

2016 MDA

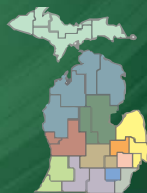
MEMBER SUCCESS GUIDEBOOK

HELPING MEMBER DENTISTS SUCCEED



your
membership
means **more** in
2016

ADA American
Dental
Association®
America's leading
advocate for oral health



Local
Dental
Societies

Success:

Your Membership Means More in 2016!

Dear Colleague:

The Michigan Dental Association, the American Dental Association and your local dental society are working harder than ever to bring you The Power of 3, helping you succeed in our rapidly changing practice environment.

For 2016, your membership means more than ever . . . more advocacy on your behalf in Lansing and Washington . . . more answers to the questions you face . . . more solutions for your practice and personal success . . . more money-saving insurance and services to help your bottom line.

That's our pledge — more member success than ever before. And we're committed to making sure your MDA, ADA and local society do more than ever before to make that happen. But we can't do it alone. We need your support. Organized dentistry needs you. Working together, we can achieve even greater things.

This booklet explains many of the member benefits you get when you belong. Please keep it handy. Share it with your staff. Take advantage of the Power of 3. That's the best way to make sure you get more from your membership in 2016 and beyond.



Mark Johnston, DDS
2015-2016 MDA President



Larry DeGroat, DDS
2016-2017 MDA President



Karen Burgess, MBA, CAE
CEO/Executive Director

3657 Okemos Road, Suite 200 • Okemos, Michigan 48864-3927
Ph: 517-372-9070 • Fax: 517-372-0008

www.smilemichigan.com/pro

Copyright © 2015 Michigan Dental Association

Protecting the Profession 4

Promoting the Profession 5

Continuing Education and Licensure Requirements 6

Keeping Informed 7

Practice Management 8

Professional Review/Well-Being 11

MDA Insurance 12-15

MDA Services 16-18

Money In Your Pocket 19

MDA Foundation 20

Supportive Network 21

MDA Staff Contacts 22-23

MDA Officers and Trustees 24

Contacting the MDA

► **BY MAIL**

3657 Okemos Rd., Suite 200
Okemos, Michigan 48864-3927

► **BY PHONE**

517-372-9070; 800-589-2632

► **BY FAX**

517-372-0008
517-372-6704 (CE department only)

► **BY EMAIL**

membership@michigandental.org

► **ON THE WEB**

www.smilemichigan.com/pro

www.youtube.com/michdentists

[www.facebook.com/
michigandentalassociation](http://www.facebook.com/michigandentalassociation)

www.facebook.com/smilemichigan

[www.linkedin.com/company/
michigan-dental-association](http://www.linkedin.com/company/michigan-dental-association)

Protecting the Profession

Thousands of members plus your voice equals major political clout in the halls of Lansing (and in Washington, D.C.). Because the MDA represents so many Michigan dentists, our voice is taken seriously, making us Michigan's oral health authority.

MDA Dental PAC and ADA ADPAC



Dentistry's state and federal political action committees ensure the association a place at the table when lawmakers are debating legislation that affects dentistry.

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.



Support for Community Water Fluoridation

MDA staff and volunteers have launched a proactive campaign to educate community officials and the public at large to better understand the benefits of water fluoridation.

Special Committee on Access to Care

This statewide group of stakeholders throughout dentistry is charged with taking the lead and identifying real world solutions to the access problem.

Donated Dental Services

This MDA-administered program matches concerned volunteers with low income elderly, chronically ill or disabled citizens in need of extensive dental care.

GOVERNMENT/INSURANCE/ACCESS CONTACTS

- ▶ **BILL SULLIVAN**
Director of Government
and Insurance Affairs
517-346-9405
bsullivan@michigandental.org
- ▶ **JOSH KLUZAK**
Manager of Government and Insurance
Affairs
517-346-9422
jkluzak@michigandental.org
- ▶ **APRIL STOPCZYNSKI**
Manager of Access and Prevention
517-346-9417
astop@michigandental.org
- ▶ **KESHA DIXON**
Government/Insurance Affairs/Access
Assistant
517-346-9452
kdixon@michigandental.org
- ▶ **KARN CORNELL**
Donated Dental Services Coordinator
517-346-9455
kcornell@michigandental.org
- ▶ **DOMONIQUE WOJCIECHOWSKI**
Donated Dental Services Coordinator
517-346-9454
dwojciechowski@michigandental.org
- ▶ **CRAIG SPENCER, DDS**
Chair, MDA Committee
on Governmental and Insurance Affairs
- ▶ **KERRY KAYSSERIAN, DDS**
Chair, MDA Dental PAC
- ▶ **KEVIN HALE, DDS, MS**
Chair, Special Committee on Access to
Care

Educating the public about the importance of regular dental care and all of the outstanding things dentists do to improve the oral health of Michigan residents enhances the perception of dentistry and reminds patients to make — and keep — their dental appointments.

MDA Public Education Campaign

The MDA's "What Would Your Mouth Say About You?" Public Education Campaign debuted in 2015 and is already making a big impact. The campaign includes TV commercials, online advertising, social media initiatives, plus exciting campaign extensions you can use in your office. High visibility for you as an MDA member!

