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PROJECT PROMOTES PROFESSIONAL CAREERS TO ALASKA'S NATIVE YOUTH

Each summer, the Rural Alaska Preparatory Program brings 35 Alaskan Native and American Indian high school students to Sheldon Jackson College in Sitka, Alaska, for several weeks of concentrated study in science and mathematics. These students also talk about career possibilities with American Native/American Indian professionals who come for informal discussions weekly.

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YOUR DISABILITY ALSO CAN INJURE YOUR PRACTICE

A disability is about more than you: Your practice and employees are vulnerable, too. That fact hit home for H. Jeffrey Lindsey, DDS, an orthodontist in Carrollton, GA, and former chair of the ADA Council on Members Insurance and Retirement Programs.

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A HEALTHY WORK ENVIRONMENT FOR YOU AND YOUR TEAM

"You are your most important practice asset!" according to Dr. Billie Sue Kyger, chair of the Council on Dental Practice. A mentally and physically healthy dentist is the cornerstone of the practice. Being a dentist, building and sustaining a practice all take mental acuity, emotional resilience, musculoskeletal fitness and a high level of fine-motor skill.

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ADA Community Brief

April, 2007

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Introduction

One of the top tasks of leadership is to determine what matters the most and where to direct time, energy and resources, noted President-Elect Dr. Mark J. Feldman in recent remarks to the ADA Leadership Team Forum. He added that the **test** of leadership comes with the hard choices and difficult challenges that may require a change in direction or the willingness to advance causes that may not immediately gain acceptance. True leadership recognizes that failing in an important effort is preferable to failing to make that effort.

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Leadership Project Promotes Professional Careers to Alaska's Native Youth

Each summer, the Rural Alaska Preparatory Program brings 35 Alaskan Native and American Indian high school students to Sheldon Jackson College in Sitka, Alaska, for several weeks of concentrated study in science and mathematics. These students also talk about career possibilities with American Native/American Indian professionals who come for informal discussions weekly. This career program was introduced by Dr. Mary Anne Navitsky, who has been working quietly behind the scenes for her leadership project with ADA's Institute for Diversity in Leadership.

As an Alaskan Native dentist, Dr. Navitsky has personal insight to the special challenges facing students on their paths to college and professions. She comments, "The vastness of Alaska creates a very challenging problem of reaching students with any information." While the high school students were at Sheldon Jackson College, Dr. Navitsky arranged for various types of professionals to talk about their own background, where they grew up, how they chose their careers, what obstacles they met and how they overcame them. She notes, "I wanted the students to know that these professionals understood what they were experiencing and that their goals were

achievable." After experiencing the animated discussions among students and visiting professionals, Dr. Navitsky feels a tremendous amount of valuable information about career and life skills was shared.

The Rural Alaska Preparatory Program is funded by two five-year federal grants, the National Science Foundation and the Title III Higher Education Act. Dr. Navitsky fervently hopes that it will be able to continue serving Alaska's youth—and future.

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Your Disability Also Can Injure Your Practice

A disability is about more than you: Your practice and employees are vulnerable, too. That fact hit home for H. Jeffrey Lindsey, DDS, an orthodontist in Carrollton, GA, and former chair of the ADA Council on Members Insurance and Retirement Programs. "When my business partner passed away after a long battle with cancer and many months of disability, I became the sole practitioner," he says. "I quickly realized that if I became disabled, my practice would be exposed to even more risk than before. Who would keep things going? How would I pay my employees? And if I couldn't pay my staff and keep my patients treated, how would my practice survive?"

Dr. Lindsey solved his risk exposure in two ways. First, he and several other orthodontists in the area entered into an agreement: If one of them is disabled, the others will pitch in and help run their colleague's practice for up to six months. Second, he purchased business overhead expense insurance, a type of disability coverage designed specifically to safeguard a practice.

