

**KENTUCKY DENTAL
ASSOCIATION**

2013 SPRING MEETING

**HOUSE OF DELEGATES
MARCH 9 & 10, 2013**

**THE HYATT REGENCY
HOTEL**

LOUISVILLE, KENTUCKY

**153rd SPRING MEETING
HOUSE OF DELEGATES
SATURDAY, MARCH 9, 2013 – 2:30 P.M.
THE HYATT REGENCY HOTEL – LOUISVILLE, KY
DR. H. FRED HOWARD – SPEAKER OF THE HOUSE**

Notice to Delegates and Alternate Delegates:

Enclosed is the Delegate information packet that includes Council, Committee and Work Group reports and proposed resolutions. The first House of Delegates meeting will convene on **SATURDAY, MARCH 9, 2013 at 2:30 p.m. (EASTERN TIME)** in the **Regency North Room of the Hyatt Regency Hotel (2nd Floor)**.

Reference Committee meetings will be on **SATURDAY, MARCH 9, 2013 at 4:00 p.m. (EASTERN TIME)** or immediately following the 2:30 p.m. House of Delegates meeting in Pimilico A, B and C rooms of the Hyatt Regency Hotel (1st Floor). Discussion relative to any report or committee should be made at that time. Reports will be available on Saturday by 8:00 p.m. at the Hyatt Regency Hotel registration desk for the Chairperson of each delegation to pick up for a caucus before the **2nd House of Delegates meeting on SUNDAY, MARCH 10, 2013 at 10:30 a.m. (EASTERN DAYLIGHT TIME)** in the Conference Theater Room of the Hyatt Regency Hotel (2nd Floor).

ATTENTION ALL DELEGATES

The House of Delegates is the decision making body of your organization. In order for it to function, all members must participate in the process. Your Society has chosen you to represent them in decisions that will affect the way they operate their practices. It is extremely important that you be present to speak for them at every meeting of the House of Delegates.

If you have circumstances that prevent your attendance and that cannot be mitigated, it becomes your responsibility to notify your Society President in order that a replacement can be appointed.

Your willingness to participate in the workings of your organization is appreciated.

REFERENCE COMMITTEE MEMBERS

#1-BUDGET & ADMINISTRATIVE AFFAIRS – Dr. Michelle Story, Chairman
Dr. Billy Millay Dr. Gary Coleman
Dr. Todd Cochran

#2-MISCELLANEOUS AFFAIRS – Dr. Jonathan Rich, Chairman
Dr. David Narramore Dr. Burton Young
Dr. Gina Johnson-Higgins

#3-WORK GROUPS – Dr. Joe Boster, Chairman
Dr. John Roy Dr. Robert Millay
Dr. Angela Shelton

REPORT ASSIGNMENTS

#1 - BUDGET & ADMINISTRATIVE AFFAIRS

Budget & Finance	R1	P3
Annual Session	R2	P3
Executive Board	R3	P4
Secretary/Treasurer Report	R4	P4
Journal Committee	R5	P4
Ethics, Bylaws & Judicial Affairs	R6	P5

#2 – MISCELLANEOUS AFFAIRS

Board of Dentistry	R7	P6
Governmental Affairs	R8	P6
KDPAC	R9	P7
KMAP Advisory	R10	P7

#3 – WORK GROUPS

Membership Steering/New Dentist	R11	P9
Community Service Projects	R12	P10
For-Profit Subsidiaries/Endorsements	R13	P11
Military Recognition	R14	P11

Addendum A Budget

Addendum B Budget Performance

Addendum C Sum. of Journal, Legislative & Relief Monies (as pertains to dues revenue)

Addendum D Executive Board Minutes (March 8, 2012, August 4, 2012 & November 3, 2012)

Addendum E House of Delegate Minutes (March 10, 2012 & March 11, 2012)

2013 TELLERS:

Dr. Barry Curry

Dr. Kim Brown

Dr. John Lowe

REFERENCE COMMITTEE #1
BUDGET & ADMINISTRATIVE AFFAIRS
Dr. Michelle Story – Chairman

REPORT NO. 1

BUDGET AND FINANCE COMMITTEE – Dr. Barry Curry, Chairman

The Budget and Finance Committee met on September 19, 2012 at 7:00 p.m. EST by conference call. Committee members participating included Dr. John Roy, Dr. Barry Curry, Dr. Dennis Price and Dr. B.J. Moorhead. Others who participated in the conference call were Dr. Ted Logan, Mr. Mike Porter and Mr. Todd Edwards. The committee developed the proposed 2014 KDA Budget and referred it the KDA Executive Board with a recommendation to approve. (The budget is found in Addendum A.)

