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# Journal

OF THE COLORADO DENTAL ASSOCIATION



## Dentistry in Colorado: Past and Present

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# Journal

OF THE COLORADO DENTAL ASSOCIATION

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# Back in the Saddle Again

By Michael Diorio, D.D.S., CDA Editor



Dr. Michael Diorio

**T**ap, tap, tap...testing 1, 2, 3, is this microphone on? Can you hear me now? Do you want to hear me now? It is great to be back writing again. Almost seven

years have passed since I last put pen to paper and had the opportunity to spout off about life and our little corner of the world called dentistry.

I guess I better introduce myself to some and re-introduce myself to everyone else. This fall, I assumed the duties of editor for the Colorado Dental Association. **Dr. Brandon Owen**, the former editor felt it was time to step down from the position and spend more time with his family and his practice. I really enjoyed reading his commentary and he has left some big shoes to fill.

This is not my first rodeo as editor. I held that position for MDDS for nine years and enjoyed stirring the pot a bit. I took it as a compliment that MDDS took out liability insurance when I started. The backbone of my writing then, was fueled out of pure passion on visceral topics in dentistry and the misfortunes of a young practitioner, me. Now, having survived the trials and tribulations of my infancy and teen years as a dentist, middle age has now shown up. I am looking forward to writing from the middle of my career. I feel this still gives me some perspective on the challenges of the new dentist and enough years on the job to hopefully

have some respect from the “old farts.” I hope to be able to write effectively on relevant issues that face our profession today and in the future.

Dentistry and life in general continue to undergo huge changes. These changes are occurring at an ever increasing rate. Much of this can be attributed to the numerous modes and the speed that we now communicate information. That speed Superman, is, well, faster than a speeding bullet! Communication now travels at the speed of a tweet, and in the spirit of Monty Python that, of course, begs the question: what is the terminal velocity of an un-laden tweet? Would that be an African or European tweet?


The model or framework by which dentistry is practiced is in constant flux. Recently though, these changes are also occurring in an increasingly faster rate. Sole practitioners are on the decline. Corporate or franchised offices are increasing and more dentists than ever before are employees rather than practice owners.

The healthcare reform “rock” has been dropped into the pond and though we are not at ground zero, dentistry will be affected. Hopefully we can position our ship in a direction to minimize the damage from the rough and changing seas that are heading our way. Sunset Review is again on the horizon and that gives us the opportunity to refine the blueprint of our profession in the Dental Practice Act.

Other issues to be looked at include the non-dentist or mid-level provider, and the astronomical debt that new

graduates are faced with. New dentists, buried under this debt, do not have time to grow their own dental fruit tree from a seed, nurture it and then live well from the fruit it provides. They must find ways to establish an immediate and sufficient income, often times working as an employee. The debit issue has many ramifications that include deterring outstanding individuals from a dental career.

Looks like there is going to be much to write about. That means I am going to have to rappel down from my enamel tower and hit the streets to really get the pulse of our profession. The New Dentists Committee held their final meeting for 2012 in December at Coors Field. I was able to attend and had a chance to hear the voices of the new dentists as well as the soon to be dentists (the students). I am encouraged by what was said and the passion with which it was delivered. I am encouraged that they seem to be taking ownership of their profession. The changes that are on the horizon will impact them more than those of us who are getting a bit “long in the tooth.”

I am excited for the opportunity to be out of the stands as a spectator and back on the playing field. I look forward to any and all feedback, both good and bad. Hopefully it will come in a constructive form, but I will gladly take a harsh, passionate criticism on an opinion that I expressed over apathy and silence. Bring it on...let's get ready to rumble! 



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# Painless Parker

By James H. Pearce Jr., D.D.S., CDA Past President



Dr. James H. Pearce, Jr.

The year was 1923 when the most theatrical, flamboyant and unethical dentist of all time brought his act to Colorado. Edward Randolph Parker, the man who called himself “Painless,” had already established advertising dental offices in California, Oregon, Washington, Utah, Idaho and Nevada when he decided that Colorado would be the next stop for his unusual style of entrepreneurial dentistry.

Upon completion of his dental education, Parker opened his first practice in his native Canada, but it did not flourish. Seeking greener pastures, he then opened a practice in New York City. He felt that he could attract more patients from the

“continent’s most sophisticated city” by promoting himself as “Painless” Parker. New York law, however, forbade the use of an assumed name for professional purposes, prompting a move to California, where he had the courts legally change his name, Edward Randolph Parker, to Painless Parker. He went on to hire dentists to staff his offices, and attracted patients through his aggressive and flamboyant methods of advertising.



A Denver office of Painless Parker, 15th and Welton Street. 1923-1926. Courtesy of Wm. W. Myer. From A History of Dentistry in Colorado 1859-1959.

He has been described as the P.T. Barnum of dentistry.

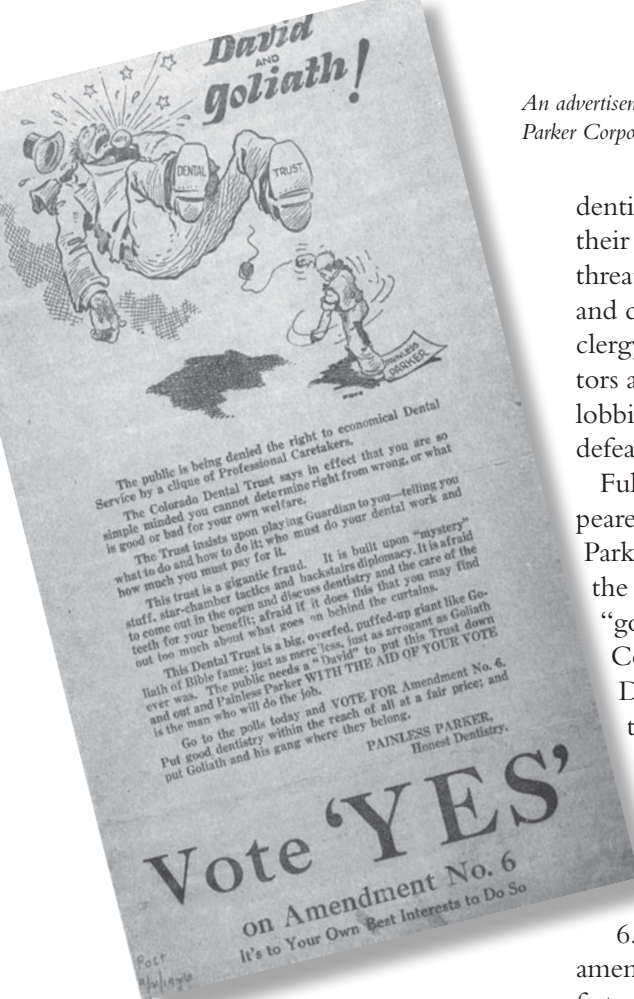
His arrival in Colorado years later could not escape the attention of the Colorado State Dental Association (CSDA) when, while wearing his usual beaver top hat, he brought a flatbed horse-drawn wagon with a loud band and a dental chair into town. He drew a crowd immediately and began to promote his dental skills, offering a demonstration right then and there to show how he could remove teeth painlessly.

Although the CSDA Code of Ethics at the time forbade advertising, there were a few non-members who happened to advertise and were tolerated. Parker’s extreme style, however, was something else. He ran full-page newspaper ads denouncing the CSDA members, accusing them of maintaining artificially high fees by acting as a “dental trust.” At the

same time, he promoted himself as the dentist the public could trust to provide superior service at a low cost.

Similar to today, dental practice in Colorado required a Colorado license involving the completion of an examination by the Colorado State Board of Dental Examiners. Following considerable success with his “snake oil” methods of promotion, Parker found that he could not find a sufficient number of Colorado dentists willing to work for him. As a result, Parker began a campaign to amend the state practice act to allow dentists from other states to obtain licenses to practice dentistry in Colorado without passing an examination by the state board. This became Amendment 6 on the Colorado ballot in November 1926, and Parker aggressively pursued a campaign for its passage, despite prior unsuccessful





An advertisement, "David and Goliath," by Painless Parker Corporation. The Denver Post, Nov. 2, 1926.


dentists asked all members to contact their legislators and to explain this threat to all of their patients, friends and club members. Leaders of the clergy, as well as newspaper editors and all community leaders were lobbied with the ethical case for the defeat of the amendment.

Full-page ads by both sides appeared in newspapers statewide. Parker's ads included cartoons of the greedy "dental trust" barring "good dentists" from practicing in Colorado, and depicted Parker as David defeating the Goliath of the association. The CSDA ads called Parker's ads "lies and slander," appealed for "high ideals and merit," and demanded the defeat of the "unregulated charlantry" of Amendment

6. Even as opposition to the amendment grew through support of fraternal, church, business, industry, agricultural and professional groups, Painless Parker, a veteran in the battles of accusation and invective, pledged to carry on the fight with a war chest of \$100,000.

Both sides predicted victory, but privately the CSDA dentists feared defeat. As election day approached, the tempo of the race escalated through radio and newspaper ads. On election day, workers were sent to the polls to persuade undecided voters. The decision of the CSDA members to oppose Parker was rewarded as the vote came in more than three to one against the amendment and the CSDA had achieved it with only \$10,715.

