



Manitoba  
**Dental**  
Association



# 2022

Annual Report





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# President's Message

2022 saw the MDA along with the rest of the world continuing to adapt to effects of the pandemic. The term “moving to the new normal” was uttered widely in routine conversations and numerous editorials. The prolonged recovery cycle of the Covid 19 pandemic continues. In the face of this challenge, 2022 was a busy year for the MDA as it functioned to perform its dual role of regulating Dentistry in Manitoba in the public interest and providing membership services. The year was marked with significant gains towards improving the state of Dentistry in Manitoba, but we are wary of the challenges that will need to be overcome in the future.

The Board of Directors of the MDA participated in a long overdue strategic planning exercise for the Association in 2022. The determination of the current status of the Association, identification of priorities and goals to achieve the desired state in three to five years, developing the plan to actualize the goals, and committing to the core values to observe while pursuing the goals were worthwhile processes for the Board to undertake. The outcome of which was the rededication to the long-standing vision of the MDA: “If it is in the best interest of the public then it is the best interest of the profession.” I am excited for the Association with the next step being to share the plan with the membership for implementation.

I commend and recognize the committees that completed their tasks in 2022. Led by Dr. Mike Sullivan and supported by dedicated and expert committee members, the final draft of the MDA Infection Prevention and Control Practices guidelines was presented and approved on December 19, 2022. These guidelines will ensure, when delivering dental care, the safety of both Manitobans that our dental profession serves and the team members that provides the care.

The second committee that finished their work in 2022 was the Botulinum Toxin and Dermal Filler Committee. With initial leadership by Dr. Catherine Dale, and brought to its conclusion by Dr. Ken Shek, the approval of the Bylaw for Neuromodulators and Dermal Fillers came into effect on December 15, 2022. The bylaw enables access for Manitobans

**“If it is in the best interest of the public then it is the best interest of the profession.”**

that require these interventions that were already available to other Canadians in other provinces.

With the spirit and the recognition of the need for constant improvement, as well as the necessity to modernize regulatory

systems, several bylaws continue to be reviewed. Dr. Peter Kowal leads the committee reviewing Ethics Bylaw. Related to the Ethics Bylaw is the work being done by the Marketing Committee, led by Dr. Bernie Majewski. Dr. Tony Krawat leads the Registration and Licensing Adhoc Bylaw Review Committee. Supporting this whole process of revamping is the office of the MDA registrar, Dr. Arun Misra. The MDA has benefitted from Dr. Misra's analytical mind and advice related to all matters dealing with regulations.

Membership services is the other side of the coin as it relates to the mandate of the MDA. Our organization has truly been blessed with membership that is willing to be engaged and be involved in the many working committees of our Association. Through the years as an MDA Board member, and especially during my time serving as President of the Association, having had the opportunity to work with all the committees, I cannot express enough my gratitude for the numerous MDA members who are contributing to advancing our profession of Dentistry in Manitoba.

A notable event that occurred in March 2022 which impacts Dentistry in Canada was the announcement by federal Liberals under Canadian Prime Minister Justin Trudeau to launch a new National Dental Care Program for middle and low-income Canadians in exchange for Jagmeet Singh's New Democrats supporting the



“ Our organization has truly been blessed with membership that is willing to be engaged and be involved in the many working committees of our Association.”

federal government until 2025. About 12 million people or 32.4 % of Canadians in 2021, had no dental insurance. Of that, 6.5 million Canadians, falling within the qualifying income threshold, who do not have dental coverage could benefit from the plan. In Manitoba, there is approximately 61% of families that falls below the \$90,000 income level. This amounts to 334,000 families that may be affected by the National Dental Care program.

The program launched with the Canadian Dental Benefit in December 2022 as an interim measure to provide dental coverage to children under 12 years old of qualifying families. Canadians wait to see final design of the Canadian Dental Care Plan. Initial concerns of insufficient funds to administer the program were alleviated after the announcement in the most recent federal budget that allocated \$13.0 billion – versus the initial \$5.3 billion – over five years starting in 2023–24, and \$4.4 billion – versus the initial \$1.7 billion – ongoing to Health Canada to implement the Canadian Dental Care Plan. Concerns persist on how the dental plan will affect the established system that allows access

to dental care for 2/3 of Canadians that already have some form of dental benefit. To positively affect the final form of the dental plan, the provincial and territorial dental associations along with the Canadian Dental Association must continue to recognize the need to present a cohesive front as they collaborate and put forward a technical submission document to the federal government containing best recommendations pertaining to the implementation and administration of the remaining phases of the Canadian Dental Care Plan.

The human resources crisis was an important issue that the MDA dealt with in 2022 and it continues to be a top priority going forward. The lack of qualified support personnel clearly had a detrimental effect of hampering the delivery of care to Manitobans by dental offices that lacked qualified support team members. MDA has explored and is actioning several potential solutions which improves the accessibility of certification programs for future dental assistants in the province and streamlining practical assessments of dental assisting students. The MDA will look forward to report to membership the progress of these initiatives.

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Congratulations to Dr. Scott Leckie who was elected president and Dr. Daron Baxter vice president on January 27, 2023 – both possess the values and acumen to lead the MDA. As I reflect back on the past year, I share the pride in the gains and accomplishments achieved by the MDA with those who I had the privilege to work with:

- to my fellow MDA Board of Directors who always kept paramount the public interest when assessing and making decisions on issues,
- to our CEO, Mr. Rafi Mohammed, who steadied us in difficult times and constantly challenged us to look forward,
- to Director of Regulatory Programs, Mrs. Linda Berg and Director of Member Services & Public Events, Mr. Greg Guenther, who while performing their official duties provided constant support as liaison to many working committees,
- to the MDA staff – Ms. Cheryl Duff, Courtney Razmus, Diane McDonald, Gail Monzon, and Holly Stusiak – who ran the administrative systems and ensured reliant day to day operations of the MDA ,
- to Dr. Chris Cottick and Dr. Marc Mollot, our past presidents who set the standard on how to lead in such a challenging environment, THANK YOU!