Respectfully submitted,

Dr. Barry Curry, Chairman

REPORT NO. 2

COUNCIL ON ANNUAL SESSION – Dr. Terry Norris, Chairman

The Council conducted business via email during the month of May with the following recommendations to come before the Executive Board.

1. Dr. Moorhead critiqued the 2012 meeting. Ticket sales were up around 20% over 2011. Many wonderful comments were received by attendees.
2. Dr. McCarty previewed the 2013 meeting.
3. A motion was made and passed that \$3,000 be added to the 2013 budget and the 2014 budget for promotional mailing to counties in nearby states to increase our attendance. Dr. Moorhead said he would assist Melissa Nathanson with this project.
4. A motion was made and passed to keep the speaker honoraria at \$60,000 since we have been able to receive great sponsorship for our speakers over the last five years.
5. A motion was made and passed to keep the Randall Dinner on Thursday night and have it start at 7:00 pm so as not to cut the President's Reception short.
6. A motion was made and passed to keep the Exhibitor's reception on Friday evening from 5:00 to 6:30 pm in the exhibit hall and have a wine and cheese theme for 2013.
7. A motion was made and passed to approve the 2014 budget with the addition of \$3,000 for mailings.
8. A motion was made and passed to continue the non-member discount when attending the 2013 meeting and accompanied by a KDA member. This has the restrictions and qualifications as we had at the 2012 meeting.
9. A motion was made and passed to keep the KIA (Know It All) Booth in the exhibit hall and have it closer to the member lounge area. There were some complaints about the naming of the booth by some of our Vietnam veteran members. In being sensitive to their concerns the booth will be the FYI (For Your Information) Booth.
10. A motion was made and passed to establish the meeting dates for 2015 and 2016 as follows:
 - a. March 5-8, 2015 (Hyatt and KICC)
 - b. March 3-6, 2016 (Hyatt and KICC)
11. A motion was made and passed to allow officers and Council members to speak at our Annual Meeting with full disclosure of any interest in products or programs they may have.
12. A motion was made and passed to discontinue mailing plastic covers for name badges. This will be available to pick up prior and return after the meeting in the registration area.

13. A motion was made and considerable discussion was made concerning switching all of our handouts for the 2013 meeting to PDF downloads from the KDA website. The consensus was to transition this during 2013 and implement it in 2014.

Respectfully submitted,

Dr. Terry Norris, Chairman

REPORT NO. 3

EXECUTIVE BOARD – Dr. William J. Moorhead, Chairman

The minutes of the March, August and November board meetings are found in Addendum D. The Executive Board offers the following resolution for consideration.

RESOLUTION 2013-101
ORIGINATOR: EXECUTIVE BOARD

BACKGROUND: The Executive Board reviewed and approved the 2014 Budget as developed by the Budget and Finance Committee. Therefore, be it

RESOLVED, that the proposed 2014 Revenue and Expenditure Budget be approved.

ACTION: APPROVED AND REFERRED TO THE HOUSE OF DELEGATES WITH AN EXECUTIVE BOARD RECOMMENDATION TO ADOPT

Respectfully submitted,

Dr. William J. Moorhead, Chairman

REPORT NO. 4

SECRETARY TREASURER'S REPORT – Dr. Theodore E. Logan, Jr.

Addendums B (year end financials) and C (journal, legislative and relief fund reports).

Respectfully submitted,

Dr. Theodore E. Logan, Jr.

REPORT NO. 5

JOURNAL COMMITTEE – Dr. Glenn Blincoe, Chairman

Committee members are Dr. Glenn Blincoe, Chairman, Dr. E.L. Ballou and Dr. Sharon Turner. KDA Staff Liaison is Melissa Nathanson.

KDA TODAY

KDA TODAY advertising is still holding its own, in spite of a flat economy, at least for now.

A digital version of the publication is now housed online at http://www.kyda.org/kda_today.html. The KDA now has the ability to post a year's worth of issues (although, there are actually more than six posted at this time), and so after we get the first six (?) issues posted, we will then rotate one old issue offline and the next new one online. Data has shown that the *KDA TODAY* page on our website is the second most popular page, behind the Kentucky Meeting page.

We have obtained email databases from both dental schools and will begin sending an email to each student containing a link to *KDA TODAY*, instead of mailing printed copies.