As Parker attempted to continue in Colorado, the CSDA took him to court and eventually obtained a judgment that his corporation had no right to practice dentistry in Colorado. The ethical status of those dentists employed by Parker was called into

question — some receiving reprimand, others suffering the loss of their dental licenses. As a result of this "battle royale," the dental practice law of Colorado was revised in 1935 to conform to the ethical standards of the CSDA and became the basis for enlightened dental legislation throughout the nation. Thanks to the wisdom, effectiveness and energy of those early Colorado dentists, no longer would any dentist of Parker's character be able to practice in the state. 

**Author's addendum:** When I began dental practice in 1958, the law did not permit advertising beyond one simple announcement of an office opening. Likewise, the lettering on an office door was restricted in size to three or four inches in height. A Supreme Court ruling in 1977 changed those ethical restrictions and permitted advertising by lawyers, resulting in changes to the law for the dental profession as well. That is the reason we see direct mail, door-to-door fliers, and newspaper and TV advertising by dentists today. I wonder if Painless Parker could be barred today as he was then.

Much of the information in this

article came from the Painless Parker chapter in *A History of Dentistry in Colorado 1859-1959* by William A. Douglas. Copyright 1959.



Dr. James Pearce was president of the CDA in 1986-1987. Prior to that, he was editor of the CDA. He served on the ADA Board of Trustees from 1991-1995 after retiring from private practice in 1990. Dr. Pearce can be contacted at [pearce1041@cox.net](mailto:pearce1041@cox.net).

ful efforts in the same direction in California and Oregon.

The dental community decided that it must fight fire with fire, and it could not sit idly by and tolerate such a bold and brazen affront to the profession. Protection of the public demanded defeat of this amendment. At the CSDS 40th Annual Meeting in Colorado Springs, Colo., plans were formulated to battle Parker and each member was assessed \$25 (this would be the equivalent of \$315 in 2012).

The battle began in earnest in September 1926, as each side began an aggressive campaign to convince voters of their perspective. Parker obtained the endorsement of the state's labor leaders, accused the dental profession of keeping the cost of dental care unreasonably high by denying licenses to good dentists from other states, and stated that the citizens of Colorado deserved better. The campaign of the association

# Did You Graduate in 2002 or After? New Dentists Welcome!

By Tiffany Manzo, D.D.S. and Eric Rossow, D.D.S.

If you were a student in the last decade, you're missing out if you haven't attended one of the many functions organized and hosted by the CDA's New Dentist Committee (NDC). Have a question? Have a problem? Need a vendor referral? Or just need someone to talk to who completely understands what you're going through in your dental career? The NDC is a growing movement in the CDA that is dedicated to supporting those dentists who are 10 years or less out of dental school or graduate education.

The NDC was resurrected four years ago when the association brought some of Colorado's new dentist leaders together and turned them loose. The committee has taken significant shape over the past four years, growing from five active new dentists to 20 extremely committed members who represent the 850+ new dentists in the state.

Annually, the committee invites interested new dentists to join them, with the goal of having a mix of dentists from all of the CDA's component societies. The committee meets quarterly, and members of the committee sit on every CDA council and on the CDA Board of Trustees. In summary, the voice of the new dentist is strong in Colorado.

The mission of the NDC is:

- to help new dentists make a successful transition into practice

- to encourage membership and volunteer involvement in organized dentistry
- to provide resources and education to meet the new dentist needs
- to serve as advocates for the new dentist perspective within organized dentistry
- to work to ensure a positive future for the committee and the profession through leadership and professional ethics while strengthening the committee's sustainability

## **"Surviving the First Ten Years" Seminar Series**

On a quarterly basis, our practice management series, "Surviving the First Ten Years," educates new dentists on a plethora of dental practice management topics. This study club won the ADA's "New Dentist Committee Outstanding Program Award of Excellence" in 2012 and continues to earn praise in Colorado for its effectiveness at bringing new dentists together with Colorado business experts. 2012's lectures included:

- "Preparing for Practice Ownership," where an architect, a general contracting firm, and a dental supplier discussed how to build and remodel a practice.
- "Learn to Effectively Communicate," presented by the Dale Carnegie Institute.
- "Learn the Legal Ropes," where practice purchase, contract law and employment law were highlighted by a local law firm.

NDC study clubs are available to ALL members via live streaming from the convenience of your personal computer device. "Like" the NDC at [facebook.com/ColoradoNewDentistCommittee](https://www.facebook.com/ColoradoNewDentistCommittee) or call Jeanne Nicoulin at 303-996-2842 to learn about future events!

- "Let us De-Mystify Technology," where two computer technology companies discussed tech terminology and essentials when adding technology to the dental office.

Dentists can attend the programs in person or login to view the program with our live-streaming option via the Internet. In addition, the seminars are recorded and any CDA member can view the program at a later date by accessing a link from the CDA New Dentist Committee Facebook page. The live streaming and video archive has conveniently served new dentists from around the state who would otherwise miss these valuable programs.

## **Speed Dating**

An annual event that has significantly aided new dentists into practice transition is our "Speed Dating" event, which brings senior dentists and new dentists together to meet and discuss practice opportunities. In 2012, the event had 23 "seasoned" dentists looking for associates or buyers, and 27 new dentists looking for practice opportunities. In four-minute intervals, one-on-one discussion

happens, and resumes and practice statistics/photos are exchanged. At the end of each “date” CDA new dentists rotate to the next station.

### Fall Political Event

In the fall, we gather dentists to talk about hot topics and advocacy. Last November, Colorado dentists were invited for a discussion about mid-level providers. Over 100 RSVP’ed for the event, held at Coors Field. ADA 1st Vice President **Dr. Ken Versman**, CDA Lobbyist **Jeff Thormodsgaard** and CDA

attended and had a great time. Coming up in June, the NDC will host another social and networking event in conjunction with the CDA Annual Session, held in Steamboat Springs, Colo. The event will be Friday, June 8 after the House of Delegates meeting. We’ll take Steamboat Springs by storm and enjoy an evening of camaraderie in one of Colorado’s best mountain towns. At this event we invite all CDA member dentists to attend and encourage mentoring relationship-building. Other future



*The NDC being recognized by CDA Past President Dr. Tom Pixley in June 2012 at the CDA Annual Session in Loveland, Colo.*

Workforce Taskforce Chair **Dr. Pasco Scarpella** presented to the group. The 2013 Political Event topic will be about third party payors.

### Networking

While our seminars are well regarded, it might be our social events that the NDC is best known for. The first event of each year is the NDC “Winter Social and Networking Event,” held in conjunction with the MDDS Rocky Mountain Dental Convention in January. This year, the event will return to Katie Mullens, an Irish bar near the Denver Convention Center. Food, drink tickets, and a live band are provided to those who RSVP to [jeanne@cdaonline.org](mailto:jeanne@cdaonline.org). The event will be Thursday, Jan. 24 at 5:30 p.m. Last year, nearly 125 dentists

NDC events include reserved seats for a Colorado Rockies fireworks game, as well as a Denver Nuggets game. Ticket sales to these sporting events benefit the CDA Charitable and Educational Fund.

### Family Friendly

In 2012, the NDC held its first and long overdue family event. We created the NDC’s third birthday party at the Denver Children’s Museum, where food and cake were provided to NDC members and their families. This party gave our group private access to the museum on a Saturday night. Plans are in place to hold a family event annually with the museum or the Denver Aquarium being considered for 2013, in addition to a New Dentist Ski Trip.


### Volunteerism

Twenty-nine new dentists took part in the Colorado Mission of Mercy (COMOM) in Pueblo last fall. The NDC plans to coordinate even greater participation for the 2013 clinic in Greeley, in addition to having a NDC barbeque associated with COMOM.

### 2013

2013 brings another great year for the NDC and member dentists. We’re constantly striving to broaden attendance at our functions. As new dentists, we have questions and experiences that differ from our more seasoned colleagues. Growing our attendance helps NDC members meet like-minded dentists to discuss topics important at our stage in the dental profession. We feel that it’s also important to welcome those dentists who are about to embark on the profession. This year, we plan to coordinate a “Decompression Party” for senior dental students on the weekend after they take the boards. In addition, the NDC is hoping to host a “speed-dating” mentorship event with the New Dentists and third year students, as a way to foster mentorships.

The CDA NDC is also looking forward to helping the ADA NDC make the ADA Annual New Dentist Conference in Denver a huge success on July 18–20. For the past four years, we have budgeted for two-to-three new dentists and a CDA staff person to attend the conference, but we have a feeling there will be quite a few more Colorado new dentists attending in 2013.

The NDC offers an open invitation to any member dentist, 10 years or less out of dental school or graduate education, to attend our annual events. If we can provide any additional information, please contact Jeanne Nicoulin at [jeanne@cdaonline.org](mailto:jeanne@cdaonline.org) or 303-996-2842. 



# The Voice of Colorado's NDC

When I arrived in Colorado as a new dentist in 2006, I thought I knew exactly what I was going to do and how my practice would be. After a failed associateship, I joined corporate dentistry. I was looking for the connections with other dentists that I had in dental school, and ended up at a New Dentist Committee meeting because a friend invited me. The NDC events gave me a chance to have fun with other dentists who were in the same situations that I was in. We could give each other advice in a non-threatening environment. It also afforded me the opportunity to get to know some "seasoned" dentists who have been very helpful in both advice and life experience. Because of the NDC, I was able to find a great associateship as a side job to starting my own practice. Being a part of the NDC was something I never planned on, but it has become something I never want to give up.

— Craig G. Larson, D.D.S.

