Dear Colleague,

With the unique challenges and opportunities this year has brought for all of us, you can continue to rely on the Florida Dental Association (FDA) to be your expert guide through this time of uncertainty. The FDA is with you every step of the way so you can remain focused on your success, both personal and professional. Here are some of the member benefits you can access for support during the pandemic:

- Crisis and media management assistance and member toolkit for potential COVID-19 issues at your practice.
- A team of experts to help you navigate the latest changes surrounding COVID-19 (such as HR, finances, insurance, federal loan programs, etc.).
- Year-round advocacy, including pandemic-related advocacy with Gov. Ron DeSantis’ office, State of Florida Office of Emergency Management, Florida Board of Dentistry and FEMA.
- Special alerts to keep you well-informed of the latest updates related to COVID-19 and what that means for you as a practicing dentist.
- Dedicated section on our website for COVID-19 resources that is updated regularly to ensure our member resources are as current as possible: floridadental.org/coronavirus

While the association wanted to aid all Florida dentists in immediate recovery, the COVID-19 resources are now a benefit exclusively for members. We appreciate your support and look forward to continuing to provide a valuable return on your investment. If you are not yet a member, we invite you to join us now at floridadental.org/join or by calling our member relations team at 850.681.3629.

We remain committed to helping our members succeed and weathering this storm together.

Sincerely,

Dr. Andy Brown, President

Dr. Dave Boden, President-elect
CONTENTS

Tripartite Membership  2
Protecting the Profession  3
Third-party Payers  4
Promoting the Profession  5
ADA Find-A-Dentist  6
Keeping Informed  7
Annual Convention  8
Education & Licensure  9
Crisis Management  10
Community Connections  11
Practice Management  12
Career Resources  14
Peer Review  15
FDA Foundation  16
FDA Services Inc.  18
FDAS Crown Savings  20
Your Regional Risk Experts  22
Your District Dental Associations  23
FDA Professional Staff  26
FDA Leadership  28

FLORIDA DENTAL ASSOCIATION

HEADQUARTERS
545 John Knox Road, Ste. 200
Tallahassee, FL 32303
800.877.9922 · 850.681.3629
Fax: 850.561.0504
fda@floridadental.org · floridadental.org

GOVERNMENTAL AFFAIRS OFFICE
118 E. Jefferson St.
Tallahassee, FL 32301
800.326.0051 · 850.224.1089
Fax: 850.224.7058
gao@floridadental.org

© Florida Dental Association, August 2020
The mission of the ADA, the FDA and its district dental associations is to “help dentists succeed and support the advancement of the health of the public.” We accomplish this by delivering programs, services and advocacy to maximize value and service at every level.

When you join organized dentistry, you become a member of three remarkable organizations — the American Dental Association (ADA), the Florida Dental Association (FDA) and your district dental association, often referred to as the “tripartite.” The ADA represents dentists throughout the country.

Founded in 1884 by 12 dentists, the FDA is a professional membership organization with more than 8,000 members. Florida is its own district — the 17th Trustee District — in the ADA governing structure. The FDA also has its own representatives on the ADA Board of Trustees, councils and committees.

Florida has six district dental associations that represent the interests and activities of dentists in those areas. Each district association elects its own officers and conducts local meetings. These associations are comprised of affiliate (local) societies that have separate membership policies and programs, but typically work in conjunction with their district dental associations.

See page 23 for more information on your district.
THOUSANDS OF MEMBERS, PLUS YOUR VOICE
equals major political clout in the halls of Tallahassee’s Capitol and Washington, D.C. Because the FDA represents the majority of Florida’s dentists, our voice is taken seriously, making us Florida’s oral health authority.

FDAPAC AND ADPAC
Dentistry’s state and federal political action committees ensure the association has a place at the table when lawmakers are debating legislation that affects dentistry. The FDA Political Action Committee (FDAPAC) Board of Directors works diligently to identify and support dental-friendly candidates. The American Dental Political Action Committee (ADPAC) works to help elect pro-dental national candidates.

LEGISLATIVE ACTION CENTER
This online platform connects you directly to lawmakers, while providing you with easy-to-use tools to advocate for dentistry’s position on hot-button legislative issues.

CAPITAL REPORT & DDOH HIGHLIGHTS VIDEO
Capital Report, an e-newsletter, is dedicated to legislative activities, bill progress and legislators’ positions on FDA initiatives. Capital Report is sent weekly during the legislative session and every other month outside of session — all to help keep you well-informed. The Dentists’ Day on the Hill (DDOH) highlights video is produced to showcase members’ involvement in advocacy during session.

GOVERNMENTAL ACTION COMMITTEE
Meeting weekly during Florida’s legislative session, a committee of your peers is dedicated to developing strategies to address legislative issues that impact you, your patients and your practice. The Governmental Action Committee also meets before each Board of Dentistry meeting to prepare the FDA’s position on issues that impact the dental profession.

LEGISLATIVE CONTACT DENTISTS
FDA members volunteer to be a legislative contact dentist to educate legislators on FDA priorities and help them understand the impact legislation could have on the dental profession. These close relationships are vital to the success of the FDA’s legislative agenda.
The FDA has a dedicated staff member to focus resources on third-party payers in Florida and their impact on members. Working closely with the various insurance plans, Medicaid managed-care plans, the Agency for Health Care Administration (AHCA), Department of Health, Board of Dentistry (BOD) and other state and federal agencies, the FDA Director of Third Party Payer and Professional Affairs addresses issues relating to third-party payers.

LOOKING FOR HELP?

Call the FDA! We can address your concerns in the complex arena of managed care. We also can gather data on problems and create momentum for finding solutions.

