

Manitoba  
**Dental**  
Association



# 2023

Annual Report



# 2023-2024

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Dr. Scott Leckie

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Dr. Tom Colina

### **Vice President & District 3 Representative**

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### **District 1 Representative**

Dr. Rodrigo Cunha

### **District 1 Representative**

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### **Canadian Dental Association Representative**

Dr. Marc Mollot

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Ms. Linda Berg

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Mr. Greg Guenther

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# President's Message

**Dr. Scott Leckie**

President and Chair of the Board  
2023-2024

My term has come to an end and I must admit, I had an incredible year! As I watched my presidential predecessors, I was amazed how they provided their leadership with grace and poise and I hoped to live up to that standard. They were wonderful mentors to me and I appreciate them very much!

My tenure as president was a return to “normalcy”, or as close as we have come after – do I say the word – Covid. We must remain vigilant regarding this virus, as with all potentially infectious pathogens and follow our IPAC protocols but dentistry (as we knew it before 2020) has risen its head and started to move forward again.

We have seen some very exciting changes to our Association in the past year. We have seen the introduction of two new committees. The Truth and Reconciliation Committee, chaired by Dr. Alan Grant, has started to make headway and will ensure that the First Nations, Metis, and Inuit people of Manitoba have a voice in the direction of their care. We have also seen the introduction of a CBCT committee, chaired by Dr. Rodrigo Cunha, that will develop policies surrounding the use of CBCTs in our province. I look forward to seeing these two new committees grow.

In 2023 we saw the launching of the Manitoba Dental Association (MDA) Strategic Plan to all MDA Standing Committees under the watchful eye of Dr. Daron Baxter. This strategic plan is a 3-5 year roadmap that the Board developed to help our Association and its committees navigate their progress forward.

We also continue to follow our Blue Ribbon Panel recommendations from 2019. One of the major recommendations which has been implemented is the creation of a mediation liaison officer. This position is currently held by Dr. Ronald Tough and has proven to be invaluable in resolving concerns of patients without involving the peer review process. I would also like to acknowledge the efforts of Dr. Murray White, Chair of the Peer Review Committee, in continually streamlining and strengthening the peer review processes and protocols.

The MDA has the privilege granted by the government to self-regulate. With this privilege comes responsibility to the public and our Members. Your Board of Directors has done an exemplary job of maintaining that responsibility and they have done that with integrity. The Board Directors deserve a wealth of gratitude, particularly our public representatives Ashley Holtmann and Andrea Knight. These two

representatives bring the voice of the public to our Board and ensure all aspects of issues are considered. Thank you both. Thanks, must also go out to the many volunteers in our dental community. We are the envy of the nation for having so many members engaged and contributing within our Association. Thanks for all the wonderful work provided by our committees and their chairs. It is at times very difficult work, and we appreciate all you do.

Manitoba continues to have a leadership role nationally. Many people from across the nation continually tell me how amazed they are that so many Manitobans become leaders at the national level. People like Dr. Arun Misra, Chair of the Canadian Dental Regulatory Authorities Federation (CDRAF), Dr. Joel Antel, Canadian Dental Association (CDA) President, Dr. Marc Mollot, CDA, Dr. Amarjit Rihal, President of the National Dental Examining Board of Canada, Ms. Janet Neduzak, President of the National Dental Assisting Examining Board, and, of course, our CEO Mr. Rafi Mohammed who remains the strong voice among the Executive Directors/CEOs of the provincial and territorial Associations. We should be proud to be represented so well!

In 2023, we saw an enormous task presented to our Association. The federal government started to roll out the Canadian Dental Care Plan (CDCP) Phase I. This phase is for Canadian seniors, children under the age of 18, and those living with a disability. This plan is a great initiative to serve the citizens of Canada that are not covered by dental insurance. The unfortunate reality is that the federal government did not consult with organized dentistry during their development of this plan, and this has resulted in many shortcomings. One massive positive that came about from this plan was the unification of the Provincial and Territorial Associations (PDTAs) along with the CDA. There has not been such strong collaboration between the PTDA's for many years. I am proud to be a part of this unification. Through these collaborative efforts, a strategic plan was developed to attempt to advocate to the government ways to make their plan better. In the spring of 2023 the CDA, along with the PTDA's, released a Technical Submission paper listing off five main concerns about the CDCP. They are:

- Respecting the patient's choice of their dental provider
- Ensuring that this plan protects the possibility of de-insurance of third party insurance plans in existence
- Reducing the administrative burden that the CDCP will place on dental offices
- Implementing a coordinated plan to increase the skilled labour for dental offices
- Respecting the provincial and territorial fee guides set in place.

To say there have been numerous meetings would be an understatement. There are multiple weekly meetings and meetings

every Sunday with Presidents of the PDTAs, this plan has almost been all encompassing for all Associations. Through numerous meetings with

## The MDA has the privilege granted by the government to self-regulate. With this privilege comes responsibility to the public and our Members.

the CDA, Health Canada and directly with the Minister of Health Canada Mr. Mark Holland, we have tried to enlighten the government of the shortfalls of the plan. We have maintained throughout this process that this plan must be beneficial for all those involved – the patients, the dentists of Canada and the government. This plan could change the landscape of dentistry for now and the future and we MUST get this done right. Thank you to the MDA Members for attending the Townhall Forum on the CDCP and being supportive of the MDA efforts in advocating for changes.