Smilemichigan® Facebook Page

The MDA is extending its public-centered social media through a new SmileMichigan page on Facebook, with social media initiatives such as this year's "Healthy Selfie" smile contest and "Mouthiest Class" video contest.

Patient Education Materials

Enhance your treatment-planning and your patients' perceptions through MDA/ADA dental health materials.

Help with Oral Health Presentations

The MDA's free video and DVD library can help with presentations in schools or in the community.

Special Events Promotion

National Children's Dental Health Month and other special events provide a unique opportunity for the MDA to educate the public and influence oral health habits.

Local Public Relations Programs

The MDA matches expenditures on a three-to-one ratio to promote local society initiatives.



What would your mouth say about you? The MDA Public Education Campaign continues in 2016.

Media Outreach/Social Media

The MDA uses Twitter to educate the public, media, lawmakers, and health related organizations on the importance of oral health and its link to overall health.

PUBLIC INFORMATION CONTACTS

▶ **JENNY ARMISTEAD**

Director of Marketing and Communication
517-346-9412
jarmistead@michigandental.org

▶ **JASON HEINRICH**

Marketing/Graphic Design Coordinator
517-346-9429
jheinrich@michigandental.org

▶ **GREG MAXSON, DDS**

Chair, MDA Public Relations
 Advisory Committee

Continuing Education and Licensure Requirements

As your first choice for continuing education, the MDA gives you access to better ways to fulfill CE requirements and increase your personal and practice potential.

ADA C-E-R-P® | Continuing Education Recognition Program



Spirit of Michigan Annual Session

One of the largest dental meetings in the nation! With three days of courses and nearly 200 exhibits, plus social events and meetings, there's something for everyone at Annual Session, held in Novi in 2016 (April 13-16).

Statewide CE Seminars

Bringing CE to a location near you, MDA continuing education seminars are a great way to refresh and recharge your dental team.

Scientific Sessions

Weekend getaways in resort locations provide an opportunity to increase your knowledge base, connect with colleagues, and enjoy good times with your family and friends.

CE Record-Keeping Folders

Available at no charge, these handy folders help you track and organize your important CE coursework.

License Expiration Reminders

Your license is your key to earning income, and the MDA reminds dentists whose licenses are expiring in a given year through postal and email reminders, in addition to announcements in all publications.

Answers to CE Questions

Information you need about CE requirements for you and your staff, plus help with relicensure questions.

Local Dental Society Courses

The 26 local dental societies that comprise the MDA host sessions throughout the year. Some events are designed for the whole dental team, and others are for members only. Contact your component to find out when the next event takes place.

CE CONTACTS

▶ **ANDREA SUNDERMANN**

CE Director
517-346-9403
asunder@michigandental.org

▶ **SHAWNA OWENS**

CE Manager
517-346-9402
sowens@michigandental.org

▶ **JODY MARQUARDT**

CE Assistant
517-346-9401
jmarquardt@michigandental.org

▶ **THOMAS LAMBERT, DDS**

Chair, Committee on Continuing Education

▶ **GRACE CURCURU, DDS**

Chair, Special Committee on Annual Session

Journal of the Michigan Dental Association

This monthly, award-winning publication, available in print and digital editions, keeps you informed of what's happening in the profession, the latest clinical practices, and the trends that influence the way you're practicing dentistry.



The *MDA Journal* and *Journal eNews* come to you about every two weeks with the latest news and features.

Expanded MDA eNewsletters

Watch for expanded, improved MDA, MDA Insurance and MDA Services e-newsletters in 2016, with the latest news and information, plus opportunities for savings, benefits, services, and programs from the MDA.

www.smilemichigan.com/pro

Everything the MDA has to offer, and more, is at your fingertips through the easy-to-navigate MDA website. If you still prefer the human touch, members of the MDA staff are always just a phone call or email away!

YouTube Channel

Free practice management, legal, and other advice in quick, 10-minute-or-less videos. Visit www.youtube.com/michdentists.

Facebook page

The MDA Facebook page links members to the MDA, and members to other members. Visit www.facebook.com/michigandentalassociation.

LinkedIn

Through the MDA company page, you can follow your professional community, in addition to networking with colleagues. Visit www.linkedin.com/company/michigan-dental-association.

MEMBERSHIP CONTACTS

▶ **JOSH LORD**

Director of Membership and Strategic Initiatives
517-346-9415
jlord@michigandental.org

▶ **SHERRY BRYAN**

Membership Coordinator
517-346-9424
sbryan@michigandental.org

▶ **ALEXA VITEK-HITCHCOCK, DDS**

Chair, Membership Advisory Committee

MEMBER COMMUNICATION CONTACTS

▶ **DAVID FOE**

Director of Print and e-Publications
517-346-9421
dfoe@michigandental.org

▶ **JEFF MERTENS**

Communications/Technology Coordinator
517-346-9460
jmertens@michigandental.org

▶ **JACKIE HAMMOND**

Publications Assistant
517-346-9419
jhammond@michigandental.org

MDA JOURNAL

▶ **VIRGINIA MERCHANT, DMD**

MDA Editor

Individual dental practices are the lifeblood of our profession. That's why the MDA is working harder than ever to help you solve your professional, ethical and legal challenges.

Contact the MDA Staff

You can rely on the experienced MDA staff to answer your questions and find answers to help you succeed and solve your challenges every day. Call on the staff for support at any time. See the staff listing in each issue of the *MDA Journal*, or turn to pages 22-23 of this booklet.