MAKE THE CALL!

Call with issues and concerns about:
- insurance and Medicaid managed-care plan reimbursement.
- contracting with commercial insurance and Medicaid managed-care plans.
- filing complaints with the Office of Insurance Regulation and/or AHCA.
- general third-party payer questions.
- regulatory issues with the BOD.

REAL PROBLEM SOLVING – AN EXAMPLE

A PPO plan started to reimburse providers via an electronic credit card that charged the dentist a service fee when it was redeemed online, thus, lowering the reimbursement amount. After contacting the FDA, the dentist was told he/she did not have to be reimbursed via credit card (or even electronically) and could notify the plan, in writing, that he/she still wanted to be paid via check.

For additional information:
Director of Third Party Payer & Professional Affairs Casey Stoutamire
800.877.9922 · 850.681.3629 · cstoutamire@floridadental.org
EDUCATING THE PUBLIC

The FDA takes a proactive approach to public relations with an integrated communications campaign that raises awareness of the important benefits of choosing FDA dentists and maintaining consistent dental visits.

SPECIAL EVENTS
The FDA Foundation’s Florida Mission of Mercy (FLA-MOM), Give Kids a Smile and other special events provide a unique opportunity for the FDA to educate the public and influence their oral health habits.

PRESS RELEASES
The FDA regularly distributes press releases about member accomplishments and issues related to oral health.

MEDIA OUTREACH
Building relationships with the media is critical to the way dentistry is portrayed to the public. The FDA works diligently to educate the public about the profession.

DIGITAL MEDIA
The FDA uses social media to educate the public, media, lawmakers and health-related organizations on the importance of oral health and its correlation with overall health. The FDA’s digital advertising and social media posts encourage patients to practice good dental care and to choose an FDA dentist.

ALLIANCE OF THE FDA
The Alliance of the FDA (AFDA) is the association’s organization for members’ significant others and its members are advocates for the profession of dentistry, oral health and the dental family. Committed to supporting the FDA, they participate in Dentists’ Day on the Hill and in the FDA Foundation’s FLA-MOM. Visit allianceofthefda.com or email info@allianceofthefda.com.
HELP PATIENTS FIND YOU

LAND AT THE TOP of an online search for dentists in your area by completing your ADA Find-A-Dentist profile. This free member benefit only lists ADA dentists. Patients can search by address or ZIP code and query distance, specialty or your name.

The ADA recently completed a digital campaign targeting 19.6 million potential patients with the goal of augmenting patient traffic to member-dentists’ offices. Through the use of display advertising, search engine ads and animated banners on websites, prospective patients were encouraged to visit the the Find-A-Dentist search tool at findadentist.ada.org to locate an ADA member-dentist.

Visit ADA.org/MyADA and log on to highlight your practice by uploading your picture and completing your practice information. If you’re unsure of your user ID or password, call the ADA Member Service Center at 800.621.8099. A picture is worth a lot of clicks!

UPDATING YOUR FIND-A-DENTIST PROFILE takes less than five minutes. Profiles with photos get 11 times more clicks that those without. Don’t miss out on potential patients finding your practice!

■ STEP 1: UPDATE YOUR PHOTO.
Upload your profile photo. Data shows that profiles with pictures receive more clicks than profiles without photos.

■ STEP 2: INPUT YOUR CONTACT INFORMATION.
Add your address, phone number, as well as office hours, so patients can make plans to book an appointment. You can add multiple business addresses.

■ STEP 3: ENTER YOUR PRACTICE INFORMATION.
Enter your practice description, website, email, specialty and language(s) spoken. Be sure to include which payment options and benefits you accept to help prospective patients who will need this specific information.
DISTRICT DENTAL ASSOCIATION MEETINGS
The six district dental associations that comprise the FDA host meetings throughout the year. Some events are designed for the whole dental team, and others are for members only. Contact your district dental association office to find out when your next meeting takes place. See page 23.

TODAY’S FDA
This bimonthly, award-winning publication keeps dentists informed about what’s happening in the profession, the latest clinical practices and the trends that influence the way you’re practicing dentistry.

NEWS BITES
Once a month, the FDA provides members with an e-newsletter with the latest news and information, plus opportunities for savings, benefits, services and programs. Special Alerts also arrive with important timely news. In addition, a special printed edition of News Bites is mailed to members twice a year.

FDA BLOG: BEYOND THE BITE
The FDA’s official blog, Beyond the Bite, provides more in-depth resources, tips and best practices to help support members’ success. FDA leaders, members and staff, and others in the dental industry, share their insights, expertise and personal stories. Also on the blog, Chew on This, features interviews with intriguing people in a fast-paced Q&A session.

SOCIAL MEDIA
Real-time communication allows members to connect with each other and to the FDA on social media. Keep up with dental issues, state dental events, volunteer opportunities and fun dental facts.

FDA MEMBER RELATIONS: 800.877.9922
For personalized service, the FDA staff are always just a phone call, online chat or email away. FDA Membership Concierge Christine Trotto can help you take advantage of the many benefits designed to help you succeed. Contact Christine at 850.350.7136 or ctrotto@floridadental.org.
DISCOVER THE “PATHWAYS TO SUCCESS” AT THE 2021 FLORIDA DENTAL CONVENTION!

Make plans to attend the 2021 Florida Dental Convention (FDC) on June 24-26, featuring three days of cutting-edge education, buying opportunities and endless networking. You’re sure to leave with sharpened skills, knowledge on the latest technology and trends, and lasting connections with fellow dental professionals. Registration opens February 2021.