There is one other important initiative that we are undertaking at the MDA. Your board has been working hard to help alleviate the human resource constraints found in dental offices, particularly the shortage of dental assistants. We have met with a dental assisting school from Alberta called Risio Institute and with the provincial government to get the approval for a new educational system that could see the dental assisting student stay in their community for their training while learning the skills necessary to practice dental assisting. Through virtual learning of the didactic portion and a local practicum occurring in a practice within their community, the student can save considerable funds. This is particularly important in rural and northern communities. This is an example of some of the great thinking that occurs around the board table to solve issues.

I have truly enjoyed my time as President and would like to thank the many people that have helped me during my term. I would start with

my family, partners and staff at work, who dealt with my absence around the house and office. Thanks go out to Mr. Rafi Mohammed. This man is unwavering in his commitment to the MDA and his vision for our Association is clear and true. Thank you to Dr. Arun Misra for his steadfast guidance and thorough thought process on so many of the issues we deal with; Mr. Greg Guenther for all the effort he puts in to ensure our membership side of the MDA is running so smoothly; Mrs. Linda Berg who does an equally great job on the regulatory side of the MDA; Drs. Cory Sul and Ron Tough for their tireless efforts; the MDA staff which consists of Courtney Razmus, Diane McDonald, Gail Monzon and Holly Stusiak who support the Members and the Board on a daily basis; and new staff member, Theresa Sousa for mastering her swift learning curve and providing her support.

Finally, thanks to Dr. Tom Colina for leaving the MDA in such a great position before I took over. Tom's mentorship has always been appreciated. I look forward to watching Dr. Joel Antel take over the helm of the CDA in 2024! Dr. Daron Baxter you were a great support to me through my tenure and I am extremely confident the MDA is in great hands.

Sláinte!



# Registrar's Message

**Dr. Arun Misra LLB, DMD**  
Registrar

The Manitoba Dental Association (MDA) licenses dentists and registers dental assistants.

## Registration and Licensure

65 dentists were newly licensed with the MDA. There are currently 782 licensed dentists in the General Practitioner and Dental Specialist classes of registration. 91 are registered as Non-Practicing, 16 as Academic and 25 as Students.

108 dental assistants were newly registered with the MDA. There are currently 1340 registered dental assistants.

Thank you to Courtney Razmus for all her dedication and support of new and current members during licensing and corporate renewals.

## Peer Review

The Chair of the Committee, Dr. Murray White has provided his report of the activities of this committee during 2023.

The individual Complaints Committees have access to three independently trained investigators to assist the committee members in their reviews.

I would like to thank Dr. White for his service, wisdom and dedication as Chair and Gail Monzon,

for her support of the Peer Review Committee.

I would also like to thank Dr. Ron Tough, Mediation Liaison Officer, who continues to provide essential mediation services in the public interest.

## Continuing Competence

Members continue to utilize the online portal for continuing education credit self-submission.

I would like to thank Diane McDonald Administrator, Continuing Education and Licensing Support and Linda Berg, Director of Regulatory Programs, for their efforts in ensuring the administration of competency requirements. Also, thank you to Greg Guenther, Director of Member Services and Public Events, who has played an important role in the provision of quality continuing education programmes.

Members are reminded that they are responsible to ensure that any continuing education programme complies with bylaw requirements if they wish to have it recognized for credit.

## Office Assessment

The Chair of the Committee, Dr. Atul Pruthi, has provided his report. I would like to thank Dr.

Cory Sul, Deputy Registrar, and Linda Berg, who have been working diligently on a new process for assessment of dental offices. Office assessments for dental facilities that provide sedation have been ongoing. Ms. Berg along with Holly Stusiak have been integral in this significantly important regulatory role.

Dr. Chris Cottick, Dr. Roland DeBrouwere, Dr. Kyle Gauthier and Dr. Mark Nepon, have been crucial in serving as sedation auditors.

## The Fair Registration Practices Act (FRPO)

The MDA has been attending meetings and engaging in discussions with FRPO. Ensuring our registration practices are communicated in plain language and developing reporting templates to coordinate information important for the FRPO's mandate has been our primary focus.

Under the authority of The Fair Registration Practices in Regulated Professions Act, the FRPO conducted and reported its registration review of the MDA for 2023. The review was largely restricted to the consideration of compliance regarding three new duties of regulators in the Fair Registration Practices Code: a duty that assessment criteria

be necessary, a duty to abide by domestic trade agreements and a duty to notify FRPO regarding changes in assessment and registration practice. The report is published on the FRPO's website. Please contact me if you wish to review the details of the report.

### **College of Dentistry**

The support from Dr. Anastasia Cholakis and the College of Dentistry in addressing regulatory issues of concern to the MDA is greatly appreciated. I look forward to continuing the relationship with the College on matters of regulation affecting both organizations.

### **Canadian Dental Regulatory Authorities Federation (CDRAF)**

The MDA continues to work with other dental regulatory authorities (DRAs) to maintain processes of fair and consistent registration practices. These principles of licensing adhere to the intergovernmental Agreement on Internal Trade, Mutual Recognition Agreement for the Profession of Dentistry, and the Memorandum of Understanding between Canadian dental regulators.

