**Peers Review – The Process**

By Dr. Bruce Nordstrom

**MDDS Bestows Annual Honors**

**Thank You BBCDS Dentists!**

By Teresa Marshall, R.N., M.S.N. and Susan Rouley, R.N., M.S., CENP

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**Colorado Dentistry**

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www.cdaonline.org

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**Attention Dentist Volunteers!**

Not volunteering for Donated Dental Services?

Please take just a few minutes to help the Colorado Foundation of Dentistry for the Handicapped (CFDH) better understand volunteerism among dental professionals. The survey can be found as an insert in this publication or can be completed online at www.cfdh.org

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Dear fellow dentists,

Do you know that one of the Colorado Dental Association member benefits is Peer Review? Peer Review is a process set up to help resolve specific conflicts between patients and CDA member dentists. Ideally, this process prevents needless litigation and offers a way to satisfy our patient’s needs. Each component society has its own Peer Review Committee comprised of volunteer dentists from the local area. Members from these groups and others form the CDA’s Council on Peer Review.

The Peer Review process usually starts with a phone call from a patient to the CDA concerning their dental treatment. The patient is asked to put their concerns in writing via a Request for Dental Services Review Form. For the most part, cases accepted by the Council on Peer Review deal with quality of care issues, or appropriateness of treatment situations. Peer Review does not accept cases that are solely based on a complaint with regard to insurance, billing, fees, or their reasonableness. Peer Review does not accept cases concerning care from non-member dentists, those where a patient has already initiated litigation, or when the named dentist has a case currently being reviewed by the State Board of Dental Examiners or has a history of being reviewed by the Board.

Once the Request For Dental Services Review Form is received by the CDA, it is reviewed and, if it meets the above criteria, the council votes whether or not they will accept it. Once the case has been accepted, it is usually assigned to a representative dentist from the component society to mediate. The mediation process is a non-biased, non-judgmental conflict resolution between the provider and their patient. Patient exams and records collection are NOT part of mediation. The mediating dentist contacts all involved parties and tries to resolve the problem. If the problem is resolved, both parties sign a Resolution Agreement and the case is closed.

Most often, mediation is able to successfully resolve the complaint. However, if mediation fails to resolve the problem, the patient will be offered the next stage of review, which is arbitration. Patients who desire arbitration must sign a binding release authorizing the arbitration proceeding and relinquishing their future rights to action in a court of law. Typically, at least three dentists are then assigned to review the case. This assessment may include a review of all pertinent records, interviews with involved parties, and sometimes, examination of the patient. The arbitrating dentists then make a decision and recommendation in writing. If their advice includes a monetary refund to the patient, it cannot be more than the actual fees the patient paid for the service(s). The Council on Peer Review further reviews the paperwork and decision, and then closes the case.

I have found my participation on the CDA Council on Peer Review to be professionally rewarding experience. I would encourage all members to get involved in this process at the local or state level, as peer review depends on you!

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Each year, dentists in Boulder, Bloomfield, Lafayette and Louisville are asked to donate or discount dental care for one or two students between Jan. 15 and June 30 through the Boulder Valley School District (BVSD) Adopt a Smile Program. The BVSD nanes collaborate with the Colorado Department of Public Health and Environment to provide dental screenings to students in Boulder County’s “neediest” schools. These screenings predictably identify a number of low-income children who have dental problems requiring attention, but whose families have no financial means to afford the needed dental care.

This year, there are 22 local dentists participating in the Adopt a Smile Program and 55 spaces available for deserving students who will receive all of their dental care at no cost during a six-month period.

We are nearing the end of this year’s six-month Adopt a Smile Program. Fifty students have already been served, and their collective treatment plans totalled $41,391.

Parents, students, teachers and nurses in the BVSD have been consistently impressed by the care and generosity of these dentists who have volunteered for this program – 11 of these dentists have participated for all five years! Following are the names of the 2007 participating dentists. We wish to express our sincere thanks to those who have made such a difference in the lives of so many individuals.