FREE CE
FDA members receive free pre-registration, discounted course pricing and up to 18 hours of FREE continuing education (CE). FDC also offers motivational keynote sessions on Thursday and Friday mornings that are FREE for all attendees during pre-registration.

EDUCATION
FDC offers 130+ courses for you and your entire dental team. Experts in their field offer everything from advanced dentistry and hands-on workshops to communication and administrative courses. Bring your entire team and learn skills that can be implemented in your office on Monday morning.

EXHIBIT HALL
Discover and test drive the latest products, services and dental technologies from 350+ industry leading exhibitors in the FDC Exhibit Hall. Access to the Exhibit Hall is included in FDA members’ FREE pre-registration. New this year, register to attend the Corporate Learning Corner where companies will showcase their new products in 45-minute sessions.

NETWORKING
Come for the CE, Stay for the Fun! There are endless opportunities to connect with colleagues, make new friends and enjoy your time during FDC. Enjoy alumni receptions, specialty meetings and family-friendly social events all without leaving Gaylord Palms. As always, the legendary FDC Thursday and Friday parties are included in your registration.

Find more information at floridadentalconvention.com.
Along with popular Today’s FDA “Diagnostic Discussion” courses, the FDA now offers 30+ course recordings from the 2019 Florida Dental Convention and three webinars on maintaining a successful practice during the COVID-19 pandemic. These courses are free for FDA members and can be accessed at floridadental.org/online-ce.

MANDATORY COURSES

HUMAN TRAFFICKING: All Florida-licensed dentists and hygienists are required to take a one-hour course on human trafficking by Jan. 1, 2021. The FDA offers this mandatory course as an on-demand webinar for only $35 for FDA members.

OPIOID PRESCRIBING: All Florida-licensed dentists, regardless of DEA licensing, are required to take a two-hour course on the safe and effective prescribing of controlled substances during every license renewal biennium. The FDA offers this mandatory course as an on-demand webinar for only $50 for FDA members.

Both courses can be accessed at learning.floridadental.org.

LICENSE EXPIRATION REMINDERS

RENEWAL DEADLINE IS FEB. 28, 2022. Your license is your key to earning income, and the FDA reminds members who haven’t renewed their license through postal and email messages, in addition to announcements in all publications.

CE BROKER

The FDA makes reporting CE credit to CE Broker easier for members! Any CE earned from the FDA, online (“Diagnostic Discussion” and mandatory courses) or at the Florida Dental Convention, is automatically reported to CE Broker on your behalf the first Friday of each month.

The FDA offers discounted rates for upgraded CE Broker plans. With this member-only benefit, you can create a Professional account for only $24 or Concierge account for only $90 per year. Find the FDA member CE Broker discount code at floridadental.org/online-ce.

For information about CE or licensure, contact the FDA: 800.877.9922 or fda@floridadental.org.
COVID-19 TRUSTED RESOURCE
The FDA jumped into action to provide information to members during the nation’s reaction to the COVID-19 pandemic. Members received:
- up-to-date emails to communicate the latest news.
- efforts to ensure the FDA website was informative and current.
- active engagement on social media platforms.
- advocacy with elected officials, including FDA Immediate Past President Dr. Rudy Liddell, who served as a representative on the Governor’s Re-open Florida Task Force.
- Dr. Liddell served as co-chair to the task group that developed the ADA’s guidelines for reopening dental practices and FDA Executive Director Drew Eason also was a member of the task force.
- outreach to regulatory bodies for information and clarification.

The FDA will continue to be a trusted and valuable resource for members in this time of challenge and uncertainty.

HURRICANE READINESS GUIDE
This guide provides useful tips on insurance coverage, disaster planning, office preparation, and digital resources that will help you keep your practice running in the event of a big storm. Visit bit.ly/2W0Na8F to access the Hurricane Readiness Guide.

EMERGENCY DISASTER FUND
Through the FDA Foundation, Florida dentists impacted by a physical disaster may apply for emergency disaster grants to help meet their urgent personal needs such as food, water, clothing, emergency shelter, medications, etc.

CRISIS MANAGEMENT
Is the media calling you for a quote or information? Has there been an incident at your practice? The FDA public relations team can help prep you for the call with policy information and media dos and don’ts.
FLORIDA’S ACTION FOR DENTAL HEALTH

The FDA launched Florida’s Action for Dental Health (FADH) to help improve access to oral health for all Floridians. This comprehensive initiative is focused on four primary objectives:

- Promote attainable dental care for the uninsured and underserved.
- Collaborate to maximize use and capacity of the current dental workforce to optimally serve Floridians with preventive and therapeutic dental care.
- Expand opportunities for public health dentistry to serve Floridians.
- Educate the public on and protect Floridians from the risks affiliated with using and accessing dental care through alternative methods that do not involve seeing a dentist.

The FDA is collaborating with many stakeholders and working daily to address and solve our state’s oral health access problems. As we seek to promote attainable dental care for the underserved, a key strategy is to support and expand volunteer safety-net programs. For more information, visit dentalhealthfl.org.

FLUORIDATION

The FDA is a leading advocate for fluoridation, a vital resource for information on its measured use and effectiveness, and a reliable expert on matters of patient safety and oral health for the people of Florida. Scientific studies show that fluoridation at optimal health levels is a safe, effective and low-cost way communities can create a barrier to the development of dental decay and infection.

As Florida’s advocate for oral health, the FDA helps educate community leaders on the benefits of fluoridation and provides expert testimony before commission meetings, when needed. The FDA works with state agencies and the ADA to promote fluoridation. To increase education efforts and promote fluoridation, the FDA has a fluoridation-specific website, floridafluoridation.org.
FDA LEGAL FAQS*
The FDA website houses the answers prepared by the FDA’s experienced legal counsel to our members’ most commonly asked legal questions, including: patient records, patient abandonment, advertising and more.