**Dr. Thomas Colina**  
MDA PRESIDENT



# Communications Committee Report

The past year has been an exciting year for the Communications Committee. 2022 marked the return of many in-person events that had been cancelled as a result of COVID over the past two years. The “new normal” has thankfully begun to look more and more like the “old normal” and for that I am very thankful. Despite the many changes to our plans that COVID forced upon us, the strategic objectives and core goals of our communications program have always remained constant. We remain committed to the positive positioning of dentistry in the public consciousness, increasing dental office busyness, and promoting patients’ long-term relationships with their Manitoba dentists. In addition, 2023 will see the continued promotion of “Your Manitoba Dentist led team as part of your overall healthcare team.”

Unfortunately 2022 also marked the continuation of rampant inflation as it pertained to advertising, media, and marketing. Since 2019, all marketing costs, with the exception of our consulting fees, have risen by 60%. Whether it be bustails, sponsorships, or the production of our world-class television spots, the costs have increased, and our budget has remained the same. In order to offset these costs and keep our key initiatives

adequately funded in 2022, we reallocated funds from initiatives that were either cancelled as a result of COVID-19 or were deemed a lower priority. While this method has worked well for us in the past, it does have its limitations within a finite budget, and we will soon be forced to make tough decisions regarding cuts to our key initiatives going forward.

Despite this, 2022 was extremely productive and we saw excellent and proven results in all of our media modalities. As in past years, due in large

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part to bonusing by local media and Shaw Cable, the MDA received over \$165,500 worth of total media value as compared to the \$100,000 that was spent. Transit bustails to match our media campaigns also saw \$15,000 of free bonusing. In total, there was over \$80,000 of free media in 2022 for the MDA.

Our campaign promoting the “Manitoba Dentist led team as part of your overall healthcare team” saw us produce 4 spots showcasing MDA members discussing key relationships between overall health and dental health. This strong messaging resonated well with the public and our latest Probe research poll reported that 89% of Manitobans agreed that oral health is part of your overall health.

Having been delayed for almost 3 years as a result of the pandemic, the long-awaited “Sugar Reduction campaign”

rolled out in the fall of 2022 and has been extremely well-received. Three ads highlighting the slogan “Be Sugar Smart” rolled out after Labour Day and ran on television until mid November. A member of the public sent the following message to the

MDA after having seen the ads:

Sugar is everywhere. We are bombarded with it in too many products. I believe it’s important to educate people and I would like to thank you for your ads highlighting the sugar content in foods, not only from a dental perspective, but from an overall health perspective. Thank you!

Comments like this demonstrate how our campaigns dovetail nicely with one another and highlights how Manitoba dentists are now viewed as stewards of overall health in the public consciousness.

**“2022 was extremely productive and we saw excellent and proven results in all of our media modalities.”**

As is customary since we began keeping track, we saw substantial growth across all of our social media platforms. This past year our numbers were mainly driven up by the use of influencers as well as MDA-branded contesting where families could enter to win an oral health kit. Instagram saw by far the largest growth in its reach, having reached 190,477 people, up a staggering 2900% from last year! Our Annual Awareness Digital Campaign is reaching Manitobans with banner ads in Google, Facebook, Instagram, and YouTube among others. It has seen just under 3 million impressions being delivered between December 1, 2021, and October 15, 2022! Beginning in early 2022, our ads are also now featured on streaming television which continues to grow in popularity.

As we begin 2023, the most exciting aspect of dentistry in Canada is undoubtedly the Canada Dental Benefit (CDB). As such, our Spring campaign has been tailored to focus specifically on the CDB.

A series of ads are now in production which will help inform Manitobans about the program and

encourage them to bring their children to the office for treatment. In addition, in order to mitigate costs, we are also producing ads concurrently which will allow us to be fully prepared for the launch of phase 2 of the CDB later this year. The phase 2 ads will focus specifically on under-served senior citizens within our community. Furthermore, because we know that the government may adjust how the CDB is delivered going forward, these ads have been designed in such a fashion that they can be easily modified and used regardless of these changes. Keep an eye out for these exciting new ads in late March 2023.

Moreover, as a testament to the quality of the media produced by and for the MDA, I am once again very proud to say that the “We Miss Your Smile”

campaign has garnered the recognition of the Summit organization and has been awarded 3 Summit International Awards for excellence in communications and marketing. This marks the most successful award season for the MDA to date and for that the credit goes to Brian Fawkes and the very talented team at Fawkes Advertising.

To conclude, I would like to thank the members of the Communications Committee whose valuable insight help to guide the decisions that we make. I would also like to thank Greg Guenther for all of his hard work in helping our committee achieve its goals. A huge thank you to Brian Fawkes, our communications consultant, whose knowledge and vision allow us to achieve the outstanding results that we do. Lastly, I would like to thank Rafi, the Board, and all the MDA staff for their support in helping us to reach our goals this year.

Sincerely,

**Dr. Richard Santos**  
CHAIR,  
MDA COMMUNICATIONS COMMITTEE



# Annual Convention Committee

The 139th MDA Annual Meeting and Convention was held April 22–23, 2022 this was the first in person convection after the pandemic with On-Demand Lecture series as added value. The Focus of the Convention was getting together after Covid and the convention was themed “We miss your Smile”. The Committee specifically selected all speakers to fulfill the intellectual advancement.

