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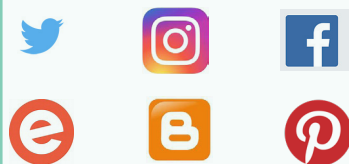
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Office Hours: Monday, Thursday, Friday  
11 am - 5 pm

## Help "Fill the Gap" for Refugees in Lane County

Terry Morton, RRC Afghan Advocates Coordinator

Linda Lovick, RRC Dental Liaison

*"Ninety percent of Afghans--29 million people--have never seen a dentist."  
(Afghanistan Dental Relief Project)*



*LCDS member Dr. Adriana Reppell examines an Afghan refugee. GD-VR appreciates the Afghans' consistent respectfulness to staff, and the opportunity to serve this community.*

**Refugees Cont. on Pg. 6**

## New Member Spotlight:

### Dr. Mike Purcell, DDS



Join LCDS in welcoming Dr. Purcell to Oregon and the Lane County Dental Society. He is currently working at Dr. Katrina Drew's practice Pediatric Dental Associates in Eugene.

In high school, Dr. Drew received a dental assisting certificate; after which, he earned an associates degree in Dental Laboratory Technology. He completed dental school in 1993 and began practicing general dentistry working three days a week with adults and one with children. He discovered that his passion is for pediatric dentistry and through this work he has been able to make positive impacts and children he has treated.

**Dr. Purcell Cont. on Pg. 4**

## LCDS President Message



Well, Summer is finally upon us! With such a rainy June, I feel we are all ready for warmer weather. The past few months have been exciting for the council. We have been lucky to add a number of new members to the board. Welcome Drs. Mercedes Del Valle and Dr. Travis Alcorn. We look forward to getting to know you all and excited to have you all bring your expertise and knowledge to the board. Unfortunately, we will be seeing some go soon as well. I wanted to take a chance to thank Dr. Elizabeth Vivona-Dow and Dr. Andrew Dow for their many years of service on the Lane County Dental Society Executive Council. Almost ten years ago, I remember going out to lunch with Dr. Andrew Dow when I had just come to town and he recruited me to come to a board

## Dr. Jordan Lentfer, DMD

meeting. I feel very fortunate to have been able to be on the board with Liz and Andrew as they have been great leaders, colleagues and care deeply for dentistry and the members of LCDS. Thank you both for all your years of service on the council. You will be missed.

Going forward, we are excited to continue our CE planning for the remainder of the year and into 2023. We are particularly excited for our social at Hop Valley in September. We hope to see many of your smiling faces there. Lastly, we are always looking for new ideas for CE! Please reach out to Nissa or any of the board members if you have any suggestions for topics.

Enjoy the warm summer months!

## White Bird Dental Clinic Report

**Kim Freuen**



For a while we thought a chop shop had opened in our parking lot at night. First our gas was stolen, then when we pumped gas, it poured on the floor. We got a locking gas cap. Then our Van was stolen and located behind Dot Dotson's building. We recovered the Van with all our school fluoride and sealant materials intact. (Apparently there is no black-market value for fluoride).

Next our catalytic converter was cut off. We finally gave up and no longer park any vehicles overnight. Our staff did incredibly well after all the mishaps. Thanks to Lane Community College donation of sealant materials we finished our clinic.

We are in a bit of a lull right now as we have no dental students until July. We are still being plagued by outbreaks of COVID. We are resigned to a Spring and Fall outbreak at this point.

Thanks to Dr. Renee Watts for the donation of dental supplies. Also, thanks to Dr. Seth Holland for the donation of dental equipment and supplies. The donations make our dollars stretch further.

Our IT department decided our dental software was not secure enough so we are changing software in July. Look for a bit of a slow down in what we can provide for a few days.

Hopefully the rain is enough to pull us out of a drought as this is how most of us look now. (See picture on right)

Thanks as always for the support of the dental community.



## Dr. Purcell Continued from Pg. 1



Prior to moving to Oregon with his son, Christopher, Dr. Purcell worked in his own practice for over twenty years. At Pediatric Dental Associates, he is able to pass on lessons that he has learned, thereby influencing future pediatric specialists.

Community service is also very important to Dr. Purcell. He has been involved in Colorado's Give Kids a Smile Day, Colorado Mission of Mercy, and International Surgical Missions to the Philippines and Ecuador. He also was a member of the cleft lip and palate team at Boys Town. Dr. Purcell will continue to pursue his passion to make oral health available to those in need and look for future opportunities to go on dental missions at home or abroad.

**LCDS EVENT NEW REGISTRATION PAGE**  
[www.bit.ly/LCDSEVENTBRITE](http://www.bit.ly/LCDSEVENTBRITE)





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**Jennifer Kinkade:** SVP, Healthcare Banking Officer, 503-399-2908



WHERE RELATIONSHIPS RULE

## Tooth Taxi Provides Pediatric Dental Screenings and Education to over 25,000 Patients

**Amber Fowler, Dental Foundation of Oregon**



Photo by Erin E. Kane,  
EEK Photography

You cannot shake your first patient of the day.

