by members for members, approved credits for licensing requirements, and more.*

### PEER REVIEW

Keep disputes out of the public eye and reduce lawyer fees through this MDA-provided dispute resolution mechanism. The service addresses dentist-to-dentist, patient-to-dentist, and dentist-to-insurance company complaints.

### CARE AND WELL BEING

Addiction and dependency issues can cripple the lives of dentists, their staff, and family members. Get help today through this member-to-member support program.

### FEE SURVEY

Make better decisions about fees in your practice by utilizing the information provided by MDA members through this biannual survey and free report.

### COMPENSATION SURVEY

Keep your compensation levels competitive and accurate through the use of this free report offered every other year.

### SEARCH ENGINE MARKETING

More and more patients are looking online to find a dentist. Through the MDA's search engine marketing program, an average of 19 patients per member are connected to offices throughout Michigan.

### DENTAL ASSISTANT RADIOGRAPHY TRAINING

All dental assistants must be certified in radiography, and thousands have been trained through this unique, in-office, self-paced MDA course.

### MDA JOURNAL CLASSIFIEDS

Whether buying, selling, looking for equipment, seeking a new position or looking for an associate, the MDA Journal classifieds are a top resource for Michigan dental professionals. They're available online, too.

### DEMOGRAPHIC INFORMATION

Wondering what the dentist per patient ratio is for counties throughout Michigan? You can make more informed practice location and expansion decisions after reviewing the MDA's report.

### ENDORSED INSURANCE PROGRAMS

MDA Insurance, a subsidiary of the Michigan Dental Association, is a full-service insurance agency run by dentists, for dentists. See page 18.

### MONEY-SAVING ENDORSED SERVICES

The MDA's MDA Services subsidiary offers great programs, group discounts, and special product enhancements on programs and services your practice uses every day. See pages 20–21.

# Solutions: Meeting Licensure Requirements

*As your first choice for continuing education, the MDA's programs give you access to better ways to fulfill CE requirements and increase your personal and practice potential.*



## **SPIRIT OF MICHIGAN ANNUAL SESSION**

One of the largest dental meetings in the nation! With three days of courses and nearly 200 exhibits, plus social events and meetings, there's something for everyone at Annual Session (coming April 18-21, 2012 in Lansing).

## **STATEWIDE CE SEMINARS**

Bringing CE to a location near you, the MDA's continuing education seminars are a great way to refresh and recharge your dental team.

## **SCIENTIFIC SESSIONS**

Weekend getaways in resort locations provide an opportunity to increase your knowledge base, connect with colleagues, and enjoy good times with your family and friends.

## **CE RECORD-KEEPING FOLDERS**

Available at no charge, these handy folders help you track and organize your important CE coursework.

## **LICENSE EXPIRATION REMINDERS**

Your license is your key to earning income, and the MDA reminds dentists whose licenses are expiring in a given year with postal and email reminders, in addition to announcements in all publications.

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### **Richard Lezell, D.D.S.**

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### **Daniel Edwards, D.D.S.**

Co-chair, Special Committee  
on Annual Session

*A united voice in Lansing. The MDA's legislative affairs programs advocate for dentistry, making sure your scope of practice is protected, funding for important programs is maintained, and much more.*

## Solutions: Student Services

*Today's dental students are the practicing dentists of tomorrow. And, the MDA is committed to helping students succeed through programs and services offered free as part of their membership.*

### **ON-CAMPUS PROGRAMMING**

Throughout the year the MDA sponsors lunch-hour programming to supplement classroom and clinic education to help make students more informed, financially sound, ethical, and connected.

### **MDA JOURNAL CLASSIFIEDS**

A top resource connecting students to jobs in Michigan, both online 24/7 and monthly through the MDA Journal.

### **NEW RESUME AND COVER LETTER REVIEWS**

Contact Josh Lord to get help with your cover letter and resume revisions and drafts before you go "on the market."

### **NEW ESTABLISHING YOUR PROFESSIONAL CAREER GUIDEBOOK**

A new manual, available in print and online, that gives you everything you need to know to transition into a private practice setting in Michigan.

### **REPRESENTATION IN GOVERNANCE**

The MDA gives students an opportunity to have a voice in the future of their profession as dental students. The next generation of practitioners has a seat on every MDA committee, as well as in the MDA's annual House of Delegates.

### **ACCESS TO MDA INSURANCE AND SERVICES**

Insurance and member services designed by member dentists, for member dentists — and dental students, too! See pages 18–19.

### **CONNECTIONS TO OTHER STATES**

The MDA will help connect you to services, dentists and programs via any of the ADA-affiliated dental societies.

### **MDA JOURNAL AND JOURNAL ENEWS**

Students can stay connected to everything happening outside of the walls of the dental schools thanks to these complimentary hard copy and e-publications from the MDA.

### **NEW STUDENT LOAN CONTRACT ANALYSIS SERVICES**

Contact the MDA to get access to this free ADA service before you sign on the dotted line for financial support.