Dr. Anne Birnbaum
Dr. Julie Brown
Dr. Steven Buffer
Dr. Edward Christensen
Dr. Wayne Franz
Dr. Tom Gentry
Dr. Forrest Groves
Dr. Bob Hannagan
Dr. Phil Hartwood
Dr. Mark Jaffe
Dr. Lisa Kalfas
Dr. Stephen Koral
Dr. Donovan Martin
Dr. Joseph Mazza
Dr. F. Robert Murphy
Dr. Pam Newman
Dr. David Sabott
Dr. Gary Sellers
Dr. Kevin Sessa
Dr. Paul Sica
Dr. Kevin Sessa
Dr. Gary Sellers
Dr. Dr. Paul Glick
Dr. Olinga Hargreaves
Dr. Corbett Summers II
Dr. Paul Sica
Dr. Kevin Sessa
Dr. Gary Sellers
Dr. F. Robert Murphy
Dr. Joseph Mazza
Dr. F. Robert Murphy
Dr. Pam Newman
Dr. David Sabott
Dr. Gary Sellers
Dr. Kevin Sessa
Dr. Paul Sica
Dr. Thomas Simpson
Dr. Colburt Summers II

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On May 11, the Metropolitan Denver Dental Society (MDDS) honored local dentists who have demonstrated outstanding leadership and community service in the dental profession. The following awards were presented at a special ceremony held during the MDDS Annual Meeting at the Denver Museum of Nature and Science:

**Dr. Paula Coffee**

2007 Outstanding Service to the World Community Award

**Dr. Stephanie Clements**

2007 Outstanding Contributions to Dental Advocacy Award

MDDS also introduced its new officers for 2007/2008:

President: Dr. Terry Breswick

President-Elect: Dr. Troy Fox

Vice President: Dr. Michael Scheidt

Treasurer: Dr. Charles Danna

Secretary: Dr. George Gatoos

MDDS Board of Directors:

Dr. Mitchell Friedman
Dr. Olinga Hargreaves
Dr. Paul Glick
Dr. Jason Hall
Dr. Brett Levin
Dr. Brett Kessler

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MDDS Bestows Annual Honors
Dental Dates Calendar of Events

JUNE
1-2, 6th Annual Golf and Learn...
8-9, 2007 Annual Rural Health Conference
12, Disney Keys to Excellence
19-21, 2007 Annual Rural Health Conference

JULY
19, Surgical and Restorative Challenges and Implications in Implant Dentistry
22-23, Understanding the Biology of the Stomatognathic System
28-29, 2007 Annual Rural Health Conference

AUGUST
5-10, 2007 Annual Rural Health Conference
25-26, Caring for Your Patients Through the Ages: Addressing Dental Issues for Those 65 and Beyond

SEPTEMBER
19, Effective Dentistry: Utilizing Today's Technology
7, Charity Golf Tournament
14, How to Master the Art of Case Presentation
20, Visions of Where We Are and Where We Are Going with Implant Dentistry
21, Biologic Laser Application
26-27, Update on Reconstructive Dentistry with Special Emphasis on the Compromised Anterior Dentition
26-27, Implant Surgery: Hands-On Surgical Placement and Lab-Aided Restorative

O n April 30-May 2, representatives from the Colorado Dental Association took part in the 2007 Washington Leadership Conference. CDA Executive Director Gary Cummins, President Dr. Rhett Murray, President-Elect Dr. Jeanne Salcetti, Immediate Past President Dr. Julie Hansch, Rep. Doug Lamborn (R), President Dr. Rhett Murray, Past President Dr. Ken Versman, CDA President Dr. Rhett Murray, President-Elect Dr. Jeanne Salcetti, Board of Trustees Member Dr. Tom Pickley, Rep. Diana DeGette (D), Past President Dr. Ken Versman, Executive Director Gary Cummins, Immediate Past President Dr. John Hanck, and ADA Treasurer Dr. Ed Levine in Washington DC.

Washington Leadership Conference 2007

CDA Board of Trustees Member Dr. Tom Pickley, President-Elect Dr. Jeanne Salcetti, Immediate Past President Dr. Julie Hansch, Rep. Doug Lamborn (R), President Dr. Rhett Murray, Past President Dr. Ken Versman, Executive Director Gary Cummins, Immediate Past President Dr. John Hanck, and ADA Treasurer Dr. Ed Levine in Washington DC.

To Buy a Practice or To Start One From Scratch...

Second, be a leader. The experienced staff that will likely accompany your practice will take care of your business and show you the ropes, but only if they respect you.

Third, your attitude will contribute more to your success than virtually anything else. Knowledge and skills can always be gained and improved through continuing education, but your attitude comes from within. Only when patients can sense your genuine concern for their well-being will you trust to provide health care for them and their friends.

Buying an existing practice is attractive because of the immediate cash flow. However, there are not always practices available for purchase in the exact area where you want to live, or the practices available may not be what you had envisioned. Buying a practice means choosing from what is available, so the idea of your ‘dream practice’ may be compromised.

Starting a practice from scratch is another option. Areas experiencing high population growth allow you to easily attract and retain patients on your own. The key to success is found in your approach. Too many practice startups fail due to poor planning and over-spending.