A 6-year-old whose shy smile quickly won you over. You greet her warmly; it will be a short and simple visit. “Wow, first grade. Well, we will make this quick so you can get back to your classroom, teacher, and friends.”

Instead, you find yourself summoning your best poker face. She must not see your surprise. It turns out this shy, angelic girl is the real poker player. Behind that shy smile is a mouth so filled with

decay you cannot imagine her eating her breakfast without crying out in pain.

For many dentists, this situation is an infrequent event, but aboard the Tooth Taxi, stories like this are all in a day’s work. The Tooth Taxi – a 38 ft dental clinic on wheels – is the ONLY mobile unit in Oregon singularly devoted to delivering pediatric dental care and oral health education to children. Your generosity, together with the generosity of our sponsors, ensures that all children are free of dental pain, ready and able to learn, and confident in their smiles.

Since 2008 through June 15, 2022, the Tooth Taxi has delivered FREE, pediatric dental care to the following:

25,930 patients screened

15,260 appointments on the Tooth Taxi

25,655 students received oral hygiene education in the

**Tooth Taxi Continued on Pg. 6**

## Refugees Continued from Pg. 1

We all watched as Afghans who had assisted American troops were airlifted out of Kabul last August, when the US ended its 20-year involvement there and the Taliban took over. Ultimately, 75,000 Afghan men, women and children were brought to US bases, then sent to American cities for resettlement.

Lane County has welcomed 33 Afghan refugees. They all receive support from the Refugee and Immigrant Services Program (RISP) of Catholic Community Services, the local refugee resettlement agency, partnering with the all-volunteer Refugee Resettlement Coalition (RRC) of Lane County. Spouses and children left behind will hopefully join them later this year.

Immediately upon arrival, the Afghans were enrolled in the Oregon Health Plan (OHP), which covers dental exams and basic treatments at no cost, for one year. RRC also facilitated a dental care orientation, provided by an experienced hygienist/community health worker from Capitol Dental. Gentle Dental at Valley River (GD-VR) provided a one-day clinic for cleaning and assessments, and continues seeing clients for covered services, as have a few other local dentists. RRC has been able to get medical interpreters for Dari and Pashto, Afghanistan’s two official languages.

When GD-VR completed New Patient exams on the Afghan refugees resettling in Eugene this year, they indicated more than \$90,000 in necessary services, of which around \$50,000 is covered by OHP. We are working to fill this sizeable gap. LCDS member Dr. Adriana Reppell examines an Afghan refugee. GD-VR appreciates the Afghans’ consistent respectfulness to staff, and the opportunity to serve this community. “Ninety per cent of Afghans--29 million people--have never seen a dentist.”

What is so shocking is the seriousness of these new neighbors’ dental problems; and these Afghans’ average age is <30 years. Untreated conditions have already led to extensive tooth decay, infected roots, and broken teeth, some damaged beyond repair. Dental care is scarce in Afghanistan; when pain becomes overwhelming, a person may go to an untrained man who pulls the tooth without anesthetic. Few people know basic dental hygiene, and untreated conditions can lead to grave situations.

While these Afghan refugees are fortunate to have basic procedures covered, many need root canals, crowns and bridges that are not covered; with OHP, their only option is

extraction. These people are young, and the life-long impact of gaps left by missing teeth is well known. Additionally, nearly 25 non-wisdom teeth have either already been extracted or are planned; the cost of implants is prohibitive and not factored into our totals. The immediate goal is to relieve pain, and overall, to save natural teeth whenever possible. Two of the Afghans have lost adjacent teeth; we want to be able to provide bridges.

RISP has recently raised more than \$5,000 from local donors to immediately cover treatment for refugees in pain. What we are asking of you is to help with the root canals, crowns, and bridges that are currently needed, 17 procedures that would cost nearly \$27,000 without assistance (the GD-VR discounted rate to OHP clients). We’re hoping that some of you can provide free or low-cost care, or financial donations to cover those procedures’ costs.

RISP has served hundreds of refugees, asylum seekers, and other immigrants since its inception in 2016. Staff provide case management, legal services, and employment support. RRC volunteers help clients find housing, access health services, learn English, and much more. In addition to Afghanistan, we have welcomed refugees and asylum seekers from Syria, Yemen, Cameroon, Guatemala, Honduras, Nicaragua, The Democratic Republic of Congo, and many other countries.

While our new Afghan neighbors’ needs are foremost at present, we know that many other RISP clients need dental care. Overarching twin goals are to establish a long-term fund for urgent dental needs not covered by OHP, and to forge relationships with local dentists willing to provide free or low-cost care to clients on occasion. We welcome your input as we work to improve the health of people resettling in our community.

Can you help “Fill the Gap?”

Contact Linda Lovick of the RRC of Lane County to donate direct dental services and coordinate patients’ logistics. LindaBLovick@gmail.com

Go to <https://ddock.co/ee63b8c> to make online donations. All funds raised will go to urgent dental needs of Refugee and Immigrant Services Program clients. If you would prefer to donate by check, please make your check payable to Catholic Community Services, write “RISP Dental Needs” in the memo line, and send it to Catholic Community Services, 1025 G Street, Springfield, OR 97477.