MANAGED-CARE HANDBOOK*
*You Want Me to Sign What? A Florida Dentist’s Handbook on Managed-care Contracts* is a comprehensive reference including information on reimbursement, risk, negotiating, and rights and duties of both parties.

REQUIRED EMPLOYMENT POSTERS*
There are many federal and state laws that require dental offices, like other employers, to conspicuously post up to a dozen notices in locations accessible to employees. You can find a comprehensive list of links to government websites for downloadable free posters at floridadental.org/posters. Save hours of searching with this handy list!

REQUIRED HUMAN TRAFFICKING POSTER*
Employers must display a human trafficking poster accessible to employees (in English and Spanish) by Jan. 1, 2021. This poster is now available to FDA members only at floridadental.org/humantrafficking.

MARKETING TOOLKIT FOR MEMBERS*
This toolkit provides tips to help you elevate your practice’s communications. To identify yourself as an FDA member, on your website or printed material, a digital “Member of the FDA” file is available on the FDA website, along with the toolkit.

ADA EVIDENCE-BASED DENTISTRY
The ADA Center for Evidence-based Dentistry provides systematically assessed evidence as tools and resources to support your clinical decisions. Visit ebd.ada.org to learn more.

FIND A COLLEAGUE ONLINE*
You can find any ADA member in the U.S. using the ADA’s Find-a-Dentist page located at floridadental.org/public/find-a-dentist.

*Available at floridadental.org
ADA CONTRACT ANALYSIS SERVICE
The ADA’s Contract Analysis Service analyzes third-party payer contracts, including contracts from managed-care companies, HMOs and PPOs. It explains the contract’s provisions in clear language so you can make informed decisions about the implications of participation. This service is available at no cost to FDA members only. For assistance, contact the FDA at 800.877.9922.

ADA ETHICS HOTLINE: 800.621.8099
This member service is designed to help new dentists and other members manage ethical challenges that may arise in day-to-day practice. This hotline is not a legal resource but helps resolve ethical dilemmas, much like an ethics consult service. Members can discuss their issue during a confidential call with experienced practitioners.

RADIOGRAPHY TRAINING ONLINE. CONVENIENT. SELF-PACED. AFFORDABLE.
The Florida Dental Association (FDA) Online Radiography Training Program is the most convenient and economical way to ensure your assistants receive the radiography training required by Florida law. No need for travel or time away from work. Your dental assistants train online, under your supervision, at their own pace.

It’s affordably priced, too — just $285 per assistant for FDA members — a savings of $100! (Non-members pay $385.)

To find out more or to get started, visit MyDentalRadiography.com/fda.
THE FDA CAREER CENTER OFFERS A JOB BOARD FOR DENTISTS AND EMPLOYERS OF DENTAL PROFESSIONALS. VISIT CAREERS.FLORIDADECLTAL.ORG.

The FDA created the Career Center to give dentists and dental employers a better way to find each other and make that perfect fit. When it comes to making career connections in the dental profession, the mass-market approach of the mega job boards may not be the best way to find what you need. Member discounts are available.

JOB SEEKER BENEFITS INCLUDE: free and confidential resumé postings, automatic email notifications when new positions match your criteria and access to a diverse suite of career resources.

EMPLOYER BENEFITS INCLUDE: easy online job listing management, a resumé search included with job posting and automatic email notifications when job seekers match your criteria.

This interactive web resource offers members relevant and effective solutions you can use every day: managing your career, expanding your knowledge and balancing your life.

MORE THAN 600 TOPICS, INCLUDING:

Addiction  
Balance  
Coding  
Consulting  
Dental Benefits  
Dental Plans  
Diversity  
Education  
Finances  
HIPAA  
Job Search  
Leadership  
Marketing  
Medicare  
Office Design  
Office Ergonomics  
Patients  
Section 1557  
Sleep  
Staff  
Stress  
Taglines  
Technology  
Third Parties  
Travel  
Wellness

Visit success.ada.org
Section 466.022(1), Florida Statutes, states (among other things) that "a professional organization or association of dentists which sponsors, sanctions, or otherwise operates or participates in peer review activities is hereby afforded the same privileges and immunities afforded to any member of a duly constituted medical review committee by s. 766.101(3)." Section 766.101(3)(a), Florida Statutes, provides that “[t]here shall be no monetary liability on the part of, and no cause of action for damages shall arise against, any member of a duly appointed medical review committee, or any health care provider furnishing any information, including information concerning the prescribing of substances listed in s. 893.03(2), to such committee, or any person, including any person acting as a witness, incident reporter to, or investigator for, a medical review committee, for any act or proceeding undertaken or performed within the scope of the functions of any such committee if the committee member or health care provider acts without intentional fraud.” These statutory protections are intended to encourage good faith participation in the peer review process without fear of liability.

However, it is important to remember that records generated in the peer review process may be subject to disclosure in response to a subpoena or other legal process, and the original records (patient’s chart and dental records) and underlying facts of a matter submitted to peer review are almost always discoverable.

You often can avoid costly legal fees and malpractice suits by using this free service available only to members.

