JUNE 2017

TWELFTH NIGHT

UPCOMING COURSES AND EVENTS
MARK YOUR CALENDARS NOW FOR FALL MEETINGS:

SEPTEMBER 12  OCTOBER 10  NOVEMBER 14
TCMS, 555 HEMPHILL ST. - DRINKS AND FOOD AT 6:00PM

Registration online @ fwdds.org is available and preferred
ON THE CALENDAR 2017

SCHEDULE OF EVENTS & MEETINGS

June 2
Shred-A-Thon @ 555 Hemphill St.

September 14
Southwest Dental Conference in Dallas, TX

September 30
Society Clay Shoot-Alpine Shooting Range

October 19
ADA Annual Meeting in Atlanta, GA

December 14
Christmas Party at Colonial Country Club

Did you know that if you come to just 5 Monthly Meetings, FWDDS OSHA Course each January, And the all day CE Course each year, you will have met more than your CE requirements for the year without any travel expense? Plus, it is a good chance to network with your colleagues. Mark your calendars and plan to come!

CHECK THE WEBSITE FOR DETAILS AT FWDDS.ORG

2017 TMOM Events

June 9-10 - Amarillo, Texas
July 21-22 - Glen Rose, Texas

Friday, June 2, 2017
TCMS Parking Lot
555 Hemphill St. • Fort Worth, TX 76104

Lunch Provided
11am-1pm

Action Shred of Texas

Accreditations

National Association for Information Destruction
Certified for on-site and off-site shredding, and computer hard drive destruction.
SOCIAL MEDIA CAN OPEN DOORS TO HIPAA VIOLATIONS

By Lee Slaton, Smart Training

By responding to a patient review on social media recently, a Texas dental practice found itself in hot water with the U.S. Department of Health and Human Services (HHS) and the Office for Civil Rights. While the dentist will probably not be fined for misusing patient information, the practice did have to spend money for specialized legal counsel. The dentist likely spent many sleepless nights worried about the consequences of this unintentional breach.

The lesson to be learned: Social media opens the doors to all sorts of HIPAA violations. Your office can take specific steps to ensure you don’t run afoul of patient privacy law.

If you won’t say it in your waiting room, don’t say it online.

Read your social media content aloud before you post it. If there’s information you wouldn’t be comfortable announcing in front of patients, it probably doesn’t belong on social media.

Use caution when replying to comments on review sites and in real-time venues like Twitter.

Immediate responses aren’t required, and it’s often better to let some time go by before you reply. Don’t use the patient’s name or specific treatment information—even if the patient’s original post identifies him or her.

Don’t discuss patients online, even in general terms.

Social media makes connecting the dots very easy. Even if you don’t mention your patient’s name, other readers can often identify the individual you’re describing. This is, incidentally, also the reason we encourage clients to report every data breach; affected patients can easily find others online and trace the breach back to your office.

Don’t mix personal and professional.

If you want a personal presence on social media, don’t use your practice page for that sort of interaction.

Assume anything you say online is public information. There’s no expiration date on internet content, and anything you post today may well be accessible a decade from now.

Dentists have a unique perspective on topics that interest patients. However, the demand for this information must be balanced with how information is used, who may access it, and who else it can affect.

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AVOIDING PITFALLS IN YOUR NEXT OFFICE LEASE NEGOTIATION

Over 80% of healthcare practices lease their office space. The location and impression their office makes on patients is a huge determining factor in patient referrals and return visits, especially in a competitive market. Additionally, the cost of rent is typically a practice’s second-highest expense after payroll. For these reasons, it is imperative that practices achieve the best possible terms during new lease and renewal negotiations in order to maximize profitability.

There are three common pitfalls many practices fall into when negotiating on their office space.

**Lack of market knowledge**

To achieve the best possible terms, you must be familiar with all options that exist in your area. This market knowledge includes available vacancies, recently completed transactions, and future spaces that may be coming available soon. This is critical information that a local commercial real estate professional can provide to you at no charge. It would be extremely difficult for a healthcare provider, an attorney, or an out-of-town “lease negotiator” to know this information as it is not public record, and many available spaces are not listed on online databases. Knowing about other properties that may be more appealing or offer better value will help you find the best space and ensure you are not over-paying.
Unawareness of less-common business points in a lease

Most healthcare professionals are familiar with the rental rate, length of term, and build out allowance provided by the landlord. Beyond these, there are many other important concessions available such as free or reduced rent periods, the right to transfer the lease to another practice owner in the future, options to renew the lease after the original term expires, death and disability termination options, exclusive uses and more. There are also landlord-friendly clauses such as relocation provisions, unusual expense pass-throughs, and electrical or mechanical requirements designed for general, non-healthcare users that can impair a practice’s ability to operate.

