Your Membership Means More in 2016!

Dear Colleague:

The Michigan Dental Association, the American Dental Association and your local dental society are working harder than ever to bring you The Power of 3, helping you succeed in our rapidly changing practice environment.

For 2016, your membership means more than ever . . . more advocacy on your behalf in Lansing and Washington . . . more answers to the questions you face . . . more solutions for your practice and personal success . . . more money-saving insurance and services to help your bottom line.

That’s our pledge — more member success than ever before. And we’re committed to making sure your MDA, ADA and local society do more than ever before to make that happen. But we can’t do it alone. We need your support. Organized dentistry needs you. Working together, we can achieve even greater things.

This booklet explains many of the member benefits you get when you belong. Please keep it handy. Share it with your staff. Take advantage of the Power of 3. That’s the best way to make sure you get more from your membership in 2016 and beyond.

Mark Johnston, DDS
2015-2016 MDA President

Larry DeGroat, DDS
2016-2017 MDA President

Karen Burgess, MBA, CAE
CEO/Executive Director
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▶ ON THE WEB
www.smilemichigan.com/pro

www.youtube.com/michdentists

www.facebook.com/michigandentalassociation

www.facebook.com/smilemichigan

www.linkedin.com/company/michigan-dental-association
Success: 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 so many Michigan dentists, our voice is taken seriously, making us Michigan’s oral health authority.

MDA Dental PAC and ADA ADPAC
Dentistry’s state and federal political action committees ensure the association a place at the table when lawmakers are debating legislation that affects dentistry.

Legislative Action Center
This online platform connects you directly to lawmakers, while providing you with easy-to-use tools to advocate for dentistry’s position on hot-button legislative issues.

Support for Community Water Fluoridation
MDA staff and volunteers have launched a proactive campaign to educate community officials and the public at large to better understand the benefits of water fluoridation.

Special Committee on Access to Care
This statewide group of stakeholders throughout dentistry is charged with taking the lead and identifying real world solutions to the access problem.

Donated Dental Services
This MDA-administered program matches concerned volunteers with low income elderly, chronically ill or disabled citizens in need of extensive dental care.

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- **KERRY KAYSSERIAN, DDS**
  Chair, MDA Dental PAC

- **KEVIN HALE, DDS, MS**
  Chair, Special Committee on Access to Care
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 enhances the perception of dentistry and reminds patients to make — and keep — their dental appointments.

**MDA Public Education Campaign**
The MDA’s “What Would Your Mouth Say About You?” Public Education Campaign debuted in 2015 and is already making a big impact. The campaign includes TV commercials, online advertising, social media initiatives, plus exciting campaign extensions you can use in your office. High visibility for you as an MDA member!

**Smilemichigan® Facebook Page**
The MDA is extending its public-centered social media through a new SmileMichigan page on Facebook, with social media initiatives such as this year’s “Healthy Selfie” smile contest and “Mouthiest Class” video contest.

**Patient Education Materials**
Enhance your treatment-planning and your patients’ perceptions through MDA/ADA dental health materials.

**Help with Oral Health Presentations**
The MDA's free video and DVD library can help with presentations in schools or in the community.

**Special Events Promotion**
National Children’s Dental Health Month and other special events provide a unique opportunity for the MDA to educate the public and influence oral health habits.

**Local Public Relations Programs**
The MDA matches expenditures on a three-to-one ratio to promote local society initiatives.

**Media Outreach/Social Media**
The MDA uses Twitter to educate the public, media, lawmakers, and health related organizations on the importance of oral health and its link to overall health.

**PUBLIC INFORMATION CONTACTS**

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- **GREG MAXSON, DDS**
  Chair, MDA Public Relations Advisory Committee
Success:

Continuing Education and Licensure Requirements

As your first choice for continuing education, the MDA gives 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, held in Novi in 2016 (April 13-16).

Statewide CE Seminars
Bringing CE to a location near you, MDA 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 through postal and email reminders, in addition to announcements in all publications.

Answers to CE Questions
Information you need about CE requirements for you and your staff, plus help with relicensure questions.

