



▶ TEXAS JUDGE BLOCKS FTC'S IMPENDING BAN ON NONCOMPETES

In August, a Texas federal judge permanently blocked the Federal Trade Commission's (FTC) looming ban on noncompete agreements in employment contracts, setting aside the regulation with the conclusion that it was beyond the agency's authority. To view the order, click [here](#).

If you have any questions, contact Florida Dental Association (FDA) Chief Legal Officer Casey Stoutamire at cstoutamire@floridadental.org.



▶ BEWARE OF SCAMMERS: MAILING LISTS



Many of you have received emails from scammers trying to sell you dental mailing lists, and some have even gotten as bold as to spoof the FDA logo. The FTC is cracking down on these types of scams and, as of April 16, the new FTC rule went into effect. This rule now allows us to report them, whereas before, we had no recourse. Click [here](#) to read more.

Going forward, impersonation scams, such as email list sales and hotel reservation scams can be reported to the FTC here: reportfraud.ftc.gov/#/. We encourage you to report.

Stop and think before you click that link.

You may receive emails, you might get a message on Facebook, Instagram or other social media, and the text that accompanies it is designed to get you to click. It is often designed to scare you into believing it needs immediate attention. Few things are that important. It may seem from your bank, a "friend" or other known sources. These may not always be what they appear. People are counting on you to access these from a mobile device and in a hurry, so take a minute and ask, "What is the worst thing that could happen if I click that link?" Now, is it worth that risk?

Generally, it is best to type in a URL and go to a website on your own. At a minimum, hover over the link and ensure it looks legit before you click. Look closely. The bad people make things look believable. Clicking bad links is the number one way cyberattacks affect individuals, companies and even entire governments.

If you think you clicked a bad link, never provide login details or other personal information. Close the browser and clear your history and cache. If need be, consult an IT professional. You have too much at stake to leave this to chance.

Friday, September 13, 2024

Sheraton Jacksonville Hotel
 10605 Deerwood Park Blvd.
 Jacksonville, FL 32256



Are You Ready for a Deep Dive into Your Success?

Success in your dental practice must be built on a solid foundation: Organized Systems, a Self-directed Team, and Visionary Leadership which recognizes the patient's expectations should always be valued. This interactive, resource-rich course covers critical systems every dental practice needs, combined with tools for leadership growth, team building activities and a concentrated look at how we can exceed our patients expectations. Spend a full morning learning, laughing and interacting in this business success journey!

Systems, Teams & Patients' Expectations!

Presented by Laci Phillips Newland

7-8AM: Registration / Breakfast
 8AM: Course Begins
 9:30-10AM: Break/NEDDA Business Mtg.
 10AM - 12PM: Course Resumes



Laci discovered at an early age her true passion for speaking and entertaining audiences. She began her road to coaching as a chair-side assistant while going to college to pursue a dream of one day having her own talk show. Laci has a unique perspective of the clinical aspect, as well as the business components for creating well rounded and educated dental teams and successful practices.



As a founding partner at Practice Dynamics she combines her knowledge of dentistry with her passion for teams to deliver customized coaching, workshops and speaking events throughout the country. The experience gained on this journey gives her unique insight into the technology and business side of dentistry.

Practice Dynamics specializes in coaching teams to reach their goals through balance driven success using systems, teams and technology.

REGISTRATION:

NEDDA / JDS /CCDS MEMBERS: \$50

STAFF OF MEMBERS: \$25 PER PERSON

NON - MEMBERS: \$100

STAFF OF NON - MEMBERS: \$50 PER PERSON

PLEASE SUBMIT REGISTRATION FORM

WITH PAYMENT TO:

DDEVILLE@NEDDA.ORG

**REGISTRATION DEADLINE: FRIDAY,
 SEPTEMBER 6, 2024**

**Call NEDDA Executive
 Director Debbie DeVille
 to register by phone at
 904.737.7545.**

Member/Non-
 Member Dentist:

_____ *name* _____ *email address*

_____ *name* _____ *email address*

Member /NonMem-
 ber Staff:

Payment Type: Check Check # _____ Visa MasterCard

Amount: _____ CVV#: _____

Credit Card
 Information:
 CC# _____ Exp. Date: _____

Billing Address: _____ Zip Code
 for Card: _____

The top half of the page features a dark background with a golden laurel wreath on the left. In the center, the year '2025' is written in a large, bold, golden serif font. Below it, 'FDA AWARDS' is written in a smaller, golden, all-caps sans-serif font, flanked by two horizontal golden lines. On the right, a silhouette of a woman in a dress stands against a bright, hazy light source, possibly a sunset or sunrise.