How Peer Review Works

1. Patient calls district dental association office with a concern.
2. District staff decide if the situation falls under the duties of peer review and can start the paperwork.
3. The case is sent to the peer review chair (volunteer dentist) in the area near the patient.
4. The peer review chair calls the patient to discuss the issue.
5. The peer review chair then calls the dentist to discuss the issue and see if the dentist is willing to settle by refunding all or some of the fee.
6. If not in agreement, the chair convenes a peer review panel and collects information from the dentist who treated the patient.
7. If there is an agreement, the peer review chair negotiates a settlement to which the patient and dentist both agree.
8. The district notifies the patient of the proceeding’s outcome.
The FDA Foundation is the philanthropic arm of the FDA, promoting dental health for all Floridians. As Florida’s premier charitable organization for dentistry, the FDA Foundation is dedicated to working with our members to improve the oral health of all Floridians.

**FLORIDA MISSION OF MERCY**

The Florida Mission of Mercy (FLA-MOM) is a large-scale, two-day, professional dental clinic that provides care to any patient at no cost, with the goal of serving the underserved and uninsured in Florida — those who would otherwise go without care. Since its inception in 2014, the program has provided $9.43 million in donated dental services to nearly 10,000 patients. The next FLA-MOM event will be held April 9-10, 2021. The location of the event will remain at the Prime F. Osborn III Convention Center in Jacksonville. Visit flamom.org or call 850.681.3629 to learn more or to volunteer.

**PROJECT: DENTISTS CARE**

Project: Dentists Care (PDC) consists of numerous organizations in Florida that provide a safety net of preventive and restorative dental care to those in greatest need. The FDA Foundation maintains a comprehensive list of Florida dental access programs. Over the last six years, PDC clinics have treated more than 43,000 patients, resulting in $14.15 million in donated dental care. Visit fdacares.com to find your nearest PDC program.

**DONATED DENTAL SERVICES**

The FDA Foundation partners with and provides funding to Dental Lifeline Network • Florida to support the Donated Dental Services (DDS) program, which provides access to free, comprehensive dental treatment to Florida’s most vulnerable people with disabilities, the elderly and medically fragile through a volunteer network. Since 1997, DDS has provided almost $9 million in comprehensive treatment for 1,936 Floridians. Contact DDS Florida Program Coordinator Megan Manor at mmanor@dentallifeline.org to volunteer.

**EMERGENCY DISASTER FUND**

Florida dentists impacted by a physical disaster may apply for emergency disaster grants to help meet their urgent personal needs such as food, water, clothing, emergency shelter, medications, etc.
CREATE A LEGACY FOR ORAL HEALTH IN FLORIDA.

There is a critical need to improve oral health in our state. Every day thousands of Floridians are experiencing severe dental pain and infection that is affecting their health, their self-esteem and their quality of life — from their ability to find employment to their ability to speak or chew properly.

The FDA Foundation serves as a catalyst for uniting volunteers and organizations to make a difference through better oral health. Programs supported by the FDA Foundation provide millions of dollars of life-changing dental care to those who are most in need.

As Florida’s advocates for oral health, the FDA and the FDA Foundation work collaboratively to champion policies that make oral health achievable for all Floridians. Our efforts provide tangible faces, stories and numbers to illustrate the significant need for better oral health programs and policies.

To continue to build on these efforts and make an impact, the FDA Foundation needs the support of our members. The Emerald Club recognizes members who support the FDA Foundation and its efforts through annual charitable contributions.

When you join the FDA Foundation’s Emerald Club, you are distinguishing yourself as a champion and steward for oral health. You are making a difference in the lives of thousands of Floridians in communities across the state — from restoring smiles and building self-esteem to enhancing health and increasing quality of life. You are creating a legacy for better oral health in Florida.

For more information about the Emerald Club, visit emeraldclub.floridadental.org.

The FDA Foundation is the philanthropic arm of the Florida Dental Association promoting dental health for all Floridians. A COPY OF THE OFFICIAL REGISTRATION (CH2435) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-HELP-FLA TOLL-FREE WITHIN THE STATE OR GO TO freshfromflorida.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.
PROFESSIONAL LIABILITY INSURANCE

MORE THAN 5,400 DENTISTS in Florida trust The Doctors Company with their professional liability insurance. Coverage from The Doctors Company defends, protects and rewards dentists throughout their careers. An unrivaled benefit, The Tribute Plan, rewards you for your loyalty dedication to superior patient care. It is based on the fundamental principle that by working together to promote patient safety and keep claims low, we all win. The Doctors Company has earmarked $9,906,720 in Tribute Plan dollars for Florida dentists. The company has paid more than $50 million to retiring doctors to date. Rewards of this magnitude are not offered by any other medical malpractice insurer.

NEW THREAT!
YOUR PRACTICE NEEDS CYBER COVERAGE!

Privacy and data security exposure is the fastest growing threat to your dental practice. FDA Services gets phone calls every week regarding cyber attacks affecting our members. We strongly advise adding cyber liability insurance to your portfolio because it is a real threat. Dentists can get $1 million in coverage, starting at $65 per month with CyberGuard Plus from The Doctors Company.

SAVE ON WORKERS’ COMP FOR YOUR PRACTICE: THE ZENITH 25% WORKERS’ COMPENSATION DIVIDEND

Practices with an annual workers’ compensation premium of $500 or more are eligible for a 25% dividend. Savings are available for dental offices that meet the following requirements:

1. Annual Workers’ Compensation Premium of $500 or more (down from $1,000!)
2. Claims-free the past three years (current year plus two prior years)

The carrier will apply a 25% dividend of your earned annual premium to all new and existing policies that meet the program guidelines starting July 1, 2018.
Professional Liability Insurance: The only FDA-endorsed professional liability provider is The Doctors Company, featuring numerous discounts, dividends and the game-changing Tribute Plans rewards.

Workers’ Compensation Insurance: FDAS offers a special 25% dividend plan with The Zenith.