Local Dental Society Courses
The 26 local dental societies that comprise the MDA host sessions throughout the year. Some events are designed for the whole dental team, and others are for members only. Contact your component to find out when the next event takes place.

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THOMAS LAMBERT, DDS
Chair, Committee on Continuing Education

GRACE CURCURU, DDS
Chair, Special Committee on Annual Session
Keeping Informed

Journal of the Michigan Dental Association
This monthly, award-winning publication, available in print and digital editions, keeps you informed of what’s happening in the profession, the latest clinical practices, and the trends that influence the way you’re practicing dentistry.

Expanded MDA eNewsletters
Watch for expanded, improved MDA, MDA Insurance and MDA Services e-newsletters in 2016, with the latest news and information, plus opportunities for savings, benefits, services, and programs from the MDA.

www.smilemichigan.com/pro
Everything the MDA has to offer, and more, is at your fingertips through the easy-to-navigate MDA website. If you still prefer the human touch, members of the MDA staff are always just a phone call or email away!

YouTube Channel
Free practice management, legal, and other advice in quick, 10-minute-or-less videos. Visit www.youtube.com/michdentists.

Facebook page
The MDA Facebook page links members to the MDA, and members to other members. Visit www.facebook.com/michigandentalassociation.

LinkedIn
Through the MDA company page, you can follow your professional community, in addition to networking with colleagues. Visit www.linkedin.com/company/michigan-dental-association.

The MDA Journal and Journal eNews come to you about every two weeks with the latest news and features.

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MDA JOURNAL
▶ VIRGINIA MERCHANT, DMD
MDA Editor
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 experienced MDA 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 22-23 of this booklet.

**Regulatory Compliance Information**
State and federal regulations directly impact how you 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.

- **KESHA DIXON**  
  Government/Insurance Affairs/Access Assistant  
  517-346-9452  
  kdixon@michigandental.org

**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 easy-to-use templates and patient education pieces.

- **APRIL STOPCZYNSKI**  
  Manager of Access and Prevention  
  517-346-9417  
  astop@michigandental.org

**Contract Analysis Service**
The contract you sign with third party payers 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.

- **KESHA DIXON**  
  Government/Insurance Affairs/Access Assistant  
  517-346-9452  
  kdixon@michigandental.org

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

- **KESHA DIXON**  
  Government/Insurance Affairs/Access Assistant  
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**Legal Information and Services**
Members have access to a broad range of opinions and information on legal topics. Also, members can access MDA legal counsel Kerr Russell through a special arrangement, with reduced rates.

- **GRACE DESHAW-WILNER**  
  Managing Vice President of Professional Affairs  
  517-346-9413  
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C.O.V.E.R. 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.

▷ JOSH LORD
Director of Membership and Strategic Initiatives
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jlord@michigandental.org

Human Resources
The MDA strives to be the “go to” resource for members. Benefits include unlimited assistance with HR questions and the Staff Matters® Human Resource System, which includes forms, a sample handbook, and more.

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▷ BRANDY J. RYAN
Human Resources Manager
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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.

▷ BRANDY J. RYAN
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Dental 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.

▷ MEMBERSHIP DEPARTMENT
800-589-2632
membership@michigandental.org

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

▷ MEMBERSHIP DEPARTMENT
800-589-2632
membership@michigandental.org

Search Engine Marketing
More and more patients are looking online to find a dentist. The MDA search engine marketing program connects patients to offices throughout Michigan.

▷ JENNY ARMISTEAD
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(Continued)
Online MDA Dental Assistant Radiography Training
All dental assistants must be certified in radiography, and now the MDA offers an all-online, all-interactive course, fully updated.

David Foe
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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.

Jackie Hammond
Publications Assistant
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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 this free MDA report.

Josh Lord
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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 12.

Money-Saving Endorsed Services
MDA Services, a subsidiary of the Michigan Dental Association, offers great programs, group discounts, and special product enhancements on programs and services your practice uses every day. We do the research so you don’t have to. See page 16.

The Find a Dentist page on the MDA website helps potential patients connect with your practice. MDA digital marketing drives patients to this important search engine, available only to members.
Professional Review and Well-Being

Your local dental society, specialty society and the MDA realize that differences sometimes exist between patients, member dentists, or insurance carriers. MDA peer review is recognized by the state of Michigan’s licensing authorities, the courts, malpractice attorneys and insurance companies as a preferred method of resolving disputes without litigation.