When a dentist is disabled, business overhead expense insurance provides a monthly benefit to help pay the practice's operating costs while the dentist recovers or makes plans to sell. The ADA Office Overhead Expense plan that Dr. Lindsey purchased, reimburses a wide range of business expenses, including:

- Employee wages and benefits
- Cost of a replacement dentist
- Office rent or mortgage
- Utilities
- Practice and student loans
- Business insurance premiums

The amount of business overhead expense coverage you need depends on practice expenses and the extent to which you plan to pay these costs out-of-pocket if a disability disrupts revenue flow. A [free online calculator](#)  can estimate the amount.

"My ADA Office Overhead Expense insurance is an important aspect of my practice's financial security, just like my personal disability income insurance is an important aspect of my family's financial security," Dr. Lindsey says. "I am a strong advocate of having both types of disability coverage."

Editor's note: This article does not constitute legal or financial advice. Please seek professional input appropriate to your situation.

Find Out More

Online: [ADA Insurance Plans](#) 

Call: ADA Insurance Plans, 888-463-4545

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A Healthy Work Environment for You and Your Team

"You are your most important practice asset!" according to Dr. Billie Sue Kyger, chair of the Council on Dental Practice. A mentally and physically healthy dentist is the cornerstone of the practice. Being a dentist, building and sustaining a practice all take mental acuity, emotional resilience, musculoskeletal fitness and a high level of fine-motor skill.

You'll also want to provide a healthy work environment for your team. Research consistently tells us that employees are most loyal when they feel respected and their personal needs are taken into account. Healthy workplaces are more productive-not only clinically but in patient service and satisfaction. These workplaces have fewer accidents and injuries and are able to attract and retain top-quality staff.

Here are a few questions to help you evaluate the health of your work environment:

- Employee involvement—Is there a way for employees to make suggestions about how things are done? Do you ask your staff to help brainstorm improvements?
- Employee growth and development—Are you and your staff always learning? Do you know what keeps your staff engaged and motivated?
- Work-life balance—Are your staff members able to meet family obligations without disruption to the practice? Do you manage your patient schedule so you begin and end on time most days and still accommodate emergencies?
- Health and safety—Are stools and chairs correctly fitted to your assistants and hygienists?
- Is everyone meticulous about infection control procedures?
- Patient care—Does everyone know safe body mechanics to help elderly patients move safely in and out of patient chairs?
- Practice management—Do you have a drug-free workplace policy? Are you using technology that makes your administrative processes easier?
- Personal wellness—How are your own personal health habits? Do you experience any musculoskeletal pain?

To learn more, plan to attend the ADA conference "Healthy Dentists, Thriving Practices," in August at ADA headquarters in Chicago. There will be three program tracks-Ergonomics in Dental Practice, Personal Wellness and Professional Impairment.

Find Out More

E-mail: mckinneym@ada.org

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Hot Button

Attention: New Guidelines for Infective Endocarditis Released

New guidelines for the prevention of infective endocarditis were released by the American Heart Association (AHA) on April 19. The AHA and ADA now recommend that fewer dental patients with heart disease receive antibiotic prophylaxis before dental procedures to prevent the heart infection called infective endocarditis (IE). The guidelines were developed by a group appointed by the AHA that included experts in infectious disease and cardiology and members representing the ADA, the Infectious Diseases Society of America and the American Academy of Pediatrics.

After reviewing the relevant scientific literature from 1950 to 2006, the group concluded that bacteremia resulting from daily activities is much more likely to cause IE than bacteremia associated with a dental procedure. In addition, only an extremely small number of cases of IE might be prevented by antibiotic prophylaxis, even if prophylaxis is 100% effective. Based on these conclusions, antibiotic prophylaxis is now recommended prior to dental procedures only for patients with underlying cardiac conditions associated with the highest risk of adverse outcome from IE.