First of all, be sure to do your homework. Research the demographics of the area(s) in which you are interested. Begin by looking at the dentist-to-population ratio, considering population growth, office space availability, exposure, and rental rates. Hire a professional to do this for you if you are not sure how. In addition, make sure your real estate agent is familiar with your needs as a dentist when negotiating space requirements. You should always have legal council to review purchase or lease agreements.

Second, be smart about the build of the practice. Choose lenders, architects, contractors and equipment wisely. Do not go with the first person referred. Interview each specialist, and compare services and fees.

You do not need to spend tons of money on high end materials and equipment to get patients in the door.

Third, you should think just as strategically about your marketing plan as you do about the color of your countertops and walls. Bottom line: stay on budget. The ability to attract and retain new patients will make or break the practice. There is more to marketing than just direct mailers and directory ads. You should formulate an external marketing plan that includes more than just print forms of advertising. Be creative; use the community, schools, churches, and internet. Your internal marketing strategy is just as important as your external strategy. It does you no good to spend $3,000 per year on mailers just to see your patients go out the back door as fast as they come in the front.

Last but not least, starting a practice from scratch is a great opportunity to get practice systems set up correctly the first time. If you don’t know how the front office runs, make sure to get some training yourself. You will be thankful you did.

Marie Wutrich is a consultant with CTC Associates. If you are interested in exploring your options of starting or purchasing a practice, please call Marie Wutrich at 720-219-4766 or e-mail her at mwutrich@ctc-associates.com.

W hen your own business may seem intimidating, but for the majority of dentists this is a reality. Some choose to jump right into practice ownership, while others prefer to continue their education or decide to work as an associate in preparation for the risk and responsibility to follow.

Differing options correspond with differing dentists. Many share the same concerns: Am I good enough? Am I fast enough? Will I be able to tackle the business side of the practice? Your own level of confidence in your skills and abilities is probably the best indicator. If you feel that buying a practice is a right for you, keep these three things in mind:

First, you must be committed. It is time to sink or swim. For many docs, this is a reality. Some choose to jump into practice ownership, but your own. The key to success is found in your approach. Too many practice startups fail due to poor planning and over-spending.

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“This is certainly my year for dealing with disasters,” Dr. Morrow recalled. “We were paged after the tornado hit, and I took a fire truck and three other firefighters with me to Holly where we spent the entire night on search and rescue. My first mission was to rescue an elderly couple who were trapped in their home. We had to crawl under downed power lines to get to them. I’m glad we had an ambulance with us because they both were insured on oxygen and had lacerations.”

“The rest of the night I continued to search houses that were unbelievably damaged, many had trees through their roofs. The strangest feeling was when I gained entry through the back of a house because a large tree had fallen over the front entrance. I searched the lower level and when I went upstairs I realized I was just staring into open sky. I won’t ever forget that feeling. Other houses you would gain entry through the front door, but the back of the house was missing?”

Less than three months before the tornado, the holiday blizzards paralyzed this part of the state and killed more than 10,000 cattle. Walsh received three feet of snow with snowdrifts up to 10 feet tall. In April, yet another blizzard was expected to hit southeastern Colorado but when the area only received 12-14 inches of snow, Dr. Morrow and his wife, Dolly, decided to drive to Holly to spend their week-end volunteering in the Salvation Army’s Disaster Relief Food Center.

“It was a great opportunity not only to serve the community but to see how these disasters food services work.”

Dr. Morrow said, “They had a big refrigeration trailer for storage and a large mobile home-like kitchen for cooking. They kept the food coming as we served fried chicken, mashed potatoes, gravy, corn, biscuits and coconut cream pie. It was like any food service operation, providing all food handling regulations. The food was excellent and was freshly prepared. “I learned a lot to put away in my disaster knowledge bank. Holly is cleaning up quite well. Most of the non-salvable homes have been torn down and removed making way for the FEMA trailers. Some will go on-site and some will be outside of town on a friend’s land.”

“One individual told me they were discouraged that they didn’t get to go through the debris before it was cleaned up to look for personal items. I informed them that the reason it was cleaned up so quickly was because all the debris was co-mingled including pesticides from businesses and garages, and toxic household chemicals. The debris becomes one big toxic pile and must be removed as soon as possible. The mistake of allowing people to go through the debris has caused problems in other similar situations. I was sorry for them but I think that was the first time they understood. “I’m glad I was able to work in the food center. It allowed me to see the residents in a new light. They had smiles, or at the very least had resolved to get through this. The image of that first night of search and rescue, and the looks on the faces of the people walking up to me reaching out for help have haunted me ever since. Seeing the town now, helps.”