A total of 1455 delegates attended the convention. Of the 1455, 32 speakers, 547 dentists, 121 Hygienists, 284 dental assistants, 184 exhibitors, 73 dental students, 67 dental assistant students, 7 dental hygiene students and 3 dental technicians and 3 dental therapists. The convention should be considered as a weekend of educational advancement, technological discovery and camaraderie. Obtaining “points” is an added bonus. Dental offices are encouraged to include their whole team in the weekend’s activities.

The educational component was a great lineup of Canadian speakers included: Drs. Amandeep Dosanjh, Michael Barczak, Shima Amelgharib, Catherine Fontaine-Sylvestre, Mohammed Ahmad Javaid, Keyvan A bbaszadeh, Bettina Basrani, Anastasia Kelekis-Cholakis, Nancy Auyeung, Effie Habsha, Joss Reimer, George Freedman, Effie Habsha, Siavaash Hassanpour, Nekky Jamal, Milos Lekis, Lee MCFadden, Mel Mcmanus, Ellen Wong, Marc Mollot, Jose Viquez, Murad Zaman, Jeff Bassey, Ammy Rihal, Mr. Gary Paige, Mr. Guy Amini , Ms. Sarah Hyslop, Mr. Brent Hardman, Mr. Adam Bighill, Ed Dermitt; Micheal Tyler, Chrissy Ford, Shannon Gander, Penny Hatzimanolakis, Dean Kriellaars.

For the first time we had Hands sessions on *Building Bone through guided Bone Regeneration Hands* by Dr. Mohammed Javaid, *Same Day Restorations & Smile Design Hands* on by

Dr. Ammy Rihal was a great success.

The 60 min Lecture format was new and was well received. Repeating lectures allowed for more flexibility in choosing lectures. The added On-Demand Lecture series as added value. Also the awarding of 1 CE point per day at the trade show added a good encouragement.

The exhibit hall was buzzing with people. We had theaters in the exhibit hall holding several discussion panels like the *Women in Leadership Discussion panel* hosted by Dr.s Dean Cholakis, Auyeung, Habsha & Joss Reimer and moderated by Dr.s Regula and Hosseini, Ask Your Specialist Panel That was Hosted by Drs. Dosanjh, Barczak, Gharib, Sylvestre, Javaid and moderated by Dr.s Shek and Hosseini. These panels showed great success and were a huge attraction in our convention. We also can’t forget the Manitoba case study session “Let me share this interesting case with you” hosted by Drs. Mollot, Viquez, Zaman & Bassey which was really an intellectual advancement.

Our social program included Friday after lectures cocktail party and our President’s Gala.

Friday night Themed Smile on the Nile was well attended, the Grey Cup march was impeccable with the RCMP Marshing it in and everyone had the opportunity to have memorable photos with the cup.

Saturday night, Our Gala was Egyptian themed with elaborate beautiful decorations and oriental designs. We hosted several local artists and a world renowned performer from Toronto. I can’t forget the Grey cup march.

The trade show was also a hit I still can’t believe that even though we just came out of a pandemic, a new feature we had on our convention was the ability of the attendants to scan for CE trade show points at several stations located in the trade floor for a chance for various Rafi’s

Raffle prizes.

The MDA convention committee is to be thanked for its long effort in making the weekend success. Without the MDA staff there would be no convention! This year, specifically proved to be extra taxing on them and they must be commended. Thanks to Rafi, Greg, Linda, Cheryl, Diane, and Gale for the outstanding contribution.

Special thanks to Greg it was his first year as the director of member services and public events his aid was exceptional and his continuous support made this event a positive experience.

Also with Great Honour I am thanking Dr. Pat Kmet and Dr. Carla Cohn for what they have sincerely done without hesitation in sharing their experiences and continuous support I am also extremely grateful to all the volunteers from the MDAA and the red river college of dental assistants and their amazing instructor Jance for being there and making a huge difference throughout the whole Convention. We had around 70 amazing volunteers that without them this convention would not have happened the way it did.

With a grateful heart I Thank you all!

Interestingly this was our first convention to be held in April after our members voted on changing the convention to be in April instead of January as planned to happen in 2020 but never did due to the pandemic.

The 2023 convention will be Themed “Come Together Again – Celebrating 140 Years”, April 21–22, 2023, We hope you take the opportunity to come to the convention, bring your staff, attend your favorite lectures and catch up with friends.

See you in 2023.

**Dr. Hala Salama**  
CHAIR MDA CONVENTION





# MDA Task Force on Access to Care in Northern and Remote Communities

The Manitoba Dental Association (MDA) regulates dentistry and dental assisting in the public interest. Manitobans in all areas of our province have a right to access oral health care as a part of their overall health. Access to dental care in a province as vast as ours has always proven to be a challenge. A finite number of oral health professionals in the workforce, combined with the remoteness of many communities makes attracting individuals to deliver care difficult. The economics of care delivery models may sometimes cause barriers. Finally, the COVID-19 pandemic put additional stress on an already complex subject.

In 2022 the Task Force met with the goal of developing key principals to help guide the MDA in its efforts to improving access to care in northern and remote communities. The Board-approved two-page document identified 4 key areas of priority including:

1. Advocacy – Reinforce strong relationships between MDA and Indigenous groups

2. HR – Train oral health team members from the community
3. Encourage Community Public Health Initiatives
4. Improve infrastructure in community based dental clinics

The committee also welcomed an evening with Senator Mary Jane McCallum. Senator MacCallum is a Cree

**“The Task Force met with the goal of developing key principals to help guide the MDA in its efforts to improving access to care in northern and remote communities.”**

woman from the Barren Lands First Nation and a residential school survivor. Prior to her appointment to the Senate, she spent many years providing dental services and treatment to First Nations in Manitoba as a dental nurse, dental therapist and

dentist. From 1996–2000, she worked as the Regional Dental Officer for the province of Manitoba. In 2000, she worked as an Assistant Professor in the Faculty of Dentistry at the University of Manitoba. Senator McCallum provided the committee with some valuable insight into challenges related to delivery of dental care to indigenous communities, as well as her recommendations for meaningful change.