KDA Website

The KDA website has recently gone through a major update! In the process, we have improved the Find-A-Dentist feature for member dentists by including more fields of information, so they may contact colleagues without calling the office or looking the information up elsewhere. The new look is very clean and contemporary. The new sight is more attractive to new and young dentists and is more user-friendly and interactive. Response has been very good, thus far. We have been averaging about 3,000 hits per week, with the most hits on the Kentucky Meeting page and the *KDA TODAY* page, respectively.

Online meeting registration is now available to members, as is online dues payment and payment for Foundation donations and KDPAC donations.

There is a forum on the website to be used for discussion by KDA members. This was discussed last year at the Executive Board Meeting and has actually been available for some time, but it has been underutilized, thus far.

There are many other features on the website, so please go and look around! This new site went online on January 22nd and there are still several “kinks” to be ironed out, but our tech company is working to get everything functioning properly. Melissa received a very complimentary email from another state association only 12 hours after the new website went live. This is great news! If you go to the website and see anything that is not working properly or any outdated information, please let Melissa or Todd know at the KDA office.

Respectfully submitted,

Dr. Glenn Blincoe, Chairman

REPORT NO. 6

COUNCIL ON ETHICS, BYLAWS & JUDICIAL AFFAIRS – Dr. Joe McCarty, Chairman

The Council on Ethics, Bylaws and Judicial Affairs has communicated electronically regarding a proposed resolution to be brought before the 2013 House of Delegates.

The Council is in agreement that the following resolution be submitted to the House of Delegates:

RESOLUTION 2013-102 ORIGINATOR: EXECUTIVE BOARD

BACKGROUND: At the 2012 ADA House of Delegates meeting, Active Life dues for ADA members were changed from 50 percent of Active Member dues to 75 percent of Active Member dues because of the impact of the increase in the number of Active Life members on the ADA budget. A similar impact is anticipated on the KDA budget; therefore be it

RESOLVED, that Active Life member dues for the KDA be 75 percent of the Active Membership dues.

PROVISO: Current Active Life members will continue with dues that are 50 percent of Active Member dues.

Respectfully submitted,

Dr. Joe McCarty, Chairman

REFERENCE COMMITTEE #2
MISCELLANEOUS AFFAIRS
Dr. Jonathan Rich – Chairman

REPORT NO. 7

KENTUCKY BOARD OF DENTISTRY – Mr. David Beyer, Executive Director

NO REPORT

Respectfully submitted,

Mr. David Beyer, Executive Director

REPORT NO. 8

COUNCIL ON GOVERNMENTAL AFFAIRS & FEDERAL DENTAL SERVICES – Dr. Kevin Wall, Chairman

The Council on Governmental Affairs did not meet formally this year, however, members and KDA Leadership held conference calls as needed to discuss upcoming legislation and the 2013 legislative session. The 2013 session is the “short session” which will make passage of legislation difficult.

During the 2012 legislative session the KDA was successful in passing the non-covered services bill that the KDA had been working on for a number of years. The KDA is very appreciative of Senator Tom Buford for handling the bill and securing its’ passage. While we were pleased with the language, it became clear that the bill was flawed in the sense that there was not a definition of what a “covered service” was in either statute or regulation. The Department of Insurance was therefore not able to enforce the law. After numerous meetings with Delta Dental and the Department of Insurance it was determined that the KDA would draft language that defined “covered services”. While there was not total agreement on the language by the Insurance Industry the KDA was hopeful that we would be successful in passage of our language. Senator Buford again sponsored the bill in the Senate.

The KDA monitored numerous bills during the session, in particular changes to HB 1, the pill mill bill.

The Council thanks all members who took the time to contact their legislators to discuss legislation of importance to the KDA.

Respectfully submitted,

Dr. Kevin Wall, Chairman

REPORT NO. 9
KDPAC COMMITTEE – Dr. Mike Johnson, Chairman

During 2012, 53 KDA members contributed to the PAC which received \$8,800 in contributions. This was a tremendous increase in number of PAC members and funds raised over previous years. The membership was solicited by mail, e-mails and direct solicitation. While the PAC is encouraged by this increase, it is apparent that additional funds are needed to support legislators that support the KDA. The PAC will continue its' fund raising activities.