## Thinking About Selling to a DSO?

**Adam Bratland, Consani Associates**

Before we discuss the pros and cons of Dental Service Organizations (DSOs), I must disclose that I am neutral when it comes to selling to a DSO. There are some great DSOs that are well funded and make an effort to maintain the current practice culture. There are also some poorly run DSOs that are underfunded and lack a professional management team to sustain a large number of offices. The majority of the DSO transitions that we have been involved with over the years have worked out great for the seller.

As markets back East have previously become somewhat saturated, some DSOs have moved to aggressively marketing in the Pacific Northwest over the last 4 – 5 years. They may try to make it sound that this is the wave of the future and have already grabbed a huge part of the market. The truth is that less than 10% of dentists currently work with a DSO. You do have a choice! Solo practice owners will continue to live long and prosper.

DSOs are corporations that exist to provide a profit to their shareholders. DSO's require a profit margin of 18% directly to them to survive. They prefer 5+ operator practices collecting at least \$1 million annually with an updated facility and newer equipment. Most importantly, they typically require the seller to work-back 5 years as an associate. The objective for most DSOs is to gather up as many practices as they can and then sell the bundle at a profit to a larger group.

A DSO may imply that they have one set program, but the truth is that they will aggressively push for the best result for them on an individual case-by-case basis for each detail of the arrangement.

Let us look at the four most common questions we get from dentists who are considering a DSO sale:

How is a DSO acquisition structured? A DSO sometimes will offer more than a private individual buyer for a desirable practice (we will discuss in more detail below about how this usually means less money for the seller in the end). The DSO will offer partial cash and the seller will carry the remainder of the purchase price over



### LANE COUNTY DENTAL SOCIETY

### Upcoming Events

**August 16, 2022, 5:30 - 7:30 pm (Light Dinner Provided)**  
Dental Marketing and Practice Growth  
(2 CEs) Cory Roletto, MBA  
Lane Community College

**August 27, 2022 - 9 am Registration**  
Oral Cancer Foundation Fundraiser Walk/Run  
Willamette Park, 1350 SE Goodnight Ave, Corvallis OR \$30.00

**August 27, 2022 6-9 pm**  
ODA New Dentist Council Thorns/CE Event \$40  
Providence Park, 1844 SW Morrison St., Portland, OR 97205

**September 13, 2022 5:30 - 8 pm**  
Hop Valley Barrel Room Dentist Social  
Hop Valley Brewing Co. in Eugene

**October 14, 2022 LCDS Mini Conference 9 am - 4 pm (Lunch Provided)**  
Depending on How You Sit, Dentistry Can Be a Pain in the Assets  
(3 CEs) Dr. Noëlle Santucci, DDS and Justin Jellin, DPT  
Benchmarking your Key Performance Indicators for Dental Practice Success  
(1.5 CEs) Elliot Tracy, CPA  
What You Don't Know Can Hurt You!  
(1.5 CEs) Janette Douglas, owner JD Dental Consulting  
Lane Community College

**November 8, 5:30 pm - 6:30pm**  
Webinar: Preventing HPV Cancers in Action: The Critical Role of the Dentist  
(1 CE) Dr. Gary E. Heyamoto, DDS

**November 12-13, 9 am - 4 pm**  
Caring Hands Worldwide Annual Free Dental Clinic  
Lane County Fairgrounds Auditorium

**December 16, 2022 9 am - 2 pm (Lunch Provided)**  
The Christensen Bottom Line (4 CE)  
Dr. Gordon Christensen, DDS, MSD, PhD - Lane Community College

the next 5 years, which is considered a “withhold.” These withhold payments are only paid if production and profitably targets set for the practice are met. In private dentist sales, the practice is essentially sold “AS-IS” with no guarantee of future success whereas DSOs usually require a substantial amount of risk to remain on the shoulders of the seller with the cash withhold contract. It is important to note that while the seller still has financial risk in the practice and quotas to meet, they have less control over the management and direction of the office.

**How will I be compensated during the work back period?** DSO compensation is standard for associate dentists in the industry at or around 30% of adjusted production. Some DSOs will offer the doctor stock in the parent corporation in lieu of cash. The stock can only be sold if and when the DSO bundles up the practices and sells to a larger DSO. Although the stock does have the potential to increase in value, it also has the possibility of becoming worthless if the DSO cannot find a buyer or becomes financially insolvent.

**DSOs continued on pg. 13**



### Tooth Taxi Continued from page 4



Photo by Erin E. Kane, EEK Photography

classroom

Value of services is \$8,704,672

Forty-five percent (45%) of the families who rely on the Tooth Taxi live on \$20,000 or less a year and their children attend schools where 40% or more of students qualify for the Federal Free and Reduced Lunch Program. Barriers, from being uninsured to lacking reliable transportation to get to a clinic that is over sixty miles away, prevent them from getting their children the dental care they need and deserve. And now, our most vulnerable community members, have been ravaged by the economic impact of the pandemic.