She generously offered to aid our group in any way she could.

The MDA Board has already begun work on several of key initiatives toward achieving their key areas of priority. In 2023, the committee plans to focus on

recommendations in areas of priority not yet initiated.

Respectfully submitted,

**Dr. Marc Mollot, B.Sc., D.M.D.**  
CHAIR



# General Practice Study Club Report

The General Practice Study club is open to all MDA members who are within their first five years of registration and includes other senior members who attend sessions as facilitators. The format of the club consists of short lectures followed by Q & A sessions and small group discussions. The aim of each session

**“We made the decision to have our January and February lectures virtual and received positive feedback on this.”**

is to supply continuing education and career support to practitioners early in their careers or who are new to practice in Manitoba.

This past year, was a year of transition for the GPSC as we transitioned from our chairs of four years, Kelly Regula and Lori Simmons, to new chairs Karen Rosolowski and Jessica Carswell. We are grateful to have Lori Simmons remain on the committee as a member and mentor. We also made the addition of Harrison

Katz to our committee to fill the position new dentist within their first 5 years as registrant with the MDA.

We completed our planned lectures for the 2021–2022 lecture series, including pediatric lecture from Dr Carla Cohn and implant restoration lecture from Ken Chizik. Our 2022–2023 season began

with our first in person event since 2020, a wine and cheese night at La Grotta. In November 2022, we kicked off our lectures with Dr Catherine Fontaine

Sylvestres’s clear aligner lecture which had record attendance (over 70 registrants!).

In order to cater to both our city and rural participants, we made the decision to have our January and February lectures virtual and received positive feedback on this. In January, Dr Igor Pesun Lectured on veneers and in February, Dr. Mohammed Javaid lectured on implants. At the virtual lectures we gave prizes of donated Jets tickets to a random participant of the lecture. In March 2023, we were back in

person with a lecture by Dr. Jeff Bassey on oral surgery tips and tricks. In April 2023, we will wrap up the 2022–23 season with a luncheon at the MDA Convention offering our members the opportunity to get together in a casual setting with no lecture. April 29, 2023 we will be hosting a brunch at the Manitoba Club for Dr. Mike Rodillo’s endodontic lecture. The D4s have been invited to this lecture and we hope to build some momentum leading towards our September 14–16 2023 Riding Mountain Retreat. This year will be the first time we are combining the GPSC retreat and WMDS Golf Tournament and we are very excited for this weekend of learning and socializing. Our Content in the 2023–24 season will continue to be geared towards the voiced concerns from the Focus Group Report and we look forward to offering an endodontic hands on session by Dr. Rodrigo Cunha

**Karen Rosolowski & Jessica Carswell**  
GPSC CHAIRS



## Neuromodulators and Dermal Fillers Committee

The Committee for Neuromodulators and Dermal Fillers usually referred to as the Adhoc Committee for Botulinum Toxin had a busy year in 2022.

The purpose of the committee was to determine if the use of neuromodulators and dermal fillers was within the scope of practice for dentists in Manitoba. The committee was also responsible for recommending the required competency for dentists to use neuromodulators and dermal fillers in their practices. After reviewing what other provinces in Canada have implemented and what they required for competency the committee was able to

send a recommendation to the MDA Board of Directors. If these recommendations were approved it would allow dentists in Manitoba to use neuromodulators and dermal fillers provided that they obtained their education from MDA approved courses. The courses identified to date meet the roster requirements and continuing competency conditions outlined in the bylaw.

At their fall board meeting the MDA Board of Directors approved the committee's recommendations and sent a copy of the proposed bylaw to the general membership for consultation.

On December 15th, 2022 the bylaw came into effect. The new bylaw dictates that any members wishing to use neuromodulators and/ or dermal fillers must complete the appropriate education, apply to be added to the MDA rosters, and then the member will be listed on the public MDA registry.

Respectfully Submitted,

**Dr. Ken Shek**



## Infection, Prevention and Control

Beginning January 1 of this year, the Manitoba Dental Association's latest Infection, Prevention and Control Guidelines came into effect. Extensive review of numerous current Standards and Protocols has been conducted by this Committee in drafting this document. These Guidelines have been endorsed

by the Manitoba Dental Assistants Association and the College of Dental Hygienists of Manitoba. These Guidelines will be reviewed annually by this Committee to update and keep abreast of the latest science and recommendations. Please take the time to read these IPC Guidelines. It has been organized for ease

of reference. I would like to thank all the Committee members for their tireless efforts.

**Dr. Mike Sullivan**

CHAIR – INFECTION, PREVENTION AND CONTROL COMMITTEE



# Scope of Practice Committee Report

The Scope of Practice Committee met on several occasions over the course of 2022. There were 2 outstanding items remaining for the committee to consider when the Covid-19 Pandemic halted the work of all MDA committees. The first item to consider was whether the depth of scaling should be increased for RDA's who had completed the Dental Assistant Scaling Module. The proposal put forward was for Dental Assistants [who had completed the course] could scale to a depth of 3mm.

The recommendation of the Scope of Practice Committee to the MDA Board was to approve the two items presented to the committee.

- Item 1 was passed by the MDA Board and is now in effect. The second outstanding item for the committee to consider was whether a Dental Assistant Prosthodontic Module should be considered, to expand the scope of a dental assistant as many other jurisdictions have. This addition is something the Dental Assisting members have been inquiring about for

a very long time. In addition, RDA's who have completed this module in other provinces are unable to use it here.

- Item 2 was approved by the Board on January 27, 2023 and has now progressed to the creation of the MDA Working Group for the RDA Prosthodontic Module.

The Working Group will begin meeting in May to fulfil its criteria/implementation as tasked by the MDA Board.