Respectfully submitted,

Dr. Mike Johnson, Chairman

REPORT NO. 10
TECHNICAL ADVISORY COMMITTEE TO KMAP – Dr. Susie Riley, Acting Chairman

The Dental TAC met on December 13, 2012. We still have no comprehensive report of the activity of the MCOs for the first 12 months of operation. Rudimentary reports for the quarter ending 9/30/2012 are being formulated, and 2 were presented by Wellcare/Avesis and KY Spirit. Wellcare was woefully inadequate compared to the request; KY Spirit was more compliant with the sample request. We continue to work with them and the State to get the numbers and statistics to be able to adequately analyze success or failure of the MCO mandate.

On January 1, 2013, Region 3, which had been serviced by Passport, became Region 31 and was divided among 4 MCOs – Passport, Humana, Wellcare, and CoventryCares. Avesis is the third party dental administrator (TPA) for Passport, CoventryCares, and Wellcare. Humana uses Caresource for claims and MCNA for prior authorizations. As usual, all bugs had not been ironed out on January 2, when the system went live; all provider manuals were not in place; so providers were left scrambling for details, with TPAs making up the rules as they went along. Much disinformation was distributed!! And in some cases that continues. Humana uses the patient Medicaid ID number for prior authorizations at MCNA, but uses a unique Caresource patient ID to process routine claims. Most computer practice management systems can only handle one patient number, so at least one of the claims may have to be generated on paper. Our challenges continue! Most offices are strongly encouraging their patients to call the designated phone number and request to be returned to Passport. Physician's offices are doing the same.

CoventryCares has announced a fee reduction beginning March 1, 2013. The reduction will be 10% in general dentistry and orthodontic fees and 5% in oral surgery fees. Many on the dental TAC feel that the reduction will result in lowered access, but Avesis representatives noted in a January conference call that no dentists had withdrawn from the Coventry network due to the reduction. Many oral surgeons have contacted the TAC members stating that they will not accept the lowered fees. Either they have not sent official letters of withdrawal or they have withdrawn and executed separate letters of agreement (LOA) to continue to see the Coventry patients.

Some orthodontists have contacted the Dental TAC stating that their specialty has been slighted by the TAC, since none of the TAC members are orthodontists. Since the MCOs seem to be changing their orthodontic criteria frequently, they feel that they can be more responsive if they are represented by one of their own. In addition, with the inclusion of an additional MCO, it would be helpful if the TAC had more active and engaged participants to establish more of a committee structure to address complaints or concerns with an assigned MCO on an ongoing basis.

In closing, I finally received the formal appointment from the Governor to the Medical Advisory Committee as the Dental representative (it's only been a year). At the December meeting, I successfully had a motion passed at the MAC that came from the Dental TAC (Andy Elliott's suggestion). That motion was to establish a non-reimbursed code for "no show" across all MCOs that can be used to track effectiveness of the MCOs using gift cards to encourage patients

to attend their dental exam and preventive appointments. When I contacted the MAC president for follow-up, I learned that he had not been re-appointed by the Governor. I hope it's not back to square one. The next MAC meeting is scheduled for March 21, 2013; so the Dental TAC will meet then as well.

Respectfully submitted,

Dr. Susie Riley, Acting Chairman

REFERENCE COMMITTEE #3
WORK GROUPS
Dr. Joe Boster – Chairman

REPORT NO. 11

MEMBERSHIP STEERING COMMITTEE/NEW DENTIST COMMITTEE – Dr. Jonathan Rich, Chairman

The New Dentist Committee and the Council on Membership have continued to actively work to increase and maintain current members.

There are three basic categories that are being targeted.

The first is the new dentist:

Multiple events are being planned, or have occurred, for the new dentists. The first was an outing including tailgating and racing at Keeneland on Oct. 13th. There were approximately 30 new dentists who attended. An event is also being planned for the annual KDA meeting. It will be held immediately following the university receptions at Against the Grain. A new ADA/MPG grant has been submitted for the 2013/2014 year. It requested \$4000.00 to continue events for new dentists.

The second is non-member dentist:

Each society, with prior approval, is able to bring non-member dentists to their local meetings. The continuing education and meal will be reimbursed through a grant. To date the Bluegrass, Louisville and Northern Kentucky dental societies have taken advantage of this program. We encourage each society to do the same. We have worked in conjunction with the dental schools to bring students to meetings in areas in which they are interested in working. I would like to express my great appreciation especially to the Louisville Dental Society for promoting this and having at least 6 new members join the association. A new ADA/MPG grant for the 2013/2014 year has been submitted. It requested \$3000.00 to continue these efforts. For questions or approval (due to limited funds) please contact Jonathan Rich @ (859)816-9702 or jwruofl@gmail.com

The third is transitioning students to active dentist members:

Each school has been contacted and programs are being put together. The main program will be the student signing day where students are encouraged to sign up for membership prior to graduation. U of L and UK are both holding student signing day at their schools prior to their school ASDA conventions. Lunch is being provided and the students will be given ample time to fill out membership forms. Last year over 90% of all students filled out forms. Our goal is 100% this year. They were filled out at the ASDA conventions themselves and information was hit and miss. We hope by having it done at the school this year we will get more precise information in which to contact students. We have a drawing for those who pledge to become members at the ADSA conventions. Prizes include i-pads and i-pods. The 2013/2014 ADA/MPG grant has been submitted for students as well. It requested \$3000.00 to continue these efforts.