The Royal College of Dentists of Canada (RCDC) announced that it will be administering the National Dental Speciality Examination (NDSE).

## **Ensuring our registration practices are communicated in plain language and developing reporting templates to coordinate information important for the FRPO's mandate has been our primary focus.**

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RCDC provides regular updates to the CDRAF Board on its progress on the NDSE project plan, including timelines and status of meetings, communication, financials, examination development, delivery and results, and competency profile review.

The Commission on Dental Accreditation of Canada (CDAC) had its first meeting of its inaugural board in January 2023. CDRAF continues to support CDAC's new governance structure with CDRAF representation on CDAC's Board of Directors as well as representation on its Standards Review and Accreditation Review Committees. CDRAF is collaborating with CDAC on a new funding model and on promoting greater transparency of accreditation reports.

One of the CDRAF strategic plan initiatives is to "Collaborate with the National Dental Examining Board of Canada (NDEB) and other stakeholders to ensure that the certification processes for graduates

of accredited and non-accredited undergraduate dental programs are fair, reliable, valid, accessible, and timely". The CDRAF Board has established a working group comprised of representatives from ACFD, NDEB and CDRAF to review the current examination processes and make recommendations for enhancement and modification where necessary.

I would like to thank our CEO, Rafi Mohammed. His support of my office and his abilities to manage and administer the matters of the MDA is vital and does not go unnoticed.



# Peer Review Committee

**Dr. Murray White**

Chair, Peer Review Committee

The regulation of dentistry and dental assistants in Manitoba is outlined in *The Dental Association Act*. The section entitled “Discipline” describes how Peer Review Committees are formed, disciplinary actions that may be taken and how appeals are handled.

It is with great dedication that the members of the Peer Review Committees gather the necessary information, ask the pertinent questions, and arrive at a carefully considered decision for each case.

An important reference for the committees is the MDA’s *Code of Ethics*. It is considered repeatedly when the members of a committee are making their decisions.

This reference, along with other statutes such as Personal Health

Information Protection Act (PHIA), Personal Information Protection and Electronic Documents Act (PIPEDA) and the *The Human Rights Code*, as well as the accepted standards of the profession allows the Committee to deal with most situations that they are presented with.

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This year six dentists and no dental assistants were issued Formal Cautions. Undertakings were required of two dentists. These undertakings required the dentists to take courses of education. On five occasions the committee found in favour of the dentist whom the complaint was brought against.

One Inquiry Panel took place in 2023. There were ten new cases received in 2023, most of which concerned standard of care.

The hard work that all the committee members provide helps allow us the privilege of self-regulation and for their efforts I am extremely grateful.





# Canadian Dental Association

## Dr. Marc Mollot

MDA Representative, Canadian Dental Association

The Canadian Dental Association (CDA) is the national voice for dentistry dedicated to the promotion of optimal oral health, an essential component of general health, and to the advancement and leadership of a unified profession. The main vision of the CDA includes a healthy public, a strong profession, and a united community. The CDA is a federation of Canada's Provincial and Territorial Dental Associations (PTDAs), representing over 21,000 practicing dentists. Three primary areas guide CDA's scope of work, including knowledge, advocacy, and practice support.

On an exceptional basis, CDA's Annual General Meeting (AGM) and its accompanying national meetings and events were held in Winnipeg in April 2023. Typically held in Ottawa, the 2023 CDA AGM ran concurrently with the Manitoba Dental Association (MDA) AGM and Convention. The much-anticipated return to an in person CDA awards event took place in which 14 outstanding leaders were recipients for 2023.

At the AGM, The Board of Directors announced the selection of the 2023-24 Executive. Dr. W. Bruce Ward (British Columbia) was appointed as CDA Vice-President, Dr. Joel Antel (Manitoba) moved to President-Elect and Dr. Heather Carr (Nova Scotia) moved to President. Following the June 2022 appointment of Dr. Aaron Burry to the position

of CEO, the CDA completed a full governance review and is now in the finishing stages of a revised strategic plan.

Borne of a supply and confidence agreement made in March 2022 between the minority Liberal and opposition New Democratic parties, the Federal Government will launch their new Canadian Dental Care Program (CDCP) in Spring 2024 with Sun Life as administrators. The program is targeted at Canadians who do not have access to dental insurance and have an adjusted family net income of less than \$90,000.

CDA has long advocated for targeted investments to improve oral health care in Canada. Two thirds of Canadians receive care through employer-sponsored plans or self-funding. Unfortunately, the other one third need access to care, particularly those in vulnerable populations. These include some persons with disabilities, seniors, and low-income Canadians. Over the decades Manitoba dentists have provided millions of dollars of pro-bono and fee reduced care for this cohort.

The CDA laid out its recommendations in a policy paper in February 2023, *Bridging the Financial Gap in Dental Care*, which has served as a policy roadmap. Unfortunately, some of these recommendations were not

followed in the current version of the CDCP, such as: ensuring that administrative procedures do not impact or delay the provision of care to patients; and ensuring the cost of treatment provided to patients is fully covered.

At this time, participation in the program is optional. Of concern, it was announced that the CDCP will only cover services that are provided by participating CDCP oral health providers. Should a patient's preferred dentist choose not to participate, a patient could be left with a difficult decision. Confirmation of participation will be made online by registering with Sun Life Direct. Canadians will be able to search for a CDCP oral health provider via the CDCP Provider Search starting on April 1, 2024. The effect of CDCP on existing provincial programs in Manitoba is currently not fully understood. Concern related to the short- and long-term effects of the program on the existing dental care ecosystem is high.