Even before the Covid-19 pandemic arrived and presented unexpected challenges, The Dental Foundation and their marquee Tooth Taxi program have been channeling the resilience, determination and problem-solving that embodies a nonprofit with a growth mindset. Despite a variety of barriers, the children who come aboard the Tooth Taxi are courageous and patient, as they sit through multiple lengthy appointments to accomplish their dental care. Our full-time providers – a dentist, two dental assistants, and the program director – are moved and inspired by these children. The Tooth Taxi team is routinely assisted by dedicated volunteers, most of whom are retired or practicing dental professionals. They often comment on the grit and gratitude shown by the patients we serve.

Did you know that the Tooth Taxi has logged 100,000 miles – more than three times the circumference of the earth – since its launch in 2008 – all within the state of Oregon? It travels to small towns where access to dental care is nonexistent for uninsured children and families, especially if they lack reliable transportation. The Tooth Taxi has traveled to every county in Oregon, with a focus on rural communities including towns such as Hermiston, Cottage Grove, and Myrtle Creek. Today, some of Oregon’s small communities have been horribly affected by the wildfires, if not destroyed altogether, and they continue to need our services more than ever!

As The Dental Foundation of Oregon prepares for the 2023 arrival of the new Tooth Taxi, the DFO staff and board members thank everyone for supporting their work, ask you to consider joining us as a community volunteer when we visit your area, and that you consider making an end-of-year donation this Fall in support of our important mission, along with the exciting opportunities yet to come!



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Photo by Erin E. Kane, EEK Photography

**Executive Director Message  
Nissa Newton**



We are over halfway through 2022. LCDS still has five more events on its calendar and all, but one, is in-person. LCDS' members can attend all of our events for free. If you have missed associating with other dentists in the area, we will be providing ample time to network and visit with each other. Our

September event will be a dentist social at Hop Valley Brewing. Please invite both members and nonmembers to join us for the fun.

I am already scheduling speakers for 2023. One program that I am working on is a hands on laser diode class. This class will be great for both dentists and hygienists. We are planning to have multiple hands on sessions so we can accommodate more participants. I am excited to find out all the different ways lasers can help dentists and improve treatments for patients. In 2023, we will also make sure to have our biannual Medical Emergency class. Please let me or President Lentfer know if there are any speakers you would like us to consider booking.

Being the Executive Director of Lane County Dental Society has increased my personal awareness of the importance of our teeth and taking care of them. In June, my youngest daughter got her teeth cleaned, a cavity filled, a sealant and her wisdom teeth removed. My husband got his teeth examined and cleaned. In July, one of our dogs are going into to get his teeth cleaned. My older daughter and myself have dental appointment coming up as well. I not only take care of my teeth, but I also brush my dogs' teeth on a regular basis too! I believe that taking care of teeth will help us all live longer, healthier lives. I thank all you for the important role you play in taking care of this precious part of our body!

I hope all of you are able to take some time to enjoy summer weather and activities. Heather Schuck, entrepreneur and author, said "You will never feel truly satisfied by work until you are satisfied by life." It is important take time to take care of ourselves, our families, and develop a good work life balance.

**Hop Valley Barrel Room  
Dentist Social Sponsored by Columbia Bank**



Tuesday, September 13, 2022

Hop Valley Brewing Co  
990 West 1st Avenue  
Eugene, OR 97402



Register here [www.bit.ly/LCDSEVENTBRITE](http://www.bit.ly/LCDSEVENTBRITE)

Lane County Dental Society's Fall Social is here and it is time to gather and meet new and young dentists in the area! LCDS invites Lane County Dental Society members and nonmember dentists, including early career dentists and new dentists, in the Lane County area to our fall social at Hop Valley's Barrel Room in Eugene. This is an opportunity to meet with old and new colleagues in celebration of our Lane County dental community. There will be two complimentary drinks per person and appetizers. Dentists may invite one guest (suggested \$20 donation).



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# LANE COUNTY DENTAL SOCIETY

LCDS Members: \$0  
non-LCDS Members: \$80  
Dental Office Staff \$40

Register at <https://bit.ly/LCDSEVENTBRITE>

More info at [lanedentalsociety.org](http://lanedentalsociety.org)

## DENTAL MARKETING & PRACTICE GROWTH (2 CEs)

**RESCHEDULED  
NEW DATE AND TIME**

August 16, 2022 5:30 - 7:30 pm  
Lane Community College  
4000 E 30th Ave. Eugene OR 97405  
Light Dinner Included



### Cory Roletto, MBA

### Co-founder and Partner at WEO MEDIA

Cory Roletto co-founded WEO Media in 2009 and has helped over a thousand dental practices implement successful online growth strategies. He is the driving force for innovation and the practice ROI focus at WEO Media. Cory builds and trains the work teams that deliver Search Engine Optimization (SEO), Pay-per-Click, (PPC), Social Media, Video Marketing, Online reputation, Website Design and Optimization, Direct-to-Consumer marketing (Print, radio, TV, mailers). He is an expert in online marketing strategy, lead conversion, and practice growth. Cory has lectured across the United States at Dental Conferences, Study Clubs, Dental Societies, Symposiums, and through Webinars covering various topics related to online marketing. His straight forward approach breaks down complex marketing strategies into easy-to-understand concepts.

