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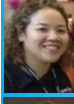
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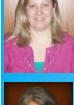
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**WE WANT YOU!!!
LOOKING FOR COMMITTEE MEMBERS**

From the Board...



Greetings from the Kentucky Academy of General Dentistry!

As a busy summer draws to a close, it gives me time to reflect on a few of the observations that I have had of our Academy of General Dentistry on a State and National level over the last few months. I have had the opportunity to stay connected to the Academy and learn of the various missions, positions and outreach. I have learned more directly how the AGD advocates for our profession on key topics such as Insurance, Medicare, Midlevel Providers, Opioids, Oral Health Literacy, Removing Barriers to Care and Student Debt. All of these important issues have the ability to shape our profession in ways that can have a dramatic impact on dentistry in KY and beyond. I have learned that the strength of our AGD is its leadership and membership. I have had the chance to interact with a group of highly dedicated and passionate group of professionals that share an ideal of representing the values of the AGD.

I have also learned that not only do we have leadership on a National level within the AGD but we also have a very dedicated group of KY AGD leaders that humbly lead by example. Nonetheless, we are proud of the leadership of our own Dr. Samantha Shaver, D.M.D., F.I.C.D., F.A.G.D. who serves at the Regional Director of the 6th Region of the AGD representing the states of KY, TN, MO and WV. She also serves leadership roles within the KDA. We can also recognize the leadership of Dr. Geoffrey Ball, D.M.D., M.A.G.D. who has been recently appointed to the Kentucky Board of Dentistry. Our Dr. Laura Hancock-Jones, D.M.D. continues to serve the KY Oral Health Coalition as well as leadership roles with the KDA. Dr. James Randy Ransdell, D.M.D., F.A.C.D., M.A.G.D. serves as the KDA as Scientific Sessions Chairman 2019 and also founding the LDS/Metro free smiles mobile van clinic to meet unmet needs in the Louisville area and beyond. Dr. Darren Greenwell, D.M.D., F.A.C.D., M.A.G.D. leads our Kentucky Dental Association as the Chairman of the KDA Executive Board. I know I could highlight so many more roles that each of our KY AGD Board Members play within our profession and communities. I could continue with the remainder of our dedicated KY AGD Executive Board. My point is that they step up and serve. They have each taught me the lesson of service and leadership by example. They have each mentored me on my journey. I am grateful. I am proud to call each my friend!

Of course, leadership and service does not stop with our board members but is well represented with our KY AGD membership throughout our Commonwealth. This may be best represented by highlighting our Dr. Ansley Depp, D.M.D., F.A.C.D., F.I.C.D., F.A.G.D. who is currently leading our Kentucky Dental Association as President for 2017-2018. Our members serve and lead. I know our members throughout the state accept appointments on Boards, Committees, Foundations and Councils, etc. No matter what method of practice we choose in dentistry, we serve as a leader and a mentor in our dental work family. However, I also realize that none of these roles is more important than relationship each member shares as wife, husband, brother, sister, mother, father, grandparent, son, daughter, family member, friend.

I feel that each individual possesses strengths and gifts. I know many are already sharing those gifts in other areas. I ask that you consider another opportunity to serve our wonderful profession and be a part of the AGD and the KY AGD. We welcome you to join us.

We also welcome you to stop by Friday evening August 24th from 4:45pm to 6:30 pm for a casual reception for the KY AGD Members, Fellow and Masters and guests in the Clifton Foyer at the French Lick Springs Resort during the KDA. I would love to introduce you to some of my friends!

Respectfully, Mark A. Moats, D.M.D., M.A.G.D.
President Kentucky Academy of General Dentistry 2016-2018

Dentists Skipping Lunch: Admirable or Unwise?

by Zeynep Barakat, DMD, FAGD, DMD, FAGD

At a study club meeting the other night, I began chatting with other dentists during dinner before the lecture. We discussed our days at the office. One dentist mentioned that he didn't take a lunch and that this was his first time eating since breakfast. I looked down at my watch; it was 6:30 p.m.

We began sharing stories of our eating habits and what happens when patient care interferes with lunchtime. One dentist had no problem skipping lunch, and I know a colleague who can go a whole day without eating. I know another who won't schedule a formal lunch hour either for herself or her staff. Having been through a residency that required patient care at odd morning hours (or at night — the pager went off at the oddest times) — not to mention driving to a hospital to care for patients in the ER — I know well how sacrificing sleep and food affects a practitioner. Not eating for seven or eight hours while practicing precision dentistry nonstop is an incredible feat. But is it wise?