Regulatory Compliance Information

State and federal regulations directly impact how you practice dentistry.

You can rely on the MDA to provide you with the information and tools you need to make sure you comply with government requirements.

► KESHA DIXON

Government/Insurance Affairs/Access Assistant

517-346-9452

kdixon@michigandental.org

Dental Benefits Communication

Kit and Materials

Are your patients struggling to maintain regular dental care due to cuts in insurance plans? If so, the MDA has a kit available to you that will help address their concerns through easy-to-use templates and patient education pieces.

► APRIL STOPCZYNSKI

Manager of Access and Prevention

517-346-9417

astop@michigandental.org

Contract Analysis Service

The contract you sign with third party payers is arguably the most important practice decision you can make. Use this free MDA/ADA service to make more informed decisions for your practice's future.

► KESHA DIXON

Government/Insurance Affairs/Access Assistant

517-346-9452

kdixon@michigandental.org

HIPAA Answers

MDA dental benefits staff can answer your individual questions about HIPAA regulations — just call, write, or email.

► KESHA DIXON

Government/Insurance Affairs/Access Assistant

517-346-9452

kdixon@michigandental.org

Legal Information and Services

Members have access to a broad range of opinions and information on legal topics. Also, members can access MDA legal counsel Kerr Russell through a special arrangement, with reduced rates.

► GRACE DESHAW-WILNER

Managing Vice President of Professional Affairs

517-346-9413

gwilner@michigandental.org

C.O.V.E.R. Program

Members helping members is what the MDA is all about. This locum tenens service links members willing to serve in another member's practice during short or extended terms of absence.

▶ **JOSH LORD**

Director of Membership and Strategic Initiatives

517-346-9415

jlord@michigandental.org



Human Resources

The MDA strives to be the “go to” resource for members. Benefits include unlimited assistance with HR questions and the Staff Matters® Human Resource System, which includes forms, a sample handbook, and more.

▶ **GRACE DESHAW-WILNER**

Managing Vice President of Professional Affairs

517-346-9413

gwilner@michigandental.org

▶ **BRANDY J. RYAN**

Human Resources Manager

517-346-9416

bryan@michigandental.org

Labor Posters

Several required posters must be displayed in all businesses, and the MDA has what you need to meet the requirements — all at no charge.

▶ **BRANDY J. RYAN**

Human Resources Manager

517-346-9416

bryan@michigandental.org

Dental Fee Survey

Make better decisions about fees in your practice by utilizing the information provided by MDA members through this biannual survey and free report.

▶ **MEMBERSHIP DEPARTMENT**

800-589-2632

membership@michigandental.org

Staff Compensation Survey

Keep your compensation levels competitive and accurate through the use of this free report, offered every other year.

▶ **MEMBERSHIP DEPARTMENT**

800-589-2632

membership@michigandental.org

Search Engine Marketing

More and more patients are looking online to find a dentist. The MDA search engine marketing program connects patients to offices throughout Michigan.

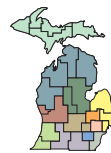
▶ **JENNY ARMISTEAD**

Director of Marketing and Communication

517-346-9412

jarmistead@michigandental.org

(Continued)



**YOUR LOCAL
DENTAL SOCIETY**

Practice Management (cont.)

Online MDA Dental Assistant Radiography Training

All dental assistants must be certified in radiography, and now the MDA offers an all-online, all-interactive course, fully updated.

▶ DAVID FOE

Director of Print and e-Publications
517-346-9421
dfoe@michigandental.org

MDA Journal Classifieds

Whether buying, selling, looking for equipment, seeking a new position or looking for an associate, the MDA *Journal* classifieds are a top resource for Michigan dental professionals. They're available online, too.

▶ JACKIE HAMMOND

Publications Assistant
517-346-9419
jhammond@michigandental.org

Demographic Information

Wondering what the dentist-per-patient ratio is for counties throughout Michigan? You can make more informed practice location and expansion decisions after reviewing this free MDA report.

▶ JOSH LORD

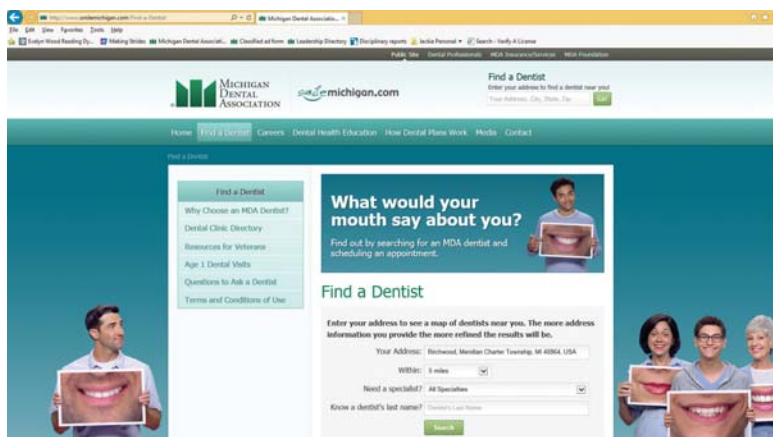
Director of Membership and Strategic Initiatives
517-346-9415
jlord@michigandental.org

Endorsed Insurance Programs

MDA Insurance, a subsidiary of the Michigan Dental Association, is a full-service insurance agency run *by* dentists, *for* dentists. See page 12.