### Course Overview

This course will cover the most recent changes in online marketing and provide the components needed to create a comprehensive marketing strategy for both existing practices or start-ups. You will learn the key items to implement, how they work, and how to measure success. In this session we will discuss changes in Google’s algorithm, website optimization, social media, accessibility, and ways you can optimize your website to generate new patients.

### Course Objectives

Learn the latest marketing trends and best practices for attracting high quality patients

Capitalize on critical changes recently made by Google that impact your practice

Understand the essential “why” of sound marketing practices

Explore key demographics required to target procedural based dentistry

Critical advantages for expanding communication technologies to accelerate growth

Educational programs are funded, in part, through the generous support of the following sponsors.

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Lane County District Dental Society has been designated an approved PACE Program Provider by the Academy of General Dentistry. This program provider’s formal COE programs are accepted by the AGO for membership maintenance, Fellowship, and Mastership credits. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of AGD approval extends from 1/16/2021 to 1/15/2023.

**\*Late Registration, Cancellation, No Show and Refund Policies:** Advance registration is required to guarantee seating and to receive the free tuition member benefit. A late registration may be accepted after the registration deadline only if seating is available and a Late Registration fee of \$35.00 is charged in addition to any tuition due. Full refunds can be requested by telephone or email to LCDS prior to the registration deadline. No refunds are available after the close of registration. A No Show fee of \$35.00 will be charged to registered LCDS members who do not cancel prior to the close of registration and do not attend the program.



## October 14, 2022 9 am - 4 pm LCDS Mini Conference Improve the Health of your Practice (6 CEs)

Members: \$0, Nonmember dentists: \$80, Dental Office Staff: \$40 / Register here: [www.bit.ly/LCDSEVENTBRITE](http://www.bit.ly/LCDSEVENTBRITE)

### Depending on How You Sit, Dentistry Can Be a Pain in the Assets (3 CEs)

Dr. Noëlle Santucci, DDS and Dr. Justin Jellin, DPT

AM SESSION 9 am-12 pm



**Dr. Santucci** is an Associate Professor in the Department of Preventive and Restorative Dentistry at the University of the Pacific, Arthur A. Dugoni School of Dentistry. Dr. Santucci has presented CE courses on nutrition, ergonomics and occlusion. She recently retired from private practice in Atherton, California where her husband still practices. She is a Fellow in both the Pierre Fauchard Academy and in the American College of Dentists.



**Dr. Jellin** earned his Doctorate of Physical Therapy at the University of the Pacific, and has an undergraduate degree in Sports Sciences. In addition to clinical practice he is the Program Director of RUNATOMY, a Running Gait Analysis Clinic at GSPORTS Physical Therapy in San Francisco. He has a special interest in sports medicine, especially cases that are interdisciplinarily complex.

**Course Description:** Musculoskeletal disorders (MSDs) are one of the major reasons dental professionals retire prematurely. With over 50% of dentist suffering from MSDs while practicing, it is an important topic to keep in the forefront of the dental practitioner's minds daily. This unique, interactive and inter-professional educational course will be presented by both a Dentist and a Doctor of Physical Therapy and will be of interest not only to the doctors, but to their entire dental team as well. Musculoskeletal injuries should not prevent you from a fulfilling career and a lifetime of practice!

### Social Hour with lunch provided 12 pm - 1 pm

### Benchmarking Your Key Performance Indicators for Dental Practice Success (1.5 CEs)

Elliot Tracy, CPA

PM SESSION ONE: 1 pm - 2:30 pm



Elliott is a Jones & Roth Partner and a key leader of the firm's dental group Practice Peak Advisors, which specializes in helping dental practices and their owners reach financial management success. His tax expertise includes all areas of tax planning and strategies for high earning individuals and he is regularly called upon to present dental practice financial management topics at industry conferences.

**Course Description:** Benchmarking is the process of comparing your dental practice data to data from other, similar practices, and using the outcome to determine how your practice is performing. With minimal improvements, a practice can see a significant increase in cash flow and a better bottom line. In this interactive presentation, attendees will learn the 12 most important figures that every dental practice should be benchmarking on a regular basis.

### What You Don't Know Can Hurt You! (1.5 CEs)

Janette Douglas, owner of JD Dental Consulting

PM SESSION TWO: 2:30 pm - 4 pm



Jan's goal with every client is to create a smooth-running, efficient practice which leads to "Happy doctor, Happy staff, Happy patients". She understands the desperate need for training and education for dental administrative staff. Her 30-year career in dental practice management led to her passion to pass along her knowledge and expertise to implement systems that increase revenue and reduce stress.

**Course Description:** Having systems in place leads to improved efficiency and productivity. It pulls the team together, reduces stress and creates a practice that meets and exceeds patient expectations. Most practice owners leave the management of the practice to team members without really knowing where the strengths and/or weaknesses are.