Respectfully submitted,

**Dr. Patrick Mao**



# MDA Pandemic Task Force

The Manitoba Dental Association (MDA) regulates dentistry and dental assisting in the public interest. As part of the COVID-19 response, on March 17, 2020 the MDA strongly recommended that all non-essential and elective dental services be postponed until further notice. Only emergency treatment continued. On May 4, 2020 the provision of dentistry was extended to include both emergency and urgent dental care.

As part of the staged approach to re-introduction, as it relates to what the Manitoba Government referred to as

Restoring Safe Services, starting June 1, 2020 Manitoba dentists returned to full provision of dental services where they have remained since then.

The Task Force met several times throughout 2022 focusing primarily on the following:

- Review of current trends in COVID-19 management specific to dentistry.
- Review of local, national and international trends, guidance and research related to COVID-19 disease transmission.
- Consideration for alteration of guidance

for Manitoba dentists through the 'Pathway and interim IPC guidance for patient care during the Covid-19 response.'

As the Pandemic draws closer to Endemic status, the Task Force anticipates a shift in focus toward development of a planning framework for future management and response of Public Health incidents of concern to dentistry in Manitoba.

Respectively submitted,

**Dr. Marc Mollot, B.Sc., D.M.D.**





# MDA Code of Ethics By-law Review

The Manitoba Dental Association code of ethics by-law review committee has been hard at work assessing the old (2002) ethics by-law and revising that by-law to something more current. Our goal is to have a by-law that serves the dental community now and well into the future. Our committee meets approximately every 6–8 weeks. In the process, we have analyzed three other provinces ethics by-laws and have begun supplementing

areas of each of those by-laws into ours to provide dentists with a code of ethics that is best suited for Manitoba dentists. Presently, we are getting closer to achieving that goal. I would like to thank all the volunteer committee members for their tireless efforts, commitment and dedication to completing this task, as well as Dr. Misra and Dr. Sul for their invaluable input. I would also like to give a big thank you to Linda Berg for her hard work at

keeping us organized and going above and beyond. It is an honor to serve as chair of the ethics by-law review committee and in a small way helping to contribute to our profession.

Respectfully submitted,

**Dr. Peter Kowal**  
CHAIR – ETHICS BY-LAW REVIEW  
COMMITTEE



# Committee for Student and New Dentist Affairs

The Young Dentist and Student Affairs committee (YDSA) is a relatively newer committee whose goal is to help young dentist transition from being a student into a well integrated member of the Dental community. Our goal has been further refined by the collection of data and providing it to the various programs that help these younger dentists, the mentorship program, General Practice Study Club, and Winnipeg dental society to name a few.

In the past our primary method of data collection involved sending out surveys to newer grads. The questions would usually involve which topics they felt required additional education, what CE they would

like to see the MDA try to provide, how confident they are in various aspects of dentistry etc. These surveys however, have had diminishing returns as fewer and fewer people filled them out.

In the fall of 2021, we thought the most practical way to try and understand the needs of a newer grad was to hold a focus group and actually talk with them. We enlisted the help of Denise Zaporzan of Asteria Global to help structure and lead this focus group. After about a year of planning, approximately 10 new grads were selected from each Winnipeg and Brandon and brought together for an in-depth discussion that yielded some fantastic talking points.

Although this data is not quantitative it was presented and discussed with members of the University and the previously mentioned interested programs. Talking points included weaknesses, strengths, wants and needs in regards to CE and mentorship. All parties felt this information was very valuable and spoke to its usefulness in future planning for their various programs to cater material to what new grads find most valuable early in their careers.

**Dr. Jackie Samborski & Dr. Michael Porco**  
CO-CHAIRS



# Economics Committee Report

The Manitoba Dental Association Economics Committee serves several functions. Through 2022 the Committee generated a Suggested Fee Guide for our members, engaged in surveys to acquire data to aid in the fee guide production, and the Committee continued to address questions from MDA members, and insurance providers regarding the appropriate interpretation and application of dental procedure codes.

In order to help dentists properly interpret and apply procedure codes, an article entitled 'Conversation on Codes' will continue to appear periodically in the MDA Bulletin. This series of articles deals with some of the more common code interpretation/application queries that are directed to the MDA throughout the year by member dentists, insurance companies, and regulatory personnel alike.

The aim of the article is to clarify common coding misinterpretations, and help direct dentists in the proper application of our procedure codes.

The production of the Manitoba Dental Association Suggested Fee Guides for 2023 involved the collection, comparison and tabulation of considerable data,

**“The MDA Economics Committee works to analyze national and provincial economic data and engages in a very detailed inter-provincial comparison of dental fees.”**

and last year the Committee attempted to address some of the increased costs dentists were, and continue to be, faced with. Each year the MDA Economics

Committee works, in conjunction with Greg Finlayson, to analyze national and provincial economic data and engages in a very detailed inter-provincial comparison of dental fees. The Committee also uses factors such as Manitoba's relative cost of living, projections for upcoming trends in disposable family income in Manitoba,

unemployment rates, the consumer price index (CPI), projected private sector wage increases, changes in Gross Domestic

Product (GDP), and expected changes in operating costs for dentists in Manitoba.