**Peer Review/Ethics**
Peer Review/Ethics is a system designed to uphold the Standards of Ethics and Code of Professional Conduct of both the MDA and the ADA. A committee of dentists will review allegations of ethical violations on an impartial basis. The allegations may involve false/misleading advertising, patient records, and criticism about another dentist’s treatment.

**Code of Ethics**
A copy of the Standards of Ethics and Code of Professional Conduct is available from the MDA or on the MDA website at www.smilemichigan.com/pro. The Code is updated as needed. The MDA also publishes a monthly “Peer Review/Ethics” column in the MDA Journal that explores ethical situations that may arise.

**Peer Review/Dental Care**
As part of the volunteer peer review/dental care system, a committee of local or specialty dentists will review cases on an impartial basis. Peer review may involve appropriateness of treatment, quality of treatment, questions of overall provider competency, disputes between provider and carrier over services rendered or to be rendered, and reasonableness of fees.

**Peer Review/Care and Well-Being**
The award-winning MDA Care and Well-Being program provides help for dentists, their families, and staff suffering from substance abuse, sexual problems, stress, or other personal or practice problems. It’s designed to protect the public while encouraging and supporting recovery.

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  Chair, MDA Committee on Peer Review/Ethics

- **VINCE BENIVEGNA, DDS**
  Chair, MDA Committee on Peer Review/Dental Care

- **ALAN MEAD, DDS**
  Chair, MDA Committee on Peer Review/Care and Well-Being
Protecting Business and Personal Assets

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

Access to special coverage enhancements and exclusive insurance programs is a key benefit of your membership. All programs are continuously reviewed and evaluated to ensure they meet your needs. Member support gives MDA Insurance the leverage to obtain superior coverage at rates that are among the most competitive in the marketplace.

CALL 800-860-2272 FOR MORE INFORMATION

Exclusive MDA Health Plan
Access to a proprietary employer group health plan is available through MDA Insurance.

Blue Cross/Blue Shield Health Plans
MDA Insurance can assist you with all Blue Cross plans and subsidized Marketplace plans.

Professional Liability Insurance
The Professional Protector Plan offers a 10 percent discount for MDA membership, and that’s just the beginning of your possible savings.

Property Coverage
Complete practice property insurance for your building and equipment.

Cyber Liability and Data Breach
Cover your exposure for the unintended release of protected health and financial information.

Workers’ Compensation Coverage
Special MDA member rates make this program a great money-saving option.

Disability Insurance
Individual and group plans available. We offer plans that provide coverage if you are unable to work in your own occupation.

Life Insurance
Solutions for all your personal and business-related life insurance needs.

Long-Term Care Insurance
Protect your retirement savings and other assets.

Home and Auto Insurance
Affordable MDA group rates, multi-policy discounts, top-rated carriers and unbeatable service. Your discount extends to the office staff, too!

Other Insurance Plans
Vision and eyeglass coverage, accidental death and dismemberment, business overhead expense, hygienist and dental assistant professional liability, employee disability income protection, accident and critical illness, and dental insurance.
To Maximize Your Benefits of MDA Membership, Complete the Form Below and Mail in Today.

An agent will contact you about how to save money on your insurance. Call us at 800-860-2272 or visit online at www.mdaprograms.com to request a quote.

Your Name: __________________________________________

Mailing Address: ________________________________________________

Practice Address: ________________________________________________

Email Address: __________________________________________

Phone: __________________________ Fax: __________________________

I want to maximize my benefits of MDA membership by getting the best prices on my insurance needs. Please contact me about (check all that apply):

Health, Life and Disability Products
- ☐ MDA Health Plan
- ☐ Medicare Supplement Plans
- ☐ Insured Group Health Plans
- ☐ Individual Health Insurance
- ☐ MDA Retiree Medical Plan
- ☐ Disability Insurance
- ☐ Business Overhead Expense Insurance
- ☐ Practice Loan Insurance
- ☐ Term Life Insurance
- ☐ Permanent Life Insurance
- ☐ Long-Term Care Insurance
- ☐ Accident Insurance
- ☐ Critical Illness Insurance