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# LANE COUNTY DENTAL SOCIETY

LCDS Members: \$0  
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Dental Office Staff \$40

Register at <https://bit.ly/LCDSEVENTBRITE>

More info at [lanedentalsociety.org](http://lanedentalsociety.org)

## Preventing HPV Cancers in Action: The Critical Role of the Dentist (1 CE)

November 8, 2022

5:30 - 6:30 pm

Webinar

### Gary Heyamoto, DDS, MAGD



#### Course Overview

The dentist plays a critical role in the detection of oral cancers and in educating their patients on the importance of the HPV vaccination. Please join Gary Heyamoto, DDS, MAGD, Past-president of the Academy of General Dentistry Foundation (AGDF) to discuss the importance of performing a consistent, thorough clinical oral exam, how to discuss HPV vaccination with patients, be able to describe Anterior Mouth and Posterior Mouth from a medical perspective and learn how dentists can participate, as an office, in fighting HPV oral cancers through awareness and promotion of the HPV vaccine.

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Gary E. Heyamoto, DDS is a recently retired Bothell general dentist who was in private practice for 40 years. A 1980 University of Washington School of Dentistry graduate, he chaired the Continuing Dental Education program for the Washington Academy of General Dentistry (AGD) for 18 years and served as their clinical director until 2020. He was instrumental in 2016 of the creation/development of the WA AGD Angle Lake Educational Center in SeaTac.

He has been an alternate delegate/delegate to the ADA HOD six times and has served on the Washington State Dental Association Board of Directors for two terms after having chaired the WSDA Budget/Finance Committee (Four years).

Currently, he is active in the Washington State HPV Task Force, the Washington State Mass Disaster Team (Forensics/Oso) and Lake Washington Institute of Technology Dental Hygiene School (Clinical instructor). He is also the past-president of the AGD Foundation (oral/oropharyngeal cancer education/awareness).

He holds Fellowships in the Pierre Fauchard Society, Academy of General Dentistry, International College of Dentists, Academy of Dentists International and the American College of Dentists along with an AGD Mastership and four Lifelong Learner Service Recognition awards.

For a change of pace, the past 39 years has found him working as a statistician for the NFL Seahawks and the NCAA Football/Basketball programs at the University of Washington. He has been hired as the official defense caller, determining all defensive tackles, sacks, pass defended, etc. for the last 15 Rose Bowls and the last 10 National College Championship football games.

#### Course Objectives

Be able to describe Anterior Mouth and Posterior Mouth from a medical perspective.

Learn how dentists can participate, as an office, in fighting HPV oral cancers.

Learn how to perform a consistent, thorough and complete oral cancer exam.

Learn what dentist can do to help in awareness and promotion of the HPV vaccine.

Educational programs are funded, in part, through the generous support of the following sponsors.

Platinum Sponsor



Gold Sponsor



Silver Sponsor



\*Late Registration, Cancellation, No Show and Refund Policies: Advance registration is required to guarantee seating and to receive the free tuition member benefit. A late registration may be accepted after the registration deadline only if seating is available and a Late Registration fee of \$35.00 is charged in addition to any tuition due. Full refunds can be requested by telephone or email to LCDS prior to the registration deadline. No refunds are available after the close of registration. A No Show fee of \$35.00 will be charged to registered LCDS members who do not cancel prior to the close of registration and do not attend the program.



# LANE COUNTY DENTAL SOCIETY

LCDS Members: \$0  
 non-LCDS Members: \$80  
 Dental Office Staff \$40

Register at <https://bit.ly/LCDSEVENTBRITE>

More info at [lanedentalsociety.org](http://lanedentalsociety.org)

## The Christensen Bottom Line (4 CEs)

Gordon J. Christensen is Founder and Chief Executive Officer of Practical Clinical Courses (PCC), Co-Chief Executive Officer of Clinicians Report Foundation (CR), and a Practicing Prosthodontist in Provo, Utah. Gordon and Dr. Rella Christensen are co-founders of the non-profit CLINICIANS REPORT FOUNDATION (previously named CRA). Currently, Dr. Rella Christensen is the Director of the TRAC Research Division of the CR Foundation. Since 1976, they have conducted research in all areas of dentistry and published the findings to the profession in the well-known CRA Newsletter now called CLINICIANS REPORT. Gordon's degrees include DDS, University of Southern California; MSD, University of Washington; PhD, University of Denver; and two honorary doctorates. Gordon has presented thousands of hours of continuing education globally, made hundreds of educational videos used throughout the world, and published widely. Gordon and Rella's sons are dentists. William is a Prosthodontist, and Michael is a General Dentist. Their daughter, Carlene is an administrator for a dental distributor company. He is a member of numerous professional organizations.

### Course Overview

This fast moving "bottom line" course includes the areas of dentistry with the most activity and change in any given year. It is easily understood and has numerous summaries that help attendees to interpret the ongoing advancements in the profession. The course encourages audience participation, and questions and answers and is presented in an enjoyable and humorous manner.

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December 16, 9:00 am - 2:00 pm  
 Lane Community College  
 4000 E 30th Ave. Eugene OR 97405  
 Lunch Provided



Gordon J. Christensen, DDS, MSD, PHD

### Course Objectives

On the completion of this course attendees should be able to:

1. List the most important and useful new techniques discussed in this course.
2. List the most important and useful materials discussed in this course.
3. List the most important and useful new concepts discussed in this course.
4. Implement those aspects of the course most applicable to your practice.



ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Lane County Dental Society designates this activity for 4 continuing education credits. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [www.ada.org/cerp](http://www.ada.org/cerp).