Moving to Denver, after graduating from Michigan, was an exciting time in my career as I set out looking for new adventures in both life and in the field of dentistry. After my residency year, like many of my colleagues at the time, I found it difficult to find good private practice associate opportunities in the Denver area. We found the market to be super-saturated with young dentists moving to the area looking for jobs, and many private practitioners were either waiting to retire or not hiring based on the economic concerns at that time. I took part in the NDC's "Speed Dating" event, which connects new dentists with transitioning dentists. It was there that I met a practice owner in Colorado Springs who offered me a position a few months later. The opportunity opened my eyes to private practice dentistry, provided valuable treatment planning and case presentation skills, gave me experience with technology, and I received a crash course in running a small business. The experience has enriched my career far beyond what I would have imagined when I participated in the event that day. A kid searching for purpose then has now been transformed into a confident dentist ready to

— Justin Pearson, D.D.S.

The Colorado NDC has been extremely instrumental in the purchase and start of my new practice. The NDC has given me access to top notch resources as well as a great circle of friends. The study club provided an outlet for me to learn what I needed to start a practice, as well as the guidance from my peers who have recently been through the process. Choosing my "team" when opening my practice was simplified by knowing other young business owners and having such personal access to the vendors that work so closely with the NDC. Whether it was choosing a banker, learning politics at the House of Delegates meeting, or getting a ride home from a CE seminar when my car broke down, the NDC has made a tremendous difference in my career. I am forever thankful for the information and friendship provided to me by such an intimate group.

— Dawn Wehking, D.D.S.

As a young orthodontist, I spent my first few years out of school working for another orthodontist as an associate. That time seemed blissful – I worked with lots of fabulous families, had regular hours, and got a pay check. However, I really wanted to have my own practice. I jumped in with two feet and bought a practice in an area where I knew a little about the dental community, but had few personal connections. The NDC was essential to my transition. It provided a platform to meet and network with fellow colleagues of all ages, a forum to voice concerns and brainstorm solutions, and a means to shape the life of the local and state dental community. The Colorado NDC has been and will continue to be a formative and valuable part of my personal and professional life.

— Nicole Eberle, D.D.S.

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# How a Dental Practice Changed My Life

By Jason Reiss



*Dr. Betty Barr, Jason Reiss and Dr. Sean Whalen at the office of Children's Dentistry in Westminster, Colo.*

I have just 22 more credits to complete to receive my undergraduate degree from the University of Colorado at Denver. This is just one stepping stone in my path to join the dental profession as a dentist. Dentistry has always been a part of my life; my mother is a dental assistant in Orange County, Calif., and my grandmother owned a dental lab in Hemet, Calif. They gave me my initial view into the field of dentistry. I originally wanted to apply to medical school but after talking with medical doctors and giving it a lot of thought, I discovered that dentistry was my path – I like that the dental field is one of the few fields in medicine that focuses on prevention. The University of Colorado School of Dental Medicine inspired my application to CU Denver – and it has been at CU Denver where I have had the opportunity to meet other like-minded

students who share my interest in the dental field.

Undergraduate students face numerous challenges when considering a career in dentistry. While a high grade point average and a competitive score on the Dental Admission Test are essential for admission to dental school, experience with a dental practice is also important. To gain insight into the profession, I participated in the Explorer Program sponsored by the Metro Denver Dental Foundation and the CDA in the fall of 2011. On an Explorer's visit to Children's Dentistry in Westminster, I talked to the doctors about an "internship" at their office during the summer. They wholeheartedly embraced my request, and actually trained and employed me to be a dental assistant. I started there in June of 2012. I was trained in the office to polish teeth and assist the doctors during examinations. I started by practicing on a mannequin and progressed to practicing on the other assistants. Once the doctors and I felt that I was ready, I began seeing hygiene patients with an experienced assistant. I observed treatment of dental trauma, a root canal on a mandibular incisor, extractions, conscious sedations, and fillings. While polishing teeth, I saw various dental diseases such as caries, enamel hypoplasia and acid erosion. I learned how to take impressions and pour a model. I also received my x-ray certification.

The experience I gained while working at Children's Dentistry is something that I would have never received just observing the office. Receiving this hands-on dental experience working with children is something I will never forget. I learned that this career is not always easy. Some patients are cooperative and relaxed, while others do not want any treatment done. Being exposed to a wide range of behaviors taught me how to help difficult patients. I was able to interact not only with the patients but with their parents as well. One of my job duties was to instruct patients on the importance of oral hygiene. If the patient was too young to understand or had not yet developed the manual dexterity to thoroughly brush and floss, I would show and explain to the parent how they should perform oral hygiene on their child. There were times when parents would ask where I went to dental assisting school. I wasn't sure how they would react when I explained to them that I was an undergraduate student applying to dental school and that I received my training there at the office. The parents were impressed and believed the opportunity given to me was incredible. They never objected to me working on their children and told me that I took very good care of their kids. Prior to working at Children's Dentistry, I had no experience working with patients with special needs. Children's



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Dentistry allowed me to be more at ease while working with this population. I was able to see the differences in behavior of children with special medical needs. I worked on patients with autism, as well as a patient with cerebral palsy.

The knowledge and experience I gained has given me insight into what I can look forward to as a dental professional. Every day that I went into the office I learned and saw something new. This gave me a drastically different view of the dental field. There were days I had tough patients, but it never discouraged me. I always came home still wanting to go into dentistry even with all its challenges. When studying for the admissions test or working to do the best I can in school, the question of

whether or not this career is for me never crossed my mind. Working at Children's Dentistry has helped prepare me for the road ahead and has allowed me to take a serious look at the field that I am pursuing. When I decided I wanted to become a dentist I did not consider a career in pediatric dentistry. After working a summer with this practice, as well as helping on days when I do not have class, I am definitely considering pediatric dentistry in my future. I cannot put into words how grateful I am to Dr. Elizabeth Barr, Dr. Nelle Barr, Dr. Sean Whalen, Dr. Donald Kleier, and the rest of the staff at Children's Dentistry for helping me and allowing me to come and work with them. 

*Jason Reiss is a senior at the University of Colorado at Denver working toward a degree in biology and a minor in chemistry. He is the past president of the University of Colorado at Denver Pre-Dental Club. He took the Dental Admission Test on Dec. 1, 2012, and plans to apply to dental school in June. His other summer plans include taking part in a dental mission trip to Ecuador.*

If you are interested in providing a mentoring, internship or employment opportunity to a student, please contact Jason for more information at [jason.reiss@ucdenver.edu](mailto:jason.reiss@ucdenver.edu).

# Over \$1M | 2012 Donated at the COMOM

By Pam Dinkfelt, Ph.D., COMOM Director

On Sept. 27-30, 2012, the sixth annual Colorado Mission of Mercy (COMOM) was held in Pueblo, Colo. The Event Center at the Colorado State Fairgrounds was transformed into a 125-chair dental clinic, and oral health services were provided to 1,600 patients!

**Dr. R.J. Schultz** was the 2012 site chair for the clinic. With his leadership, an outpouring of 189 dentists from across the state volunteered at COMOM. These dentists – along with hundreds of dental hygienists, assistants, lab technicians, and a myriad of community volunteers and other health professionals – worked in tandem with community groups and agencies to better the health of individuals who came to the clinic.

Patients received cleanings, fillings, root canals, extractions and interim partial dentures. New at the Pueblo COMOM was the fabrication of full dentures, in addition to porcelain crowns for a series of patients. Overall, patients (age one through 91 years) underwent more than 7,300 procedures amounting to \$1.2M in donated care.

The Pueblo COMOM also provided patients influenza immunizations free of charge.

COMOM once again changed lives. A volunteer recalled a young woman who had her upper front



*Cong. Scott Tipton with COMOM Site Chair Dr. RJ Schultz.*

teeth knocked out as a child. After a dentist fitted her with a partial denture, the woman cried as she explained that she would now be able to smile at her upcoming wedding.

Patients seen at the Pueblo dental clinic expressed appreciation for the relief from pain, and commented on the kindness of the volunteers, the explanations and information received, the professionalism, and for alleviating their fear of dentistry.

In addition, COMOM received notable attention from federal, state and local elected officials. The following policymakers toured the clinic to learn more about COMOM and the needs of the patients:

#### **Federal Officials and Candidates**

- Cong. Scott Tipton
- State Rep. Sal Pace

- Gloria Gutierrez, Pueblo Regional Representative for Sen. Mark Udall
- Jennifer Barela, Arkansas River Region staff for Sen. Michael Bennet

#### **State Officials and Candidates**

- Lois Landgraf, Rep. candidate for State House District 21
- Leroy Garcia, Dem. candidate for State House District 46 and Pueblo City Council member
- Chuck Rodosevich, Dem. candidate for State House District 47

#### **Local Officials and Candidates**

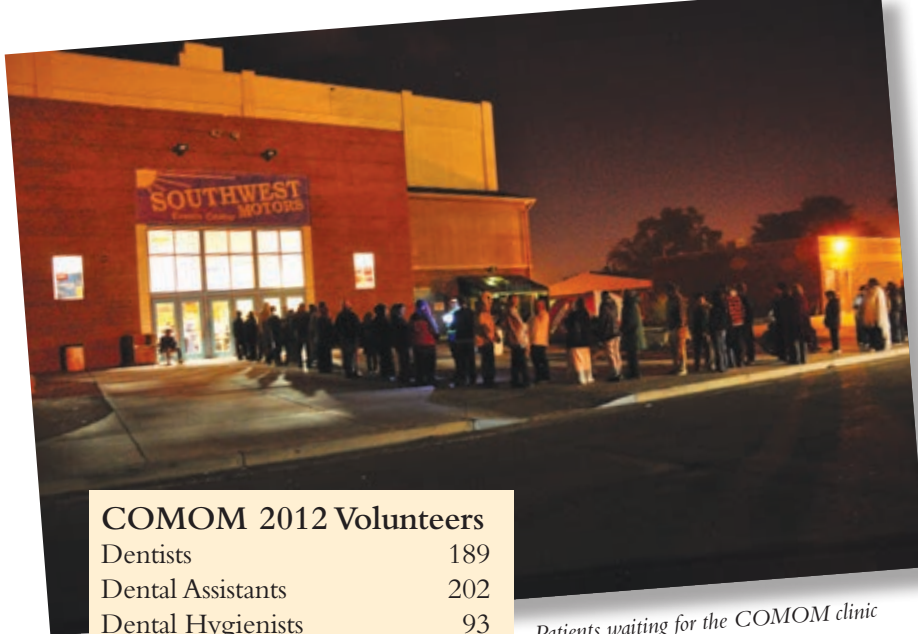
- Eva Montoya, Pueblo City Council member (who also volunteered at patient registration)

Thank you to the nearly 1,200 volunteers and other individuals and entities who provided support, time and resources to the 2012 COMOM. COMOM is a team effort and its continued success is due to the generosity and compassion of its unfaltering volunteers and contributors.