If there are any other questions, suggestions or ideas please contact me.

Thank you for the opportunity to serve.

Respectfully submitted,

Dr. Jonathan Rich, Chairman

MEMBERSHIP COUNT AS OF FEBRUARY 8, 2013

	2011	2012	2013
Blue Grass Dental Society	270	232	199
Eastern Dental Society	39	38	36
KY Mountain Dental Society	47	42	47
Louisville Dental Society	420	363	370
Northern KY Dental Society	120	114	114
Green River Dental Society	57	53	55
Pennyrile Dental Society	63	50	50
Southeastern Dental Society	47	46	40
Purchase Dental Society	68	62	64
West Central Dental Society	50	45	37
South Central Dental Society	56	52	53
KY Student Dental Society:			
University of Kentucky	192	196	227
University of Louisville	338	3	*Not Reported
TOTAL:	1767	1296	1292

Please Note: These figures indicate dues paying members only and do not include approximately 281 retired life members residing in Kentucky and other states.

REPORT NO.12

WORK GROUP FOR KDA COMMUNITY SERVICE PROJECTS – Dr. Andy Burt, Chairman

Work Group members are Dr. Andy Burt, Chairman, Dr. Robert Henry, Dr. Lee Mayer and Dr. Geoffrey Ball. KDA Staff Liaison is Melissa Nathanson.

SmileKentucky!

Melissa Nathanson is continuing to provide day-to-day participation and coordination for Smile Kentucky! and works with Kelley Dearing-Smith at the Louisville Water Company.

A new video was developed last year as an addition to the other educational materials being offered by SmileKentucky! "Where's the Sugar?" illustrates how simple changes in diet can improve not only your smile but your overall health. In February, Smile Kentucky! began providing teachers and health educators this free video to accompany a curriculum that teaches students how to measure sugar in snacks and drinks. A grant from the American Dental Association and funding from Delta Dental of Kentucky, Kentucky Dental Association and Louisville Water has made the video production possible. It has proved to be a very popular addition, so far. The video is available at www.smilekentucky.com.

Since the adoption of SmileKentucky! as our "official" state-wide program, efforts have been focused on transforming this regional program into a successful state-wide education initiative. Kelley and Melissa meet on a regular basis. Publication of the program and ways that members and components may utilize it are primary considerations. Information is regularly published in *KDA TODAY* and also online.

There is an ongoing interest in the free booklet that is geared toward elementary school-aged children. Most requests have been from hygienists, dentists and other individuals and groups who are interested in providing oral health education to students during Children's Dental Health Month.

There is also more and more interest in the education bags, for which we charge a \$10 fee, just to recoup some of the cost. We have sold about a dozen or so each year, especially during Children's Dental Health Month.

SmileKentucky! is always a work in progress and ideas, comments and volunteers are always welcome.

There are also many other programs out in the state in which our Kentucky dentists participate. The KDA has repeatedly requested that dentists send information about these programs, and at a recent Executive Board Meeting, Melissa passed out a form requesting information about programs around the state. This did prove to be helpful, but we still do not have a comprehensive list of everything that is available. If anyone has information about community service programs they would like to share, please contact Melissa Nathanson at the KDA Office at 1-800-292-1855 or email her at melissa@kyda.org.

Respectfully submitted,

Dr. Andy Burt, Chairman

REPORT NO.13

WORK GROUP TO STUDY FOR-PROFIT SUBSIDIARIES AND ENDORSEMENTS – Mr. Michael Porter, Executive Director

KDA staff continues to meet with outside vendors offering products and services to the KDA membership. Staff continually looks for any opportunity for non-dues revenue which would benefit the membership.

Respectfully submitted,

Mr. Michael Porter, Executive Director

REPORT NO.14

WORK GROUP FOR MILITARY RECOGNITION – Dr. Philip Barber, Chairman

NO REPORT