2025

FDA AWARDS

NOMINATE SOMEONE TODAY!

Award Nominations are now open.

The Florida Dental Association Awards Committee is accepting nominations! Recipients will be featured in FDA publications and social media and honored in person at the annual awards luncheon held in conjunction with the Florida Dental Convention in June 2025. The nomination process is quick and easy and the online form can be found at floridadental.org/nominate.

**Get your nominations in today – the deadline is
Friday, September 20, 2024!**

FDA AWARD CATEGORIES:

Dental Student Award

Dental Team Member Award

Public Service Awards

New Dental Leader

Leadership Awards

Dentist of the Year

▶ NEDDA AFFILIATE WEBSITES



CLAY COUNTY DENTAL SOCIETY
AN AFFILIATE OF THE NORTHEAST DISTRICT, AMERICAN & FLORIDA DENTAL ASSOCIATIONS

• claycountydental.org •

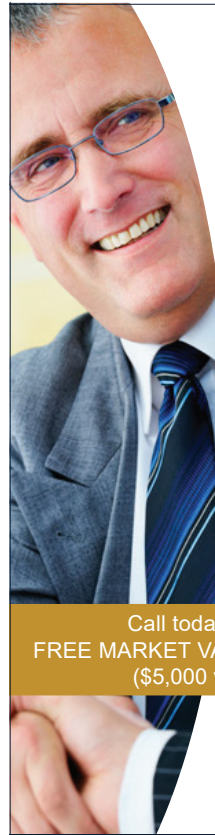


JACKSONVILLE DENTAL SOCIETY
AN AFFILIATE OF THE NORTHEAST DISTRICT, AMERICAN & FLORIDA DENTAL ASSOCIATIONS

• jaxdentalsociety.com •

▶ NEDDA CLASSIFIEDS

Make sure to check out the [NEDDA classifieds](#) for your next opportunity!



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We are pleased to announce...

Cardona Carlos Medina, D.M.D. has transitioned his practices Lady Lake & DeLand, Florida

Melvin B. Benson Jr., D.D.S. has acquired the practice of **David C. Schirmer, D.D.S.** Sarasota, Florida

Call today for a **FREE MARKET VALUE ANALYSIS** (\$5,000 value)

We are pleased to have assisted in these transitions.

800.232.3826

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Practice Sales & Purchases Over \$3.2 Billion

THANK YOU, MIKE TROUT!



The Florida Dental Association (FDA) would like to thank the FDA Services' (FDAS) Board of Directors, employees and clients for supporting organized dentistry. In the last 10 years, the sales of superior insurance products to dental practices have raised more than \$16 million in non-dues revenues, all while keeping malpractice insurance premiums lower than they were when FDAS started in 1989. The FDA encourages all Northeast Florida members to use Mike Trout for their practice insurance needs and continue to support organized dentistry.



CONTACT MIKE TROUT - NORTHEAST FLORIDA

904.254.8927 | mike.trout@fdaservices.com | fdaservices.com

▶ RECENTLY RETIRED OR RETIRING SOON?



If you have recently retired or have plans to retire soon, please contact FDA Membership Coordinator Megan Bakan at mbakan@floridadental.org or 850.681.3629 to complete your retired affidavit through a quick and easy DocuSign form. Most retired members pay little or no dues to maintain their membership and keep access to all their benefits and services.

▶ DENTISTS CAN NOW SUBMIT MEDICARE CLAIMS ELECTRONICALLY

As of July 1, the Centers for Medicare & Medicaid Services can now accept, process and pay dental claims electronically. The electronic Health Care Claim: Dental (837D), a standard mandate by the Health Insurance Portability and Accountability Act, is used to submit health care claim billing information, encounter information or both from providers of health care services to payers, either directly or via intermediary billers and claims clearinghouses.

Click [here](#) to read more.



