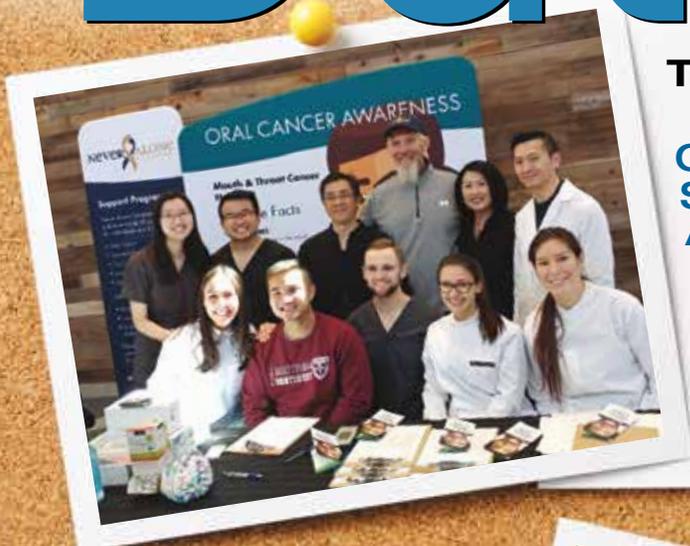


MDA Bulletin



To Be Continued...

**Oral Cancer Screening
April 2021**

**New:
Open Wide
April 2021**

Volume 39, Issue 2,
Summer 2020
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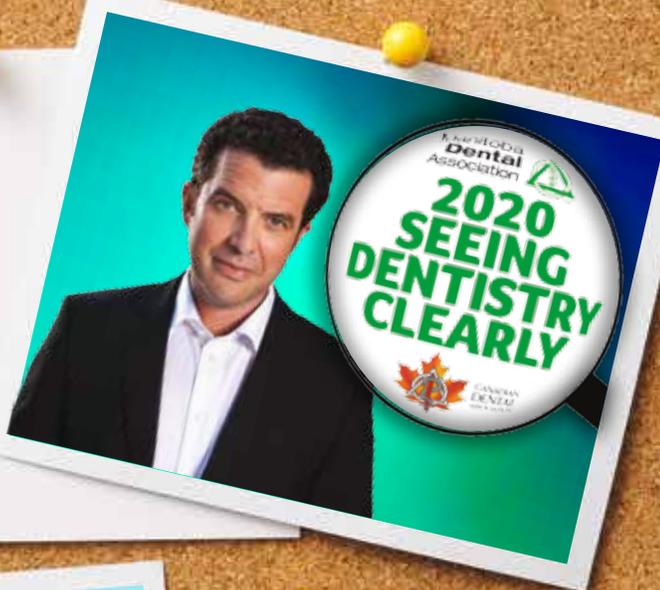
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Conversation on Codes

Return to Work Toolkit

**Manitoba Dental
Association
Convention
April 15-17, 2021
Winnipeg**



**Tooth Fairy
Saturday**

June 2021



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MDA Bulletin



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President's Message

DR. MARC MOLLOY, D.M.D.
PRESIDENT, MDA

The “New Normal”

This morning I woke up to my alarm and went through the normal weekday preparation, breakfast routine, drive to work and arrival to the office. I have to admit that it felt good to be re-establishing some sort of ‘normal’ routine. After an extended separation from my team, I have come to realize how much I appreciate them and their important role in contributing to the ongoing oral health care needs of Manitobans.

As I write this piece, our COVID-19 numbers remain steady at 9 cases —certainly a position that we as Manitobans can feel some comfort in having done our part to help ‘flatten the curve.’ Having said that, a second wave is very possible. Now that we are re-establishing our teams and systems, our direction as a community has started to shift toward a focus on preparedness. Preparedness for the future, and for the unknown, through the lens of lessons learned.

The immediate future of our practices – what they will look like and how they will operate – although somewhat unknown, are becoming a bit more clear now. We must take this opportunity to implement and establish systems and protocols in our practices that may carry us through whatever the future may hold. A cautious approach has served us well. Continued caution will likely prove to be wise. Communication with our patients, our colleagues, our dental teams, and all Manitobans is fundamental to our ongoing success. Keeping together, supporting each other as a community, and having a united voice through the COVID-19 response is critical.

Although I only took on the position of MDA President 20 weeks ago, in that short time I have come to realize how strong our collective community really is. Dentists have a remarkable focus on being involved in solutions and engaging as a community well beyond what is typical. This fact leaves me with a tremendous feeling of pride and hope.

I have witnessed an incredible ‘coming together’ of Manitoba Dentists in so many ways, including the many who contributed their PPE to frontline workers, set up chatrooms and online platforms to share resources, pulled together to channel supplies to colleagues, sourced and distributed various PPE supplies from local manufacturers, shared advice on HR matters, or simply provided an ear to listen to a friend. People helping people is truly inspiring. It is at the heart of Manitobans — including Manitoba Dentists.

Immediately after the pandemic caused us to limit our practices to emergency treatment only, the board activated its vast committee network and undertook careful delegation of issues related to the COVID-19 response. All COVID-19 related information funnelled back to the Executive, and from there to the Board. We appointed people to various Provincial and National Task Forces and saw a remarkable opening of communication between provincial leaders.

The work of these many groups carried us through the first wave of the pandemic: processing volumes of information and sifting through emerging research to provide guidance to our community so that

they may effectively treat Manitobans’ dental needs. The effectiveness of our volunteers’ work was evidenced by the many other dental jurisdictions who reached out to us to seek opinions and information regarding our work on the COVID-19 issue.

