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# MDA NEWS

MAINE DENTAL ASSOCIATION

Spring 2021 | Volume 7 | Number 3

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## "Connect" Virtually At Convention in May

The MDA's Annual Convention will be a virtual event this year. Be sure to join us for "MDA Virtual 2021: Stay Connected" from May 20 to 22.

Dr. Uche Odiatu and Dr. John Svirsky will both be presenting at the event. The annual Risk Management Seminar and a dental student/new member lunch and learn will be offered, along an opening reception and dental student reception. There will be new ways for attendees to interact with each other and with exhibitors and sponsors.

Dr. Odiatu will speak on the topics "Five Patient Lifestyle Habits That Influence Healing" and "Do Your Patients Have The Guts To Enjoy Oral Health?"

Dr. Odiatu is the author of "The Miracle"  
*(continued on page 6)*



Dr. Norma Desjardins vaccinates a member of the public at the Northern Light AR Gould Hospital clinic at Northern Maine Community College in Presque Isle.

## Dentists Volunteer Their Time As Part of Effort to Vaccinate

BY LUCAS KNOWLES  
MDA Staff

Maine's dentists are volunteering their time as part of the effort to vaccinate those in the Pine Tree State against COVID-19.

Starting April 7, any Maine resident age 16 and older is eligible for a COVID-19 vaccine. The acceleration of Maine's vaccination timeline by a week and a half came as the state was expected to receive a significant increase in vaccine

supply from the federal government.

Dr. Norma Desjardins, vice president of the MDA Board of Directors, is volunteering her time at the Northern Light AR Gould Hospital clinic at Northern Maine Community College in Presque Isle, giving vaccines to members of the public. She said colleagues at the hospital and the college reached out to her when the twice-a-week clinics were being set up, and they were looking for volunteers

*(continued on page 8)*

**MDA MISSION STATEMENT:**  
To support members in achieving excellence in dentistry

**MDA VISION STATEMENT:**  
To be leaders in oral health in Maine



# From The Executive Director's Desk: Maine Needs a Smile - A Shining Success

By Angela Cole Westhoff, MDA Executive Director



At the end of March, the Maine Dental Association kicked off a donation campaign called *Maine Needs a Smile*. The goal of the effort was to collect personal hygiene items like toothbrushes, toothpaste, soap, shampoo, etc., and basic cleaning supplies to help Maine families in need. The initiative was part of the statewide nonprofit called Maine Needs, a grassroots organization powered by volunteers.

I was pleased to assist the Maine Needs a Smile planning team, which was spearheaded by Dr. Nici Kimmes, Dr. Kathryn Horutz and Dr. Meg Dombroski. These three dentists were the key driving force behind the collection effort and have led with passion, vision, and a great deal of compassion for those less fortunate. The MDA assisted the planning team with developing social media posts and collecting the donations.

An MDA past resident, Dr. Horutz said, "After a challenging year that brought the dental community together, it's time to look outside our operatories and see how else we can support Mainers in need. It is humbling to see the items that are needed. A small donation can be so impactful."

The response to the call for donations has been truly amazing! We were not really sure what to expect, so we set an initial goal of 100 essential care kits. Each kit contains approximately \$25 worth of personal hygiene products and cleaning items.

We are extremely proud to announce that we have more than doubled that initial goal!

We are working on building 200 kits and will deliver those to drop-off locations throughout Maine, where they will be distributed to families in need.

If anyone has interest in learning more



about Maine Needs, you can visit their website at [www.MaineNeeds.org](http://www.MaineNeeds.org).

The MDA wishes to thank everyone who supported the Maine Needs a Smile initiative!

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This effort has really been heartwarming and the impact this will have on Mainers who are struggling will be immeasurable.

Finally, I want to say thank you for the opportunity to serve as your executive director for the past four years. As you know, I will be moving on to a new position at the end of May and I wish the association and its members much continued success.

## News from the President's Corner

David Kerr, DDS



### Revisiting “Tacking for the Headlands”

In an earlier newsletter, I discussed how managing the pandemic was like setting sail on a long trip. In essence, you plan the best you can, but, inevitably, the assumptions change, and you need to change your plans for landing at the headlands, and, in fact, maybe you won't arrive at the headlands you planned on.

Well, this year, as president, has been one of multiple plans, quick changes, strong currents and ever-changing winds. The good news is that one way or another, we are all getting vaccinated, and the vaccines seem to be working.

As my last month as president approaches, I would like to focus on my sailing ship that helped me navigate. That ship is really the crew that is with me. It is all the great dentists we have in Maine. We are blessed in this state to have a membership that willing to help

As my last month as president approaches, I would like to focus on my sailing ship that helped me navigate. That ship is really the crew that is with me. It is all the great dentists we have in Maine.

when called on. We truly have a “crew” that cares about each other. I have lived in other states, and in some areas, it is each person for themselves. We are blessed that we have the collegiality we do in Maine.

And it is not just us helping each other. We have a tremendous support team at the Maine Dental Association Office - Angela, Patti, Lucas, and Jean. I thank each of them for all the help they provide to us through countless unrecognized hours.

As you all know by now, Angela Westhoff will be leaving the MDA as executive director at the end of May. I want to thank her for all the work and effort she has put in to help the dentists in Maine. We will

miss you and wish you safe sails at your new job. They will be lucky to have you.

So, before I tack again, I thank each and every one of you for your support for me and the profession of dentistry in Maine and the Maine Dental Association.

## American Dental Association Supports Two Student Loan Reform Bills

### ADA NEWS

The ADA is supporting two student loan reform bills to help offset the financial challenges facing dentists after they graduate.

HR 1918, the Student Loan Refinancing and Recalculation Act, would shift federal student loan interest rates downward, delay interest accrual and allow loan payments to be deferred until after the completion of a medical or dental residency. HR 1918 would also provide economic relief to the next generation of health care providers by:

- Offering borrowers a chance to refinance their federal student loans when the interest rate on the 10-year Treasury note is lower.
- Eliminating origination fees and instead set future student

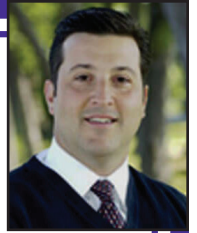
loan interest rates at the 10-year Treasury note rate, plus 1%.