Amongst the most important data the Economics Committee analyses is

	2021			2022 <sup>(e)</sup>			2023 <sup>(f)</sup>			2024 <sup>(f)</sup>		
	RBC	BMO	CONF BD	RBC	BMO	CONF BD	RBC	BMO	CONF BD	RBC	BMO	CONF BD
Real GDP Growth	1.8	1.8	1.2	3.7	4.2	4.2	0.8	0.5	2.9	1.4	1.2	1.9
Employment Growth	3.5	3.5	3.5	2.4	2.5	2.0	0.1	0.7	0.5	0.6	1.0	0.9
Unemployment Rate	6.4	6.4	6.4	4.6	4.6	4.8	5.7	5.5	5.1	6.4	6.1	4.9
Housing Starts	8.0	8.0	8.0	7.6	7.5	8.3	7.8	6.5	8.3	7.8	6.0	8.4
Consumer Price Index	3.2	3.2	3.2	7.8	7.8	7.9	3.7	4.5	3.6	2.3	2.5	2.2
Household Disposable Income			1.0			1.7			3.0			3.8

#### References

RBC Provincial Outlook December 2022

BMO Provincial Outlook Jan 13, 2023

Conference Board September 14, 2022

(e) estimate

(f) forecast

From the above table, projections for most economic indicators for 2023 and 2024 are modest but positive for Manitoba. Unemployment rates are projected to plateau, housing starts are expected to be consistent with past years, GDP growth is positive, with employment growth projected to be fairly flat. Of note, household disposable income for 2023 and 2024 is projected to increase significantly. Manitoba's population, as always, is projected to continue slow, steady growth.

the survey data received from Manitoba dentists – particularly overhead cost data. These factors are used to create a Suggested Fee Guide that balances the affordability of dentistry for Manitobans against the continuing prosperity of our member dentists

The table above outlines some of the actual data points (compared to 2023 & 2024 data projections) that were used to propose our fee increase for the upcoming year. This table compares actual data for 2021 against those forecast for 2023 and into 2024.

From 2019 through 2021, Manitoba ranked either number one or two in overall weighted fee increases as compared to the other provinces across Canada. For 2023, the overall across-the-board Suggested Fee Guide increase is 5.25% – an increase below the national average

increase for 2022. In recommending this fee increase, the MDA Economics Committee considered factors such as increased pandemic related operational costs (ongoing PPE requirements, extra operatory turn-around time, decreased patient flow, increased staff & wages costs), incoming new infection prevention control protocols (independent of COVID-19), the continuing affordability of dentistry for Manitobans, the ongoing sustainability of insurance plans, and other factors as well. It was a complex process, – especially so, since Manitoba is the first province to put forward its fee increase recommendation every autumn.

This article would not be complete without a word of thanks to acknowledge the efforts of the MDA Economics Committee members. Thank you to Dr. Les Rykiss, Dr. Kristie Maslow, Dr. Julie

Oryniak, Dr. Dave Stackiw, Dr. Rodrigo Cunha (specialist representative) and Dr. Alex Pappas. I would like to acknowledge the invaluable assistance of our USC&LS Committee representative Dr. Mike Sullivan and MDA staff members Mr. Rafi Mohammed and Mr. Greg Guenther. Lastly, I would like to express our appreciation to Mr. Greg Finlayson for his dedication to the Manitoba Dental Association.

Respectfully submitted,

**Dr. Jeffrey Hein, DMD**  
CHAIR – MDA ECONOMICS COMMITTEE



# MDA Mentorship Board Report

The focus of the Mentorship Program is to recruit dentists who are outstanding clinicians from all over Manitoba. Each dentist committed to the profession, dedicated to encourage and support students for the four years of their schooling and as they transition into the profession.

This has been an exciting year with the words we longed to hear “back in person.” Delighted to see the students, mentors and welcome the IDDPs and D1s we bolstered the Mentorship Program with exciting new topics and the familiar favourites.

Additionally, the mentorship committee family grew with the addition of our enthusiastic, fabulous Vice chairs; Drs. Carolyn Robertson and Dr. Michelle Jay – both are leaders in the industry with the mindset to empower and inspire students. Our Vice- Chairs are well experienced as Mentors and bring considerable energy and ideas to this Committee. And so, the Mighty Duo of Rohan and Fedorowich have become the Fierce Four. A humble thank you to the work of Rafi, Greg and the Nominations Committee for putting this group together.

Rafi, Greg and the eminently capable staff at the MDA have once again enabled a strong program for the 2022–23 year. Many thanks to mentors that continue to avail themselves, communicate and dialogue with their students. We thank both mentors and students for being the spokes in this well-oiled machine.

Our strong support and association with the College continues to flourish with collaboration from the administrative staff of the College of Dentistry and Dr. John Perry, Associate Dean Academics. Collectively, a successful calendar of 12 lectures and 2 social events was coordinated for 2022–23 with dates that do not conflict with exams and student commitments.

In lieu of the Graduation dinner held by the MDA, we sent our heartiest congratulations and best wishes to the Graduating Class of 2022 with a MDA Mentorship Graduating Gift boxes given to each graduate. The gift boxes contained signed cards from MDA President, Dr. Tom Colina, MDA co-chairs Drs. Rohan and Fedorowich, fitted clinic jackets and scrub hats emblazoned with graduates’ name and MDA logo and Cross Pen set.

The focus of the Mentorship program is to recruit 16 dentists/ graduating class from all over Manitoba to encourage and support students for the 4 years of their schooling and as they transition into the profession. The MDA Mentors are outstanding clinicians, diverse in age, ethnicity, gender and practice with a commonality of being committed to the profession and dedicated. Mentors were sought from the MDA registry and roster and approved by the MDA board.

In terms of venue, we are no longer having our sessions at the HSC Canad Inns due to their restrictions on serving buffet style meals and the rising costs of accommodating large groups. All mentorship sessions are now held at Brodie centre, Lecture Theatres B & C with meals being catered by Aramark.

## Introduction to MDA Mentorship Program to the IDDPs

The academic year 2022–2023 started with a Welcome to the Profession and introduction to the MDA Mentorship Program to the internationally trained dentists in the IDDP program. This session was conducted over Zoom to the 7 IDDP students.