The CDA and the PTDAs have come together to collectively advocate for what is best for the oral health of Canadians, and dental health care delivery. In 2023, an ever-evolving workplan allowed them to come together as one voice meeting multiple times with the Federal Government, Health Canada, as well as other stakeholders.



# Economics Committee

**Dr. Jeff Hein**

Chair, Economics Committee

The Manitoba Dental Association (MDA) Economics Committee serves several functions. Through 2023 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 MDA Suggested Fee Guides for 2024 involved the collection, comparison and tabulation of considerable data, 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

Suggested Fee Guide that balances the affordability of dentistry for Manitobans against the continuing prosperity of our member dentists.

The table (on the next page) outlines some of the actual data points (compared to 2024 & 2025 data projections) that were used to propose our fee increase for the upcoming year. This table compares data for 2022 and 2023 against those forecast for 2024 and into 2025.

## The Committee continued to address questions from MDA members, and insurance providers regarding the appropriate interpretation and application of dental procedure codes.

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 the survey data received from Manitoba dentists – particularly overhead cost data.**

These factors are used to create a

From the table, projections for most economic indicators for 2024 and 2025 are modest but positive for Manitoba. Inflation, as indicated by the Consumer Price Index (CPI), is projected to slow significantly in 2024 and 2025. Unemployment rates are projected to be fairly steady, housing starts have very variable projections (likely due to different study methodologies), GDP growth is positive but very modest for both 2024 and 2025, with employment growth projected to be fairly flat.

	2022 (e)			2023(e)			2024(f)			2025(f)		
	RBC	BMO	Conf Bd	RBC	BMO	Conf Bd	RBC	BMO	Conf Bd	RBC	BMO	Conf Bd
<b>Real GDP Growth</b>	3.3	3.3	4.2	1.7	1.1	2.1	1.2	1.1	0.5	1.8	1.5	2.5
<b>Employment Growth</b>	3.2	3.2	3.2	2.5	2.5	2.1	2.0	1.9	1.1	1.7	1.3	2.1
<b>Unemployment Rate</b>	4.6	4.5	4.8	4.8	4.8	4.9	5.2	5.3	5.6	5.7	5.2	5.4
<b>Housing Starts</b>	8.1	8.1	8.3	7.1	7.1	-6.7	7.5	6.0	3.4	8.3	6.2	-1.4
<b>Consumer Price Index</b>	7.9	7.9	7.9	3.6	3.6	3.8	2.0	2.7	2.8	2.0	2.1	2.0
<b>Household Disposable Income</b>			-0.8			3.7			3.4			4.8

*References:*

RBC Provincial Outlook March 2024

BMO Provincial Outlook March 22, 2024

Conference Board October 31, 2023 & August 02, 2023

(e) estimate

(f) forecast

Of note, household disposable income (HDI) for 2024 is projected to be flat (compared to 2023) with 2025 projected to increase somewhat. Manitoba's population, as always, is projected to continue slow, steady growth.

Over the past 20 years, Manitoba has ranked 2nd highest in overall weighted fee increases as compared to the other provinces across Canada.

For 2024, the overall across-the-board Suggested Fee Guide increase was 4.9% – the second highest increase in Canada. In recommending this fee increase, the MDA Economics Committee considered factors such as increased staff & wages costs, ongoing staff shortages, rigorous new infection prevention control protocols (independent of COVID-19), the continuing affordability of dentistry for Manitobans, the ongoing sustainability of insurance plans, the impending implementation of the Canadian Dental Care Plan (CDCP)

## Amongst the most important data the Economics Committee analyses is the survey data received from Manitoba dentists – particularly overhead cost data.

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. 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 Association.

## Economics Committee Members

Dr. Les Rykiss

Dr. Darrin Schramke

Dr. Zach Goldberg

Dr. Dan Zettler

Dr. Julie Oryniak

Dr. Dave Stackiw

Dr. Rodrigo Cunha

Dr. Alex Pappas



# Registration and Licensing Bylaw Review Adhoc Committee

**Dr. Tony Krawat**

Chair, Registration and Licensing Bylaw Review Adhoc Committee

In 2019 I was approached by the MDA President and Registrar to chair a committee that would be responsible for the review and rewrite of the current *Bylaw for Registration and Licensure of Dentists*. The committee, assembled by the then current board, has an excellent cross section of generalists from different eras, a specialist and an academic. The Dean, our Executive Director, the current MDA President, as well the Registrar all are allowed to sit in on committee meetings, but only committee members are allowed to vote on motions.

Most of you have seen this bylaw at least once when you applied for your license, my guess is that many of you have not read it since! I don't blame you!

At first glance it is a simple and somewhat dry bylaw that stipulates the necessary requirements to practice dentistry in Manitoba. Upon closer look you will find a very well-crafted document that has been written largely to protect the public and ensure that the practice of dentistry in Manitoba is held to the highest standard possible.