- Delaying student loan interest rate accrual for many low- and middle-income borrowers while they are in school.
- Allowing medical and dental residents to defer payments until after completing their residency programs.

HR 2160, the Student Loan Refinancing Act, was introduced by Rep. Mark Pocan, D-Wis. If enacted, this bill would allow new dentists to refinance their federal student loans more than once to take advantage of lower interest rates and better economic conditions. It would also provide multiple opportunities for federal Direct Loan, Direct PLUS Loan and Direct Consolidation Loan borrowers to refinance their loans when the interest rates on the 10-year Treasury note are lower. The refinanced rates would be also fixed, protecting dentists from interest rate hikes when economic conditions are less favorable.

# News from the First District Trustee's Corner

Rich Rosato, DMD



## Three Periods

It seems like a lifetime ago, but March marked the tragic, one-year anniversary of the unofficial start of the COVID-19 pandemic in the US. Dental practices – like everyone else, unsure how the virus spread – shut their doors out of an abundance of caution for both for our patients and our own employees; to alleviate stresses to the ER/hospitals and on PPE availability. It took a few months, but we did reopen safely with science on our side. Since those fateful days, dentists have been working nonstop, implementing safety protocols, getting caught up with backlogged patients, and getting the dental team vaccinated. There is a light at the end of the tunnel, and although we do not know what the next “new normal” will involve, we know that the pandemic’s effects will undoubtedly help shape the next “new normal” to which we look with optimism. As your First District trustee, I am pleased to share some developments that will help us plan for that positive next phase in organized dentistry.

**FIRST PERIOD:** From a dentist’s perspective, the practice transition process can be complex and emotional. Not only is the dentist planning the eventual sale of the practice he or she built over a period of years and even decades – he or she must also find a successor who will help maintain the legacy the practice has created when that individual takes over. Such a process can take years, but COVID-19’s economic impacts have accelerated the timetable for many, adding a layer of stress to the already sensitive process of practice transitions.

Fortunately, two years ago, ADA launched ADA Practice Transitions (ADAPT), which is designed to bring together would-be buyers and sellers in a cost-conscious and collegial “culture of safety” setting. Initially introduced in a handful of states (including Maine), the program has quickly caught fire and gone national. This development means that associates and more established dentists have much greater access to one another. I am fortunate to have been appointed to ADA Business Innovation Group (ADABIG), which helps oversee the success of ADAPT on a national scale. This program is a benefit of membership, helping to meet the needs of member dentists in a user- and budget-friendly way. I encourage any dental practice owner considering handing over the reins to another dentist in the near or not-too-distant future to explore what ADAPT has to offer.

**SECOND PERIOD:** A year ago, the ADA was one of the

first groups in the country to extensively study the science behind the spread of the virus. Within two months, ADA – working with CDC and a wide range of other major institutions – brought to bear the infection control protocols and PPE guidelines that helped us reopen our practices safely. A year later, that science remains up to date – only 2.1 percent of dentists and 3.1 percent of dental hygienists have been infected by COVID-19, and there have been no incidents of dental office clusters.

Now, in light of the consistency in the science dental research has produced, we are called upon again to be the champions of reliable information when it comes to vaccines. Dentists are clinical professionals who must make sure they are vaccinated themselves and are available to vaccinate others. You may have heard my saying, “Get it, Give it, Share it!” Recently, the ADA and every state society have taken an active role in sharing with state governments the value of utilizing these health care professionals as more and more vaccines become available. Furthermore, it is important that dentists, working with their patients, continue to act as reliable sources of information about the safety and efficacy of the vaccine. Just recently, the ADA issued a toolkit that will help dentists better inform their patients about the vaccine and clear up any misconceptions about this important tool to reverse the course of this pandemic once and for all.

**THIRD PERIOD:** The last year has been marked with the decentralized administration of ADA and state society operations. Boards, Houses of Delegates and annual meetings have, since 2020, been conducted in online settings. However, we look with great anticipation to the fall, when we are scheduled to host our annual First District Caucus and ADA House of Delegates. The number-one question I get from state societies is “will we be traveling to Las Vegas in October?”

Right now, SmileCon 2021 is on track to take place as expected in Las Vegas in October. However, the details on how that event will take shape remain somewhat unclear (as has been since last year, it is dictated by the state of the pandemic). You can rest assured, however, that ADA staff, board members and dental leadership are working diligently to answer this critical question. In one way or another, we will hold the events in which dentists all over the country convene. As soon as this information becomes available, it will be announced.

As always, it is a great honor to serve as your trustee!

# Maine Dental Association Legislative Update - April 2021

By Ann Mitchell, MDA Lobbyist - Mitchell Tardy Jackson Government Affairs



The First Regular Session of the 130<sup>th</sup> Maine Legislature convened on December 2, 2020. Due to the ongoing pandemic, the State House remains closed to members of the public. In order to accommodate appropriate distancing among legislators, the swearing in ceremony of the new Legislature took place at the Augusta Civic Center. The bodies conducted necessary business and adjourned to the call of the president and the speaker.

Committee hearings and work sessions are currently held remotely utilizing the YouTube platform; members of the public are provided the opportunity to deliver testimony, answer questions posed by committee members, and are also able to participate in committee work sessions.

Since early December, the House and Senate have convened for session on February 25, March 10, March 11, and March 30. With majorities in both the

House and Senate, Democrats passed a majority budget on March 30 – the last majority budget passed in 2005. In order for the enacted budget to become law without a two-thirds vote of the Legislature, the First Regular Session of the 130<sup>th</sup> Legislature adjourned sine die, allowing for the necessary 90 days before the new fiscal year begins on July 1.

Before adjourning, the Legislature passed a joint order which allows committees to continue their work. The First Special Session of the 130<sup>th</sup> Legislature will commence on April 28.

Without question, the 130<sup>th</sup> is a session unlike any other! The near daily opportunity to communicate with legislators has all but disappeared, as have the frequent interactions with committee analysts, clerks, and also fellow lobbyists.