## Welcome to The Profession Dinner

This event was held on Aug 18, 2022 at

St. Charles Country Club with executive guests from the MDA, U of M, and our premier sponsors of the event; Scotiabank, CDSPI and UMDAA. It was an excellent event to welcome the Class of 2026, the 16 new mentors, 7 IDDPs and their respective mentors from the Class of 2024.

This well received reception was graced by our President Dr. Tom Colina as well as guests Dr. John Perry, Associate Dean Academic of Dr. Gerald Niznick College of Dentistry. Executive guests also included MDA Board Representative, and D4 Lead Mentor Dr. Chris Cottick; CDA Board Representative, Dr. Marc Mollot; UMDAA President, Dr. Nancy Auyeung; WDS President Dr. Katie Davidson. Our guest speakers included event sponsors; Mrs. Sarah Hyslop representing Scotiabank, CDSPI representative Mr. Michael Tyler and Dr. Nancy Auyeung representing University of Manitoba Alumni Association.

Further congratulations and Welcome to the Profession speeches were made by: MDA President Dr. Tom Colina, Manitoba Dental Students Association Senior Stick, Ms. Natalie Pesun and CDA Board representative Dr. Marc Mollot. Students were presented with MDA pins and warmly received by mentors and guests. We were delighted to have Co-chair Dr. Carolyn Robertson hold the floor in hosting this event.

## MDA Mentorship Fall Session 2022

The D1 & D2 Fall Session was held on Sept 15, 2022.

Our traditional D1 “speed-dating” session resumed for the D1’s with the eminently qualified Dr. Patrick Mao taking on the position and challenge of Lead Mentor. Dr. Dieter Schönwetter spoke on an Introduction to Mentorship, outlining the terms, requirements and value of a successful mentorship relationship.



The D2s had a successful session with Dr. Jerry Baluta and Dr. Huma Rohan having a talk on: An Introduction to Patient Management.

Subsequently, students and mentors talked all things dental.

The D3 & D4 Fall Session was held on Nov 3, 2022. D3 session: "Applying for Specialty" with Dr. Dr. Shima Amel-Gharib, Dr. Rodrigo Cunha; Dr. Hoda Hosseini and Dr. Kevin Vint. This impressive group once again hosting an interesting and informative session.

D4 enjoyed a double lecture session of "Employment opportunities in Dentistry, is associateship my only option?" by Dr. David Kindrat and "Questions to Ask When Interviewing a Practice Owner & Gems from a Dental Office Manager" by Mr. Johan Schalkwyk.

This was an interesting session as Dr. Kindrat once again did a fabulous job and Mr. Schalkwyk's many years of experience gave an interesting and well received spin on the subject.

## MDA Mentorship Winter Session 2023

The D3 & D4 Winter Session was held on January 19, 2023. It was a double session with Dr. David Goerz & Dr. Mike Lukowski presenting Rural Dentistry to both the D3 and D4 class.

The D1 & D2 Winter Session was held on January 26, 2023 with a firm favourite topic in mentorship D1- Managing Finances in Dental School by Dr. Daron Baxter and Social Media & Dentistry to the D2s by Dr. Luke Singh

## MDA Mentorship Spring Session 2023

The Spring sessions will be held for the D1/D2 classes on March 9th and the D3/ D4 session on March 30th. Our planned presentations and topics for discussion are:

March 9th:

D1- A Retrospective take "If I Could Do Dental School Again!": D4 students

D2- Introduction of a new topic

D3- Do's and Don'ts of Dentistry: Dr. Micheal Porco

D4- Marketing yourself and development for the thriving associate: Dr. Joel Antel & Introduction to:

- The Winnipeg Dental Society- Dr. Katie Davidson
- The General Practice Study Club- Dr. Karen Rosolowski/ Dr. Jessica Carswell
- The Student and New Dentist Affairs Committee- Dr. Michael Porco/ Dr. Jackie Samborski

## Graduation Dinner

The year will end with the Graduation dinner held by the MDA, we will be sending our heartiest congratulations and best wishes to the Graduating Class of 2023 once again at the St. Charles Country Club on April 27th. Aside from the celebration, graduates will be given fitted clinic jackets and scrub hats emblazoned with graduates' name and MDA logo.

## Highlights of MDA Mentorship 2022-2023

- Welcoming Vice- chairs Dr. Carolyn Robertson and Dr. Michelle Jay
- "In- person" lectures for all mentorship sessions and resuming the 2 social events for our program: Welcome to the Profession dinner and Grad dinner
- There was a good mix of returning Mentors and new Mentors for the Class of 2026.
- All mentors receive updated class photos of their students.
- Continuation of longer post session discussion times with mentors. Some tried and true as well as new lecture topics were chosen that would be applicable and interesting to students.
- MDA Mentorship program recognizes its pivotal role in connecting graduating students with continuing educational and supportive resources after graduating. In the final mentorship session for D4; the WDS, The GPSC and The SNDA Committee is planned.
- The recruiting of new mentors is a highly anticipated and exciting part of the MDA mentorship program. Co-chairs continue to introduce mentors from a wide diversity of clinic skills, specialities, research, academic, ethnic and experience backgrounds. Lead mentors were given greater responsibilities of hosting mentorship sessions and introducing guest speakers. We pride ourselves on

reaching out to dentists in the province as well as those who have expressed interest in becoming mentors.

- The "Live Exit Interview" with discussion panel from the outgoing 4 D4 students to the current D1's was a hit last year, and we plan to do it again. Last year's was a retrospective take on how to maximize the experience of dental school; manage the challenges of balancing clinical and academic requirements.

We are both indebted to the incredible support and camaraderie from the MDA Board, the Lead mentors, the presenters, the Associate Dean of Academics and the administrative staff at the College who make it all possible. Mr. Greg Guenther continues to be the backbone and strength of this program by navigating, coordinating the sessions and ensuring all students, mentors and guest speakers are fed, for all of that we are most grateful. As in every other year, the MDA Mentorship program has not missed a beat and continues to encourage, inspire and support mentors and mentees in the province.