2023 saw delays in the progression and near completion of the review along with the rewrite of this bylaw for Board submission. Issues including the CDCP, dental anaesthesia as a specialty, and a restructuring of

specialty board exams have all kept our executive team busy. The most challenging topics of the year included:

- a request from the specialist committee to investigate the possibility of dual licenship for specialists that have a current NDEB certification
- a possible student licenship category to facilitate externship situations, and
- the incorporation of a culture and sensitivity course for new graduates and new registrants in Manitoba.

With every new issue that this committee tackles, its members have had to be aware that the essence of our bylaw protects and defines us as an association. The committee is also aware that our recommendations ensure that the people of Manitoba have a clear understanding of us as a profession and that the government of Manitoba has faith in us as a self-regulated body.

With luck and some further heavy lifting, it is hopeful that a draft of the proposed bylaw will be submitted to the board in the spring of this year.

**Upon closer look you will find a very well-crafted document that has been written largely to protect the public and ensure that the practice of dentistry in Manitoba is held to the highest standard possible.**

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# Committee for Office Assessment

## Dr. Atul Pruthi

Chair, Committee for Office Assessment

The Committee for Office Assessment (OAC) serves several functions to communicate with our MDA members the mechanisms/ systems and expectations to maintain standards established by the Bylaws.

Through 2023, our virtual meetings consisted of reviewing and revising the *Office Assessment Bylaws*, the creation of a Facility Checklist and a Dental Facility Permit. The checklist will allow members to perform a self-audit prior to the in-office assessment, allowing them to be more prepared for what is expected and if needed, make necessary changes or acquisitions leading up to the assessors visitation.

The Dental Facility Permit would identify the dental clinic, the owner(s), Dental Director, Facility Sedation Permit, and any information deemed relevant by the Registrar. Unique is the Dental Director position,

which would be a Member Dentist designated by the owner(s) as the responsible dentist for the regulatory compliance of the facility as outlined in the *Standard of Practice for Practice Arrangements and Professional Services*.

**I feel our committee has made significant progress this past year and I look forward to the decisions the MDA Board puts forth.**

At this time, the OAC submitted our proposed amendments of the *Office Assessment Bylaws*, the recommendations for the Facility Checklist and Dental Facility Permit for review by the MDA Board. I feel our committee has made significant progress this past year and I look forward to the decisions the MDA Board puts forth. A special thanks to Linda Berg and Holly Stusiak

in directing our group with the development of many tools, that will help our members be in line with office standards to provide safe and effective care for our patients in our clinics.

## Committee Members

Dr. David Wolle  
Dr. Hamideh Alai-Towfigh  
Dr. Jim Ksionzyk  
Dr. Kevin Friesen  
Dr. Rodrigo Cunha  
Dr. Ron Skorpad  
Dr. Tejal Makwana  
Ms. Linda Berg, MDA Staff Liaison  
Ms. Holly Stusiak, MDA Staff Liaison



# Pharmacological Behaviour Management Committee

**Dr. Tony Krawat**

Chair, Pharmacological Behaviour Management Committee

An article published March 22, 2024 in National Geographic by M.D. Landau is one of the first publications of its kind to point out the several detrimental health consequences of smoking cannabis. Of the many health issues that include xerostomia and periodontal disease, the article focuses on a substance abuse psychosis where patients hear voices, are delusional and are chronically paranoid. For those of us who use sedation modalities in our daily practice, most will agree that patients that chronically use cannabis are difficult to sedate.

In addition to an alarming amount of cannabis use, it is my humble belief that general anxiety, phobias, drug use, and overall poor mental health is steadily on the rise. So much so that a certain amount of sedation skills will

be necessary for nearly every future graduating dentist in a bid to be able to treat the people of Manitoba.

The Pharmacological Behaviour Management Committee continues to modify and revamp the current bylaw so that the new bylaw is clearer to read, more efficient in registration and firm in continued competencies and initial training protocols. When our goal is complete our hope is that this bylaw will maximize access to safe and competent care for our entire province. We need it now more than ever.

## Committee Members

Dr. Daron Baxter  
Dr. Cameron Norrie  
Dr. Chris Cottick  
Dr. Jim Ksionzyk  
Dr. Kurt Scherle  
Dr. Marc Thevenot  
Dr. Mark Nepon  
Dr. Roland DeBrouwere  
Dr. Shaun Corbett  
Dr. Arun Misra  
Dr. Tony Krawat  
Ms. Linda Berg, MDA Staff Liaison

**When our goal is complete our hope is that this bylaw will maximize access to safe and competent care for our entire province. We need it now more than ever.**

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# MDA Adhoc Ethics Committee

**Dr. Peter Kowal**

Chair, MDA Adhoc Ethics Committee

The Manitoba Dental Association Adhoc Ethics Committee has continued to work hard assessing the old (2002) *Code of Ethics Bylaw* and revising that bylaw to something more current. Our goal is to have a bylaw that serves the dental community now and well into the future.

In the process, we have analyzed three other provinces' ethics bylaws and have begun supplementing areas of each of those bylaws 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. I would also like to give a big thank you to Ms. 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 bylaw review committee and in a small way helping to contribute to our profession.