As some of you may recall, due to

COVID-19, the Legislature abruptly adjourned in March 2020; nearly 500 bills were carried over to any Special Session of the 129<sup>th</sup> Legislature. While committees met remotely and worked through the summer on pending legislation, the House and Senate did not reconvene and when the 130<sup>th</sup> Legislature was sworn in, all of the bills remaining in committees, on the special appropriations table awaiting votes on funding, or tabled in the House or Senate, died. And we're seeing those same bills once again this year.

**The current bill tracker includes 54 bills which the MDA is actively engaged in supporting, opposing, or monitoring. Notable bills include:**

*LD 665 An Act to Promote Better Dental Care for Cancer Survivors* – as originally

*(continued on page 7)*



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## Convention

(From page 1)

of Health,” a professional member of the American College of Sports Medicine and a practicing dentist in Toronto. He is a National Strength and Conditioning Association certified personal trainer, and has given over 400 lectures in England, Canada, the United States, the Bahamas, Denmark, Bermuda, and Norway.

Dr. Svirsky will present “25 Shades of Grey and a Whole Lot Less Risqué” and “Great Cases with New Faces.”

Dr. Svirsky is a board-certified oral and maxillofacial pathologist at Virginia Commonwealth University, and has developed a broad background in research, published numerous articles in dental literature, and earned a master’s degree in adult education. He is a sought-after speaker, with an international reputation as an informative and entertaining lecturer. He has received a presidential citation from the American Dental Association

for significant contributions to the health of the public and the profession of dentistry.

Dr. Odiatu’s presentation will be offered on Friday, May 21, and is part of the 2020-2021 Dentist Package Plan of courses and the 2020-2021 Hygienist/Assistant/Staff Member Package Plan of courses.

Dr. Svirsky’s presentation will be offered on Saturday, May 22, and is part of the Dentist Package Plan of courses.

The Risk Management Seminar, which will be offered during the evening of Thursday, May 20, is not part of any Package Plan.

Six hours of continuing education credit will be available for Dr. Odiatu and Dr. Svirsky’s courses, while four hours of credit will be available for the Risk Management Seminar and one hour of credit will be available for those who attend the dental student/new member lunch and learn.

## Maine Dental Association Business Meeting

The MDA will hold its annual business meeting on Thursday, June 10 at 6:30 pm online via Zoom. All MDA members can attend. Watch for details to come.

Wear your favorite sports team attire and attend Friday’s opening reception for free. Answer sports trivia questions and you could win prizes!

This year’s dental student reception will include a panel discussion. All are welcome, but those dentists who have been involved in the MDA/University of New England Mentorship Program are especially urged to log on.

Exhibitors for this year’s convention,

(continued on page 7)



## See you at MDA Virtual 2021!

Stop by and say hello during exhibit hours for a chance to win a \$100 gift card to Scales restaurant in Portland.

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Watch how two Maine dentists found success through ADAPT at [ADAPracticeTransitions.com/testimonials](https://ADAPracticeTransitions.com/testimonials).

# Legislative

(From page 5)

drafted, this bill would require health insurance plans to provide coverage for medically necessary dental procedures that are the direct or indirect result of cancer treatments, including chemotherapy, biotherapy, or radiation therapy treatment. Following exceptional testimony presented via YouTube by Drs. Rob Berube and Rebecca Berry, the committee amended the bill to include pre-cancer dental treatment. Because LD 665, if passed, will be a mandated benefit in health plans sold in the state, a mandate study to determine the cost to insured individuals will likely be undertaken by the Bureau of Insurance; the mandate study is dependent on a final vote by the committee. The committee analyst has been in contact with MDA Executive Director Angela Westhoff on matters related to final language and the mandate study.

*LD 996 An Act to Improve Dental Health Access for Maine Children and Adults with Low Incomes* – Speaker Ryan Fecteau, the bill sponsor, is joined by Sen. Kathy Breen, Senate chair of Appropriations and Financial Affairs and Rep. Sawin Millett, Republican lead on Appropriations and Financial Affairs, as well as several other high-profile Democrat and Republican legislators. With strong bipartisan support, this just may be the session in which we finally pass a Medicaid adult dental benefit bill.

*LD 1266 An Act to Improve the Value of Dental Insurance* – spearheaded by Dr. Jonathan Shenkin, this bill establishes a minimum medical loss ratio of 80% for dental plans and requires rebates to plan members in any year in which a dental plan’s medical loss ratio is less than the minimum. The bill’s requirements apply to dental plans issued or renewed on or after January 1, 2022. If enacted, Maine will be among the first states in the country to ensure dental plan subscribers receive appropriate value.

A complete listing of legislation the MDA is following can be found at [www.medental.org/member-center/legislative-update](http://www.medental.org/member-center/legislative-update) or by clicking on the Legislative Updates link at [www.medental.org](http://www.medental.org). Only members have access to the listing.

Spring is finally here! Stay safe and be well!

# Convention

(From page 6)

thus far, are:

- ADA Practice Transitions
- Alexion Pharmaceuticals
- Align Technology
- Crest/Oral-B
- Doctors Disability Specialists
- The Malloy Firm
- Norman Hanson DeTroy
- Northeast Delta Dental
- Patterson Dental
- People’s United Bank
- Rosen & Associates LLP
- Sheehan Phinney
- TD Bank
- The Thomas Agency
- USI Insurance Services/PPP’

Sponsors for the convention, thus far:

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For more information about “MDA Virtual 2021: Stay Connected,” and to register, go to [www.medentalce.org](http://www.medentalce.org).

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# Vaccinate

(From page 1)

from all sectors of health care.

Dr. Desjardins said her experience as a vaccinator has been “incredible” and there has been a real sense of togetherness among the volunteers.

“To be part of such a well-organized mass mission is not only rewarding, but, more importantly, it’s a public health service that is vitally needed at this time. Those we are vaccinating are deeply grateful,” Dr. Desjardins said. “The other volunteers are all just so pleased to be part of a communities- and county-wide mission. They range from retired physicians to public health nurses, nursing students, EMTs, and now dentists. The camaraderie is palpable.”