Money-Saving Endorsed Services

MDA Services, a subsidiary of the Michigan Dental Association, offers great programs, group discounts, and special product enhancements on programs and services your practice uses every day. We do the research so you don't have to. See page 16.



The Find a Dentist page on the MDA website helps potential patients connect with your practice. MDA digital marketing drives patients to this important search engine, available only to members.

Professional Review and Well-Being

Your local dental society, specialty society and the MDA realize that differences sometimes exist between patients, member dentists, or insurance carriers. MDA peer review is recognized by the state of Michigan's licensing authorities, the courts, malpractice attorneys and insurance companies as a preferred method of resolving disputes without litigation.

Peer Review/Ethics

Peer Review/Ethics is a system designed to uphold the *Standards of Ethics and Code of Professional Conduct* of both the MDA and the ADA. A committee of dentists will review allegations of ethical violations on an impartial basis. The allegations may involve false/misleading advertising, patient records, and criticism about another dentist's treatment.

Code of Ethics

A copy of the *Standards of Ethics and Code of Professional Conduct* is available from the MDA or on the MDA website at www.smilemichigan.com/pro. The *Code* is updated as needed. The MDA also publishes a monthly "Peer Review/Ethics" column in the *MDA Journal* that explores ethical situations that may arise.

Peer Review/Dental Care

As part of the volunteer peer review/dental care system, a committee of local or specialty dentists will review cases on an impartial basis. Peer review may involve appropriateness of treatment, quality of treatment, questions of overall provider competency, disputes between provider and carrier over services rendered or to be rendered, and reasonableness of fees.

Peer Review/Care and Well-Being

The award-winning MDA Care and Well-Being program provides help for dentists, their families, and staff suffering from substance abuse, sexual problems, stress, or other personal or practice problems. It's designed to protect the public while encouraging and supporting recovery.

PROFESSIONAL REVIEW CONTACTS

- ▶ **GRACE DESHAW-WILNER**
Managing Vice President of Professional Affairs
517-346-9413
gwilner@michigandental.org
- ▶ **GINGER FERNANDEZ, RDH, RDA**
Professional Review and Practice Management Specialist
517-346-9430
gfernandez@michigandental.org
- ▶ **CHRISTINE WILSON, RDA**
Professional Review Assistant
517-346-9409
cwilson@michigandental.org
- ▶ **MICHAEL MAIHOFER, DDS**
Chair, MDA Committee on Peer Review/Ethics
- ▶ **VINCE BENIVEGNA, DDS**
Chair, MDA Committee on Peer Review/Dental Care
- ▶ **ALAN MEAD, DDS**
Chair, MDA Committee on Peer Review/Care and Well-Being

Success:

Protecting Business and Personal Assets

Protect your personal and professional assets with



MDA Insurance, and face the future with confidence!

You'll enjoy quality programs, group savings, and lower dues!

Access to special coverage enhancements and exclusive insurance programs is a key benefit of your membership. All programs are continuously reviewed and evaluated to ensure they meet your needs. Member support gives MDA Insurance the leverage to obtain superior coverage at rates that are among the most competitive in the marketplace.

**CALL 800-860-2272
FOR MORE INFORMATION**

Exclusive MDA Health Plan

Access to a proprietary employer group health plan is available through MDA Insurance.

Blue Cross/Blue Shield Health Plans

MDA Insurance can assist you with all Blue Cross plans and subsidized Marketplace plans.

Professional Liability Insurance

The Professional Protector Plan offers a 10 percent discount for MDA membership, and that's just the beginning of your possible savings.

Property Coverage

Complete practice property insurance for your building and equipment.

Cyber Liability and Data Breach

Cover your exposure for the unintended

release of protected health and financial information.

Workers' Compensation Coverage

Special MDA member rates make this program a great money-saving option.

Disability Insurance

Individual and group plans available. We offer plans that provide coverage if you are unable to work in your own occupation.

Life Insurance

Solutions for all your personal and business-related life insurance needs.

Long-Term Care Insurance

Protect your retirement savings and other assets.

Home and Auto Insurance

Affordable MDA group rates, multi-policy discounts, top-rated carriers and unbeatable service. Your discount extends to the office staff, too!

Other Insurance Plans

Vision and eyeglass coverage, accidental death and dismemberment, business overhead expense, hygienist and dental assistant professional liability, employee disability income protection, accident and critical illness, and dental insurance.

Success:

To Maximize Your Benefits of MDA Membership, Complete the Form Below and Mail in Today.

An agent will contact you about how
to save money on your insurance.
Call us at 800-860-2272 or visit online
at www.mdaprograms.com to request a quote.