## MDA Adhoc Ethics Committee Members

- Dr. Rose Dhillon
- Ms. Patty Koroscil
- Dr. Azriel Kravetsky
- Dr. Keith Levin
- Dr. Bernie Majewski
- Dr. Nicole Wotton
- Dr. Benjamin Yue
- Dr. Arun Misra, Registrar
- Dr. Cory Sul, Deputy Registrar
- Ms. Linda Berg, MDA Staff Liaison



# Adhoc Committee on the Use of CBCT Scanners in Dental Practices

**Dr. Rodrigo Cunha**

Chair, Adhoc Committee on the use of CBCT Scanners in Dental Practices

The CBCT scan committee was installed in May, 2023 with the purpose to create a guideline on the proper use of CBCT scanners in the Province of Manitoba. The committee members have met numerous

times over the past year and the final document is being sent to the MDA Board members to review and approve this May 2024.

## Committee Members

- Dr. Stacey Lamarche, Co-Chair
- Ms. Trina Bourgeois
- Dr. Jeff Hein
- Dr. Terry Wong
- Ms. Linda Berg, MDA Staff Liaison



# Communications Committee

**Dr. Richard Santos**

Chair, Communications Committee

As I reflect back on 2023 and look forward to the many challenges of 2024, I can say that the goals of the Communications Committee remain steadfast. We are committed to the positive positioning of dentistry in the public consciousness, to promoting patients' long-term relationships with their Manitoba dentists, and to promoting the Manitoba dentist led team as part of an overall healthcare team. Perhaps now, as much as at any other time in our existence as an association, these goals and ideals are being put to the test. Despite these challenges for the future, 2023 was extremely productive and we saw excellent and proven results in all of our media modalities. We even saw the return of some outreach initiatives that hadn't been undertaken since before the pandemic!

The early months of 2023 brought great hope as the first installments of the Canada Dental Benefit (CDB) for children were sent to Canadians.

In Manitoba, the onus of getting the CDB message out to Manitobans largely fell to the MDA and the Communications Committee. As such, the Spring and Fall television and marketing campaigns focused on this, running our 15 and 30 second commercials in both purchased TV spots as well as bonused PSA slots. The ads that we created for this purpose were unique in that the overlay of talk and text within the scenes allowed us to tailor the message as

the program evolved. Because of their versatility, we were also able to embark on a new and exciting initiative for the MDA, ads in multiple languages. By reworking the voice over as well as the written messaging we were able to create ads not only in English, but also in French, Tagalog and Ukrainian! We hope that broadening our scope will allow our marketing to reach further within communities of new Canadians for whom English is not their primary language. As in past years, due in large part to bonusing by local media and specifically Shaw Cable and its U.S. cable spill, the MDA saw incredible value for every media dollar spent.

**We are committed to the positive positioning of dentistry in the public consciousness, to promoting patients' long-term relationships with their Manitoba dentists, and to promoting the Manitoba dentist led team as part of an overall healthcare team.**

Our \$110,000 investment in television media advertising and online messaging yielded a very conservative estimate of over \$191,400 in value. In other words, up until the end of October 2023, the MDA benefited from an amazing \$81,400 in free media!

In what has now become an MDA tradition, we saw significant growth across all social media platforms. Once again, partnering with influencers

and conducting contests allowed us to build trust within this community and we saw a combined organic reach of over 429,100 people. Collaborations with influencers like Ashley Gulakow and Healthy Eaters helped attract our target audience. The MDA's Facebook account saw a 41.53 percent increase in followers over the last year, and X (formerly Twitter) saw a 23.93 percent growth as well. In addition, our Annual Awareness Digital Campaign has seen over 4.3 million impressions served, as well as a 19.13 percent Click-Through Rate (CTR) which is nearly four times the industry benchmark. All of the other CTR data points studied also

showed us trending well above industry benchmarks as well! Last year we purchased media with the streaming service Stack TV for the first time. Stack TV streams networks such as HGTV, Adult Swim, and National Geographic as well as many others. Many of these networks indexed very high with our target audience which has made it an excellent communications investment.



In addition, 2023 marked the return of our most successful community outreach initiatives. In June we once again sponsored Tooth Fairy Saturday at the Winnipeg International Childrens Festival. Unlike 2022, where COVID prevented us from a full return, in 2023 we were again able to provide full dental and orthodontic screenings to children of all ages. Hundreds of children passed through our tent and the event was a great success. Furthermore, the Oral Cancer Screening event that we have done in collaboration with the Never Alone Cancer Foundation made its return in October for the first time since 2019. The event at Garden City Shopping Centre was very well attended and hugely successful. The success was such that we have now initiated plans to expand the event to a second day and a second location in Brandon next year! As always, the achievements we attain in our community events are owed in great part to the dedication of our many volunteers and to them I say “thank you!”

Once again, the MDA has tied last year’s record and won an incredible three International Summit Awards for excellence in communications and marketing! International recognition from outside bodies such as this displays the tremendous quality of the media that we put forward at the MDA. As such, I am very proud to announce that our extremely popular, “Sugar Reduction” campaign garnered two awards, while

## As always, the achievements we attain in our community events are owed in great part to the dedication of our many volunteers and to them I say, “Thank you!”

“It’s Time to Smile Again” received one. Credit for this goes to Brian Fawkes and the very talented team at Fawkes Advertising.