Find Out More

Online: [Professional Topics: Infective Endocarditis](#)

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Get Practice Advice from the Pros

"How do I get my staff on board with my goals for the practice? How can I diffuse an office spat before it becomes a real problem? What extra touches can I implement to make my practice stand out?" If you ask yourself questions like this, you're not alone. All leaders need advice.

You don't need to reinvent the wheel when it comes to the business side of your practice. The ADA's book, *CEO Crash Course: A Dentist's Guide to Practice Leadership*, delivers tips and strategies from 16 seasoned consultants, including Linda Miles, Dr. Roger Levin and Sally McKenzie. They'll share experiences gleaned from hundreds of successful dental practices.

CEO Crash Course covers several important topics: ensuring that your staff carries out your practice vision, conducting performance reviews, holding employee retreats as catalysts for positive change, resolving conflict in manageable steps and finding ways to reward loyal patients and attract new ones. CEO Crash Course is available as a book (J712) or e-Book (J712D) from the ADA Catalog. Realize your full potential as the leader of your practice.

Find Out More

Online: [ADA Product Catalog](#) 

Call: 800-947-4746

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Management Program for Dentists

Again for 2007, the ADA and Kellogg are offering a special program for dentists—the ADA/Kellogg Executive Management Program. The class days for the 2007 program extend from July through Nov., with three sessions: July 20–25, (Friday–Wednesday); Sept. 15–20, (Saturday–Thursday) and Nov. 1–5, (Thursday–Monday). Class size is limited to 45. Deadline for registering is May 31, 2007.

The program is designed for dentists who want to learn more about management from the nation's top-rated management school. This is not a practice management course. Instead, the curriculum draws from the core content areas for Kellogg MBA students, including: business strategy, organizational leadership, marketing, finance, accounting, economics, quantitative methods and information systems. Classes will be held at Kellogg's Chicago campus, just down the street from the ADA. All classes are taught by Kellogg professors. Participants receive a Kellogg certificate and continuing education credit from the ADA.

Find Out More

Online: [Kellogg Management Program](#)

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Check This Out: Ideas from the ADA Library Staff

Interested in leadership tips and techniques? We have a number of books about management/ leadership you can borrow for one month (only \$15 for 1–2 books, includes outgoing shipping and handling). The ADA Library can also send you a reference package of journal articles on various aspects of the related topic of personnel management. Call one of our reference librarians to order a reference package specific to your needs-the fee is only \$25.

Recently acquired management/leadership books include:

The 12 bad habits that hold good people back: overcoming the behavior patterns that keep you from getting ahead, by James Waldroop and Timothy Butler, 2001. Call Number: 650.1 W147 2001

The art of connecting: how to overcome differences, build rapport, and communicate effectively with anyone, by Claire Raines and Lara Ewing. NY: American Management Association, 2006. Call Number: 658.45 R135 2006

Blink: the power of thinking without thinking, by Malcolm Gladwell. 1st ed. NY: Little, Brown, 2005. Call Number: 153.4 G455 2005

The coaching revolution: how visionary managers are using coaching to empower people and unlock their full potential, by David Logan & John King. Avon, MA: Adams Media, 2004. Call Number: 658.3 L828 2004

Crucial confrontations: tools for resolving broken promises, violated expectations, and bad behavior, by Kerry Patterson [et al.]. New York: McGraw-Hill, 2005. Call Number: 650.13 C887 2005

Difficult conversations: how to discuss what matters most, by Douglas Stone, Bruce Patton, Sheila Heen. New York, NY: Penguin Books, 2000, 1999. Call Number: 650.13 St71 2000

The five dysfunctions of a team: a leadership fable, by Patrick Lencioni. 1st ed. San Francisco: Jossey-Bass, 2002. Call Number: 658.4 L634 2002

How to recognize & reward employees: 150 ways to inspire peak performance, by Donna Deepro. 2nd ed. NY: AMACOM, 2007. Call Number: 658.3 D36 2007