▶ PASSWORD UPDATES ARE REQUIRED AS PART OF UPCOMING ADA WEB UPDATES

Reset Password

New Password
Password

Confirm New Password
Password

Continue Cancel

On Sept. 10, the ADA will introduce a new login process for ADA websites. The simplified login experience will allow users to log in to various ADA web properties — including ADA.org, the ADA Member App and JADA. Users will also have access to websites on the ADA Branded Web Templates using the same email address and password. ADA member numbers will no longer be used for login.

Starting Sept. 10, users must reset their password the first time they log into ADA.org. Members will log in using the email address on file for their account. The ADA Member Service Center (MSC) conducted a calling campaign in March to contact a small number of members who were missing a unique, valid email address on file. Members without a unique, valid email address on file by Sept. 2 will need to contact the ADA MSC to access their account starting Sept. 10.

Answers to frequently asked questions can be found at [ADA.org/LoginFAQ](https://ada.org/LoginFAQ) or by contacting the ADA MSC at mssc@ada.org or 312.440.2500.

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2012 - 2022

The transition ahead may seem new and uncertain, similar to when you began your practice, but we understand the process.

As your local Transition Sales Consultant at Henry Schein Dental Practice Transitions, I'll guide you along the way.

**Thinking Transition?
Need a Valuation?
Call Today!
850-879-4235**



ALISA SHOAF, RDH
Transition Sales Consultant
Alisa.Shoaf@henryschein.com

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DENTAL PRACTICE TRANSITIONS

HenryScheinDPT.com

- PRACTICE SALES
- VALUATIONS
- TRANSITION PLANNING
- BUYER REPRESENTATION

Dentists' Day on the Hill

SAVE THE DATE

TUESDAY, MARCH 25, 2025



▶▶ REGISTRATION IS OPEN!

Hotel Room Block at Hotel Duval

Register now at floridadental.org/ddoh
or scan the QR code!



PRESENTS



MISSION OF MERCY

A HIGHER STANDARD ... A HIGHER CALLING

FLORIDA MISSION OF MERCY

Florida Mission of Mercy (FLA-MOM) is the state's largest charitable dental clinic that provides care to any patient at no cost, with the goal of serving the underserved and uninsured in Florida – those who would otherwise go without care.

FLAMOM.ORG

VOLUNTEER FOR
FLA-MOM 2025!

YOU CAN MAKE A DIFFERENCE!



▶ **LEARN THE RISKS OF CYBERATTACKS WITH THE “ROOTED IN DENTISTRY” WEBINAR ON SEPTEMBER 17**

Cyberattacks continue to be a prominent concern among dental offices. Make plans to attend the webinar “I’ve Been Hacked! Now What?” by Debi Carr on Sept. 17 at noon. Dive deep into what is required under the Health Insurance Portability and Accountability Act when a cyberattack occurs, mistakes that cost the practice and the steps an office can take to avoid a cyberattack.

Secure your spot for only \$29, which includes the live and on-demand webinar. Register today at floridadental.org/webinars.

FLORIDA DENTAL ASSOCIATION
ROOTED IN DENTISTRY
WEBINAR SERIES COURSE SPOTLIGHT



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MS. DEBI CARR
I've Been Hacked. Now What?

TUESDAY | SEPT. 17 | 12-1 PM

▶ **REGISTER NOW FOR THE WOMEN INSPIRE & NAVIGATE DENTISTRY EVENT!**



WIND
Women Inspire + Navigate Dentistry

Register Now!

September 20, 2024
Biltmore Hotel
Coral Gables, FL

Earn 8 hours of CE with peer-to-peer learning in historic luxury created for and led by women in dentistry!

fda florida dental ASSOCIATION

It's not too late to register for the Women Inspire & Navigate Dentistry (WIND) event being held on Friday, Sept. 20, at the Biltmore Hotel in Coral Gables! Prepare to level up your skills with practical tips you can use immediately. Kick off the day with an exciting keynote session about smashing the mental health burnout combo and finding that sweet spot between work and play by Jessica Rector, also known as the “Burnout Expert.” Then, deep dive into sessions on artificial intelligence in dentistry, geriatric dentistry, oral systemic health, cyber security and more tailored for female dentists and their patients. Click [here](#) to register now for \$449 as an FDA member.

▶ **MAKE PLANS TO ATTEND THE BUSINESS OF DENTISTRY EVENT: DEVELOP SKILLS TO ACHIEVE YOUR GOALS!**

Elevate your dental practice to new heights on Saturday, Sept. 21, at the Biltmore Hotel in Coral Gables! Go beyond clinical expertise and dive into the business side of dentistry with the FDA's “Filling the Gaps: Simplifying the Business of Dentistry” event. Registration is \$179 for FDA member dentists.