Lane County District Dental Society has been designated an approved PACE Program Provider by the Academy of General Dentistry. This program provider's formal COE programs are accepted by the AGO for membership maintenance, Fellowship, and Mastership credits. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of AGD approval extends from 1/16/2021 to 1/15/2023.

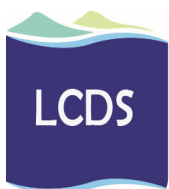




**LANE COUNTY DENTAL SOCIETY IN PARTNERSHIP WITH THE ORAL CANCER FOUNDATION INVITES YOU TO**

**THE ORAL CANCER FOUNDATION WALK FUNDRAISER**

**PRIZES TO THE TEAM/INDIVIDUAL THAT RAISES THE MOST MONEY**



**LANE COUNTY DENTAL SOCIETY**

**Saturday August 27th**

**Willamette Park**

**1350 SE Goodnight Ave.  
Corvallis, OR 97330**

**Registration: 9:00 am**

**Walk begins: 10:00 am**

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**COST**

**Oral Cancer Survivors:  
FREE**

**Walkers/Runners age 10+:  
\$30 pre-register, \$35 day  
of event**

**Children aged 6-10: \$15  
Children 5 & under: FREE**

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**Register, donate, and/or  
build a team.**

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**Free oral cancer  
screenings for everyone**

**FOR MORE  
INFORMATION OR TO  
REGISTER, PLEASE  
VISIT:  
[HTTPS://ORALCANCERFOUNDATION.DONORDRIVE.COM/EVENT/OREGON](https://ORALCANCERFOUNDATION.DONORDRIVE.COM/EVENT/OREGON)**

## DSOs continued from pg. 5

### Will I make more money selling to a DSO? A sample sale choice:

A practice collects \$1 million (\$700k from doctor production and \$300k from hygiene production) and the annual net profit is \$360k. Let's say an offer from an independent buyer is \$800,000, but a DSO offers \$1 million. Once a doctor sells and works back for 5 years they will receive 30% of the adjusted production. Based on this example, the doctor would make 30% of \$700,000 or \$210,000 per year. Over a 5-year work-back the doctor would make \$1,050,000. The total the doctor would earn in this example of a DSO sale would be \$1 million for the practice sale plus \$1,050,000 compensation for a total of \$2,050,000. For this same practice, if a doctor decided to keep the practice another 5 years and then sell outright to a private dentist for \$800,000 their total return would be \$2,600,000; \$360k annual net profit x 5 years equals \$1,800,000 plus \$800,000 for the sale of the practice. This would result in the seller receiving an additional \$550,000 for the sale of their practice and their compensation by selling to a private dentist. Continued practice ownership generally provides the best opportunity for sellers to maximize their total income. That difference can pay for a lot of staff/consulting help to make your life easier and you will still be in complete control of your practice over the next 5 years. Your practice may also be worth more after 5 years of modest growth.

**Who is a good candidate for selling to a DSO?** The best candidate for a DSO sale is a doctor who wants to reduce the responsibilities that are part of ownership. Some of these dentists will acknowledge that they are not good business people and/or the administrative responsibilities are burdensome and stressful. Another potential candidate may be a dentist who wants to continue working in the practice, but wants to cut back on their schedule if the DSO offer allows for that. DSOs are very good at hiring additional associates to work at practices to help increase or sustain the revenue, but a dentist considering this option needs to be mindful that they still have a financial risk if the DSO is unable to recruit another associate

and maintain them as an employee through the work-back period.

As I mentioned in my introduction, we have had favorable experiences with some DSOs and believe they have offered the best option for some of our sellers and their families, but if you are going to engage with a DSO directly, you need to understand that you are dealing with a large corporation with highly trained sales people and extensive legal teams. The amount of paperwork in a DSO transition can often be five times the amount of paperwork in a private sale and you will need to allocate more legal costs and time to review all the documents with your attorney. Their contracts are very detailed and focused on making it clear, your level of risk after the sale. In short, a DSO sale can be a great solution for your practice sale as long as you're willing and able to put in the required work to get it across the finish line.

## OUR NAME IS OUR PROMISE.



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**Classifieds**

**The Oregon Paid Family & Medical Leave Program launches January 2023.**

Employers will start collecting contributions beginning in January 2023, and employees will have access to these benefits starting September 2023. Questions? Join ODA and the Oregon Employment Department on Wednesday, August 24th from 12:30 to 2pm, PST, for an informative webinar at <https://bit.ly/ODAOEDwebinar>

**Caring Hands Worldwide will be having their annual free dental clinic for extractions, fillings, and cleanings.**

The event will be at the Lane Count Fairgrounds Auditorium on Saturday November 12-13, 9 am - 4 pm. They are in need of dentists, dental hygienists, dental assistants, and general volunteers. To register for one or both days by emailing Randy Meyer at [randy@caringhandsworldwide.org](mailto:randy@caringhandsworldwide.org).

**Mission Dental in Eugene is hiring for an immediate hygienist position.**

Contact Mindy at (541) 344-6199 for more information.