Dental Office Policy: We work with the top office insurance carriers to find you the best coverage at the best price for your practice.

Commercial Umbrella Liability: Provides coverage in the event of a catastrophic liability loss in excess of underlying policy limits.

Employment Practices Liability: Responds to allegations of wrongful termination, failure to promote, harassment or discrimination. This is a must-have for all dental offices.

Cyber Liability: We recommend at least $250 worth of coverage per patient record.

Health Insurance: We offer small group and individual health insurance options.

Office Overhead: Protection to continue business operations should you become disabled.

Life Insurance: Protect the practice, protect the family or replace the income derived from a key employee.

Disability Insurance: Coverage to protect your loss of income due to a disability. Our carriers offer an own-occupation definition.

Long-term Care Insurance: This voluntary benefit for you and your employees covers costs of home care, assisted living and nursing home.

Directors and Officers: Liability coverage for allegations against the dental practice’s officers or board members.

Bonds: ERISA compliance for pension and profit-sharing plans.
Join your fellow FDA member dentists in saving on the essential products and services for your practice! We find the best deals with the best providers, so that FDA members can receive exclusive discounts, saving them time, money and hassle.

FDAS CROWN SAVINGS

Call 800.877.7597 or visit fdaservices.com/crown-savings to learn more!

BANK OF AMERICA

PRACTICE FINANCING
50% Reduction in loan administration fees
800.497.6076
bankofamerica.com/practicesolutions

AUTOMATED HIPAA COMPLIANCE
20% savings
800.594.0883
abyde.com/fda

TDSC is a member-dentist led organization built to provide consistent, competitive pricing on dental supplies to members of organized dentistry regardless of practice size. Dentists have already saved more than $6.5 million compared to MSRP on their dental supplies.

DENTAL SUPPLIES
Competitive pricing and significant savings.
tdsc.com/florida
888.253.1223
support@tdsc.com
FDA Services really has their act together. It is very easy to get ahold of a human when calling, which is so helpful when trying to fit in business calls between patients. I always get answers back quickly if the person doesn’t know the answers immediately. I went from working with a company who made every request feel like it was a hassle for them, to working with a team of cheerleaders who were happy to help. Thank you for all y’all do — I know it requires a lot of dedication and hard work for a team to be that organized, productive and enthusiastic! — Dr. Tracy Eckles, Tallahassee
LOOKING FOR COLLEAGUES and maybe some of the best friends you’ll ever make? District dental associations offer you the chance to share meals, opinions, advice, support, politics, continuing education and family events at local venues with your professional colleagues.

ATLANTIC COAST DISTRICT DENTAL ASSOCIATION (ACDDA)
Dr. Jay Singer, President
Kathy Corrado, Executive Director • k.corrado@acdda.org
10380 S.W. Village Center, #408 • Port St. Lucie, FL 34987
Voice: 561.968.7714 • Fax: 772.621.8167 • acdda.org
COUNTIES
Broward, Indian River, Martin, Okeechobee, Palm Beach, St. Lucie
ACDDA AFFILIATE DENTAL ASSOCIATIONS
Broward County Dental Association
Central Palm Beach County Dental Association
South Palm Beach County Dental Association
Treasure Coast Dental Society

CENTRAL FLORIDA DISTRICT DENTAL ASSOCIATION (CFDDA)
Dr. Suzi Thiems-Heflin, President
Marlinda Fulton, Executive Director • cfdental@cfdda.org
800 N. Mills Ave. • Orlando, FL 32803-4022
Voice: 407.898.3481 • Fax: 407.895.9712 • cfdda.org
COUNTIES
Alachua, Brevard, Flagler, Gilchrist, Lake, Levy, Marion, Orange, Osceola, Seminole, Sumter, Volusia
CFDDA AFFILIATE DENTAL ASSOCIATIONS
Alachua County Dental Association
Brevard County Dental Society
Dental Society of Greater Orlando
Lake County Dental Association
Marion County Dental Association
Volusia-Flagler County Dental Association
NORTHEAST DISTRICT
DENTAL ASSOCIATION (NEDDA)
Dr. Kris Harth, President
Debbie Deville, Executive Director · ddeville@nedda.org
3733 University Blvd. W., Ste. #212 · Jacksonville, FL 32217
Voice: 904.737.7545 · Fax: 904.737.9934 · nedda.org

COUNTIES
Baker, Bradford, Clay, Columbia, Dixie, Duval, Hamilton, Lafayette, Madison,
Nassau, Putnam, St. Johns, Suwannee, Taylor, Union

NEDDA AFFILIATE DENTAL ASSOCIATIONS
Clay County Dental Society
Jacksonville Dental Society

NORTHWEST DISTRICT DENTAL ASSOCIATION (NWDDA)
Dr. Brittney Craig, President
Angel Estep, Executive Director · nwdda@nwdda.org
2910 Kerry Forest Parkway, D4-309 · Tallahassee, FL 32309
Voice: 850.391.9310 · Fax: 850.391.9311 · nwdda.org

COUNTIES
Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson,
Jefferson, Leon, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton, Washington

NWDDA AFFILIATE DENTAL ASSOCIATIONS
Bay Dental Society
Escambia/Santa Rosa County Dental Association
Leon County Dental Association
Okaloosa/Walton Dental Association

SOUTH FLORIDA DISTRICT DENTAL ASSOCIATION (SFDDA)
Dr. Mariana Velazquez, President
Yolanda Marrero, Executive Director · ymarrero.sfdda@gmail.com
420 S. Dixie Highway, #2-E · Coral Gables, FL 33146-2222
Voice: 305.667.3647 · Fax: 305.665.7059 · sfdda.org