Commercial Insurance Products
- ☐ Professional Liability Insurance
- ☐ Practice Property Insurance
- ☐ Cyber Liability/Data Breach Insurance
- ☐ Workers’ Compensation Insurance

Personal Insurance Products
- ☐ Auto/Motorcycle/Recreational Vehicles
- ☐ Homeowners/Renters/Income Property
- ☐ Personal Umbrella
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Check-Up, a quarterly publication from MDA Insurance and MDA Services, keeps you informed about the latest money-saving services and enhanced members-only programs.
MDA Services offers money-saving resources to solve the five major challenges of running your dental practice: personal protection, recruiting and retaining patients, business and personal financial needs, patient payment options/accounts receivable management, and regulatory compliance.

Call MDA Services at 800-860-2272 to learn more about the following programs, or visit www.mdaprograms.com.

**PERSONAL PROTECTION**
MDA Services Gloves

**FINANCIAL SOLUTIONS**
- Student Loan Consolidating/Refinancing
  - SoFi
- Practice and Equipment Financing
  - Bank of America Practice Solutions
- MDA VISA or MasterCard
  - Bank of America
- Payroll Processing
  - BASIC
- Precious Metal Refining
  - DMMEX EasyRefine
- Discounted Office Supplies and more...
  - Staples Advantage
- Section 125 Plans (Premium-Only, Flexible Spending Accounts)
  - BASIC

**PATIENT PAYMENTS & ACCOUNTS RECEIVABLE**
- Credit Card Processing
  - Comerica Merchant Services
- Patient Financing
  - CareCredit
- Accounts Receivable Management
  - TSI

**PATIENT RECRUITMENT/RETENTION**
- Websites & Online Marketing Solutions
  - Officite
- Automated Patient Communications and Online Reputation Management
  - Intuit Demandforce

**REGULATORY COMPLIANCE**
- HIPAA-Compliant Encrypted Email
  - AppRiver
- Dental Waste Management
  - DRNA
- Amalgam Separators
  - DRNA
  - Solmetex
CONTACT THESE VENDORS AND START SAVING TODAY!

Our endorsed programs add value to your MDA membership by helping reduce your costs of doing business. Participating in just a few of these programs could help you recoup your membership dues, and provides a stream of non-dues revenue to MDA. Maximize your membership’s value by using these endorsed programs!

**GLOVES**
Choose from 60+ gloves from five leading brands as well as masks and more, all at special member prices. Free glove and mask samples are available to help you find the right fit and feel for your whole dental team.
877.484.6149
www.mdaservicesgloves.com

**Bank of America**
MADA BankAmericard Cash Rewards® Visa Signature card
800.932.2775
Code: VABNT9
http://bit.ly/1FBHRO0

MADA MasterCard® WorldPoints® Business Card
800.598.8791
Code FACKAF
http://bit.ly/1FAe9JI

**Practice Solutions**
Practice purchase and start-up, improvement and expansion financing, equipment financing, practice equity loan programs, commercial real estate products.
800.497.6076
Code 1D7F3
www.bankofamerica.com/practicesolutions

**CareCredit®**
Patient Payment Plans
Patient financing option that takes you out of the credit business.
800.300.3046
www.carecredit.com/dental

**Comerica Bank**
Credit card processing through Comerica Merchant Services
877.713.6002

**Easy refine®**
Precious scrap metal recovery
800.860.2272
www.easyrefine.com

**Officite®**
The New Patient Website People
Website design and enhancing your Web presence
866.889.4068
www.officite.com

**SoFi®**
Student loan consolidation and refinancing
855.456.SOFI
www.sofi.com/MIDental

**DRNA**
Amalgam separators and dental waste management services
800.360.1001, ext. 17
www.drna.com

**apprierver®**
HIPAA-compliant email with CipherPost Pro® encryption, tracking and control; Office 365; spam and virus filtering; Web malware protection; business archiving; expert migration assistance
866.223.4645
Visit 411.apprierver.com/MDA for special member pricing.