Learn from top industry experts and peers as they share strategies to attract more patients, grow your revenue, reduce legal exposure, protect your practice's data and optimize your use of cutting-edge technology. No matter your experience level, you'll gain crucial insights to build a more profitable, efficient and secure dental practice. Join us and start transforming your practice today! Click [here](#) to view event details and session descriptions.

FILLING THE GAPS:
SIMPLIFYING THE BUSINESS OF DENTISTRY EVENT



fda florida dental ASSOCIATION

Join us for a webinar:

Associate to CEO

If you are interested in Practice ownership, please join to learn more about steps to take when considering practice ownership for the first time.



Topics to be discussed

- Purchase an existing practice vs.
- Starting up a new practice
- How to financially prepare yourself
- Build your team of professionals
- Financing options
- Develop an action plan

Webinar information

Thursday, September 5, 2024, 6:00 pm - 7:30 pm

Register today!

Email dg.cmevent@bofa.com
or Scan QR code:



Featured speakers



Chad Clark
Practice Acquisition and Real Estate
813-599-4978
chad.clark@bofa.com



Nilesh Patel
Practice Project and Real Estate
850-443-6944
nileshpatel@bofa.com



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▶ **SAVE THE DATE! "POLISH YOUR PERSPECTIVE"
AT THE 2025 FLORIDA DENTAL CONVENTION**



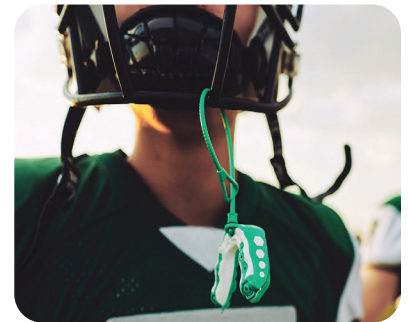
Come for the continuing education (CE), stay for the fun™ at the 2025 Florida Dental Convention (FDC), June 19-21 at the Gaylord Palms in Orlando. Take advantage of this exceptional opportunity to “Polish Your Perspective” and stay at the forefront of the dental industry with access to cutting-edge trends and groundbreaking technologies with 150+ course options and 300+ leading dental vendors. FDC2025 is your gateway to exploring the latest advancements that will redefine the way you practice dentistry. Don’t miss this exceptional opportunity to sharpen your skills while surrounded by the beauty and luxury of the Gaylord Palms Resort. Learn more at floridadentalconvention.com.

The FDC2025 hotel room block is open! Reserve your room for the discounted rate of \$218 per night, including FREE self-parking. Make your reservation early so you don’t miss out on staying in the middle of the fun. The FDC room block will sell out early. Click [here](#) or call 877.491.0442 to make your hotel reservation at the discounted rate.

▶ **FREE MOUTHGUARD WORKSHEETS FOR PATIENTS PLAYING FALL SPORTS**

A mouthguard is an important part of a player’s uniform in many sports. Remind young patients to shield their smiles when they hit the court or field with free, downloadable posters, coloring pages and activity sheets.

Find more free resources for patients at MouthHealthy.org.



▶ **FLUORIDATION**

Recent studies from the National Toxicology Program stated that fluoride exposure can lead to neurodevelopmental and cognitive health effects. However, after reviews from the National Academies of Science, Engineering and Medicine, it’s clear the studies focus on fluoride levels dramatically higher than what is recommended for community water fluoridation (CWF) established in 2015 by the U.S. Public Health Service (PHS). The fluoride level of 0.7 mg/L was determined to be ideal for drinking water.

Fluoridation has many benefits, such as preventing tooth decay and minimizing risk to human health. The U.S. Centers for Disease Control and Prevention continues to recommend this PHS guideline for water fluoridation as a key part of prevention in the United States.