**Save the date: This year's COMOM will be in Greeley, Colo. on Oct. 4-5, 2013.**

COMOM is a portable dental clinic that travels to a different Colorado community annually to provide donated dental treatment to individuals who are unable to afford and access dental care. To learn more about COMOM, visit [www.COMOM.org](http://www.COMOM.org).





### COMOM 2012 Volunteers

Dentists	189
Dental Assistants	202
Dental Hygienists	93
Dental Lab Technicians	24
Front Office Staff	65
Dental Students	27
Pre-dental Students	9
Dental Assisting Students	60
Dental Hygiene Students	57
Health Professionals	132
Community Volunteers	318
<b>TOTAL</b>	<b>1,176</b>

*Patients waiting for the COMOM clinic doors to open.*

### Procedures Performed at COMOM

- 800 preventive (prophylaxis, fluoride treatments, sealants)
- 1,571 restorative (fillings, crowns)
- 92 endodontic (root canals)
- 208 periodontic (debridements)
- 168 prosthodontic (anterior partial dentures, one-step dentures)
- 1,625 surgical (extractions)



*Dr. Pat Prendergast treats a patient at COMOM.*



*CDA President Dr. Ken Peters talking with Chuck Rodosevich, a candidate for State House District 47.*



*COMOM volunteers*





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# The Secret *is in the Sauce*

By Deanna M. Goodrich, R.D.H.

**T**hat practice across the street...why are they happy, why do patients love them, why are their production numbers up 30%?

What's their secret?

We all know of dental practices where everything seems to just click – no bumps, patients accept recommended treatment, the team is happy and actually stays longer than five years, and the doctors love what they do. They don't even seem to know there is a downturn in the economy. Why does everything seem so rosy? What is their secret?

We all know that a successful practice involves many things: great staff, great patients, and a great environment that offers superb service. This is the sauce, but the true secret in the sauce is YOU, the dentist as the leader of the practice. That's right – it really is all about YOU!

To the extent that you have a vision, that you can motivate those around you to share your vision, and that you have a plan to execute that vision, is the extent to which you will prosper or practice in mediocrity.

Dentistry is, above all, a business. We are in the business of providing the best dental care possible. You are the CEO of that business. The decisions that you make and the leadership that you provide makes that business a success or failure.

We can choose to allow ourselves to be a victim of external forces or we

can choose to be a cause for a better way to live life. Too often individuals will say, "I can't do that until he does this." However, if we could change that way of thinking to, "I can do this so that we can have that," it will begin to create profound change to our days at work. This thinking empowers us to gain respect, live a life full of abundance both in giving and in receiving, and can sustain us during the daily challenges we all face.

There are three motivational factors to help guide us in empowering our team to become extraordinary as leaders and caregivers. This will drive you to unbelievable success and happiness.

1. **A belief** in "why" we do what we do.
2. **A leader** who finds the greatness in others and empowers every individual.
3. **Sharing** financial rewards with a team that has joined together to achieve success beyond their expectations.

The business world is evolving and there is a new concept being adopted by many that is revolutionizing the businesses that enroll it. Bob Burg, author of the "Go Giver," explains it best in a short story about a businessman who was looking for financial security in all the wrong places. We can apply his "Five Powerful Business Ideas" and adopt these to have that same stratospheric success.

**Law of Value:** *"The true value in your worth is measured on how much more you give than you take in payment."* Ask yourself what distinguishes a good practice from a great practice and you will find that "exceptionalism" was born out of creating an unforgettable experience in the care and concern given to patients. For example, you can impact your patient's experience by implementing the "2 by 2 by 2 guideline" during a pre-op call by the doctor. The doctor calls two days before an appointment that is two hours or more in length and it takes two minutes to make the call. Imagine the value a patient perceives by the doctor calling prior to their visit.

**Law of Compensation:** *"Your income is determined on how many people you serve and how well you serve them."* How many lives can we touch? What kind word could we say to another? How do we encourage someone who is struggling? What charity or community event have we fostered or supported? Your actions can have a dramatic impact on case acceptance and the number of referrals you receive from patients.

**Law of Influence:** *"How well do we place another's interest before ours?"* This is a surprising area to develop. Consider your team and determine ways that you can make a difference in their lives. If we eliminated the win/win concept (I'll scratch your back

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SECRET continued on page 20



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if you scratch mine) and we helped someone because we are vested in his or her happiness, it will lead to armies of personal walking ambassadors for your practice. A great example is offering an unexpected reward to the team. For instance, if dental supply usage in your office decreased from an average of 7% to 5% in six months, then a way of thanking the team for doing their part to control expenses could be sharing a 1% bonus for their efforts. Or, a simple handwritten thank you note to a team member who consistently performs above the line should never be discounted in effectiveness.

**Law of Authenticity:** *"The most valuable gift you have to offer is yourself. Successful people can be measured in people skills."* 90% of a successful equation in the dental office comes

*"You must BE the change you wish to see in the world."*  
-Gandhi

from being genuine and authentic, so long as you have adopted the vision and are truly living by it. The remaining 10% is the dental skill set.

**Law of Receptivity:** *"Everything in this world comes full circle. If we focus on giving, then we must be open to receiving."* Gifts are not always wrapped in pretty paper with a bow but come from a word of thanks or even a referral from another patient. Creating powerful change requires us to be gracious and genuinely appreciative of someone else's gift in kind words and effort.

It all begins with your vision and how you share this vision for action to take place. The secret in the sauce is YOU. Begin today by defining

what distinguishes you from the doctor down the street. Begin to apply Bob Burg's "Go Giver" concepts. It's this action that will bring you not only financial success, but also the joy that comes from doing things for the right reasons. Begin to find solutions to the limiting beliefs that surround you as a dentist. Meet with your team and write down your beliefs. Act by creating action plans, reassess and make alterations, and then do it again. Success starts with a belief in yourself and a vision of where you want to be.

Be a constant in your success, give everyday, listen more than you talk, and always have fun and laughter. 🍷

*Deanna Goodrich, R.D.H., is an executive coach with Fortune Management. She can be contacted at [deannagoodrich@fortunemgmt.com](mailto:deannagoodrich@fortunemgmt.com) or 720-810-3760.*

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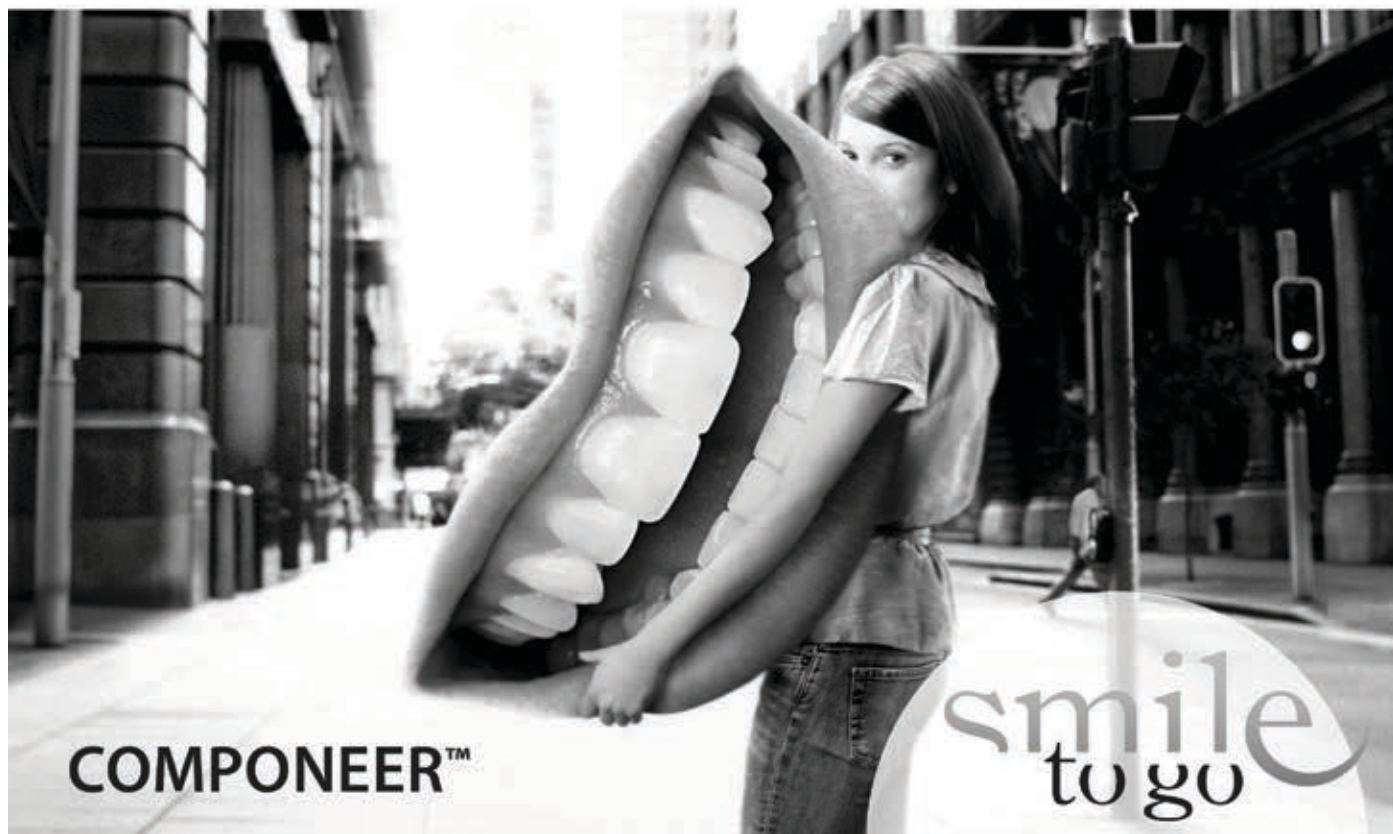
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# SEO: Penguins, Pandas, the Online Zoo and You