Masterful coaching: inspire an "impossible future" while producing extraordinary leaders and extraordinary results, by Robert Hargrove. Rev. ed. San Francisco, CA: Jossey-Bass/Pfeiffer 2003. Call Number: 658.3 H224 2003

The nature of leadership: reptiles, mammals, and the challenge of becoming a great leader, by B. Joseph White with Yaron Prywes. NY: American Management Association, 2007. Call Number: 658.4 W582 2007

Playing your 'A' game: inspirational coaching to profitability, by William A. Blatchford and Carolyn Pasley Blatchford. Bend, OR: Maverick Publications, c2005. Call Number: D88 B6312p 2005 (Main stacks)

Powerful times: rising to the challenge of our uncertain world, by Eamonn Kelly. Upper Saddle River, NJ: Wharton School Pub., 2006. Call Number: 909.8 K287 2006

The tipping point: how little things can make a big difference, by Malcolm Gladwell; [with a new afterword by the author]. 1st Back Bay pbk. ed. Boston: Back Bay Books, 2002. Call Number: 302 G455 2002

Trust & betrayal in the workplace: building effective relationships in your organization, by Dennis S. Reina & Michelle L. Reina. 2nd ed. San Francisco: Berrett-Koehler, 2006. Call Number: 158.7 R274 2006

What your boss doesn't tell you until it's too late : how to correct behavior that is holding you back, by Robert Bramson, 1996. Call Number: 650.13 B732 1996

A whole new mind: why right-brainers will rule the future, by Daniel H. Pink. 1st Riverhead Books pbk. ed. New York: Riverhead Books, 2006. Call Number: 158.1 P655 2006

Find Out More:

Online: [Library Services and Fees](#) 

Online: [Online Library Catalog](#)

Call: 800-621-8099, x2653

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Choose Products That Meet Your Needs

Trial and error can be a costly and time-consuming way to find products that help you deliver top quality dental care. The ADA Professional Product Review (PPR) was developed to help streamline your purchasing decisions. The spring issue of PPR offers reports on steam sterilizers, dental unit waterline cleaning agents and dental unit water quality test kits and is included with the April issue of JADA.

Published quarterly, the PPR typically reviews three professional dental product categories per

issue. The reviews feature several products within each category with laboratory test results, product descriptions and clinical input from dentists who have used the featured products in their practices. Some issues include additional information such as expert or practitioner panel discussions, buyer's checklists and technology updates.

The PPR is designed to deliver clinically relevant information that is unbiased and scientifically sound in a user-friendly format. ADA members can [access an electronic version](#) and additional resources including reading lists and laboratory testing methods related to the featured products.

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Member Profile

[David Desonier](#), D.D.S. of Houma, LA has been an ADA member for 15 years. He recently sold his private practice to concentrate on community health dentistry. He notes, "This is a very rewarding time in my career."

Find Out More

Online: [ADA Member Profiles](#)

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Annual Session Courses Help You Be a Better Boss

As a dentist you wear many hats—medical professional, educator and private business owner. But none may be more difficult than being THE BOSS. The ADA recognizes the challenges you face and can help you communicate effectively, direct your staff and build your team into a top-notch cohesive unit. Plan to attend these continuing education courses at the 2007 Annual Session in San Francisco, September 27–30, 2007:

Team Building Conference XII: Teamwork is Golden; Your Gateway to Success

Amy Kirsch, et.al; All day Thursday, Sept. 27 and 1/2 day Friday Sept. 28 (Course #5112)

Advance: \$250 Dentist/\$150 Staff

On-Site: \$270 Dentist/\$170 Staff

Dealing with Difficult People: Keys to Empowered Communication

Bruce Christopher, MA, LP; Thursday, Sept. 27 (Course #5301)

Advance/On-Site: No Fee

Coaching Powerful Teams: Women Working with Women

Adele M. Schelle, PhD; Friday, Sept. 28 (Course #6317)

Advance/On-Site: No Fee

The Ethical Leader: The Speed of Trust

Stephen M.R. Covey, Friday, Sept. 28 (Course #6325)