### **DEMOGRAPHIC REPORTS**

If you're going to practice in Michigan after graduation, contact the MDA to learn what the dentist-to-patient ratio is for all counties in Michigan.

### **SCHOLARSHIPS**

The Michigan Dental Association Foundation provides scholarship opportunities for dental and dental team students to reduce the impact of the cost of education.

## MEMBERSHIP BRINGS SOLUTIONS

### NERB REFRESHMENT SPONSORSHIP

The MDA helps keep students at the University of Michigan School of Dentistry refreshed during those tough test days.

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*“Membership in the MDA during my years as a dental student gave me a great insight into the profession and made me a more well-rounded student.”*

— Nashwa Aziz, D.D.S.  
2010 University of Detroit Mercy graduate

# HOW TO FIND A JOB: THE MDA WAY

- Contact Josh Lord, Director of Membership and Student Affairs ([jlord@michigandental.org](mailto:jlord@michigandental.org))
- Classified ads in the MDA Journal and eNews, delivered monthly to your preferred home and email address (ads are free for six months for new grads)
- MDA connections to other state dental associations (e-mail [jlord@michigandental.org](mailto:jlord@michigandental.org) for more info)
- Local dental society meetings (e-mail [jlord@michigandental.org](mailto:jlord@michigandental.org) for more info)
- MDA faculty members at the dental schools (e-mail [jlord@michigandental.org](mailto:jlord@michigandental.org) for more info)
- MDA volunteer opportunities (Give Kids a Smile, job shadow at your dentist's office)
- MDA student events (Annually, fall-spring)
- Classifieds from state dental societies (e-mail [jlord@michigandental.org](mailto:jlord@michigandental.org) for more info)
- Contact practice brokers (Google search for options in your state of choice)
- Dental supply company reps (Google search for options in your state of choice)

## Other Items to Consider:

- Patient count
- Owing vs. renting
- Quality of life
- Cash flow
- Equipment

I  Dentistry

# Solutions: Protecting Business and Personal Assets

*Protect your personal and professional assets with MDA Insurance, and face the future with confidence. With MDA Insurance, you'll enjoy quality programs, group savings, and lower dues!*

Access to special coverage enhancements and exclusive insurance programs comes with your MDA membership. All programs are continuously reviewed and evaluated to ensure they meet all your coverage needs. Member support gives MDA Insurance the leverage to obtain great coverage at rates that are among the most competitive in the marketplace.



Call 800-860-2272 for information about:

## **HEALTH INSURANCE THROUGH BLUE CROSS BLUE SHIELD AND BCS LIFE INSURANCE COMPANY OF ILLINOIS**

An exclusive individual health plan for MDA members, and a complete selection BCBSM small group health insurance options.

## **MALPRACTICE INSURANCE THROUGH THE PROFESSIONAL PROTECTOR PLAN**

10 percent MDA member discount, outstanding coverage, exceptional service, dedicated legal counsel.

## **DISABILITY INSURANCE**

Individual and group plans available. We offer plans that provide coverage if you are unable to work in your own occupation — even if you choose to work in another occupation.

## **LONG-TERM CARE INSURANCE**

Protect your retirement savings and enjoy group discounts. Choose reimbursement or cash benefits; some plans can be paid up in 10 years (or less).

## **LIFE INSURANCE**

We offer term and permanent solutions for all of your personal and business life insurance needs.

## **BUSINESS OWNERS INSURANCE**

Complete practice property coverage for your equipment and building.

## **WORKERS' COMPENSATION COVERAGE**

Low rates, quality service.

## **HOME AND AUTO INSURANCE**

Special MDA group rates, multi-policy discounts, top-rated carriers and unbeatable service. Your discount extends to office staff, too!

## **OTHER PLANS**

Vision and eyeglass coverage, accidental death and dismemberment, business overhead expense, student professional liability, hygienist and dental assistant professional liability, employee disability income protection, hospital cash, term-life coverage, and dental insurance.

Quality insurance created by member dentists for member dentists.  
A wide range of programs that are continually reviewed and updated  
to meet your personal and professional coverage needs.

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Financial Group

# Solutions: Enhancing Practice Operations

MDA Services offers a variety of endorsed financial services and business management programs designed to make your office run smoothly and efficiently — at a lower cost to you. Your support of these programs provides non-dues revenue to the MDA. Call MDA Services at 800-860-2272 to learn more about the following endorsed programs, or visit [www.smilemichigan.com/services](http://www.smilemichigan.com/services).



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*D-MMEX EasyRefine*

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### Account Collection Services

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### Website Development and

### Online Marketing

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### Automated Patient

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### Section 125 Cafeteria Plans

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### Amalgam Separators

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*MDA-endorsed partners that have been vetted by your peers  
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*“The MDA’s got what it takes to help  
me run a successful practice, from  
radiography training, to legal information  
and placement services. There’s so  
much that the MDA offers — I’m glad  
I’m a member!”*

— Dan Edwards, D.D.S.  
Ann Arbor

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- Great Selection — more than 45 glove choices
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