## *Understanding SEO and How to Boost Your Practice's Page Rank*

By Wendy O'Donovan Phillips

**S**earch Engine Optimization (SEO) is an essential part of most dental practices' marketing plans – especially if they are looking to attract today's consumers. Receiving high page rankings on Google (or other search engines), and more importantly, being top of mind for prospective patients, is the ultimate goal for an SEO strategy. High page rank means great exposure, and it is a huge credibility play in the minds of potential patients.

Google uses an algorithmic system called Penguin (an updated version of Panda) to analyze your Website. Penguin was created because high-quality sites were losing out in rankings to low-quality sites. Those low-quality sites were filled with ads and keywords, placed on pages for the sake of higher page rank. Your site's ranking is based on a series of factors, one being importance. Google takes into account the true relevancy of your site, ranking sites such as BBC and The World Health Organization at the top of its search engine. Other factors include having links from other sites to your site and the level of quality of your content.

With more than one trillion unique Websites, it's hard to imagine that Google could monitor all of these sites and make sure they are up to standards. Enter, Google's Webmas-

ters. These internet police try their hardest to make sure that the right pages receive the right rankings.

Offences that will place your page ranking at risk can be anything from too much "hidden content" (content that cannot be seen on the page until it is clicked on or scrolled over), too many ads, duplicated content or keyword stuffing. The simple solution: keep your practice's content original, relevant and meaningful.

Posting quality content is one of the easiest SEO strategies to do on your own. Ask yourself a couple questions (compliments of a Google Webmaster Central Blog entitled, "What Counts as a High-Quality Site?"):

- "Is this the sort of page you'd want to bookmark, share with a friend, or recommend?"
- "Does this article have an excessive amount of ads that distract from or interfere with the main content?"

Create great, high-quality content that your audience will want to read, not just content that is laced with keywords. It may even benefit you to look to non-dental topics to engage readers. If your ideal patients are 20-30 years old, ask yourself, "What new hot spots have opened around my office?" If you have a pediatric practice, you might ask yourself, "What are

some local activities going on for kids this weekend?" Think of how your patients want to connect with you.

Don't forget to update regularly – everything from your Website to your social media accounts. If you do not stay relevant and routinely post new content, Web "crawlers" (think high tech spiders) will assume your Website is dormant and will no longer "crawl," making your page rank go down.

If you're interested creating backlinks (a link to your Website on any Webpage other than your own), post on a guest blog. Keep in mind, however, that the content you create needs to be original and engaging, or it will never get posted. Check out sites like Digg and Stumbleupon, which collect stories from around the Web. It's a small but powerful way to increase brand awareness and boost backlinking efforts. The more backlinks you have, the better.

Another way to greatly increase your SEO rankings is by creating accounts on as many social media platforms that your practice can manage well. Start a Facebook, Twitter, Instagram, Pinterest, Tumblr and other social accounts for your practice. Then link your accounts back to your homepage and vice-versa. All of these social media sites have icons you can download onto your

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Website so followers can be directly sent to your social media accounts. The more social sites you are active on, the higher your page ranking. Google looks for sites that are clicked on through these social media sites and favors them more with the more clicks they get.

SEO can be a full time job, but don't let it overwhelm you. To start, implement a couple strategies that will work best for your practice. No need to do everything all at once. SEO doesn't have to be a total zoo. 

Wendy O'Donovan Phillips is president of Big Buzz, an agency specializing in healthcare marketing. She can be contacted at 855-BIG-BUZZ.



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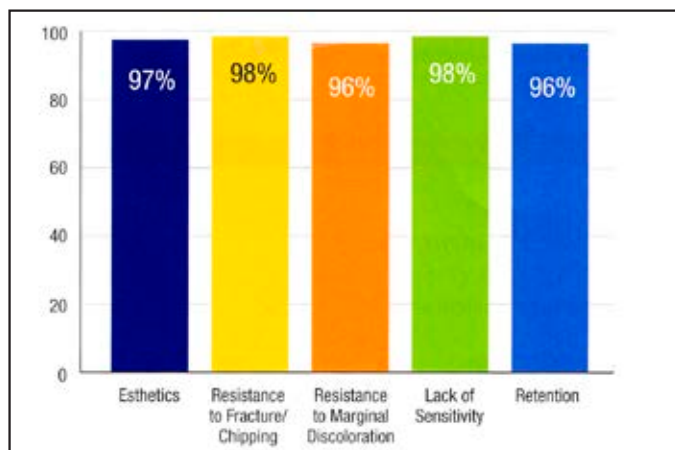


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# Classified Ads

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## OPPORTUNITIES WANTED

**Opportunity Wanted:** Retired orthodontist in Denver metro area seeking part-time work; can also cover vacations and health issue situations. I can be reached at [darbthedog@aol.com](mailto:darbthedog@aol.com).

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CLASSIFIEDS continue on page 28

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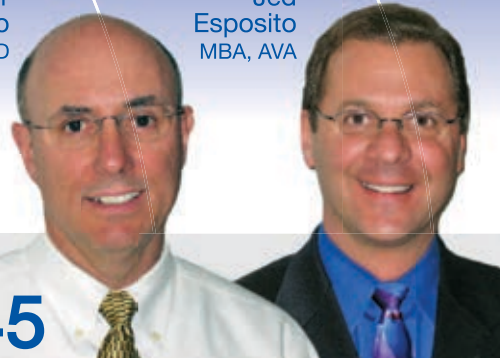
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**Endodontist:** Associate needed for part-time or full-time to handle the referral volume from multiple group practices within the Colorado Springs region. Ownership opportunities exist. Pay is very competitive and flexible schedule is available. Please call A.J. at 412-337-5254 or [aj.peak@gmail.com](mailto:aj.peak@gmail.com).

**Dentist:** Full-/part-time dental position for GP or pediatric dentist at an award-winning private pediatric dental office. A caring person who has a commitment to excellence is needed. Practice located in Oklahoma City. Please send CV to [childrensdentalposition@yahoo.com](mailto:childrensdentalposition@yahoo.com), attn: Joel.



**Dentists:** Denver, Colo. Perfect Teeth is seeking senior dentists in Colorado with a compensation range of \$90,000 to \$200,000+. Successful private or group experience required. Benefit package. Also seeking associate dentists (compensation range \$75,000 to \$95,000). Specialist opportunities also available for part- and full-time endo, oral surgery, pedo and perio with exceptional compensation. Call Dr. Mark Birner at 303-691-0680, e-mail at [mbirner@birnerdental.com](mailto:mbirner@birnerdental.com) or visit [www.bdm-perfectteeth.com](http://www.bdm-perfectteeth.com).

**Dentist:** Our busy Fort Collins, Colo. practice seeks an exceptional new general dentist who will begin as an associate and then buy-in to the practice. We focus on team work and excellence in all we do. We have a constant concern for our patients, whose trust and loyalty we strive to earn by delivering the best possible experience for them. Are you enthusiastic, caring, and professional? Then please send your resume, the names of three business references, and a cover letter explaining why you are the right fit for this opportunity to [drmcidill@alpinedentalhealth.com](mailto:drmcidill@alpinedentalhealth.com). All inquiries kept confidential.

#### HYGIENISTS/ASSISTANTS

**Hygienist:** Seeking reliable full-time RDH in Montrose, Colo. Position available Feb. 2013. Great pay/four day work week. Must be a team player committed to excellent patient dental care and education. E-mail resume to [mk.drakulich@gmail.com](mailto:mk.drakulich@gmail.com) for consideration.

**EDDA:** Looking for an experienced EDDA to join busy SE Denver, Colo. practice. Full-time with great pay and benefits. Please call Dr. Pfalzgraf at 303-757-8446 to schedule a working interview.