Advance/On-Site: No Fee

The Culturally Competent Dental Practice: Skills for Successful Cross Cultural Interactions

Andrew Erlich, Saturday, Sept. 29 (Course #7304)

Advance/On-Site: No Fee

Find Out More

Online: [Download or request the Preliminary Program](#)

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New Dentists: Grow Your Leadership Skills

Whether your goal is building a great dental team or working more effectively within organized dentistry, the **ADA 21st New Dentist Conference: Bridging Our Future**, June 21–23, 2007, at the Hilton Hotel in Portland, OR, can help make it happen.

Up to 11 hours of continuing education (CE) programs, including "**Creating the Practice of Your Dreams**" from the ADA-Pankey Education Connection, are coupled with networking opportunities with other new dentists from across the country. Plus, special pre-conference leadership programming is available to any registrant.

For new leaders, the orientation program, **New Dentist Volunteers: How to Get Involved and Stay Involved**, will feature tips for an effective new dentist committee, how to get the most out of the Dental Society Resources Web site and an overview of other ADA resources for new dentist members and leaders.

For more seasoned network leaders and those looking to enhance personal leadership skills, David Rabiner will present **Shaping the Future: Creating Tomorrow through Personal Leadership**. This program focuses on how to make behavioral choices that will enhance leadership potential and take on greater leadership roles in the workplace and community.

After these two sessions, attendees will come together to participate in the **New Dentist Network Idea Exchange and Hot Topics: Ask Your ADA Leaders**. These two popular sessions have been combined to give interested dentists the opportunity to network with peers about what works for their state and local new dentist committees and bring questions and concerns directly to officers and members of the ADA Board of Trustees.

Early registration ends May 11, 2007; pre-conference registration closes June 1. Leadership development and CE programs are included in the registration fee.

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Find Out More

Online: [ADA New Dentist Conference](#)

Call: 800-621-8099, ext. 2779.

What do you think?

Question: What personal leadership skill would you most like to build?

[Respond Now](#) 

Responses to Last Issue's Question

How has globalization affected you personally or professionally?

- I look forward to universal licenses so we all can work wherever we wish without having to get a new license each time one wants to move to a new state.
- Foreign dentists receive licensure in the U.S. after two years. This is unfair trade which floods the U.S. market with too many dentists. Who treats patients from the countries that these dentists come from?
- PERSONALLY: My wife and I just threw out several cans of cat food from manufacturers which used foreign sources for ingredients. Thank God no baby food manufacturers have yet (as far as we know) had similar problems. PROFESSIONALLY: I practice near the Mexican border, and for 31 years I have seen predominantly unacceptable dental care from that country. Our telephone directories now carry full-color ads for the Mexican dentists (the publishers, in effect, endorse them), and the public does not know there is a difference in their standard of care. When U.S. insurance companies pay claims for foreign care this also is de facto endorsement.
- How globalization has affected me personally or professionally makes little difference. Globalization will have a huge negative impact on my grandchildren, and that is what concerns me.
- Globalization of the dental lab industry has been devastating to me both personally and professionally. As a dental tech for over 30 years, I find it very sad and sick that this is happening to our industry. We are being wiped out slowly but surely, only to be ultimately replaced by out-of-the-box cases shipped for next to nothing. Experience, hard work, dedication and perseverance have proven to be not enough. I feel for the patient we all are supposed to serve, who has no idea as of yet, that this for sure will definitely impact them beyond compare. Globalization has and will impact future dental techs getting into the field as they will find it much harder to find jobs. There is no doubt in my mind that this is a dental industry issue, and not just a technical one. Where will the clinician go to get their cases done if the competency of the off-shore labs cannot deliver? I suppose they can just re-schedule until they can get it right. In turn we, the technicians, are scape-goated, as happened in the past, to tarnish our profession even further. How very sad indeed.

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