Your Name: _____

Mailing Address: _____
City ST ZIP

Practice Address: _____
City ST ZIP

Email Address: _____

Phone: _____ Fax: _____

**I want to maximize my benefits of MDA membership
by getting the best prices on my insurance needs.**

Please contact me about (check all that apply):

Health, Life and Disability Products

- MDA Health Plan
- Medicare Supplement Plans
- Insured Group Health Plans
- Individual Health Insurance
- MDA Retiree Medical Plan
- Disability Insurance
- Business Overhead Expense Insurance
- Practice Loan Insurance
- Term Life Insurance
- Permanent Life Insurance
- Long-Term Care Insurance
- Accident Insurance
- Critical Illness Insurance

Commercial Insurance Products

- Professional Liability Insurance
- Practice Property Insurance
- Cyber Liability/Data Breach Insurance
- Workers' Compensation Insurance

Personal Insurance Products

- Auto/Motorcycle/Recreational Vehicles
- Homeowners/Renters/Income Property
- Personal Umbrella



Call 800-860-2272▶ **CRAIG START**

President
cstart@mdaifg.com
Ext. 441

▶ **ELISE WITTE**

Executive Assistant
ewitte@mdaifg.com
Ext. 445

▶ **SABRINA RAWSON**

Accounting Assistant
srawson@mdaifg.com
Ext. 433

▶ **REVA DARLING GOUCHER**

Marketing Manager
rgoucher@mdaifg.com
Ext. 446

COMMERCIAL INSURANCE▶ **JEFF SPINDLER**

Director, P&C Programs
jspindler@mdaifg.com
Ext. 444

▶ **TINA CROLEY**

Commercial Lines Manager/Account
 Executive
tcroley@mdaifg.com
Ext. 448

▶ **MISTY HAIGH**

Commercial Lines Account Coordinator
mhaigh@mdaifg.com
Ext. 449

▶ **JILL ANDERSON**

Commercial Lines Representative
janderson@mdaifg.com
Ext. 456

▶ **JENNIFER GOSS**

Commercial Lines Representative
jgoss@mdaifg.com
Ext. 466

▶ **MELANIE ADLER**

Commercial Lines Representative
madler@mdaifg.com
Ext. 464

LIFE, HEALTH AND DISABILITY▶ **TINA VOSS**

Director, Health and Life Operations
tvoss@mdaifg.com
Ext. 479

▶ **CRISTA FELDPAUSCH**

Program Manager, Life and Disability
feldpausch@mdaifg.com
Ext. 447

▶ **AVERILL MEADOWS**

Account Executive
ameadows@mdaifg.com
Ext. 435

▶ **TIM MURPHY**

Account Executive
tmurphy@mdaifg.com
Ext. 478

▶ **RICK SEELY**

Account Executive
rseely@mdaifg.com
Ext. 411

▶ **DENISE WYZYWANY**

Health Representative
dwyzywany@mdaifg.com
Ext. 450

▶ **HEIDI DUMOND**

Health Representative
hdumond@mdaifg.com
Ext. 440

▶ **SHAWN HAINDEL**

Billing and Insurance Coordinator
shaindel@mdaifg.com
Ext. 442

► **MICHELLE MILLER**

Health Representative
mmiller@mdaifg.com
Ext. 437

► **DEBBIE NEFF**

Life/Disability Representative
dneff@mdaifg.com
Ext. 439

HOME AND AUTO

► **JENI DRUMMOND**

Personal Lines Manager
jdrummond@mdaifg.com
Ext. 462

► **BETH JACKSON**

Personal Lines Representative
bjackson@mdaifg.com
Ext. 443

► **JODI HARWOOD**

Property/Casualty Representative
jharwood@mdaifg.com
Ext. 410

BOARD CHAIR

► **DALE NESTER, DDS**

Chair, MDA Insurance & MDA Services



Check-Up, a quarterly publication from MDA Insurance and MDA Services, keeps you informed about the latest money-saving services and enhanced members-only programs.

Success:

Enhancing Practice Operations

MDA Services offers money-saving resources to solve the five major challenges of running your dental practice: personal protection, recruiting and retaining patients, business and personal financial needs, patient payment options/accounts receivable management, and regulatory compliance.



Call MDA Services at 800-860-2272 to learn more about the following programs, or visit www.mdaprograms.com.

PERSONAL PROTECTION

MDA Services Gloves

FINANCIAL SOLUTIONS

Student Loan Consolidating/Refinancing
SoFi

Practice and Equipment Financing
Bank of America Practice Solutions

MDA VISA or MasterCard
Bank of America

Payroll Processing
BASIC

Precious Metal Refining
DMMEX EasyRefine

Discounted Office Supplies and more...
Staples Advantage

Section 125 Plans (Premium-Only, Flexible Spending Accounts)
BASIC

PATIENT PAYMENTS & ACCOUNTS RECEIVABLE

Credit Card Processing
Comerica Merchant Services

Patient Financing
CareCredit

Accounts Receivable Management
TSI

PATIENT RECRUITMENT/RETENTION

Websites & Online Marketing Solutions
Officite

Automated Patient Communications and Online Reputation Management
Intuit Demandforce

REGULATORY COMPLIANCE

HIPAA-Compliant Encrypted Email
AppRiver

Dental Waste Management
DRNA

Amalgam Separators
DRNA
Solmetex

CONTACT THESE VENDORS AND START SAVING TODAY!

Our endorsed programs add value to your MDA membership by helping reduce your costs of doing business. Participating in just a few of these programs could help you recoup your membership dues, and provides a stream of non-dues revenue to MDA. Maximize your membership's value by using these endorsed programs!