#### OFFICE STAFF

**Operations Manager:** Operations manager wanted. This is not a glorified receptionist position, this is a multifaceted role requiring a jack of all trades who has the capacity to achieve excellence in customer service, sales and management. Mandatory traits include, honesty, strong work ethic,

punctuality, leadership, interpersonal and phone skills. Must be experienced with practice management or office productivity software. Base salary + bonus. Experienced hygienists and assistants may apply. Contact [cri@cofamilydentistry.com](mailto:cri@cofamilydentistry.com).

#### PRACTICES FOR SALE

**Thinking of Retirement?** Jerry Weston will meet with you personally to discuss the transition of your dental practice. We will explore your options considering preparation, valuation, representation and timing of the sale. Call Jerry Weston, 303-526-0448, Professional Marketing and Appraisal.

**Practice:** Greeley, Colo. Three ops. collecting \$650,000! Small town with no competition. Call Jerry and Tyler Weston at 303-526-0448, [pma0448@yahoo.com](mailto:pma0448@yahoo.com). For a full prospectus and photos on these and other new listings, please visit [www.dental-trans.com](http://www.dental-trans.com).

**Practice:** Colorado Springs, Colo. Three beautiful ops., great N. Academy location. Collecting \$450,000, all fee-for-service. Call Jerry Weston at 303-526-0448, [pma0448@yahoo.com](mailto:pma0448@yahoo.com).

**Practice:** Woodland Park, Colo. Alpine wonderland! Four ops. collecting \$340,000 on three days. Great potential. Call Jerry and Tyler Weston, 303-526-0448, [pma0448@yahoo.com](mailto:pma0448@yahoo.com).

**Practice:** Grand Junction, Colo. Two ops. in historic district. \$150,000 profit with more potential. Call Jerry and Tyler Weston, 303-526-0448, [pma0448@yahoo.com](mailto:pma0448@yahoo.com).

**Practice:** Arvada, Colo. Four ops. collecting \$250,000. All fee-for-service. Call Jerry and Tyler Weston, 303-526-0448, [pma0448@yahoo.com](mailto:pma0448@yahoo.com).

**Practice:** Denver, Colo. (15104) Reduced price \$165,000. Huge potential, great for GP or periodontist. Great high-volume/high-exposure area, only worked part-time so upside of growth is tremendous. Contact Craig Gibowicz at Henry Schein Professional Practice Transitions at 303-550-0842.

**Practice:** High-tech practice for sale in Eagle County. Gross collections were \$833,334 in 2010, and \$778,185 in 2011. Adjusted gross income (take home) before taxes was \$465,762 in 2011. Eight years in practice, 1,600 active patients, and regular indemnity ins. at 45%. No capitation, no insurance (55%), no Medicaid, no PPO insurance. Three ops., approximately 950 sq. ft. Approximately 20 new patients per month. \$115,000 for hygiene production in 2011. Projected cash flow to new owner after debt service is \$342,152. Overhead percentage is 40.2%. Contact [dentalduke07@yahoo.com](mailto:dentalduke07@yahoo.com).

**Practice:** Parker, Colo. (CO 1226) \$143,000 gross, one op. + one not equipped, 750 sq. ft. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Associateship Leading to Buy-In:** Denver, Colo. (CO 1235) \$2M gross, nine ops. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**OMS Practice:** Denver metro (CO 1133) \$690,000 gross, four ops, 1,696 sq. ft. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Ortho/General Practice:** Denver metro (CO 1221) \$500,000 gross, Mon.-Thurs. 9:00 a.m. to 6:00 p.m. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Pedo/Ortho Practice:** West Denver suburb (CO 1135) \$815,000 gross, seven ops. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Denver, Colo. (CO 0924) \$880,000 gross, four+one+one ops., 3,175 sq. ft., bldg. for sale. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Denver metro (CO 1217) \$500,000 gross, three ops., 1,300 sq. ft., \$2,400/mo. rent. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

CLASSIFIEDS *continue on page 30*

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"Susan assisted in the sale of one of my dental practices. She found a buyer, negotiated the sale, and supported me and my staff through the entire process. The whole thing went smoothly and I was extremely satisfied with the job she did. I would highly recommend her as a practice broker and will use her services again when I sell my other practice."

... Mitch Friedman, D.D.S.

"Susan is a delight to work with as she is very professional, very knowledgeable, and has a great personality. I could not have been more pleased having had Susan as my broker as she met all expectations and then some."

... Betty Stranahan (on behalf of Dr. Patrick Stranahan)

"Thank you Susan for your help during my Associate Buy-out Transition. You did a great job matching us up and guiding us all the way through! I couldn't be happier!"

... Dr. Scott Williams (Associate and new owner!)

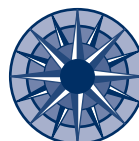
"I have so appreciated your help with my transition planning process to help me choose the best way to transition my practice. I appreciated the team support, finding the "right" person, transition marketing, communication between all of us, development of transition documents and the sales process. Thank you for everything Susan!"

... Dr. Rok Kron



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## CLASSIFIEDS *continued from page 29*

**Practice:** Arvada, Colo. (CO 1123) \$135,000 gross, three ops. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Southcentral Colo. (CO 0935) \$480,000 gross, three ops. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Western Colo. (CO 1103) \$1.4M gross, 2,586 sq. ft., five ops. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Colorado Springs, Colo. (CO 1210) \$665,000 gross, 2,300 sq. ft., four days per week. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Aurora, Colo. (CO 1238) \$627,000 gross, three ops., four days per week. Dr. retiring. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Associateship:** South Denver metro (CO 1221B) \$500,000 gross, Mon.-Thurs. 9:00 a.m. to 6:00 p.m. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Ortho. Practice:** Boulder, Colo. (CO 1244) \$600,000 gross, five chairs + two plumbed, 2,500 sq. ft., possible option to purchase bldg. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Fountain, Colo. (CO 1242) \$550,000 gross, four ops. with room for two more, 2,200 sq. ft., one hygienist, one and a half assistants, one office manager. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Fort Collins, Colo. (CO 1241) \$1M gross, five ops., 2,000 sq. ft., Mon.-Thurs. 8:00 a.m. to 5:00 p.m., one office manager, one receptionist, two hygienists, two assistants. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Northern Colo., I-25 corridor (CO 0910) \$2.7M gross, est. in 2000, 11 fully-equipped ops., plus four

hygiene rooms, 5,300 sq. ft., bldg. for sale with practice. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Northcentral Neb. (NE 0809) \$500,000 gross, price \$198,000, four ops. Dr. retiring. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Associateship Leading to 25% Buy-In:** SE Wyo. (WY 1127) \$3M gross, two locations with seven ops. each. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Northern Wyo. (WY 1236) \$800,000 gross, five ops. Dr. retiring. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**OMS Practice:** Western Kan. (KS 1216) \$1.5M gross, three surg. ops. + one post-op., 2,000 sq. ft. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Associateship Leading to Buy-Out:** Maine (ME 1233) \$2.1M gross, four ops. + four hygiene rooms, 30-35% of production, 32 hrs./wk., potential to buy-out in two-to-four years. ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Practice:** Ann Arbor, Mich. (MI 1240) \$575,000 gross, three ops., ADS Precise Consultants, 888-909-2545, [www.adsprecise.com](http://www.adsprecise.com).

**Retirement Practice:** San Luis Valley, Colo., P.T. practice suited for semi-retired DDS desiring income with low stress, very low overhead, and quality of life. Collecting \$85,000. Doctor retiring. [dds9slv@gmail.com](mailto:dds9slv@gmail.com).

**Practice:** Santa Fe, N.M. Established dental practice for sale by owner due to medical reasons. Three ops. and three staff members. Patients are a mix of self pay, retired and state employees. This is a perfect practice for someone just starting out due to low overhead. I will help with the transition as much as needed to ensure patients and staff are comfortable. Santa Fe is surrounded by mountains, culture and plenty of outdoor activities. Contact [marcystdental@gmail.com](mailto:marcystdental@gmail.com).

**Sold, Sold, Sold!** General dental practice! Pediatric dental practice! Orthodontic dental practice! Periodontal dental practice! Oral surgery practice! They move fast! Contact Susan Spear, 303-973-2147 or [susan@sastransitions.com](mailto:susan@sastransitions.com), SAS Dental Practice Brokers, [www.sastransitions.com](http://www.sastransitions.com).

**Hire a Broker You Can Trust!** Now is the time to sell, buy or transition your practice! Less cost to sell! Great motivated buyers! Excellent interest rates! Pick from the best pool of applicants! Contact Susan Spear, practice transition specialist/licensed broker, SAS Transitions, Inc. SAS Dental Practice Brokers, at 303-973-2147 or [susan@sastransitions.com](mailto:susan@sastransitions.com).

**Practice:** Denver, Colo. Downtown location! Established patient base and Dentrrix. Updated dental suite. Great satellite practice! Contact Susan Spear, 303-973-2147 or [susan@sastransitions.com](mailto:susan@sastransitions.com). SAS Dental Practice Brokers, [www.sastransitions.com](http://www.sastransitions.com).

**Practice:** Eastern Colo. Owner dentist is retiring! Great opportunity for new GPR/grads and returning military dentists. Excellent satellite practice! Contact Susan Spear, 303-973-2147 or [susan@sastransitions.com](mailto:susan@sastransitions.com). SAS Dental Practice Brokers, [www.sastransitions.com](http://www.sastransitions.com).

**Practice:** Coming soon! Northern Colo., mountain town, Denver metro and more! Go to [www.sastransitions.com](http://www.sastransitions.com) for new listings as they come forward! Contact Susan Spear, 303-973-2147 or [susan@sastransitions.com](mailto:susan@sastransitions.com), SAS Dental Practice Brokers.