Medicine has grappled with the issue of sleepless residents for a long time. Can medical residents be sharp and error-free without sleep? I'm not sure the profession has found the answer. But it's common knowledge that driving without adequate sleep is equivalent to driving under the influence of alcohol, and plenty of research supports that fact. And, yet, many of us have driven while sleep-deprived at some point in our lives. It's a given during residency — and when you're a parent.

As far as working without eating, I know operating surgeons can go many hours without eating, relying on their adrenaline to sustain them. Some might leave the operating room for a quick snack or to rehydrate before rotating back in with other surgeons. Like surgeons, we dentists can lean on others when we need help. Unlike surgeons, solo dental practitioners do not have the option of rotating with one another. We do, however, have the ability to customize our days to accommodate patients and our own needs. We all know how concentration, performance and precision depend on rest, sleep and food. We should also know ourselves well enough to recognize at what point sacrificing one of these things might become an issue.

I applaud my colleagues who go a whole day with no food, but I cannot go beyond three hours without a small energizing snack between patients. I learned my limits a long time ago. Have you?

What Not to do When Business Gets Slow: Three Pitfalls We Should all Avoid

by Pamela Marzban, DDS, FAGD, LVIF, DDS, FAGD, LVIF

Every business owner knows there are times throughout the year when work slows down. The savvy entrepreneur can recognize these trends and implement strategies to avoid them, or at least redirect a downward shift when it starts. The rest of us get nervous, and our uneasiness can lead to critical mistakes. Below are three pitfalls to avoid when your business slows:

1. **Scaling back your marketing strategy.** One of the first things people stop spending money on when business slows is their external and internal marketing. If patients are not scheduling, and the chairs are empty, you should work to attract new patients. Building your client base will generate more procedures and production and keep the business growing. Most dental offices spend 6 to 12 percent of their annual collection on marketing. That's a lot of money! But consider this — what's more costly: empty chairs or marketing expenses?
2. **Reducing continuing education (CE) courses.** I was recently at one of my favorite conferences and noticed how small the number of attendees has become. This is not the only conference where I've noticed dwindling attendance. When practices hit a slump, so many of our colleagues completely stop sending their teams to CE or piggyback their conference experience with a family vacation. Reducing the budgeted education allowance is harmful to the business. It may appear to help slow a financial bleed, but it's just a Band-Aid. It ultimately harms the overall practice performance. The entire team needs to continuously sharpen its clinical and business skills. Going to classes helps us grow and empowers our teams to want to become more. One of my favorite things about going to CE is watching how it re-energizes and inspires the whole group.
3. **Cutting hours.** When we see production drop, and the team seems to be chatting or wasting time, a knee-jerk reaction is to send people home early or temporarily cut their hours. Cutting hours can send a bad message. Instead of sending them home, find ways to utilize the downtime, such as training, stocking, maintenance or marketing.

I understand how downtime in the office can be unsettling; we all have financial responsibilities. Just remember — when it occurs, try not panic, and instead use the time to gain an introspective look on practice performance. You can do things for the business that you normally may not set time for that will help grow the practice. Performing the clinical side of dentistry is my favorite thing I do. I love being chairside and seeing patients, but as soon as I get any downtime, I am constantly using it for business planning. If you can appreciate that drilling teeth is just a small part of our business, only a fraction of how we make money, then you may shift your perspective on downtime as being something negative and start to see it as an opportunity.

FDA Warns Against Benzocaine Products for Teething

On May 23, 2018, the Food and Drug Administration (FDA) issued a strong warning to consumers to stop using over-the-counter (OTC) benzocaine products for relief of teething pain. These products pose the risk of a potentially fatal blood disorder to infants and children under the age of 2. Products are sold as Anbesol, Baby Orajel, Cepacol, Chloraseptic, Hurracaine, Orabase, Orajel and Topex, in addition to store brands and generics. The FDA recommends that parents and caregivers follow the American Academy of Pediatrics' recommendations to gently massage a child's gums or use a firm rubber teething ring.