Choose from 60+ gloves from five leading brands as well as masks and more, all at special member prices. Free glove and mask samples are available to help you find the right fit and feel for your whole dental team.
877.484.6149
www.mdaservicesgloves.com



MDA BankAmericard Cash Rewards™ Visa Signature® card
800.932.2775
Code: VABNT9
<http://bit.ly/1FBHRO0>

MDA MasterCard® WorldPoints® Business Card
800.598.8791
Code FACKAF
<http://bit.ly/1FAe9JI>



Practice Solutions
Practice purchase and start-up, improvement and expansion financing, equipment financing, practice equity loan programs, commercial real estate products.
800.497.6076
Code 1D7F3
www.bankofamerica.com/practicesolutions



Patient financing option that takes you out of the credit business.
800.300.3046
www.carecredit.com/dental



Credit card processing through Comerica Merchant Services
877.713.6002



Precious scrap metal recovery
800.860.2272
www.easyrefine.com



The New Patient Website People
Website design and enhancing your Web presence
866.889.4068
www.officite.com



Student loan consolidation and refinancing
855.456.SOFI
www.sofi.com/MIDental



Amalgam separators and dental waste management services
800.360.1001, ext. 17
www.drna.com



HIPAA-compliant email with CipherPost Pro™ encryption, tracking and control; Office 365; spam and virus filtering; Web malware protection; business archiving; expert migration assistance
866.223.4645
Visit 411.appriver.com/MDA for special member pricing.



Automated patient communication solution
800.210.0355
www.demandforce.com/mda



Amalgam separators
800.216.5505
www.solmetex.com



Payroll processing
Section 125 plan administration
800.444.1922 ext. 3
www.basiconline.com



Discount office supplies
800.693.9900, ext. 24748



Relaxing, high-definition private TV network
734.241.4410
myPTN.com/midental



Accounts receivable management and collection services
877.377.5378
www.web.transworldsystems.com/michigan

The MDA receives royalties when members use the products or services of these vendors.

Quality programs. Group Savings. Lower Dues.

MDA Services Contacts

▶ **CINDY HOOGASIAN**

Director, MDA Services and Marketing
choogasian@mdaifg.com
Ext. 467

▶ **CAROL RARICK**

Member Services Representative
crarick@mdaifg.com
Ext. 465

▶ **NANCY WILLIAMS**

Customer Service, Glove Program
nwilliams@mdaifg.com
Ext. 468

▶ **ELISE WITTE**

Customer Service, Glove Program
ewitte@mdaifg.com
Ext. 445

▶ **VALERIE BEY**

Customer Service, Glove Program
vbey@mdaifg.com
Ext. 432

▶ **ELSA ROCKWOOD**

Customer Service, Glove Program
erockwood@mdaifg.com
Ext. 420

▶ **REVA DARLING GOUCHER**

Marketing Manager
rgoucher@mdaifg.com
Ext. 446

BOARD CHAIR

▶ **DALE NESTER, DDS**

Chair, MDA Insurance & MDA Services



MDA Services offers high quality gloves, masks and more at substantial savings — call 877-484-6149 today for free samples!

What's your MDA membership worth?

SUPPORT



\$700/year

Complimentary report of market-driven data on compensation and benefit rates



\$5,000/year

Complimentary review of data to help with your pricing structure



\$300/hour*

Free peer review: private, confidential dispute resolution to avoid litigation and legal fees



\$2,000/year

Free-to-you 30-minute monthly HR consulting service

EMPOWERMENT



\$5,000/year*

Complimentary resources to help navigate the third party system



\$200/hour value

Lobbyist efforts that create a strong, united, professional voice before state and federal legislature



\$200/year*

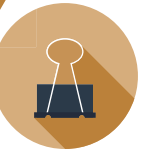
Free, important industry print and electronic communications



\$2,000/year*

Free ADA dental plan contract analysis service

PRACTICE



\$800/year

Savings on retail office supplies



\$450/year

Savings on credit card processing fees



\$500/year

Savings on exam gloves



\$1,000/year*

Savings on insurance for your practice and home

EDUCATION



\$1,066,661/year

Statewide public education advertising campaign value



\$500/year

Free dental benefits patient communication kit



\$1,800/year

Your value in continuing education savings



\$500,000/year value

ADA oral health literacy campaign and mouthhealthy.org

PRICELESS



The credibility, resources, savings and patient confidence that come with being a member of the MDA, ADA and your local dental society.

Giving Back

The Michigan Dental Association Foundation is growing quickly as the charitable organization of organized dentistry in our state. In just a few years of existence the Foundation has become an integral part of Michigan dentistry.



Access to Care

The MDA Foundation helps fund access-to-care programs and dental health initiative programs so that citizens of the state of Michigan have the opportunity to achieve optimal dental health. Past MDA Foundation grants include support of Give Kids a Smile Day, community dental clinics that provide free or low cost dental services, and dental health kits distributed to disadvantaged youth.

Supporting our Students

The MDA Foundation provides financial support through scholarships to Michigan students pursuing careers in dentistry, dental hygiene, and dental assisting. As the cost of dental education continues to rise, these scholarships help defray expenses for students who qualify based on academic record, community service, leadership, and financial need.

Inner Circle Program

The MDA Foundation Inner Circle Program provides funds for access-to-care grants as well as scholarship support. In addition, the Inner Circle Program now wishes to increase grants to help the uninsured and under-insured citizens in our state.