Failing to create a strong posture

The key to an effective negotiation posture is making the landlord understand that you have multiple options on the table and are willing to pursue those options. One of the first questions a landlord will ask its broker is whether the tenant has professional representation. If the answer is no, they will ask if the tenant appears to know the market and is educated on the business points they are seeking. In a renewal situation, they will ask if the tenant is seriously willing to leave. If the landlord and its broker sense any weakness in the posture created by the tenant, they will not offer terms that are truly competitive to the tenant. Many landlords also see it as a weakness if a consultant or out-of-state attorney is handling the negotiation for the tenant because there is no local market knowledge. The same is true when tenants attempt to represent themselves. It is also crucial to the posture to begin the negotiations at the proper time—ideally one year before the current lease expires. If there is insufficient time to plan and build-out a space, then the landlord will know the tenant’s options are limited, weakening the posture.

Strong posture causes the negotiation to be more favorable than merely bartering with a landlord. Leveraging a local real estate professional’s expertise and then dictating favorable terms to a landlord yields consistently more favorable terms to a tenant than simply asking for a price, and then asking for a lower price, etc. Strong posture is not about bluffing or threatening. Having multiple legitimate options and a credible willingness to choose the other property creates an environment where landlords compete to attract or retain quality tenants, and ensures they get competitive terms. Expert representation by a real estate professional is available at no cost to tenants, because their services are paid for by the landlord or seller as part of the listing agreement with the landlord’s broker.

The current commercial real estate market has fully recovered and it is more important than ever to be prepared during lease negotiations. Avoiding these pitfalls will help tenants achieve more favorable terms for their practice and their bottom line.

Carr Healthcare Realty is the nation’s leading provider of commercial real estate services for healthcare tenants and buyers. Every year, thousands of medical, dental, veterinary and other healthcare practices trust Carr Healthcare Realty to achieve the most favorable terms on their lease and purchase negotiations. Carr Healthcare Realty’s team of experts assist with start-ups, lease renewals, expansions, relocations, additional offices, purchases, and practice transitions. Healthcare practices choose Carr to save them a substantial amount of time and money; while ensuring their interests are always first.
**Caption:** Relating to powers and duties of certain prescribers and dispensers of controlled substances and the regulatory agencies that issue a license, certification, or registration to the prescriber or dispenser.

**Synopsis:** The bill details prescribing requirements for health care practitioners and dispensers of controlled substances.

**Current Status:** 05-16-17 House Public Health Committee

**Comments:** Support; TDA staff recommendation

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**Prescription Monitoring Legislation in House Public Health Committee**

Today, the House Public Health Committee will hear Senate Bill 316. The TDA is listed, along with the Texas Medical Association and other health care groups, on a handout supporting to bill. The handout calls for a couple of minor changes to the bill including adding all medication prescribers and dispensers to the Prescription Monitoring Program (PMP), and changing the compliance state date for mandatory PMP querying to September 1, 2019. ■

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UNIQUE TAILORED ELITE
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The idea of celebrating Father’s Day Festival was given by Ms Sonora Dodd, a loving daughter from Spokane. Her father Henry Jackson Smart single-handedly raised Sonora and five of her siblings after the death of her mother during childbirth. When Sonora attended a Mother’s Day Sermon in 1909, she thought that if there is the day to honor mother then there should also be a corresponding day to honor fathers. Sonora worked relentlessly for years to ensure that the idea of Father’s Day becomes a reality. In 1924 President Calvin Coolidge first recognized Father’s Day. In view of the massive popularity of the festival, in 1972, President Richard Nixon established a permanent national observance of Father’s Day to be held on the third Sunday of June.

Over the years, the concept of celebrating Father’s Day spread beyond geographical boundaries. Today, millions of children across the world express gratitude for their dads as they celebrate Father’s Day festival.
**Texas Mission of Mercy (TMOM)** is a mobile dental clinic that travels around the state providing basic dental care (including cleaning, fillings, or extractions), free of charge, to uninsured Texans. Treatment provided at a TMOM is focused on relieving pain. Volunteer dentists examine and will determine the most necessary treatment for each patient. Since 2001, TMOM events have provided more than 29,000 patients with nearly $15 million worth of charitable care.

Please select from the dates below for volunteer opportunities at upcoming Texas Mission of Mercy (TMOM). You will be taken to the TMOM volunteer site where you will create an account, and receive an email stating you have registered. All communication is via email. Volunteer information will be sent to you as the event draws near.

**2017 EVENTS**

**June 9-10** - Amarillo, TX (2 day, 40 chair event)
**July 21-22** - Glen Rose, TX (2 day, 20 chair event)
**October 13-14** - San Angelo, TX (2 day, 40 chair event)

Get Started TODAY!