To conclude, I would like to thank my Vice Chair, Dr. Darryll Iwaszkiw, and all of the members of the Communications Committee for their time and advice throughout the year. I would also like to thank Greg Guenther for all of his service, and especially for his tireless work in making our community outreach programs as successful as they are! A huge thanks to Brian Fawkes and his team for another great year of successes and excellent results. Lastly, I would like to thank Rafi, the MDA staff, and Board members who have all helped us to realize our goals this year.

On behalf of our dedicated committee members, I would like to emphasize that we will continue to work hard in these very trying times to ensure that every initiative contributes to the betterment of our profession. As always, please feel free to provide any input or direct any questions to myself as I would be happy to hear from you.

### **Communications Committee Members**

Dr. Darryll Iwaszkiw, Vice Chair

Dr. Jerry Baluta

Dr. Erin Roloff

Dr. Hans Stasiuk

Dr. Ken Hamin

Dr. Jared Rykiss

Dr. Kelly Regula

Brian Fawkes, Fawkes Advertising

Greg Guenther, MDA Staff Liaison



# Convention Committee

**Dr. Hala Salama and Dr. Chris Cottick**  
Co-Chairs, Convention Committee

Our virtual lives recessed further into the dim hazy of past memory and a fully in person Annual Convention was held April 20-22, 2023. A wonderful lineup of local as well as international speakers provided the basis for a great collegial get together in downtown Winnipeg. The RBC Convention Centre provided a beautiful backdrop for all the activities of the Association – from the Annual General Meeting where 76 members showed up to support the Board in the management of our self-regulating profession to all the great lectures, the university poster presentations, and the social events culminating with the President’s Gala honouring Dr. Tom Colina. All was supported by 283 generous sponsors and vendors including dentalcorp, Scotiabank, CDSPI and many others. We surely came together and celebrated 140 years of organized dentistry in Manitoba.

Keynote speaker Kevin Lamoureux brought some of the realities of Truth and Reconciliation to our 1178 attendees including 453 dentists. Hands-on courses ranged from Invisalign tips and tricks, dental photography, locator placement to laser usage and several others. Lecture topics included 2SLGBTQ+ inclusion and awareness, periodontal diagnosis, WHMIS training, endodontic reviews and the ever-popular Manitoba Case Study Presentations led by Dr. Hoda Hosseini.

The numerous Manitoba Dental Association (MDA) and Manitoba Dental Assistants Association (MDAA) members that volunteer on the Convention Committee work tirelessly on every aspect of the Convention which includes organizing the volunteers, booking the speakers, planning the social events, serving as speaker liaisons, running the registration area as well as ensuring every detail of the food and beverage service has been planned and approved.

## The future will continue to see a wide range of lecture and hands-on topics of interest to and to educate the dentists and dental teams of Manitoba and Canada.

None of these activities could be successful without the 24/7 work of the staff of the MDA led by Greg Guenther, Director of Member Services and Public Events, as well as everybody at the office including Linda, Cheryl, Diane, Gail, Courtney and Holly, all under the gentle but ever-present direction of the Godfather of Dentistry in Manitoba, Rafi Mohammed. Dr. Chris Cottick joined the committee as Hala’s co-chair to help with the organization

for Convention 2024. The future will continue to see a wide range of lecture and hands-on topics of interest and to educate the dentists and dental teams of Manitoba and Canada. The future involves an improved, accurate and timely budgeting in an environment of rapid growth in food and beverage costs, as well as some changes to the flow of the Convention to ensure our Trade Show is well attended. We also encourage camaraderie and aim to minimize the overcrowding of local restaurants.

The Convention Committee will continue every effort to make our convention an event of significance and a weekend to remember for the dentists and dental teams of Manitoba and Canada.

### Convention Committee Members

- Dr. Gagan Mangat
- Dr. Kelly Regula
- Dr. Raj Bhullar
- Dr. Phong Luong
- Dr. Sasha Goolcharan
- Dr. Sandy Mutchmor
- Dr. Bill Cooke
- Janet Neduzak, RDA Rep
- Jessica Derksen, RDA Rep
- Lee Hurton, MDHA Rep
- Greg Guenther, MDA Staff Liaison



# General Practice Study Club Committee

**Dr. Karen Rosolowski and Dr. Jessica Carswell**  
Co-Chairs, General Practice Study Club Committee

The General Practice Study Club (GPSC) 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 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, we continued with our exact same committee members as our previous year, and Dr. Karen Rosolowski and Dr. Jessica Carswell continued as co-chairs. Moving into Fall 2024, Dr. Carswell will be stepping down from co-chair back to committee member and Dr. Harrison Katz will be taking the position of Co-Chair alongside Dr. Rosolowski.

We concluded our 2022–2023 Lecture Series with a brunch at the Manitoba Club featuring an endodontic lecture by Dr. Mike Rodillo. Our 2023-2024 season began with our much anticipated GPSC Retreat, in combination with the Western Manitoba Dental Society Golf Tournament. The Retreat took place at Elkhorn Resort in Riding Mountain and included a welcome bonfire on the Thursday night, followed by a day of lectures on Friday.

We had lectures from:

- Dr. Adriana Salles, Pedodontics
- Dr. Alvaro Rodrigues, Orthodontics
- Dr. Murray White and Dr. Ron Tough, Peer Review
- Dr. Kelly Regula and Dr. Lori Simoens, Tips for Private Practice
- Joanne Carswell, Physiotherapist Ergonomics and Career Longevity

In November 2023, we were thrilled to team up with Dr. Rodrigo Cunha for two separate Friday/Saturday sessions including a day of lecturing/hands-on and a live demo day!