**Practice:** Pueblo, Colo. Includes building and practice. Produced \$800,000 last year, four ops., newer equipment, 2,000+ sq. ft. Total price reduced to \$250,000. Tremendous value! Contact Dr. Ty Pechek, [tpechek@professionaltransition.com](mailto:tpechek@professionaltransition.com) or 719-821-2237.

**Practices:** Practice listings along the Front Range in Denver, Loveland, Fort Collins, Centennial, Colorado Springs, Lamar and Eagle County. For more information on current practice opportunities, including an overview of each practice, please visit our Website, [www.ctc-associates.com](http://www.ctc-associates.com),

or call Larry Chatterley and Susannah Hazelrigg with CTC Associates at 303-795-8800.

**Transition Services:** For more information on how to sell your practice or bring in an associate, or for information on buying a practice or associating before a buy-in or buy-out, please contact Larry Chatterley and Susannah Hazelrigg with CTC Associates at 303-795-8800 or visit our Website for practice transition information and current practice opportunities, [www.ctc-associates.com](http://www.ctc-associates.com).

**Practice:** Come up to the mountain. Unique practice offering all phases of general dentistry with a heavy emphasis on same day removable prosthetics. Four fully equipped operatories plus three additional operatories dedicated to removable. The on-site laboratory offers four tech stations and a porcelain room. Most equipment is new or newer. Currently operating four days per week with part-time associate. Solid dental and laboratory staff. This 2,800 sq. ft. facility is located in a five-year-old medical building in southwest Colorado Springs, Colo. near the Broadmoor. This is not your typical practice and can accommodate partnerships, group practices or sole proprietor. Appraisal is \$633,000. Negotiable terms. Retirement or transition. Contact Julie Rush at 719-597-7979 or [nushjulie@gmail.com](mailto:nushjulie@gmail.com).

**Practice:** Denver, Colo. #15104 Huge potential, great for GP or periodontist. Great high volume/high exposure area, only worked part-time so upside of growth is tremendous. For more details, call Craig Gibowicz at Henry Schein Professional Practice Transitions at 303-550-0842/800-730-0883.

**Practice:** Ouray, Colo. Beautiful mountain town. Very aesthetic office. Three ops., Adec equipment, computer network with digital x-rays, pano. Contact [stesch@gojade.org](mailto:stesch@gojade.org), cell 719-588-9096.

**Selling Your Dental Practice or Looking to Purchase a Practice?** Henry Schein Professional Practice Transitions can help with the process from appraisal to closing. Please contact licensed practice broker Craig Gibowicz at 303-550-0842 or [craig.gibowicz@henryschein.com](mailto:craig.gibowicz@henryschein.com) for more info.

**Practice:** Sale/lease. Excellent opportunity to rebuild long-established south Denver practice in highly visible location. Must see before investing thousands in new start-up. Owner retiring due to health. E-mail [denverdentaldoc@gmail.com](mailto:denverdentaldoc@gmail.com).

**Practice:** Two office practice seeking associate to buy one practice. \$2M plus in annual production. Located in Grand Junction, Colo. Contact 970-243-2025 or [gretcheng@jpdentalgroup.com](mailto:gretcheng@jpdentalgroup.com).

**Practice:** Greeley, Colo. Beautifully designed, boutique style, fee-for-service general dental practice, located in one of the most highly sought after areas in Greeley, is seeking a quality dentist interested in an exceptional purchase opportunity. Outstanding, patient-centered team with an emphasis on comprehensive, restorative dentistry. Owner will assist with quality introduction period to ensure a smooth transition. Please reply in confidence with your objectives and CV to [carrie@lifetransitions.com](mailto:carrie@lifetransitions.com).

**Practice:** Greeley, Colo. Exceptional opportunity for a general dentist seeking a quality, fee-for-service practice to purchase after a successful initial employment phase. This premier established practice has a fine reputation in providing comprehensive dentistry to the Greeley community. This practice has a dynamic, experienced team and a strong emphasis on CE and professional growth. Please send your CV in confidence to: The Sletten Group, Inc., 303-699-0990, fax 303-699-4863 or [carrie@lifetransitions.com](mailto:carrie@lifetransitions.com).

**Practice:** The trusted transition partner. Your practice is the product of your life's work. It deserves the utmost care and respect when you're ready to consider your transition alternatives. For more than 40 years, Midwest and Mountain Dental have served as a trusted transition partner for practice owners seeking discreet, efficient transition alternatives. Clinician-led, we offer deep experience in supporting practice owners through the transition process. Like you, we care for patients everyday. We are not looking for a transaction. We seek like-minded care providers with a vested interest in the long-term health of their patients and the careers of their staff. Our references are readily available and all discussions are strictly confidential. Importantly, we are a dental practice so there are never any fees involved when working with us. To learn more, please contact Sean Epp at 715-579-4188 or [sepp@midwest-dental.com](mailto:sepp@midwest-dental.com). You can also visit us online at [www.midwest-dental.com](http://www.midwest-dental.com) or [www.mountain.com](http://www.mountain.com).

#### SPACE AVAILABLE

**Space Sharing:** We are looking for a space or space sharing that is available now! We are looking in Denver and Aurora, Colo. within 10 miles of 80231. We are growing and need ops. If you are not filling your chairs or want help paying the bills, we need your help now! Call Matt at 303-895-6224 or send e-mail to [mattkoch@gmail.com](mailto:mattkoch@gmail.com).

**Space Sharing:** Opportunity in existing orthodontic office with two locations in Colorado Springs. Ideal for pedodontist who needs satellite or new start-up. Contact 719-596-1363 or [daniel1662@mindspring.com](mailto:daniel1662@mindspring.com).

**Space Sharing:** Space sharing opportunity in newer high tech office near Quincy and Parker overlooking CC Reser-

voir. Open to arrangements with specialist or GP. Digital x-rays. Five ops. Phone 303-693-7330.

**Space Sharing:** Denver, Colo. Share expenses – why pay for everything yourself? Seeking general dentist/specialist wanting to share practice costs without the burden of going solo on expenses. Office totally re-equipped three years ago. Four operatories, each with computer, intra-oral camera, DVD, CD, satellite radio and TV. Digital x-ray, Pan-X, Caesy, Luma bleaching, portable Diagnodent, Harvey, Statim, & Hydrim washer. Software schedules, bills, processes insurance for multiple providers. Private office, consult room, and reception room with large flat screen educational program. Contact Dr. Pavlik, 719-592-0878 or [pjp@trackerenterprises.com](mailto:pjp@trackerenterprises.com).

**Space Sharing:** Space share in GP office in Aurora. Six treatment rooms, fully-equipped with latest ergonomic concept, administration support, fully digital office, pleasant professional location. Call 303-369-1069.

**Space Sharing:** Space sharing opportunity in Lakewood, Colo. Upscale area with new 2004 office, four operatories with the possibility of two more. Contact 303-989-4444.

**Office Space:** Centennial, Colo. Medical/dental building leasing 2,366 sq. ft. Previous pediatricians office. Six exam rooms and two waiting areas. Would be perfect for a specialist office. Next to huge general dental practice. Call 303-921-9004 for details.

**Office Space:** Dental assisting school looking to lease dental office during office down time (weekends/evenings) for 12 hours/week. We are looking for a location in or near Broomfield and Fort Collins, Colo. Lease payment is \$500 to \$1,500/month based on a percentage of tuition. Please call Dr. Peter Najim at 303-885-3332 for more information.

**Office Space:** For lease. Broomfield, Colo. Existing three op. dental office, approximately 1,250 sq. ft. Recently updated/remodeled. Ready for move-in mid-December. \$2,900 per/mo. (may be negotiable). E-mail [blfdds@yahoo.com](mailto:blfdds@yahoo.com) for more info.

**Office Space:** Turn-key affordable furnished dental office for lease, Colorado Springs, Colo. Three furnished operatories, receptionist area, private office, file room, lighted signage on major street. 1,050 sq. ft. Masciarelli Corp., James Masciarelli, broker, 719-597-4065.

**Office Space:** Colorado Springs, Colo. second generation 2,050 sq. ft. dental suite for lease. Four ops., lab, break room, private office, darkroom, sterilization, files, reception and waiting. Some equipment available. Masciarelli Corp., 719-597-4065.

CLASSIFIEDS *continue on page 32*



**Robert B. Deloian, D.D.S.**  
303-814-9541

**Ty Pechek, D.D.S.**  
719-821-2237

**Ron Charity D.D.S.**  
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**Office Space:** Aurora, Colo. Professional dental office space consisting of 1,003 sq. ft. now available for lease. Ideal space for oral surgeon, periodontist, endodontist, pedodontist or general dentist. Currently partitioned, plumbed and wired for three dental operatories. Some existing dental equipment may also be available providing for an easy, early and cost effective practice start-up. Great location in beautiful building with high traffic visibility and easy access. In addition, a larger finished dental suite of 2,672 sq. ft. may be available in the near future. Call Dr. Trompeter at 303-688-3838 or e-mail [trompeternotes@msn.com](mailto:trompeternotes@msn.com).

**Office Space:** Second generation dental space available with premier visibility and access from south Broadway, near Littleton, Colo. hospital. 48,000 cars per day will see your sign! Call Patricia at 303-830-1444 x301.

**Office Space:** Turn-key dental office in prime Boulder, Colo. location. Brand new suite improvements, includes dental equipment for immediate practice start-up. Well-known dental building. 1,383 sq. ft. Call Janine 303-931-2020 or [janine@cpcolorado.com](mailto:janine@cpcolorado.com).