Michigan Mission of Mercy

Planning is underway for the 2016 Michigan Mission of Mercy, to take place in Southeast Michigan. More than 1,000 patients are expected to be treated, and just as many dental volunteers will be needed to help staff this massive dental access undertaking.

Gifts can be made for Grants, Scholarships, Mission of Mercy and the Inner Circle Program. Any size gift can Make a Difference . . . Give A Smile.

MICHIGAN DENTAL ASSOCIATION FOUNDATION CONTACTS

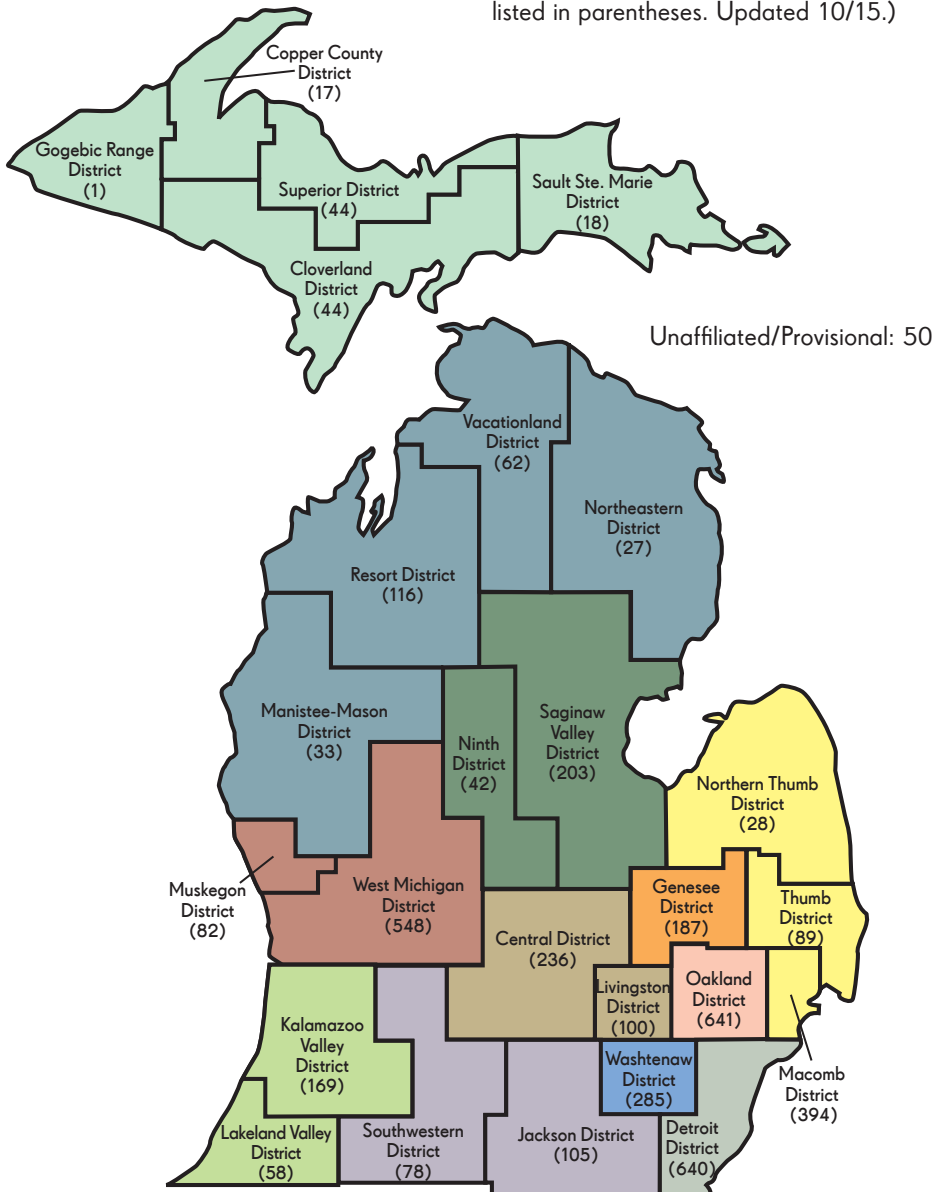
- ▶ **NANCY MAIER**
Chief Development Officer
734-765-1197
nmaier@michigandental.org
- ▶ **ANGIE PEISERT**
MDA Foundation Assistant
517-346-9453
apeisert@michigandental.org
- ▶ **SUSAN CARRON, DDS, MS**
President, MDA Foundation

Supportive Network

The MDA connects you to more than 4,200 other dentists throughout Michigan — giving you a supportive network for the life of your membership. Visit the MDA's online member directory at www.smilemichigan.com/pro.

COMPONENT SOCIETIES OF THE MICHIGAN DENTAL ASSOCIATION

(Number of members in each component listed in parentheses. Updated 10/15.)