**The aim of each session is to supply continuing education and career support to practitioners early in their careers or who are new to practice in Manitoba.**

Both weekends received incredibly positive feedback and we were very grateful for Dr. Cunha opening up his office to us! Based off of positive feedback last year, we made the decision to have our January and February lectures virtual again. In January, Dr. Ryan Howard lectured on Oral Pathology and in February, Dr. Daron Baxter presented information on the Canadian Dental Care Plan. In March 2024, we were back in person with a lecture by Dr. Sunny Viridi on tips and tricks for General Practice. In May 2024, we

will wrap up the 2023-2024 season with a brunch at the Manitoba Club for Dr. Hoda Hosseini's Periodontics lecture. The D4s will be invited to this lecture and we hope to build some momentum leading into the 2024-2025 season.

Our content in the 2024-2025 season will continue to be geared towards the voiced concerns from the Focus Group Report and we look forward to bringing back our Wine and Cheese event in September 2024 to kick off the season.

## Convention Committee Members

Dr. Lori Simoens  
Dr. Robin Szmadyła  
Dr. Harrison Katz  
Dr. Stella Korowski  
Greg Guenther, MDA Staff Liaison



# Mentorship Committee

**Dr. Carolyn Robertson and Dr. Michelle Jay**  
Co-Chairs, Mentorship Committee

We had big shoes to fill this year as we took over the Mentorship Program as co-chairs from our incredible predecessors. We were given great feedback from them, as well as the mentors and students. The main task was to improve attendance while navigating post-Covid expectations and expenses. The biggest change made was to hold the meetings off campus.

We went on two separate occasions to meet with the students to introduce ourselves and explain the importance of the program, our expectations, and the hopeful benefits gained.

We met with the International Dentist Degree Program (IDDP) students on May 15, 2023; and with each of the four dentistry classes on August 14, 2023.

We recruited 18 General Practitioner and Specialist dentists to mentor the D1 class, as well as asking five of our existing mentors for the D3 class to take on additional mentees from IDDP.

## Welcome to the Profession Dinner

August 17, 2023  
St. Charles Golf and Country Club

D1 students, IDDP D3 students, D1 mentors, D3 IDDP mentors, VIP guests from the MDA and the University of Manitoba Dr. Gerald Niznick College of Dentistry, and VIP sponsorship

## First Session - D1 only

September 21, 2023  
The Manitoba Club

D1 students, returning and new mentors for the D1 class

Dr. Dieter Schönwetter presented on Mentor/Mentee Expectations

This session was also used for Speed Dating to introduce the D1 students and the mentors.

## Fall Session

October 26, 2023  
RBC Convention Centre

D1: Dr. Daron Baxter and Dr. Murad Zaman presented on Managing Finances in Dental School

D2: Dr. Michael Porco presented on Introduction to Patient Management; Dr. Jerry Baluta presented on Clinic from an Instructor's Perspective

D3: Dr. Jeff Bassey, Dr. Rodrigo Cunha, Dr. Tim Dumore, Dr. Shima Gharib and Dr. Hoda Hosseini presented on Applying for a Specialty, Why is it Right for Me?

D4: Mr. Johan Schalkwyk presented on Questions to Ask when Interviewing a Practice Owner/Gems from an Office Manager

The main task was to improve attendance while navigating post-Covid expectations and expenses.

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### **Winter Sessions**

February 1, 2024  
The Manitoba Club

D3 and D4: Dr. Murray White presented on Peer Review and Complaints Committee

February 8, 2024  
The Manitoba Club

D1 - D4 students:  
Evan Loeb, Dale Porth, Navnoor Mann and Daniella Stackiw presented on What I Wish I Knew in Dental School, A 4th Year Retrospective

D2: Dr. Sunny Viridi presented on Social Media and Dentistry

### **MDA Convention Mentorship Session**

April 20, 2023  
RBC Convention Centre

D1, D2, D3 and D4:  
Drs. Anita Glockner, Pat Kmet, Patrick Mao and Ron Tough will present a GP Panel Discussion on "So Things Didn't Go As Planned. Now What?"

### **Grad Dinner**

April 25, 2024  
St. Charles Golf and Country Club

Graduating D4 students, D4 mentors, VIP guests from the MD and, the U of M Dental College, and VIP sponsorship

Embroidered White Coat, Scrub Cap and Pen Presentation from the MDA

We look forward to next year and are working to continually uphold the high standard of the Mentorship Program.

### **2022/23 Annual Review & Planning Committee**

#### **Co-Chairs, Vice Co-Chairs**

Dr. Huma Rohan  
Dr. Craig Fedorowich  
Dr. Carolyn Robertson  
Dr. Michelle Jay

#### **MDA President**

Dr. Scott Leckie

#### **Associate Dean**

Dr. John Perry

#### **Lead Mentors**

Dr. Patrick Mao, D1  
Dr. Susan Tsang, D2  
Dr. David Goerz, D3  
Dr. Chris Cottick, D4

#### **UMDAA Representative**

Dr. Nancy Auyeung

#### **Student representatives**

Natalie Pesun  
Dani Stackiw

#### **MDA Staff Liaison**

Greg Guenther



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