**Worthington National Bank**

FWDDS is excited to have Worthington National Bank as a new Annual Sponsor!
Dr. Robert L. Shipp, died on Sunday, March 19, 2017, after a lengthy illness. Memorial service was located in the Greenwood Chapel. In lieu of flowers, contributions may be made to Doberman Rescue of North Texas, 2021 Rock Creek Drive, Grand Prairie, 75050 or to the children’s charity of your choice. Dr. Shipp was born in Fort Worth to Ethel and Lee Shipp on Sept. 24, 1935. He graduated from TWU and Baylor Dental School and practiced in Fort Worth for 50 years. He was preceded in death by his parents, Ethel and Lee Shipp; and daughter, Karen Shipp Black, MD. Survivors: Wife of 58 years, Joyce; and son, Phillip Shipp.
Because of you, more children in our community have happier, healthier smiles.

As part of Cook Children’s and the Center for Children’s Health’s community outreach programs, Save a Smile has helped improve the health of underserved children through the prevention and treatment of oral health disease since 2003. Volunteer dentists provide services and treatment to children in targeted schools at no charge.

Save a Smile, a nationally recognized program, works hand-in-hand with the Children’s Oral Health Coalition, Fort Worth District Dental Society and local school districts.

Since the program’s beginning, our volunteer dentists and specialists have donated more than $7.9 million in dental care to children in Tarrant County. They are the heart of this program and we thank them for giving their time, talent and resources. We are honored to have them as our partners.
Harrison Tillman, Son of Dr. & Mrs. David Tillman, signing a letter of intent to run cross country and track & field with Texas A&M.

Gig Em Aggies!!

Dr. Catherine Chaumont
“Grateful for these two munchkins who made me a momma”

Introducing:
Kimberly Davey Malloy
Daughter of Dr. Jessica Brigati and husband, Dr. Mike Malloy

Born on March 27th 2017
Weight: 8 lbs
Length: 19.6 inches
Brothers: Maxwell (6)
Sullivan (1)

Dr. and Mrs. Elio Reyes
celebrate little Elio’s first barbershop haircut.

He did great since they had a car to drive!

Submit your “Proud Moments” to us before the 15th of each month to share!
There’s only one dentist for her!

We provide oral healthcare for patients with special needs.

Our facility offers a comfortable environment specifically designed to meet the needs of disabled, handicapped or challenging patients.

DENTAL DENTISTRY

WHO WE ARE.
WHAT WE DO
WHY IT’S SO IMPORTANT.

ABOUT US

DENPAC, the general purpose action committee of the Texas Dental Association, is a voluntary, non-profit, unincorporated group of dentists whose goal is to influence the nomination or election of state candidates who have demonstrated their concern for the preservation of dentistry as an independent profession, and for the dental health of the people of Texas. State government plays a vital role in setting guidelines for how you run your practice on a daily basis. From taxation and regulation to scope of practice and licensing, the Texas legislature makes decisions affecting every aspect of the dental profession.

DENPAC exists to help safeguard against counter-productive legislation and to ensure that the Texas Dental Association has a constant presence at our state capitol. When lawmakers address issues affecting the practice of dentistry in Texas, DENPAC is hard at work making your voice heard.

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Please contact Dan Lewis @ Lewis Health Profession Services, Inc. regarding
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Place your classified advertising HERE! Contact Executive Director,
Cindy Hood, at 817-263-7177 or email cindy@fwdds.org.

L-R: Dr. N. Joseph Laborde, Dr. James Fischer, Dr. Sarah Morris,
Dr. Tim Knight, Dr. Elizabeth Laborde, Dr. John Boyd,
Dr. Amy Bender, Dr. William Ralstín

Congratulations and Welcome to our new
Board and Committee members
Let us know if you would like to be involved!

FWDDS is excited to have
First Citizens Bank
as a new Annual Sponsor!
Staffing Solutions for Dental Practices

As a business owner, staffing needs can create a tremendous amount of stress. People move away, take maternity leave or medical leave, change jobs, call in sick, & take vacations; all of which can cause your entire team to be overwhelmed and the care of your patients to be compromised.

Allow us to eliminate that stress by assisting you with all of your temporary & permanent staffing needs so that your team can still function effectively, your patients still get the same consistent, excellent care they deserve, and you can focus on what you do best...... dentistry!

Dental Directions is the only dental placement service in Tarrant County to take responsibility for paying your temporary employees.

Let us maintain all of the employment records, handle any TWC issues, send W-2 forms at the end of the year, and file payroll reports; including New Hire reports for the Attorney General’s Office. You no longer have to worry about possible TWC & IRS audits!

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“Dan and Aaron actively marketed my practice and screened the candidates who were best suited to carry on my legacy.”
— Gus Gates, DDS

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— Robert G. Vittetoe, DDS

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Over the past 30+ years, Lewis Health Profession Services has specialized in dental practice sales, appraisals, and transition structuring. We pride ourselves on providing ethical, confidential and experienced assistance with a very “hands-on” approach.

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