The White House recently announced it had expanded the list of health care professionals who can administer COVID-19 vaccines to include dentists and dental students. There are training and supervision requirements for



**Dr. Mark Zajkowski volunteers at MaineHealth’s clinic at Scarborough Downs.**

vaccinators per the Public Readiness and Emergency Preparedness (PREP) Act, which allows the Health and Human Services secretary to issue a declaration in a public health emergency. This declaration provides temporary immunity from tort liability claims

(except willful misconduct) to individuals or organizations involved in the manufacture, distribution or dispensing of medical countermeasures, which may include vaccines.

*(continued on page 9)*

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# Vaccinate

(From page 8)

Dr. Mark Zajkowski, a past president of the MDA Board of Directors, has been volunteering his time as a vaccinator at MaineHealth's clinic at Scarborough Downs every Saturday. He said Maine Medical Center's Department of Surgery sent out a call a few months ago for volunteers, ranging from greeters to observers to vaccinators.

"I figured the highest demand would be as a vaccinator, so I chose that role," Dr. Zajkowski said.

Dr. Zajkowski said providing a lift for those getting a vaccine has been a "very rewarding" experience.

"Not many folks are excited to see me in my day job, so having a role where people were excited for treatment was a very nice change," Dr. Zajkowski said. "The biggest thing for me has been the joy received in providing hope to so many people. The COVID fatigue from the past year is real, and the sense

of relief from the patients has been gratifying."

To volunteer at a COVID-19 clinic, dental professionals are encouraged to visit the Maine Responds website at [www.maineresponds.org](http://www.maineresponds.org). Maine Responds is a partnership that integrates local, regional, and statewide volunteer resources to assist public health and health care systems. It is part of a national initiative to train, coordinate, and mobilize volunteers during an emergency. Maine Responds coordinates verified, pre-credentialed public health, health care and emergency response volunteers into a single database that can coordinate the need for volunteers across county, regional, and state lines if needed.

Dental professionals are also being encouraged to reach out to their local COVID-19 vaccine clinic to see if volunteers are needed, and to receive direction for completing any site-specific training requirements.

Drs. Desjardins and Zajkowski both said

dentists can play an important role as the vaccine rollout continues, and invite those who can to volunteer.

"I encourage any dentist who has the time and desire to help fight the fight against this worldwide pandemic to become involved," Dr. Desjardins said. "It's worthwhile, it's a chance to work with others in health care, and it's an opportunity to spend some time with our colleagues in primary care. Now's a good time to work together."

"Supporting science and encouraging patients to vaccinate is easy and has a broad reach, especially as trusted health care providers to so many," Dr. Zajkowski said. "Maintaining proper precautions in our offices and doing everything in our power to slow transmission is a natural role as well and sets an example for patients. A multitude of opportunities to volunteer are available, and it's a great way to give back to our community."

More information on vaccinations for people in Maine is available at Maine's COVID-19 vaccine website at [www.maine.gov/covid19/vaccines](http://www.maine.gov/covid19/vaccines).

## CornerStone

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# ACE Panel Report: 4 Out Of 5 Respondents Repair Defective Restorations

By **MARY BETH VERSACI**  
ADA News

Many dentists repair defective restorations, but the repairs depend on the proper selection of cases, material and technique, according to an ADA Clinical Evaluators Panel report published in the April issue of The Journal of the American Dental Association.

When a restoration defect is limited and localized and the remaining tooth structure's condition is sound, repairing the restoration may be a more conservative, minimally invasive approach than replacement, according to the ACE Panel report.

The report includes responses from 400 ACE Panel member dentists about how they decide whether to repair or replace defective restorations and the technical aspects they consider when making a repair.

About 4 out of 5 respondents said they repair defective restorations. For those

who said they make restoration repairs, the top three restoration conditions requiring repair were noncarious marginal defects (87%), partial loss or fracture of the restoration (79%) and crown margin repair because of carious lesions (73%).

"The main takeaway is that there is a paradigm shift from aggressive tooth removal to tooth preservation," said Juliana B. da Costa, DDS, one of the report's co-authors and a member of the ADA Council on Scientific Affairs' ACE Panel Oversight Subcommittee.

"Dentists are making a conscious decision to be more conservative. Undoubtedly, the advances in dental materials, particularly direct resin composites, and research have given us the tools to conserve tooth structure. With that being said, the repair of secondary carious lesions was not in the top three conditions for performing restorations repair. Therefore, clinicians may not be as comfortable yet repairing over replacing restorations in the presence of a carious lesion."

Restoration repair typically involves removing part of the restoration at the defective site to eliminate a localized restorative material or tooth defect or to facilitate access to secondary carious lesions, according to the report. Amalgam and composite repairs are effective in increasing the original restoration's survival rate and may last as long as replacements.

When repairing amalgam restorations, mechanical retention in the remaining amalgam and surface roughening with a diamond bur before applying new amalgam are recommended, according to the report. There are several protocols for tooth preparation before resin composite application.

The recommended surface treatment protocol from the only long-term randomized controlled trial is applying an adhesive system containing an etchant, primer and bonding agent, followed by application.

Among survey respondents who said

*(continued on page 11)*

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# Restorations

(From page 10)

they repair defective restorations, 98% repair direct resin composite restorations, and about one-third do not repair amalgam, glass ionomer or fractured indirect all-ceramic crowns.

Resin composite is used most often to repair direct resin composite restorations, and glass ionomer is used most often to repair glass ionomer restorations, according to the survey results. Only 54% of respondents use amalgam to repair amalgam restorations. Surface treatments varied when repairing amalgam, direct resin composite and fractured indirect all-ceramic crown restorations.

“I thought it was important to report not only when clinicians are repairing restorations but also how they are performing these procedures,” said Dr. da Costa. “The survey showcased that dentists are confused about appropriate surface treatment when repairing restorations. This is most

Do you repair defective restorations?

**83%**

of respondents repair defective restorations

Top 3 conditions for making restoration repairs\*



**87%**

Noncarious marginal defect



**79%**

Partial loss or fracture of restoration



**73%**

Crown margin repair due to carious lesion

likely due to the inconsistency of restoration repair protocols in dental literature.”

Dentists can view the entire ACE Panel report online and download the PDF at [JADA.ADA.org](http://JADA.ADA.org).

ACE Panel reports feature data from ADA member dentists who have signed up to participate in short surveys related to dental products, practices and other clinical topics.