**Office Space:** Lease 2,053 sq. ft., five operatorial dental suites with additional rooms for sterilization/lab. Wesley Professional Building, 4101 E. Wesley Ave., Denver. Building with existing dental practices, offers ample parking, I-25 and light rail convenient. Quick occupancy, affordable rate, TI allowance and monument sign available. Contact onsite owner/manager at 303-248-7215 or e-mail [wesleypartners@skybeam.com](mailto:wesleypartners@skybeam.com).

**Office Space:** Dental office for sale or lease. Beautiful eight op. condo. 3,646 sq. ft. Gorgeous views of the Front Range. Sunsets on huge patio. Overlooking the busy intersection of Morrison road and S. Kipling. Practice has produced \$3M in revenues over the past four years with overhead below 60%. Fully equipped with digital x-rays,

N2O/O2 in all ops. and pan/ceph. Spacious staff lounge and doctors private office with shower. Doctor is relocating. Call Billy Halax/Metro Brokers at 303-550-1211.

**Office Space:** Lafayette, Colo. Beautiful turn-key 3,237 sq. ft. dental suite in Class A building next to Community Medical Center on South Boulder Road. Other tenants include oral surgeon and orthodontist. Plenty of parking, great local management and excellent lease terms. Ready to move in! Call David, 303-838-0683.

#### FOR SALE

**For Sale:** Ritter motor dental chair, recently re-upholstered, excellent condition; original cost \$4,200, selling price \$2,500. Ritter ceiling operatorial light, \$800. Two American mobile dental cabinets, \$600 for both. Dentex wall-mounted x-ray, image-X 70+ with dental X-mind control, original cost \$3,500, selling price \$2,500. Contact 303-488-9652.

**For Sale:** 2006 Biolase Waterlase MD all-tissue laser for dentistry, \$11,900 or best offer, in very good condition and works very well, verified by dental tech. Comes with all the materials that were given during training including: user manual, PowerPoint "Steps to Hard Tissue Success: Laser Anesthesia," quick reference guide to the unit, presets and indications guide, guide for basic soft tissue surgery, soft tissue procedures and settings, software user manual, Waterlase basic training course binder, lasers 360 binder "A Comprehensive One-Day Education on Lasers in Dentistry." There is also three ASSY handpieces, tip inspection and cleaning kit, handpiece mirror replacement kit, and tip holder millenium two. Good system and good price for someone who is wanting to start implementing a hard and soft tissue laser in their practice. Look forward to hearing from you. Contact [kdaniel2355@gmail.com](mailto:kdaniel2355@gmail.com).

**For Sale:** Used equipment for sale. Moving/combining practices and lots must go! Various lab equipment (trimmer, lathe, vacuum former, etc.). Two chairman chairs, an Adec unit, two P&C spirit units, two hygiene chairs/units, Pano.

and other misc. equipment. Contact [blf\\_dd@yahoo.com](mailto:blf_dd@yahoo.com) for further information or pictures.

**For Sale:** New handheld portable x-ray unit (\$3,500). New intraoral wall x-ray unit (\$1,650). New mobile x-ray on wheels (\$1,695). New chairs/units operatorial packages (\$3,695). New implant motors (\$1,850). Everything is brand new, with warranty. Contact [nydfreed@aol.com](mailto:nydfreed@aol.com).

**For Sale:** ADEC beige stone/white four op. carts, four four foot side cabinets w/SS sinks, two pass through x-ray cabinets, two intraoral lights (beige). Four ICW monitor wall mounts, four ICW monitor/keyboard wall mounts, four comps, six reception chairs, two office chairs, HON file cab/LGL, Darby countertop instrument washer, and some artwork. Pictures at [www.StudioOneDental.com](http://www.StudioOneDental.com). Call 720-771-7309.

#### SERVICES/ANNOUNCEMENTS/MISC.

**Scanning Services/Document Management:** The Board of Dental Examiners requires Colorado dentists to keep patient records for a specific number of years. D2Xchange helps digitize your records so your practice is always in compliance. Andrea Ellerbrock at 720-257-6932, [aellerbrock@d2xchange.com](mailto:aellerbrock@d2xchange.com), [www.d2xchange.com](http://www.d2xchange.com).

**Interim and Permanent Placement Service:** Maternity leave, illness, vacations. Maintain production and patient access. Also, interim job resource. Forest Irons and Associates, 800-433-2603, [www.forestirons.com](http://www.forestirons.com). Dentists helping dentists since 1984.


**Total Oral Prevention Strategies, TOPS Services:** Provides care in the following disciplines of general dental Practice: diagnosis, preventive, periodontics, removable prosthodontics, endodontics, fixed prosthodontics, oral surgery, and orthodontics. Helps provide in-house dental training. Helps evaluate and supervises hygienists, dental assistants, and other assigned personnel. Participants in the emergency call system. Performs other duties assigned. Learn more at [www.kidsoralprevention.org](http://www.kidsoralprevention.org).

**Aesthetics Course:** Learn how to achieve predictable aesthetic results. Live patient, hands-on program in Colorado geared to help you increase case acceptance, gain confidence in aesthetic and restorative treatment, and build a stronger team. Visit [www.CCADS.org/Colorado](http://www.CCADS.org/Colorado) or contact Carly at [croberts@ccads.org](mailto:croberts@ccads.org) or 888-251-0981, x116.

**EDDA Course:** EDDA I and II combined course. Five-week class, 12 hours per week on weekends in Denver. Classes start every three months. Tuition is \$1,295. Call the Colorado School of Dental Assisting for details at 800-383-3408. [www.SchoolOfDentalAssisting.com](http://www.SchoolOfDentalAssisting.com).

**Looking To Hire a Trained Dental Assistant?** We have dental assistants graduating every three months in the Denver, Broomfield, Fort Collins and Grand Junction areas. To hire or to host a 32-hour externship, please call the Colorado School of Dental Assisting at 800-383-3408. [www.schoolofdentalassisting.com](http://www.schoolofdentalassisting.com).

**Service:** Concerned Colorado Dentists (CCD) is a subcommittee of the Colorado Dental Association. We are in existence to help colleagues, staff and/or families who think they may have a problem with substance abuse. If you think you or someone you know may have a problem, please call Dr. Michael Ford at 303-810-4475 (day or night). All inquiries are kept confidential.

**Delivery:** Crystal Courier Service has been delivering smiles for 60 years. From Ft. Collins to Pueblo, we do direct delivery to your labs, as well as interoffice, rush, daily, and on-call jobs. Call 303-534-2306 for more information. 

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# Dental Laser Certification

## Full Spectrum Seminars Academy of Laser Dentistry Standard Proficiency Certification Course



**H**as the excitement over laser dentistry been more smoke than substance? Since 1990, the U.S. Food and Drug Administration has cleared many different wavelengths for dental use. These different wavelengths create a world of difference in how the lasers operate, and their usefulness in the oral cavity. The use of lasers for specific procedures found in everyday general practice will be highlighted. The first day will detail laser use in the following subject matters:



- Non-Surgical, Surgical and Regenerative Periodontal Therapy
- Surgical and Restorative Implantology
- Fixed and Removable Prosthetics
- Oral Medicine/Oral Surgery/Oral Pathology
- Pediatric and Adolescent Operative Dentistry
- Endodontics
- Pediatric Dentistry
- Orthodontics
- Esthetic/Cosmetic Dentistry
- Practice Management/Marketing

**T**he second day workshop will give each participant hands-on experience with the various wavelengths, performing surgical procedures on in-vitro models. Real time videos of routine laser procedures will be part of the in-depth discussion of specific instrument settings and techniques for laser surgical procedures.

**D**r. Bob Convissar, founder of Full Spectrum Seminars, is a pioneer in Laser Dentistry. He was one of the first to incorporate Lasers into general practice, with over 22 years of experience with Diode, Erbium, CO2, and Nd.YAG wavelengths. He has authored/coauthored 4 textbooks and over a dozen peer reviewed papers. He has seen and heard it all—the truth and the hype--and works diligently to convey his knowledge and the benefits while dispelling the myths. Dr. Convissar recognizes that knowledge, proper training and certification will build the confidence required to allow you and your staff to incorporate Lasers effectively into your practice and use them to their fullest capacity. His latest textbook, Principles and Practice of Laser Dentistry is the # 1 selling laser dentistry textbook in the world.



### COURSE DATES

March 22 - 23, 2012

### LOCATION

Denver, CO

### PRICE

\$895 Per Person

### COURSE INSTRUCTOR

Dr. Bob Convissar

For more information  
and to register for  
this course visit:

[Fullspectrumseminars.com](http://Fullspectrumseminars.com)



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CDA Annual Session

# June 13-15, 2013

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**RMDC**  
**Happy Hour &  
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Jan. 24, 2013 at 5:30 p.m.

After a day of Rocky Mountain Dental Convention CE courses and tradeshow shopping, join your New Dentist colleagues (10 years or less out of dental school) for happy hour and networking at Katie Mullen's: 1550 Court Pl., Denver CO 80202.

RSVP by Jan. 21 to [jeanne@cdaonline.org](mailto:jeanne@cdaonline.org)

**CDA State Lobby Day**  
Feb. 15, 2013

**We need your Voice!**  
Come meet your legislators at this CDA-organized event at the State Capitol. No training necessary.

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Goodrum for  
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cdaonline.org](mailto:jennifer@cdaonline.org).





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