COUNTIES
Miami-Dade, Monroe, South Broward

SFDDA AFFILIATE DENTAL ASSOCIATIONS
Miami Dade Dental Society
North Dade-Miami Beach Dental Society
South Broward Dental Society
WEST COAST DISTRICT
DENTAL ASSOCIATION (WCDDA)
Dr. M. Reza Iranmanesh, President
Lissette Zuknick, Executive Director • lissette@wcdental.org

1114 Kyle Wood Lane • Brandon, FL 33511
Voice: 813.654.2500 • Fax: 813.654.2505 • wcdental.org

COUNTIES
Charlotte, Citrus, Collier, DeSoto, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lee, Manatee, Pasco, Pinellas, Polk, Sarasota

WCDDA AFFILIATE DENTAL ASSOCIATIONS
Charlotte County Dental Association
Collier County Dental Association
Greater Highlands County Dental Association
Hernando County Dental Association
Hillsborough County Dental Association
Lee County Dental Society
Manatee Dental Society
Pinellas County Dental Association
Polk County Dental Association
Sarasota County Dental Association
Upper Pinellas County Dental Association
West Pasco Dental Association
The last four digits of the telephone number are the extension for that staff member.
THE FDA STAFF ARE YOUR DEDICATED PARTNERS — CONTRIBUTING THEIR KNOWLEDGE, EXPERIENCE AND EXPERTISE TO HELP MEMBERS SUCCEED.

**INFORMATION SYSTEMS**

LARRY DARNELL, MBA, CAE  
Director of Information Systems  
larnell@floridadental.org  •  850.350.7102

RACHEL STYS, Systems Administrator  
rstys@floridadental.org  •  850.350.7153

**FDA SERVICES**

SCOTT RUTHSTROM, Chief Operating Officer  
scott.ruthstrom@fdaservices.com  •  850.350.7146

CARRIE MILLAR, MBA, CAE  
Director of Insurance Operations  
carrie.millar@fdaservices.com  •  850.350.7155

CAROL GASKINS, Commercial Accounts Manager  
carol.gaskins@fdaservices.com  •  850.350.7159

MARCIA DUTTON, Membership Services Assistant  
marcia.dutton@fdaservices.com  •  850.350.7145

KELLY DEE  
Atlantic Coast Commercial Account Advisor  
kdee@fdaservices.com  •  850.350.7157

MARIA BROOKS  
South Florida Commercial Account Advisor  
maria.brooks@fdaservices.com  •  850.350.7144

MELISSA STAGGERS  
West Coast Commercial Account Advisor  
melissa.staggers@fdaservices.com  •  850.350.7154

PORSCHE BIGGINS  
Central Florida Commercial Account Advisor  
pbiggins@fdaservices.com  •  850.350.7149

TESSA DANIELS, Commercial Account Advisor  
tessa.daniels@fdaservices.com  •  850.350.7158

LIZ RICH, Commercial Account Advisor  
liz.rich@fdaservices.com  •  850.350.7171

**INSURANCE ADVISORS**

RICK D’ANGELO, CIC  
Director of Sales – West Coast  
rick.dangelo@fdaservices.com  
813.475.6948  •  Cell: 813.267.2572

DENNIS HEAD, CIC  
Director of Sales – Central Florida  
dennis.head@fdaservices.com  
877.843.0921 (toll free)  •  Cell: 407.927.5472

JOSEPH PERRETTI, SBCS  
Director of Sales – South Florida  
joep.perretti@fdaservices.com  
305.665.0455  •  Cell: 305.721.9196

MIKE TROUT  
Director of Sales – North Florida  
mike.t Trout@fdaservices.com  
904.249.6985  •  Cell: 904.254.8927

DAN ZOTTOLI, SBCS  
Director of Sales – Atlantic Coast  
dan.zottoli@fdaservices.com  
561.791.7744  •  Cell: 561.601.5363

**STATE**

**FLORIDA DENTAL ASSOCIATION**

**HEADQUARTERS:**  
545 John Knox Road, Ste. 200  
Tallahassee, FL 32303  
800.877.9922  •  850.681.3629  
fda@floridadental.org  •  floridadental.org

**GOVERNMENTAL AFFAIRS OFFICE:**  
118 E. Jefferson St.  •  Tallahassee, FL 32301  
800.326.0051  •  850.224.1089  
gao@floridadental.org

**FDA SERVICES INC.**  
545 John Knox Road, Ste. 201  
Tallahassee, FL 32303  
800.877.7590  •  850.681.2996  
Fax: 850.681.9782

**NATIONAL**

**AMERICAN DENTAL ASSOCIATION**

**HEADQUARTERS:**  
211 E. Chicago Ave.  
Chicago, IL 60611-2678  
800.621.8099  •  ada.org
OFFICERS

DR. ANDY BROWN
President • Orange Park
abrown@bot.floridadental.org

DR. DAVE BODEN
President-elect • Port St. Lucie
dboden@bot.floridadental.org

DR. GERALD BIRD
First Vice President • Cocoa
gbird@bot.floridadental.org

DR. BEATRIZ TERRY
Second Vice President • Miami
bterry@bot.floridadental.org

DR. JEFF OTTLEY
Secretary • Milton
jottley@bot.floridadental.org

DR. RUDY LIDDELL
Immediate Past President • Brandon
rliddell@bot.floridadental.org