Holly is currently in the slow process of rebuilding its community. The FEMA trailers are being established but the logistics of running water, sewer and electricity is an extensive project and taking longer than planned. Dr. Morrow and other volunteers have been baking casseroles in new pans and freighting them for Holly residents. When the residents move into their new FEMA homes they will get the casseroles and a new place to use. In addition, Walsh school children have raised $3,800 for the Holly schools to use for necessary expenses. In May, the CDA mailed toothbrushes to Shannor Elementary (in Holly, Colo.) for each of the school’s students.

“I certainly know, after this year, why I spend so much of my time preparing for mass disasters,” Dr. Morrow said. “I used to think I might be wasting my time. I don’t think that anymore.”

The aftermath of the Holly tornado in March 2007.

Dentists are needed in the event of a mass disaster. Several training programs are offered through the Rita Bass Trauma and EMS Education Institute at Denver Health. Classes can also be held off-site throughout Colorado by request. For registerees for these courses, call 303-340-5705 or visit www.rbnet.org.

Colorado BNICE-WMD

Clinical Care Course (12.5 CE)
Participants will receive a basic understanding of a BNICE terrorist threat, the acute health effects of a BNICE agent exposure, recognition of trends indicating a possible BNICE event, and appropriate individual protective measures to be used in a BNICE situation. Participants will also gain familiarity with the unique aspects of triage during a BNICE event, mass casualty considerations during a BNICE event, emergency decontamination procedures for patients and healthcare workers during a BNICE event, and appropriate emergency medical treatment for BNICE agents.

June 22, July 26, August 16

Colorado BNICE-Hospital Incident Command System (HICS) Course (2.75 CE)

Participants will receive an understanding of HICS structure; an understanding of various positions and responsibilities within HICS; understanding of the process for expanding or contracting the HICS structure; understanding the process for transferring command under the HICS structure; understanding the structure and importance of the Unified Command system; and gain familiarity with HICS documentation.

June 6, July 10, August 2

Foothills Commercial Builders, Inc. has teamed up with the Colorado Dental Association for its first annual golf tournament. Foothills has been serving Colorado for over 20 years and would like to take the opportunity to say thank you and give back to the community. All proceeds from the tournament will go to the CDA 501c(3) Charitable Fund to benefit Colorado dental charities and Kids In Need of Dentistry (KIND).

Play golf at the Robert Trent Jones Jr.-designed Arrowhead Golf Club in Littleton, Colo. This is a four-star-rated course and voted one of the “Best Places to Play in Colorado” by Golf Digest magazine.

Enter to win a chance to play in the $1,000,000 shoot out! Many Other Contests and Prizes are Also Available! Register Today!

Call your colleagues and register for this scintillating tournament.
Register by calling Scott at Foothills Commercial Builders, 303/755-5711 x302
CLASSIFIED ADS

RENTAL OR LEASE

1. Denver, Colo. Space for lease in the heart of downtown Denver, 7th and Blake. Call 303-817-4234.


3. Aurora, Colo. Grossing over $700,000 per year. Selling or leasing options. Great location in East Arvada. Great opportunity. Call 303/947-9570.


5. Westminster, Colo. Practice space available. Call 303/367-2776 or e-mail susan@sastransitions.com.

6. Arvada, Colo. Space for lease at 2290 Kipling St. Building has room and lab space. Call 970/356-5151.


9. Denver, Colo. Dental office condo for sale near downtown Denver. 4,000 sq ft. 2.5M. Not listed. Call 303/881-1263.

10. Aurora, Colo. Great location, three operatories. $341,000. Producing $40,000-$45,000 per month. Stock profit. Call 303/881-1263.


12. Denver, Colo. Perfect Teeth is seeking to lease or lease/purchase a 500 sq. ft. dental office in the Denver area. Please call 303/881-1263.


16. Career/Vacation opportunities. We can assist you with cost of tenant finish. Call Jack Howell at 303/957-3795 or e-mail jhowell@westclinicians.com.

17. Big Break: Dental, Oral surgery, endo, crown and bridge, and general dentistry. Ortho, grafting, pathology, some orthognathics and emphysema. Emphasis on dentoalveolar, implants, bone grafting, orthodontics, oral surgery and pathology. On the job training. Call 303/957-3795 or e-mail jhowell@westclinicians.com.


21. The Colorado Dental Society - 1600 Wewatta St., Suite 800, Denver, Colorado 80202. 303/740-6900 or 800/222-4274. Fax: 303/740-6901. E-mail: info@cds.org. Web site: www.coloradodontists.org.

SERVICES/ANNOUNCEMENTS/MDIC