**Demandforce**
Automated patient communication solution
800.210.0355
www.demandforce.com/mda

**Basic**
Payroll processing
Section 125 plan administration
800.444.1922 ext. 3
www.baiionline.com

**STAPLES® Advantage**
Discount office supplies
800.693.9900, ext. 24748

**eScapes**
Relaxing, high-definition private TV network
734.241.4410
myPTN.com/midental

**Transworld Systems®**
Accounts receivable management and collection services
877.377.5378
www.web.transworldsystems.com/michigan

The MDA receives royalties when members use the products or services of these vendors.

Quality programs. Group Savings. Lower Dues.
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**BOARD CHAIR**

- **DALE NESTER, DDS**
  Chair, MDA Insurance & MDA Services

MDA Services offers high quality gloves, masks and more at substantial savings — call 877-484-6149 today for free samples!
What's your MDA membership worth?

**SUPPORT**

- **$700/year**
  Complimentary report of market-driven data on compensation and benefit rates

- **$5,000/year**
  Complimentary review of data to help with your pricing structure

- **$300/hour***
  Free peer review: private, confidential dispute resolution to avoid litigation and legal fees

- **$2,000/year**
  Free-to-you 30-minute monthly HR consulting service

**EMPOWERMENT**

- **$5,000/year***
  Complimentary resources to help navigate the third party system

- **$200/hour value**
  Lobbyist efforts that create a strong, united, professional voice before state and federal legislature

- **$200/year***
  Free, important industry print and electronic communications

- **$2,000/year***
  Free ADA dental plan contract analysis service

**PRACTICE**

- **$800/year**
  Savings on retail office supplies

- **$450/year**
  Savings on credit card processing fees

- **$500/year**
  Savings on exam gloves

- **$1,000/year***
  Savings on insurance for your practice and home

**EDUCATION**

- **$1,066,661/year**
  Statewide public education advertising campaign value

- **$500/year**
  Free dental benefits patient communication kit

- **$1,800/year**
  Your value in continuing education savings

- **$500,000/year value**
  ADA oral health literacy campaign and mouthhealthy.org

**PRICELESS**

The credibility, resources, savings and patient confidence that come with being a member of the MDA, ADA and your local dental society.

For a complete list of member benefits, visit smilemichigan.com/pro.

*Based on average service, product and consultant rate.
Success: Giving Back

The Michigan Dental Association Foundation is growing quickly as the charitable organization of organized dentistry in our state. In just a few years of existence the Foundation has become an integral part of Michigan dentistry.

Access to Care
The MDA Foundation helps fund access-to-care programs and dental health initiative programs so that citizens of the state of Michigan have the opportunity to achieve optimal dental health. Past MDA Foundation grants include support of Give Kids a Smile Day, community dental clinics that provide free or low cost dental services, and dental health kits distributed to disadvantaged youth.

Supporting our Students
The MDA Foundation provides financial support through scholarships to Michigan students pursuing careers in dentistry, dental hygiene, and dental assisting. As the cost of dental education continues to rise, these scholarships help defray expenses for students who qualify based on academic record, community service, leadership, and financial need.

Inner Circle Program
The MDA Foundation Inner Circle Program provides funds for access-to-care grants as well as scholarship support. In addition, the Inner Circle Program now wishes to increase grants to help the uninsured and under-insured citizens in our state.

Michigan Mission of Mercy
Planning is underway for the 2016 Michigan Mission of Mercy, to take place in Southeast Michigan. More than 1,000 patients are expected to be treated, and just as many dental volunteers will be needed to help staff this massive dental access undertaking.

Gifts can be made for Grants, Scholarships, Mission of Mercy and the Inner Circle Program. Any size gift can Make a Difference . . . Give A Smile.

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Supportive Network

The MDA connects you to more than 4,200 other dentists throughout Michigan — giving you a supportive network for the life of your membership. Visit the MDA’s online member directory at www.smilemichigan.com/pro.

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MDA Officers and Trustees

MDA officers and trustees are pictured below. Let them hear from you. For contact information, visit www.smilemichigan.com/pro and click “Contact” and then “Board of Trustees.”