**Adec Cabinetry for Sale**

Appraised at \$15,000 by Atlas Resell

Open to discussion to donate for a charitable cause

(3) 12 O'Clock Cabinets

(3) Side Cabinets

(1) Center X-ray Passthrough Console

Email [carlypeterschmidt.dmd@gmail.com](mailto:carlypeterschmidt.dmd@gmail.com) for more information.



When the world changes, rely on us

We can provide customized, comprehensive advice and guidance to help you stay on track and pursue your goals. Call us to talk it through.



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## April Executive Council Meeting Minutes

**April 5, 2022 5:30 PM**

**In attendance:** Andrew Dow, Jordan Lentfer, Carly Peterschmidt, Evan Harpster, Elizabeth Vivona Dow, Kevin Sweeney, Cristina Sola Martin (5:50pm), Nissa Newton

Absent: Matt Bahen

Meeting Called to Order at 5:35 by Jordan Lentfer

### Reading of Antitrust Policy

**Approval of Minutes from February council meeting,** February Business Meeting and March council meeting. Andrew Dow motioned for approval, Jordan Lentfer seconded, and council approved unanimously.

### Financial update

Review of March Financials: Balance Sheet by Year Comparison, Profit and Loss Budget Performance and Profit and Loss Previous Year Comparison. March balances are updated due to end of year CPA adjustments mainly moving Columbia Banks sponsorship that was paid last year to 2022. Motion to accept financials by Andrew Dow, seconded by Jordan Lentfer, and council approved unanimously.

Tax Documents: Reviewed taxes. No taxes due, credit rolled forward, no pretax payments for next year. CPA happy with our books. Carly Motioned to approve taxes for submission, Andrew seconded, and council

approved unanimously.

### Moving Progress Update

Nissa updated board on moving progress. She has completed her moving checklist, with one item remaining. She will be doing a walk-through with property management tomorrow morning. Fax line has been transferred to Faxage and phone line transfer to Grasshopper is still in progress. Extra Key/ password for storage to President. Password information for cloud docs will be given to the President and Treasurer.

### Financial Planning

Sponsorship and Advertisers: Nissa following up with new potential advertiser inquiry. Two new advertisers in newsletter include Food for Lane County and Consani Associates LTD. Consani associates renewed for May/June newsletter.

Sponsors: In contact with Columbia Bank, DSI, and TDIC.

### Council Positions

Still looking for President Elect nominee. Will look at those who have served as president before that may be interested in holding position again.

### Continuing Education

Reviewed survey results 2/15/2022  
Infection Control & Business Meeting – Cindy Hull

Future CE opportunities:

- Oregon Dental Conference April 7-9, in person/online/& hybrid options.

- Endodontics Revisited – Dr. Anne Koch, April 22, 2022LCC – Room Confirmed BLDG 19 Room 104. plan is to order Chipolte for lunch. Coffee and pastries in the morning. Will create two sidewalk A-Frame signs for event. 32 total registrants (11 morning only).

- Transponder – Webinar May 17 5:30- 7:30

- Jordan will be sending list of CE speakers to Nissa for follow up.

CE reporting: AGD issue roster issue resolved. All rosters are up to date and corrected. Past Attendance issues for CE's resolved in ADA database.

### Social Event

Proposal for New Dentists Event in September at a brewery. (ODA Grant)

### Publications

March/April Newsletter to post office March 31, 2022 arrived in mail April 4th. Next issue will go to print end of May.

Introduction of new council members: Dr. Cristina Sola Martin and Dr. Evan Harpster.

Next Meeting June 7, 5:30pm at Dr. Lentfer's office.

Adjournment 6:10pm

### LCDS News July/August 2022

Published by monthly by the Lane County Dental Society (LCDS) and distributed to members of the society as a benefit of membership. Statements of opinion in the LCDS news are not necessarily endorsed by LCDS. Contributions to the newsletter are welcome in the form of articles, photos, announcements, or other items of interest for our membership. Notice of errors and corrections are appreciated. Deadline for September/October Newsletter is August 15, 2022. Send all items to office@lanedentalsociety.org



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Lunch and Learn for your staff!

# Lane County Dental Society

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**July/August 2022**  
**Lane County Dental Society**  
**Officers, Directors, and Staff**

**President: Jordan Lentfer, DMD**

**Secretary: Ivan Paskalev, DMD**

**Treasurer: Carly Peterschmidt, DMD**

**Past President: Kevin Sweeney, DDS, MD**

**President Elect: Open**

**Directors at Large:**

**Matt Bahen, DMD**

**Travis Alcorn, DDS**

**Evan Harpster, DDS**

**Christina Sola Martin, DDS**

**Mercedes Del Valle DDS**

**Executive Director: Nissa Newton**

## ODA NEW DENTIST EVENT

MATCH DAY - AUGUST 27TH

JOIN YOUR  
ODA COMMUNITY FOR



SPORTS  
DENTISTRY CE

AND



PORTLAND  
THORNS  
FC

SPACE LIMITED - \$40 EVENT FEE - PERCENTAGE OF  
THE PROCEEDS BENEFIT THE DENTAL FOUNDATION OF  
OREGON

SIGNUP AT [OREGONDENTAL.ORG](http://OREGONDENTAL.ORG)