REMINDER: Six Free Webinars

As an AGD member, you receive six free on-demand webinars per year. This equates to \$300 in free continuing education and up to nine credit hours that will be automatically logged to your AGD award and state licensing transcripts. Your six free webinars will expire at the end of the year. Visit the AGD Online Learning Portal to select your free webinars before they expire on Dec. 31, 2018. Once selected, you can view your webinars at any time.

2018 Hill Day Recap

On June 18-19, AGD advocacy leaders gathered in Washington, D.C., for AGD's annual Hill Day event. Attendees heard from a number of issue experts and met with lawmakers to urge their support for AGD's top issues. Attendees discussed the importance of oral health literacy programs and funding Health Resources and Services Administration (HRSA) programs, which support oral health training, general dentistry residency programs and the Dental Faculty Loan Repayment Program. Attendees heard from Rep. Mark Meadows (R-NC) and Rep. Mike Simpson (R-ID), both of whom emphasized the importance of advocacy, making connections with legislators and oral health. Keep the issues of Hill Day front and center before Congress by visiting the Take Action page of the AGD website and taking part in active campaigns.

Submit CE Credit Online for Faster Processing

Do you need to add CE courses to your transcript? Submit your CE credit online for faster processing and easier tracking. Follow the five steps on the CE Submission Form, and your transcript will be updated within five business days. You will receive an email when it has been updated.

You can also email your course completion certificates to membership@agd.org or fax them to 312.335.3432. Allow up to six weeks for CE submitted via email or fax to be processed. Contact the AGD Membership Services Center at 888.243.3368 or membership@agd.org with any questions.

Support the AGD Foundation Through Amazon Smile

Did you know that just by shopping on Amazon, you can help the AGD Foundation raise awareness of oral cancer and promote the importance of early detection? For each eligible purchase you make on Amazon Smile, Amazon will donate 0.5 percent of the purchase price to the AGD Foundation. For more information about this or other AGD Foundation programs and events, email foundation@agd.org.

General Dentistry Receives Two 2018 EXCEL Awards

AGD is honored to announce that our peer-reviewed clinical journal, General Dentistry, was awarded two Bronze awards at Association Media & Publishing's (AM&P) 38th Annual EXCEL Awards Gala, June 25 at the National Housing Center in Washington, D.C. General Dentistry was recognized in the Feature Article and Design Excellence categories. According to Michael Marchesano, AM&P executive director, "The EXCEL awards showcase and spotlight first-class association content that's both innovative and enlightening in a rapidly changing world."

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**THE KENTUCKY AGD WITH DENTAL LIFELINE NETWORK PRESENT:
THE BOTTOM LINE 2018
PRESENTED BY DR. GORDON CHRISTENSEN**



The Bottom Line 2018

Presented by Dr. Gordon Christensen
Friday, November 16th 8:30 AM - 4:30 PM
The Galt House, 140 N Fourth St, Louisville, KY
7 Hours Lecture Credit | Subject Codes: Multiple
Cost is \$195 Lunch Included
[For More Information or to Register Now Click Here!](#)

Board Meetings...

Next KYAGD Board Meeting– Exact time and location TBD. If you are interested in getting involved with the board and attending our board meeting please contact Maegan Bennett at maegan03@hotmail.com or 270-401-3928.

Next KYBOD Board Meeting– September 8, 2018, at 9:00 am at 312 Whittington Parkway First Floor - Board Meeting Room Louisville, Kentucky 40222. For more information about attending a Board of Dentistry board meeting please contact the Board at 502-429-7280.

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\$100 for 1/4 page\$300 for a half page \$500 for a full page spread

Newsletter e-mailed to Members and Non-Members and Posted our website



Congratulations Marc Dyer on earning your FAGD at the 2018 AGD Annual Meeting in New Orleans.

SAVE THE DATE!



AGD2019
THE PREMIER MEETING FOR
GENERAL DENTISTRY
MOHEGAN SUN CASINO AND RESORT
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For more information on how to earn your FAGD or MAGD visit <https://www.agd.org/continuing-education-events/get-recognized>.



Please join us at the KDA annual meeting in French Lick, Indiana for a reception to honor our AGD FELLOWS, Masters, and Members.

On Friday August 24th from 5:00-6:30 pm join us for cocktails and good conversation on the patio across from the UK and UofL receptions.

All are invited! Come see us and bring a friend!