The ACE Panel Oversight Subcommittee of the ADA Council on Scientific Affairs writes the reports with ADA Science & Research Institute staff.

The reports offer ADA members a way

to understand their peers’ opinions on various dental products and practices, providing insight and awareness that can benefit patients and the profession.

Members are invited to join the ACE Panel and contribute to upcoming surveys, which occur no more than once every few months and usually take five to 10 minutes to complete.

To learn more or join the ACE Panel, visit [ADA.org/ACE](http://ADA.org/ACE).

**The MDA office will be closed:**

- **May 31**  
**(Memorial Day)**

## Will you see one?

“My broken, decaying teeth are fixed and I can eat again.”

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[WillYouSeeONE.org](http://WillYouSeeONE.org)

From clearing up painful dental infections and being able to eat again to rejoining the workforce - volunteering with Dental Lifeline Network’s Donated Dental Services (DDS) program will make a life changing difference for the people we serve.



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—Gordon J. Christensen, DDS, MSD, PhD



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# HPI: Women make up growing percentage of dental workforce

By **MARY BETH VERSACI**  
ADA News

The percentage of dentists who are women is growing, a trend that mirrors the makeup of dental schools and the general workforce.

“Dental school enrollment is now 50-50 gender split, so that is the main reason why we are seeing more dentists who are women in the workforce,” said Marko Vujicic, Ph.D., chief economist and vice president of the American Dental Association’s Health Policy Institute. “The gender shift is not unique to dentistry at all. In fact, the majority of the U.S. labor force is now women.”

Data from the Health Policy Institute show the percentage of dental school graduates who are women grew from 46% to 50.6% between 2009 and 2019 and the percentage of dentists in the workforce who are women grew from 24.1% to 34.5% between 2010 and 2020.

The workforce increase is expected to continue for several more years, based on the growth seen in female dental school graduates, according to HPI.

“We are going to see a steady increase in women in dentistry,” Dr. Vujicic said. “HPI predicts the dentist workforce will reach gender parity by 2040.”

The ADA is addressing the growing diversity of the dental workforce in several ways. The ADA Institute for Diversity in Leadership aims to enhance the leadership skills of dentists who belong to racial, ethnic or gender backgrounds that have been traditionally underrepresented in leadership roles. The ADA Accelerator Series also provides financial, leadership, self-care, and work and life tools to help dentists, particularly dentists who are women, move their careers forward.

ADA Executive Director Kathleen T. O’Loughlin, DMD, said. “The challenges

are many — health equity, access to care, diversity within the profession to meet the needs of our communities, the cost of higher dental education and the social determinants of health that prevent our citizens from receiving the care they need and want. The speed of societal transformation is accelerating, and we are running out of time.”

HPI data suggest the growing percentage of dentists who are women will have important implications for dental practice, Dr. Vujicic said.

“For example, the research shows that, all else equal, dentists who are women are less likely to own a practice, more likely to be in dental service organizations and more likely to treat Medicaid patients,” he said. “They also earn less, even after adjusting for specialty and hours worked.”

To see more data from HPI, go to [ADA.org/HPI](http://ADA.org/HPI).

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- ✔ zero broker commissions or fees
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**If you are interested in selling or transitioning your practice, please contact me for a strictly confidential discussion.**

**CALL (207) 200-4769**



# Three Courses To Come In 2021 Allied Dental Team Series - Sign Up!

The Maine Dental Association is excited to offer its 2021 Allied Dental Team Series of courses to dental staff members.

All courses will be from 9 to 11 am and will be online, pending any changes.

Here is the remaining 2021 schedule:

**June 4: Dental Practice Management: From Dental Assisting to Office Administration and "I Love My Job" - Team Morale Building**

**September 24: Smart Tax Strategies for the Dental Practice/Owner**

**November 19: Medical Emergencies in the Dental Office**



## ALLIED DENTAL TEAM

For more information on courses and online registration, go to [www.medentalce.org/adt-courses](http://www.medentalce.org/adt-courses).

The Maine Dental Association has added hygienists, assistants, lab technicians, and dental office staff members to its membership base as

allied dental team members.

Among the benefits of becoming a MDA allied dental member:

- Quarterly lecture series – topics specific to allied dental team members
- An e-newsletter specifically for allied dental team members
- Printed quarterly newsletter
- Course discounts
- Access to endorsed services and discounts

The annual fee to be an allied dental team member is \$50. For more information on Allied Dental Team membership, go to [www.medental.org](http://www.medental.org) and click on Allied Dental Team Info, or call the MDA Office at (207) 622-7900.

## News and Notes

HELLO

New Members

**Dr. Albert Abena**  
716 Stevens Ave  
Portland, ME 04103  
O=207-221-4687

**Dr. Eron Aldridge**  
8 Penn Plaza  
Bangor, ME 04401  
O=207-947-0717

**Dr. Gary Badger**  
84 Baribeau Dr  
Brunswick, ME 04011  
O=207-607-4197

**Dr. Jon Christensen**  
179 Academy St  
Presque Isle, ME 04769  
O=207-764-3764

**Dr. John Eliassen**  
138 Harrison Rd  
Bridgton, ME 04009  
O=207-647-8052

**Dr. Marjorie Howe**  
25 Green St  
Norway, ME 04268

**Dr. Angela Illuzzi-Russo**  
190 Park Ave  
Portland, ME 04102  
O=207-874-1028

**Dr. Jonathan Nutt**  
45 Forest Falls Dr  
Yarmouth, ME 04096  
O=207-847-0353

**Dr. Robert Orendorf**  
14 Highland Ave  
South Berwick, ME 03908  
O=207-384-2176

**Dr. Anthony Russo**  
190 Park Ave  
Portland, ME 04102  
O=207-874-1028

### Has Your Contact Info Changed?

You can let us know your new information by mail at **PO Box 215, Manchester, ME, 04351;** by phone at **(207) 622-7900;** by fax at **(207) 622-6210;** or by email at **info@medental.org.**

**COVID-19 Info Online**  
[www.medental.org/covid](http://www.medental.org/covid)

The MDA expresses its condolences to the families of **Dr. Robert Gould** and **Dr. Charles Zois.**

# Prepare For Google Page Experience Update

BY PIPER BLOOM

Senior Marketing Manager, ProSites

Google has announced that they are making a dramatic change to their algorithm in May 2021. The Page Experience Update may have a dramatic impact on your website's SEO and online rankings, so it is essential to take the time to make adjustments before May. By planning ahead, your practice can avoid losing the SEO benefits you have gained over previous years!