As we end our term as Chairs, we delight in passing the torch to two formidable women; Dr. Carolyn Robertson & Dr. Michelle Jay who are emblazed and impassioned with an infectious enthusiasm for the profession. We could not think of two more capable co-chairs to will continue to inspire, impress and instil the values onto students that we as a professional body hold dearly.

Thank you to all at the MDA for supporting the program, in our last term we hope to continue to serve with the best of our abilities and inspire.

Upwards and onwards,

**Dr. Craig Fedorowich & Dr. Huma Rohan**  
CHAIRS

**Dr. Carolyn Robertson & Dr. Michelle Jay**  
VICE CHAIRS



# Governance and Nomination Committee Report

The Governance and Nominations committee was very busy again this year! This committee is responsible for assigning volunteers to the MDA's various committees. This year we populated the newly formed Assistants' Prosthodontic module committee, and it will be chaired by Dr. Craig Fedorowich.

This module will educate interested Dental Assistants to expand their scope of duties in the prosthodontic discipline. As always the MDA is looking for many volunteers, dentists and assistants for a number of committees. If you are interested in volunteering and have an interest in a particular committee,

please contact Mr. Greg Guenther [gguenther@manitobadentist.ca](mailto:gguenther@manitobadentist.ca). We appreciate all of our volunteers and how they make the MDA work better.

Respectfully submitted,

**Dr. Scott Leckie**



# The MDA Member Marketing Committee

The MDA Member Marketing Committee (MMC) was established in May of 2019. The MMC consists of 5 MDA member dentists, 2 MDA member specialist dentists, and 1 MDA member dental assistant.

Due to the trying times our society and profession had been subjected to over the past 3 years, the MMC never really got going until September of 2021. Since then however, members of the MMC attended virtual meetings every 3 to 4 months.

Our meetings consisted of review and comparison of ethics bylaws and guidelines from many provinces across Canada. The committee's objective was to develop advertising and marketing guidelines which could possibly be used in an adjunct document to our own MDA Code of Ethics Advertising Bylaw. The adjunct document could then be used

by members as a more comprehensive and updated reference for their own marketing practices.

Discussions at these meetings often focused particularly on advertising through dental office websites and personal social media. The responsibility and liability of dentists related to social media postings by auxiliaries was also a topic of discussion.

After many hours of virtual meetings, the MMC is submitting our proposed guideline recommendations for review by the MDA Board and the MDA Ethics Committee. I'm certain there will be some further discussion and "tweaking" at some point, but for the time being, I feel our committee has made some significant progress.

The Member Marketing Committee members are: Dr. Joe Thiessen, Dr. Neil

Wilson, Dr. Randy Mutchmor, Dr. Adriana Gomez, Dr. Atul Pruthi, Ms. Katherine Dillena, and co-chair Dr. Luke Singh. Also attending many of the meetings were: Dr. Cory Sul, Dr. Arun Misra, Dr. Thomas Colina, Dr. Chris Cottick, and Dr. Scott Leckie. A special thanks to Ms. Lidivette Caramat who takes the minutes for each of our meetings, and I am especially grateful to Dr. Ron Tough who coordinates all of the virtual meetings and is always there when I need help or advice.

The MDA is very fortunate to have so many willing volunteers for these committees, and I am grateful and honoured to be asked to sit as Committee Chair with such a great group of my peers.

Respectfully submitted.

**Dr. Bernie Majewski**  
MMC CHAIR



# The Pharmacological Behavior Management Committee

The Pharmacological Behavior Management Committee is the advisory committee that reviews the current bylaw. It discusses, analyzes and recommends to our MDA Board the standards of sedation practices available to practitioners in Manitoba. This Committee is made up of a cross section of generalists, specialists and an anesthetist, all of whom have been trained to offer different levels of sedation in different types of dental environments. The meetings and discussions are a

**“We have been able to quietly, safely and successfully manage the needs of these patients for years.”**

constant tug of war between legislating conditions that provide a safe environment for the patient while at the same time allowing practitioners the tools that are necessary to provide quality dentistry for a select group of patients. Our current bylaw, though revised in 2017, has largely been unchanged since 2013 and is in need of simplification and clarity.

Continuing education, initial timelines and qualifications necessary to begin to provide certain levels of sedation, and regulation pertinent to the level of sedation rather than the drugs and modality used are all items under review in the rewrite of this important document.

Currently it had been brought to my attention that some feel the present governance of sedation in Manitoba lags behind other jurisdictions in Canada. I feel quite the opposite. Thanks to the tremendous work offered by the heads of hospital Dentistry at Winnipeg’s Health Sciences Centre. Dr. Christopher Cottick and his predecessors produced a generation of interns, specialists and generalists that have allowed Manitoba to be more progressive in its offering of sedation services than anywhere else in Canada. The combination of those learned colleagues, our small community and the sharing of experiences through study clubs and comradery, in addition to our associations work with licensing

and audits have given Manitoba a very respectable safety standard where in office sedations are provided.

If anything, the rest of Canada lags behind Manitoba. In fact, the shortage of places nation wide for patients with, phobias, gag reflexes, special needs, behavior management and countless other circumstances is so dire that there is presently a national consideration by all jurisdictions to create a dental anesthesia recognized specialty. As this specialty develops and possibly gets recognized by the CDA and other provincial dental regulatory authorities across the nation it will be interesting to see how it’s practice unfolds, and the value that their expertise adds to regulations in each province. In Manitoba, we have been able to quietly, safely and successfully manage the needs of these patients for years. Going forward we hope that this latest version of the PBM bylaw continues to support practitioner’s needs while maintaining the safest environment for patients as possible.

Professionally,

**Dr. Tony Krawat**





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