If a patient (or someone else) asks about CWF, use the following talking points and direct them to the FDA’s educational website, FloridaFluoridation.org:

▶ FLUORIDATION (CONTINUED)

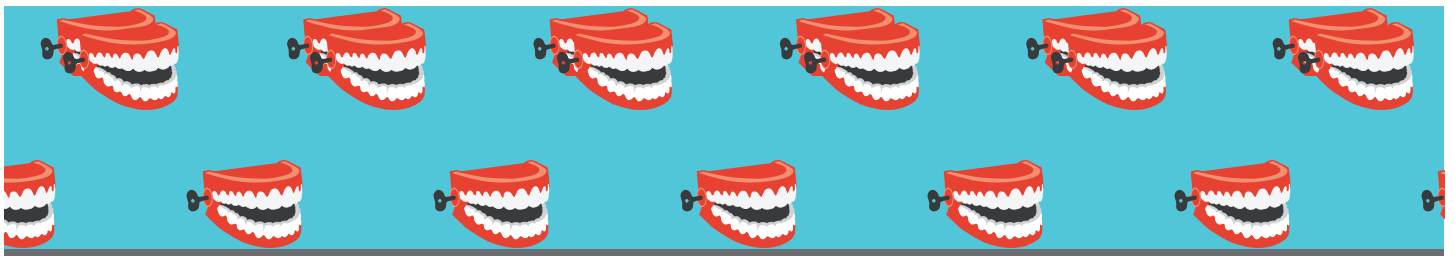
- Dentists — and, by extension, the FDA and the ADA — have long been confident in the positive impacts of fluoride.
- Nearly 80 years of scientific evidence supports water fluoridation as the most effective, safe and cost-effective public health measure to prevent and repair tooth decay.
- More than 100 national and international health, service and professional organizations recognize the public health benefits of CWF.
- Fluoride is naturally present in many foods and all water. CWF is the precise adjustment of naturally occurring fluoride to the level for optimal dental health, 0.7 parts per million.
- Studies prove water fluoridation effectively reduces dental decay by 25 percent.



- Scientific studies prove water fluoridation is effective in **reducing dental decay** by **25%** for children and adults.
- Water fluoridation saves money for families and the U.S. health care system annually by avoiding treatment for cavities.
- Community water fluoridation is recommended by nearly all public health, medical and dental organizations.
- Community water fluoridation level remains at a safe level of 0.7 mg/L.

 **florida dental**
ASSOCIATION

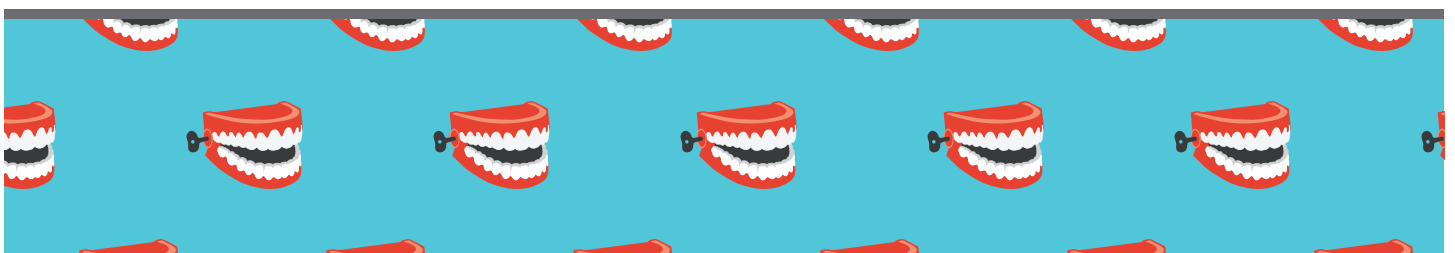
For more information, click [here](#) or contact the Governmental Affairs office at gao@floridadental.org.



FLORIDA DENTAL CHATTER

This Facebook group is designed for dentists to interact with other members, receive the latest updates and information, and engage with FDA leaders and staff. This is the place to be in the know!

Join us at facebook.com/groups/floridadentalchatter.



SAFEGUARDING YOUR DENTAL PRACTICE: THE IMPORTANCE OF PROPER PLANNING



The dental profession is not only a field of healthcare but also a domain where practitioners invest their skills, time, and resources into building thriving practices. As someone deeply immersed in this world, I understand firsthand the critical importance of preparing for expected and unexpected transitions and the strategic planning necessary to ensure the longevity and value of a dental practice.