## What is Google Page Experience?

Google uses several metrics to decide what websites make the first page of search results, and page experience is one of their key factors. Page experience refers to how visitors interact with your website. Are they spending a lot of time reading your content? Do things resize correctly on smartphones and tablets? Do your pages load quickly? All these factors come together to create your page experience score.

## Why Is Mobile Optimization Important?

Google has spent the past few years emphasizing mobile optimization, and this update will have severe impacts for websites that do not load correctly on mobile phones. If your website loads correctly on smartphones and tablets, you may see an extra boost in your SEO rankings after the update in May. However, if your website does not load well on mobile — or takes too long to load — you could see a drop in your overall rankings. To put these impacts into perspective, we can look at Google's last major update, called "Google Panda." Google Panda impacted 12% of all online search queries, including local search results. So it is essential to start making changes now, so you do not lose all your hard work!

## How to Mobile Optimize Your Website

When patients visit your website on their smartphones, it is essential that everything works just as well as on a desktop computer. Visit your practice's website on both an iPhone and Android



to see how your site loads on these major devices. Does the background shift at all? Are you able to click on buttons without them jumping around on the page? Do images shrink to fit your screen? When you flip the phone, does your website adjust to fit the wider view? Once you answer "yes!" to all these questions, you will be prepared for Google's update in May. If you still need some work, you can reach out to a website design company like ProSites to help you fully prepare for Google's new algorithm update.

## The Importance of Page Load Times

In addition to mobile optimization, page load times will also play a significant role in this upcoming Google update. Your page load time is the time it takes to load each page of your website. To deliver a good user experience, your pages should take less than 2.5 seconds to load completely. Pages that load quickly generate higher user satisfaction and give you a boost on your SEO score. Google also states that conversion rates can drop up to 70% for every extra second of load time, so you will lose out on new appointments if your page does not load quickly.

## How to Get Started

With less than a month to go, it is essential to take the time and adjust your website now! Reach out to your website provider if your site is not adjusting on mobile and loading quickly.

ProSites is a Preferred Business Partner of the Maine Dental Association and offers exclusive discounts for their members! To learn more about how to market your practice, reach out to ProSites at (888) 932-3644.

# MDA Puts Together List of Agencies That Assist Older Adults in Vaccine Process

The Maine Dental Association has compiled a list of agencies that are assisting older adults navigate the COVID-19 vaccine process.

The list, which is titled "COVID-19 Vaccine Assistance for Older Adults," includes contact information by county for those agencies that can help seniors in signing up and making appointments to receive the vaccine, answer vaccine questions, and, in some cases, help arrange to transportation.

You can find the list by going to the MDA's Dental Office COVID-19 Reference Guide located at [www.medental.org/covid](http://www.medental.org/covid).

At that site, you can also find key guidelines; information about infection control/personal protective equipment and risk assessment/data; along with exposure/return to work resources. The American Dental Association's Return To Work Toolkit and the Maine Dental Association's Re-Opening Guidance can be found there, as well.

## Notice of Annual Meeting

Maine Dental Service Corporation, d/b/a Delta Dental Plan of Maine (DDPME), will hold its Annual Meeting of the Members virtually on Friday, May 21, at 3:30 p.m. The purpose of the Annual Meeting of Members is to elect three new Directors to DDPME; one Consumer Representative and two Participating Dentists. For further details, please contact Sara Brehm at [sbrehm@nedelta.com](mailto:sbrehm@nedelta.com).



Northeast Delta Dental

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Portland location: (207) 871-8610

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Our officers provide sound advice and the expertise that will help you position your practice for the next chapter of your journey. We've been helping Mainers craft unique stories for nearly 150 years.

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Or contact: Rob Westhoven - [rwesthoven@androscogginbank.com](mailto:rwesthoven@androscogginbank.com) / (207) 376-3638

## Bangor Payroll



Bangor Payroll, a division of Bangor Savings Bank, is one of New England's largest payroll and HR service providers. For more than 20 years, it has been providing simplification and streamlining. For more information, go to [www.bangor.com/payroll](http://www.bangor.com/payroll), or contact Nick Dyer at (207) 332-8466 or [nicholas.dyer@bangor.com](mailto:nicholas.dyer@bangor.com).

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Endorsed by the MDA and ADA. Dental practices save an average of \$2,768/24% annually in fees over prior processors- **Fax or email a credit-card processing to [CompareRates@ BestCardTeam.com](mailto:CompareRates@BestCardTeam.com) or 866-717-7247 for a no-obligation savings analysis. Call 877-739-3952 for more information.**

## Cross Insurance



Cross Insurance has grown to become New England's 2nd largest independent insurance broker and the nation's 26th largest broker of US business. **Contact Cross Insurance at 2331 Congress St, Portland, ME 04102. Tel: (800) 286-5352, or visit [www.crossinsurance.com](http://www.crossinsurance.com).**

## The Dentists Supply Company



TDSC.com has joined the Henry Schein family. Since 2017, The Dentists Supply Company has been providing consistent, competitive pricing on dental supplies and small equipment to association members in all 50 states. **Save today at [www.TDSC.com/maine](http://www.TDSC.com/maine).**

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[tyler.destefano@ddsteam.net](mailto:tyler.destefano@ddsteam.net)

## D.P. Porter Contractors



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MDA members have access to Lexicomp's online drug information reference and medication safety information at a special rate. You can also take advantage of a discount on Lexicomp dental books. **Go to the Preferred Business Partners page at [www.medental.org](http://www.medental.org) to learn more.**

## The Malloy Firm



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The Malloy Firm has helped dentists statewide with mergers and acquisitions, and other matters like associate contracts, non-compete agreements, loan and real estate transactions, and employee relations and compliance. We also provide estate planning and wealth preservation services. **Call (207) 333-6700; [www.malloymaine.com](http://www.malloymaine.com)**