**EXECUTIVE
OFFICE**

- ▶ **KAREN BURGESS**
CEO/Executive Director
517-346-9425
kburgess@michigandental.org
- ▶ **JENNIFER LENNEMANN**
Assistant to the Executive Director
517-346-9461
jlennemann@michigandental.org

**ACCOUNTING/
PRODUCTION/
BUILDING**

- ▶ **BRIAN STUMP**
Director of Finance
517-346-9407
bstump@michigandental.org
- ▶ **LORI KLEINFELT**
Property Manager/
Accounting Manager
517-346-9406
lkleinfelt@michigandental.org
- ▶ **JODY MARQUARDT**
Dues/Accounting Clerk
517-346-9408
jmarquardt@michigandental.org
- ▶ **DAVE LUTZ**
Internal Services Clerk
517-346-9426
dlutz@michigandental.org

**MARKETING/COMMUNICATIONS/
PUBLIC RELATIONS**

- ▶ **JENNY ARMISTEAD**
Director of Marketing and
Communications
517-346-9412
jarmistead@michigandental.org
- ▶ **JASON HEINRICH**
Marketing/Graphic Design Coordinator
517-346-9429
jheinrich@michigandental.org

**PROFESSIONAL REVIEW/
HUMAN RESOURCES/LEGAL AFFAIRS
HOUSE OF DELEGATES**

- ▶ **GRACE DESHAW-WILNER**
Managing Vice President/
Professional Affairs
517-346-9413
gwilner@michigandental.org
- ▶ **GINGER FERNANDEZ**
Professional Review and
Practice Management Specialist
517-346-9430
gfernandez@michigandental.org
- ▶ **CHRIS WILSON**
Professional Review Assistant
517-346-9409
cwilson@michigandental.org
- ▶ **BRANDY RYAN**
Human Resources Manager
517-346-9416
bryan@michigandental.org
- ▶ **MICHELLE NICHOLS-CRUZ**
Board/House Administrator
517-346-9414
mcruz@michigandental.org

**CARE AND WELL-BEING LINE
517-346-9413****CONTINUING EDUCATION/
ANNUAL SESSION**

- ▶ **ANDREA SUNDERMANN**
CE Director
517-346-9403
asunder@michigandental.org
- ▶ **SHAWNA OWENS**
CE Manager
517-346-9402
sowens@michigandental.org
- ▶ **JODY MARQUARDT**
CE Assistant
517-346-9401
jmarquardt@michigandental.org

GOVERNMENT/INSURANCE AFFAIRS

- ▶ **BILL SULLIVAN**
Director, Government/
Insurance Affairs
517-346-9405
bsullivan@michigandental.org
- ▶ **JOSH KLUZAK**
Manager, Government and
Insurance Affairs
517-346-9422
jkluzak@michigandental.org
- ▶ **APRIL STOPCZYNSKI**
Manager, Access and Prevention
517-346-9417
astop@michigandental.org
- ▶ **KESHA DIXON**
Government/Insurance Affairs/Access
Assistant
517-346-9452
kdixon@michigandental.org
- ▶ **KARN CORNELL**
Donated Dental Services Coordinator
517-346-9455
kcornell@michigandental.org
- ▶ **DOMONIQUE WOJCIECHOWSKI**
Donated Dental Services Coordinator
517-346-9454
dwojciechowski@michigandental.org

MEMBERSHIP/STUDENT AFFAIRS

- ▶ **JOSH LORD**
Director, Membership/
Strategic Initiatives
517-346-9415
jlord@michigandental.org
- ▶ **SHERRY BRYAN**
Membership Coordinator
517-346-9424
sbryan@michigandental.org
- ▶ **JOANNE FLOYD**
Membership Coordinator
517-346-9451
jfloyd@michigandental.org

▶ **PATTI FOX**
Receptionist
517-346-9400
pfox@michigandental.org

▶ **ANGIE PEISERT**
Membership Assistant
517-346-9453
apeisert@michigandental.org

PUBLICATIONS/WEBSITE

- ▶ **DAVID FOE**
Director, Print
and e-Publications
517-346-9421
dfoe@michigandental.org
- ▶ **JEFF MERTENS**
Communication/Technology
Coordinator
517-346-9460
jmertens@michigandental.org
- ▶ **JACKIE HAMMOND**
Publications Assistant
517-346-9419
jhammond@michigandental.org

MICHIGAN DENTAL ASSOCIATION FOUNDATION

- ▶ **NANCY MAIER**
Chief Development Officer
734-765-1197
nmaier@michigandental.org
- ▶ **ANGIE PEISERT**
MDA Foundation Assistant
517-346-9453
apeisert@michigandental.org

MISSION OF MERCY

- ▶ **NANCY MAIER**
Chief Development Officer
734-765-1197
nmaier@michigandental.org
- ▶ **ANDREA SUNDERMANN**
CE Director
517-346-9403
asunder@michigandental.org

Success:

MDA Officers and Trustees

MDA officers and trustees are pictured below. Let them hear from you. For contact information, visit www.smilemichigan.com/pro and click "Contact" and then "Board of Trustees."



Dr. Mark Johnston
President



Dr. Larry DeGroat
President-elect



Dr. Michele Tulak-Gorecki
Secretary/Treasurer



Dr. Virginia Merchant
Editor



Dr. Debra Peters
Speaker of the House



Dr. Martin Makowski
Past President



Karen Burgess
CEO/Executive Director



Dr. Curles Colbert



Dr. Margaret Gingrich



Dr. Howard Hamerink



Dr. Rhonda Hennessy



Dr. Lisa Knowles



Dr. Steve Meraw



Dr. William Patchak



Dr. Clayton Shunk



Dr. Robert Tremblay



Dr. Gary Jeffers
ADA Trustee