My Journey in Dentistry

My passion for assisting dentists through transitions is rooted in my extensive background within private practice. For nearly twenty-five years, I worked alongside a dedicated doctor, starting as a hygienist and evolving into a dedicated and trusted office manager. As an office manager, I was responsible for overseeing the practice's day-to-day operations but was also able to improve processes that resulted in a thirty percent increase in production and collections. This position gave me invaluable insights into the inner workings of a dental practice, both clinically and operationally, as well as the challenges doctors face as practice owners. With this experience, I was also called upon to assist my doctor with his own transition, which allowed me to experience personally all facets and emotions involved in a transition.

During my tenure as a hygienist, my doctor experienced a significant health crisis that left us grappling with the uncertainties of practice continuity. This pivotal moment underscored the urgent need for emergency exit planning. Without a structured plan in place, the stress and disruptions caused by unforeseen events can jeopardize the well-being of the doctor's family, staff, patients, and the practice's overall value.

The Significance of Emergency Exit Planning

Emergency exit planning is not merely a precaution; it is a strategic imperative for safeguarding the future of your dental practice. A comprehensive emergency exit plan

addresses unforeseen circumstances such as illness, disability, or unexpected departures. By outlining contingency measures, including succession plans and practice management protocols, practitioners can mitigate risks and ensure continuity in patient care and practice operations.

Crafting Effective Transition Strategies

Transition planning goes hand in hand with emergency preparedness, offering practitioners the opportunity to orchestrate deliberate shifts in practice ownership or management. A well-crafted transition strategy encompasses succession planning, financial considerations, and operational logistics tailored to the practitioner's goals and timeline.

Transition planning allows practice owners to maximize the value of their practices while ensuring a smooth transfer of responsibilities and legacy to the next generation of doctors. By defining clear objectives and timelines, and having a financial plan in place, practitioners can navigate transitions with confidence, preserving your practice value, legacy, and continuity.

Understanding Practice Valuations

Practice valuations play a pivotal role in transition planning and emergency exit strategies. A comprehensive valuation provides practitioners with a clear understanding of their practice's worth, taking into account financial metrics, patient demographics, operational efficiency, and market trends.

Knowing the value of your dental practice is essential for making informed decisions regarding transitions, partnerships, or practice expansion. It also serves as a benchmark for negotiations, ensuring fair and equitable transactions during ownership transfers.

The Intersection of Planning and Practice Success

In the dynamic landscape of dentistry, success is not solely determined by clinical expertise but also by strategic planning and preparedness. Emergency exit planning, transition strategies, and practice valuations are integral components of a doctor's toolkit for navigating the complexities of practice ownership and management.

As I continue my journey assisting doctors through transitions, I am committed to advocating for proactive planning and empowering doctors to protect their practices and legacies. Dentists invest years of dedication and passion into their practices, and they deserve comprehensive strategies that prioritize their well-being and the continuity of patient care.

Conclusion

Emergency exit planning, transition strategies, and practice valuations are indispensable pillars of practice management in dentistry. By prioritizing proactive planning and preparedness, doctors can mitigate risks, safeguard practice value, and ensure smooth transitions during unexpected circumstances or planned retirements.

For personalized guidance on emergency exit planning, transition strategies, or practice valuations, reach out today. Protect your hard work, dedication, legacy, and practice value with proactive planning.



ALISA SHOAF, RDH

Transition Sales Consultant
904-647-2300
Alisa.Shoaf@henryschein.com



HenryScheinDPT.com

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- VALUATIONS
- TRANSITION PLANNING

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~ Mario Romero, DDS - Sarasota, Florida ”



TARA GLEASON

Vice President
Business Development &
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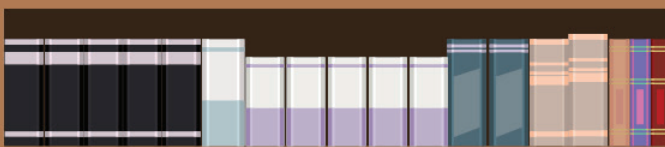


2 Select a textbook.




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4 Submit your review and keep the book — at no charge.



5 Add it to your own bookshelf!



NEED HELP WITH PATIENT COMPLAINTS?

The Peer Review program is designed to help Florida Dental Association member dentists.

Avoid costly legal fees, malpractice suits and Board of Dentistry complaints by using this free service exclusively for members.



Learn more online at FloridaDental.org/PeerReview or by contacting FDA Peer Review Coordinator Lywanda Tucker at 850.350.7143 or ltucker@floridadental.org