*(continued on page 13)*



## Optimum Construction Co.



Optimum is the most relationally focused commercial construction company in Maine. Services include office trims/interior fit-ups; re-purposing, retrofits; new development; pre-construction services management; and project management. **Contact: Kendrick@optimumbuilds.com; (207) 712-7195; or read the full story at optimumbuilds.com.**

## Patterson Dental



Patterson's history of serving dental professionals dates back to 1877. As one of North America's largest providers of dental products and solutions, Patterson offers more than 100,000 products and a wide range of equipment, software, technology solutions and services. **202 Gannett Drive - So. Portland, ME - 1-800-639-1801 - pattersondental.com**

## People's United Bank



People's United Bank, N.A. is premier, community-based bank in the Northeast and a subsidiary of People's United Financial, Inc. People's United Advisors, Inc., is a registered investment adviser. **For more information, please contact David Carter at david.carter@peoples.com or (207) 828-3010.**

## ProSites



ProSites, Inc. is the technology leader in website design and digital marketing for dental professionals. In addition to content for patients, their sites also include features that help streamline patient communications and increase appointment requests. **For more, and to request a free demo, visit www.prosites.com/MaineDental/ or call (888) 932-3644.**

## RCPM Resources



RCPM provides a full range of regulatory compliance services for dental offices, including equipment recycling, reuse and waste disposal; office startup and decommissioning; required training and audits; safety plans; and records destruction. **Contact Kevin McManus at kmcmanus@rcpm.llc or 781-254-5727.**

## Solmetex



Solmetex is proud to offer the "Total Solution" for all dental practice amalgam waste disposal needs, featuring their Hg5 Series, complemented by their products for environmentally friendly recycling and sharps disposal. **Customer Care: 800-216-5505; Fax: 508-393-1795; Email: sales@solmetex.com**

## Taylor Singer Madden Group at Merrill Lynch



The Taylor Singer Madden Group builds customized retirement solutions for dental practices. We work hand in hand with practice owners and employees to help replace retirement income in a much more tax-efficient manner. **Go to: fa.ml.com/mainemaine/portland/taylor-singer-madden-group/**

## TD Bank



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## The Thomas Agency



Since 1927, The Thomas Agency has provided third-party debt collection services to creditors in Maine to assist them in the recovery of their past due accounts receivable. The Thomas Agency offers discounted rates to all MDA members for its services. **Go to www.thethomasagencyinc.com or contact Jon King at jking@thethomasagencyinc.com or (207) 772-4659.**

## UBS Financial Services



Rich DeMarco, an financial services professional since 1998, provides high net-worth clients with premium advice and service, while helping them achieve their long-term financial goals. Talk to him about how he can leverage his experience and draw on the global resources of UBS. **Contact him at 603-422-8190 or richard.demarco@ubs.com.**

## USI Insurance Services/PPP



USI Insurance Services is the agent who brings the Professional Protector Plan for Dentists to the MDA, and provides insurance in the form of professional liability (malpractice), general liability, property, employment liability, cyber liability, plus many other coverages. MDA members receive a 5% discount on their professional liability insurance. Dentists purchasing practices for the first time, new graduates, and dentists who work part time receive special discounts.

**Contact:  
Denise Rybeck - 207-402-3437  
denise.rybeck@usi.com**

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# Classifieds

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## DENTAL ASSOCIATE

Our patient-focused, fee-for-service practice in Winslow, Augusta, and Madison is seeking a fantastic dentist who values comprehensive care, patient experience, and growth. This is a progressive and comprehensive private practice, with advanced technology, looking for a full-time associate dentist to support growth and development. This person will be responsible for being a leader within the practice, overseeing re-care, performing periodic and comprehensive exams, diagnosing and presenting comprehensive treatment, and supporting the overall goals of the practice. Our new doctor will be supported by an excellent team of dental professionals who are committed to providing extraordinary patient care and experience. Competitive compensation package and quality clinical and business mentorship, along with continuing education and other professional development resources available. Please send CV to [carrie@beautifulsmile.com](mailto:carrie@beautifulsmile.com).

## EXPERIENCED DENTIST

Immediate opening for an experienced dentist who shares our commitment to work with honesty, integrity and compassion while working in a fast-paced and growing practice. We are currently scheduling into October 2021 and looking for someone that can commit full time, but would consider part time with a buy-in opportunity. We are located just minutes from Portland, the ocean, mountains, and lakes. Please send resume to [info@patriordentalme.com](mailto:info@patriordentalme.com).

## GENERAL DENTISTS

The Caring Hands of Maine Dental Program in Ellsworth, Maine, is recruiting general dentists to join our non-profit organization. We have facilities in Ellsworth and Mount Desert Island, and operate an active mobile program in Hancock, Washington, and Aroostook counties. Full-time and part-time hours are available immediately. We are an externship site for four universities, and qualified applicants must be community-minded and enjoy teaching. We are a FAME loan repayment site. For more information, contact Dr. Timothy Oh at [TOh@carryinghandsofmaine.org](mailto:TOh@carryinghandsofmaine.org).

## DENTIST SEEKING PART-TIME POSITION

Pediatric Dentist with thirty+ years experience in private practice, FQHC, and operating room, who loves kids of all ages, especially those with "special needs," is seeking a part-time position (one day per week +/-). Please call "Dr. Linda" at (207) 966-2676. Thank you!

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Excellent opportunity for an associate with an opportunity to partner with a carriage trade, 45-year-old practice. Located on Outer Congress Street. Ownership is available. Practice is top quality. Need is for motivated dentist with high standards and high expectations for success. Great benefits and salary for the right individual. Please call office manager Mercedes at (207) 773-3738.

## LOOKING FOR ASSOCIATE DENTIST

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## GENERAL DENTIST

Seeking an experienced p/t (with opportunity for f/t) general dentist to join our growing team! We have multiple locations in the southern Maine region and provide exceptional quality care with cutting edge technology (digital workflows, CBCT, cad-cam etc.). Patient experience and quality care are the cornerstones of our philosophy and a warm personality is a must. Earning potential is very competitive and lots of dentistry available! Surgical and endo comfort a plus. Email at [mainedentaljobs@gmail.com](mailto:mainedentaljobs@gmail.com).