DR. JOHN PAUL
Editor • Lakeland
jpaul@bot.floridadental.org

DR. RODRIGO ROMANO
Treasurer • South Miami
rromano@bot.floridadental.org

DR. DON ILKKA
Speaker of the House • Leesburg
dilkka@bot.floridadental.org

MR. DREW EASON
Executive Director • Tallahassee
deason@floridadental.org

BOARD OF TRUSTEES

DR. KAREN GLERUM
ACDDA Trustee • Boynton Beach
kglomer@bot.floridadental.org

DR. MIKE STARR
ACDDA Trustee • Wellington
mstarr@bot.floridadental.org

DR. ALANA HUMBERSON
ACDDA Alternate Trustee • Vero Beach
ahumberson@bot.floridadental.org

DR. JOHN PASQUAL
ACDDA Alternate Trustee • Delray Beach
jpasqual@bot.floridadental.org

DR. BERNARD KAHN
CFDDA Trustee • Maitland
bkahn@bot.floridadental.org

DR. HOWARD PRANIKOFF
CFDDA Trustee • Ormond Beach
hpranikoff@bot.floridadental.org

DR. JOHN CORDOBA
CFDDA Alternate Trustee • Lake Mary
jcordoba@bot.floridadental.org

DR. SUZI THIEMS-HEFLIN
CFDDA Alternate Trustee • Ocala
sthiems@bot.floridadental.org

DR. DAN GESK
NEDDA Trustee • Jacksonville
dgesek@bot.floridadental.org

DR. RICK MULLEN
NEDDA Trustee • Jacksonville
rmullen@bot.floridadental.org

DR. BETHANY DOUGLAS
NEDDA Alternate Trustee • Jacksonville
bdouglas@bot.floridadental.org

DR. CLAUDIO VARELLA
NEDDA Alternate Trustee • Jacksonville
cvarella@bot.floridadental.org

DR. REESE HARRISON
NWDDA Trustee • Lynn Haven
rharrison@bot.floridadental.org

DR. EDDIE MARTIN
NWDDA Trustee • Pensacola
emartin@bot.floridadental.org

DR. SUSAN BYRNE
NWDDA Alternate Trustee • Tallahassee
sbyrne@bot.floridadental.org

DR. BRITTNEY CRAIG
NWDDA Alternate Trustee • Tallahassee
bcraig@bot.floridadental.org

DR. GINA MARCUS
SFDDA Trustee • Coral Gables
gmarcus@bot.floridadental.org

DR. IRENE MARRON-TARRAZZI
SFDDA Trustee • Miami
imarron@bot.floridadental.org
BOARD OF TRUSTEES (CONT.)

DR. ELAINE DEROODE
SFDDA Alternate Trustee • Miami
derooode@bot.floridadental.org

DR. MARK LIMOSANI
SFDDA Alternate Trustee • Weston
mlimosani@bot.floridadental.org

DR. PAUL PALO
WCDDA Trustee • Winter Haven
ppalo@bot.floridadental.org

DR. STEVE ZUKNICK
WCDDA Trustee • Brandon
szuknick@bot.floridadental.org

DR. CHRISTOPHER BULNES
WCDDA Alternate Trustee • Tampa
cbulnes@bot.floridadental.org

DR. FREDERICK GRASSIN
WCDDA Alternate Trustee • New Port Richey
fgrassin@bot.floridadental.org

COUNCILS

COUNCIL ON DENTAL BENEFITS & CARE
DR. WENDY CHURCHILL — CHAIR
Casey Stoutamire — Staff Support

COUNCIL ON DENTAL EDUCATION & LICENSURE
DR. TOM BROWN — CHAIR
Casey Stoutamire — Staff Support

COUNCIL ON ETHICS, BYLAWS & JUDICIAL AFFAIRS
DR. DREW JOHNSON — CHAIR
Casey Stoutamire — Staff Support

COUNCIL ON FINANCIAL AFFAIRS
DR. FRED GRASSIN — CHAIR
Breana Giblin — Staff Support
Greg Gruber — Staff Support
Scott Ruthstrom — Staff Support

COUNCIL ON MEMBERSHIP
DR. DEMETRICK LECORN — CHAIR
Kerry Gómez-Ríos — Staff Support

COUNCIL ON THE NEW DENTIST
DR. JORDAN HARPER — CHAIR
Kerry Gómez-Ríos — Staff Support

COMMITTEES

AUDIT COMMITTEE
DR. RODRIGO ROMANO — CHAIR
Greg Gruber — Staff Support

COMMITTEE ON CONVENTIONS & CONTINUING EDUCATION
DR. JOLENE PARAMORE — CHAIR
Crissy Tallman — Staff Support

GOVERNMENTAL ACTION COMMITTEE
DR. ANDY BROWN — CHAIR
Joe Anne Hart — Staff Support

LEADERSHIP DEVELOPMENT COMMITTEE
DR. ANGELA MCNEIGHT — CHAIR
Larry Darnell — Staff Support

BOARD OF DENTISTRY LIAISON
DR. JOSEPH CALDERONE
jcalderone@bot.floridadental.org

ADA 17TH DISTRICT TRUSTEE
DR. CESAR SABATES (TERM ENDS OCT. 2020)
sabatesc@ada.org

DR. RUDY LIDDELL (TERM BEGINS OCT. 2020)
liddellr@ada.org

FLORIDA DELEGATION TO THE ADA
DR. CHRIS BULNES — CHAIR
DR. DAN GESEK — VICE CHAIR
DR. JOHN PAUL — WHIP
Judy Stone — Staff Support

FDA POLITICAL ACTION COMMITTEE
DR. GERALD BIRD — CHAIR
Joe Anne Hart — Staff Support

FDA FOUNDATION
DR. ROBERT PAYNE — PRESIDENT
R. Jai Gillum — Staff Support