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Maine is a terrific place to live and work, and we have an outstanding opportunity for the right person! Large, multi-doctor general practice in business for four generations looking for a general/restorative/prosthetic dentist to transition from associate to partner or outright sale of 50% of the business.

The practice is a modern, standalone building in Androscoggin County. The area offers an abundance of recreational activities, numerous parks and trails, as well as various cultural opportunities to experience. We are approximately 45 minutes north of Portland, Maine's largest city, and 30 minutes west of Freeport, Brunswick, and the ocean. Boston can also be reached by car, train, or bus within two hours. If interested, please submit your curriculum vitae and a brief introduction to [medentalopportunity@gmail.com](mailto:medentalopportunity@gmail.com). We look forward to hearing from you!

## DENTAL/HYGIENE PRACTICE FOR SALE

A full dentist office currently used as an independent hygiene practice. Room for expansion. Large client list. Four full functioning operatories, dark room, two supply closets, dentist's private office with bathroom, reception area with bathroom, sterilization room, staff break room with bathroom, and a front office. Contact Desiree Libby, broker, for more info - (207) 399-4308 or [desiree.libby@beangroup.com](mailto:desiree.libby@beangroup.com).

## ASSOCIATE DENTIST 3 DAYS A WEEK

Dr Peter C. LeBourdais and Dr. Ivan Soberanes are looking for a general dentist to work Mondays, Wednesdays, and Fridays in our busy family practice. Please submit cover letter and resume to [officemanager@bdha.me](mailto:officemanager@bdha.me).

## FQHC GENERAL DENTIST

Fish River Rural Health, a federally qualified health center with three locations in the St. John Valley, is seeking a general dentist to serve at our state-of-the-art Bolduc Avenue Health Center in Fort Kent. The clinics offer the latest in dental technology, including electronic dental records and digital x-ray. Our dedicated, compassionate team provides patient-centered care to patients of all ages. The mission of Fish River Rural Health is to provide access to comprehensive primary and preventive care of the highest quality to the underserved population and to improve the health care status of the residents of the upper St. John Valley. Fish River Rural Health is a not-for-profit organization serving rural Northern Maine seeking a mission-driven professional to join our integrated service model. Competitive salary and benefits. Recent dental graduates are welcome to apply. This position is available immediately. Qualified candidates are encouraged to submit a letter of interest and resume to: Fish River Rural Health, Attn: Executive Office, PO Box 309, Eagle Lake, ME 04739.

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## Classifieds

### OFFICE SPACE RENTAL AVAILABLE FOR SPECIALISTS

Mid-coast Maine needs dental specialists in the areas of periodontics and pedodontics. The town of Camden is a beautiful seaside town with a growing population.

This office space was formerly a dental practice and then used as a medical office. The office is ideal for a much-needed periodontist or pedodontist in mid-coast Maine. The office currently has no dental equipment, and we are willing to negotiate a solution. The office layout has 5 ops, front desk, staff room, doctor's office, lab, 2 bathrooms, waiting room.

If you are interested in a satellite office in mid-coast Maine, this could be your answer! Contact Lanita Medina at 207-975-4700.

### ORAL SURGEON, ENDODONTIST, PERIODONTIST, ANESTHESIOLOGISTS

Acadia Advanced Dentistry is a specialty clinic that is affiliated with Caring Hands of Maine, and located in Ellsworth. We are seeking specialists in the above categories who would be interested in working in Hancock County on a full-time, part-time, or rotating basis. Teaching/faculty opportunities and potential loan repayment available. This is a high-need area, with an opportunity to create a satellite practice with no capital investment! For more information, contact Dr. Timothy Oh at [T0h@caringhandsofmaine.org](mailto:T0h@caringhandsofmaine.org).

### SEEKING HYGIENIST

Highly skilled, quality-oriented restorative dentist is seeking a conscientious and versatile hygienist to complement our team. We offer a 4-day work week and state-of-the-art environment. Must be a self-starter and a team player. Anesthesia license a plus. Pay commensurate with experience. Call (207) 725-2121 or email [heidi@drkwinn.com](mailto:heidi@drkwinn.com).

### DENTIST CAN PROVIDE TEMPORARY HELP

Need temporary help for vacation or medical leave? We have a Maine licensed dentist for your needs. Call (772) 913-3552 to ensure your practice is maintained while you are away. We can also cover for those peak times in your office.

### PRACTICE FOR SALE

Dental practice located in Skowhegan/Madison area. Stable patient base of about 1,600 active patients. Professional, handicap-accessible building; ample free parking. 6 fully equipped treatment rooms (2,600 sq. ft.). Reasonable rent; long-term lease is available. Collections: \$700K. Please contact (207) 200-4769.

### X-RAY FOR SALE

Instrumentarium OP300 digital Panorex for sale - \$14,500. Able to upgrade to cephalometric and/or dental cone beam. Perfect working order. Contact Susan Deane at (207) 945-5691 or [sdeane.neoms@roadrunner.com](mailto:sdeane.neoms@roadrunner.com).

### DENTAL HYGIENIST

Dr. Katherine Heer and Dr. Robert Belanger have been providing family, cosmetic and preventive dentistry in Farmington for years and our practice is growing! Our office is a caring environment that creates a positive and warm atmosphere for not only our patients, but also our staff. We are looking for a dental hygienist who wants to join a team of like-minded individuals. If you are interested in learning more about our unique pay scale with excellent earning opportunities, please email your resume, along with a cover letter, to [info@khsmiles.com](mailto:info@khsmiles.com).

### VOLUNTEERS NEEDED

Oasis Free Clinics are seeking volunteer providers for our dental program in Brunswick. Help us make a difference by giving of your time at our brand new clinic with two new operatories, digital x-rays and electronic records. We provide free adult dental care to prescreened patients and our staff dental assistant will help make your experience be a positive one. We will help retired dentists with licensing and insurance. To learn more, visit us at [www.oasisfreeclinics.org](http://www.oasisfreeclinics.org) or contact Dr. Rick Elsaesser at [rselsaesser@gmail.com](mailto:rselsaesser@gmail.com).

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