Our most recent change came into effect June 1, after our meeting with the Chief Provincial Public Health Officer, Dr. Brent Roussin, who reviewed and endorsed our Pathway and Interim IPC Guidance for Patient Care During Phase 2 of the COVID-19 Response. Our staged strategy to managing dentistry in Manitoba saw our return to a full scope of dental services while still maintaining public measures in our workplaces.

Although it can be hard to find the positive aspects of navigating the COVID-19 era, one that I have personally witnessed is the growth in the MDA’s partnerships with the Provincial Health Ministers Office, Shared Health MB, Public Health and other Health Professions. We have a long way to go in clarifying the role of dentistry within health care, but the COVID-19 response has provided us with access to a place at the table and to the conversation in general. It will be up to future presidents to re-enforce the message that managing the oral health of Manitobans is a critical aspect of overall health.

As the first wave of the viral pandemic is largely complete in our jurisdiction, and as we watch to see what the effect of our province’s collective re-opening actions are, we will undoubtedly understand more. When required, we act as swiftly as we can, based on the information available at the moment. Often what was thought to be fact last week, is discounted the next. For that reason, recommendations change and protocols must adapt. Please visit the MDA website frequently, subscribe to the MDA E-Alert system and read the weekly updates. Be vigilant and calculated in your decisions, take steps to further your knowledge base and to minimize risk to your patients, your valuable teams and yourselves.

I would like to personally recognize the tireless efforts of our valuable partners at the Dr. Gerald Niznick College of Dentistry at the University of Manitoba. Under the leadership of our Dean, Dr. Anastasia Cholakis, a team of experts and clinicians came together and help establish a much-needed emergency dental clinic within the HSC Shared Health system for treating patients referred to them during the most acute phase of the COVID-19 response. Although that clinic has now wound up its work, the framework for future needs has been established. Thank you to all who contributed and to the front line clinicians who treated those Manitobans with emergent needs.

On Tuesday, May 5th, the MDA held its very first virtual town hall with three zoom sessions to a “sold-out” crowd. I would like to recognize Greg Guenther, our Director of Member Services and Public Events, for moderating such an event and managing it with style. These sessions were predominantly focused on presentations and discussions related to COVID-19. Many very good questions came up and fruitful discussions ensued. I realize that it may not have been as productive as an in-person session may have been, but given the circumstances, it was quite successful.

I am also very happy to report that on behalf of the MDA, I recently signed a CDA Memorandum of Understanding, along with the now past President of the CDA, Dr. Sandy Mutchmor, and all of the other corporate member provinces and territories. After more than a year of negotiations, this MOU has been installed as a guiding document for corporate members of the CDA for the next 10 years.

Sadly, our MDA/CDA Annual Convention to be held in April was cancelled. It was a tremendous disappointment for all of us. For those volunteers and staff who spent thousands of hours preparing for it, just to see it cancelled, I salute you! I can't imagine how hard it would be after all that work to not see your work come to life. Know that there will be another, planned for 2021, and we can celebrate double!

Finally, I am proud to report that the MDA Board formalized a Specialist Committee this spring. The committee will be reviewing

and researching issues related to dental specialists in Manitoba and regularly reporting its findings to the board. It has been a personal goal for me to have this committee struck and structured to provide the Board with important perspectives on practising dental specialties for years to come.

Again, thank you to all for your support and well-wishes. I appreciate the opinions and suggestions of every single one of you and I strive to make the best meal I can with the ingredients I have been given!

Have a great summer, be safe, and enjoy your staycation! 🏕️

Marc Mollot, B.Sc, D.M.D.
President & Chairman of the Board,
Manitoba Dental Association



MDAA Board of Directors Message

TRINA BOURGEOIS RDA III
ACTING PRESIDENT, MDAA

Dear Fellow RDA Members,

I will start by wishing everyone a happy summer!

Firstly, I will introduce myself, although many of you know me already, as I am not new around here. I have been practising in Dental Assisting for 30 years this year — WOW time flies! I am currently employed in a long term position in an Endodontic office with someone very passionate about Endodontic theories who is willing to share the wisdom to support my keen sense of curiosity and thirst for learning. My last position was also a long-term position with a lovely lady I still call a friend.

I am very grateful to be stepping up to the Acting President position. As you know, we have yet to have our annual general meeting. Laura Campbell has graciously provided dedication, excitement and genuine kindness to the association. Her time and great work for the MDAA was of great importance, but unfortunately, she needed to step down. On that note, I hope to continue the association work and provide consistent task-oriented plans to provide ongoing support for our hard-working Registered Dental Assistants.

This year of Covid-19 will go down on in history as a challenging and difficult year for the world on many levels. It has affected so many people in so many ways, families have had hardships, and

businesses have had long-term economic effects that will have a long-standing result.

Dentistry has been one of the areas that have been a maze of events and challenges. We as RDAs are the support staff that have to mind the protocols and ensure the offices come back to a supportive and safe place for not only the staff and patients but also their families. I want to remind everyone there are some great opportunities for our MDAA discounts and we are always looking for additions to offer to our members.

We have some new and exciting items in the works for our assistants and their families; make sure to read those emails Heather Kinsmen works so hard to put together! She has been providing great updates and modifications on our website; we don't have a big IT budget, so keep checking for updates and any new information that may be of assistance.

I want to wish everyone a great summer, a time to enjoy family, and fun in the sun. At least we can get outside and enjoy! 🏕️

Sincerely
Trina Bourgeois RDA III
Acting President MDAA



Registrar's Message

DR. ARUN MISRA, LLB, D.M.D
INTERIM REGISTRAR, MDA

While I am writing this several weeks before it will be read, I am confident that we are all acutely aware of the unique challenges brought forward by the Covid 19 virus to our province and to our members. These challenges are both from the perspective of the dentist, dental team, and most importantly our patients. I believe at this point in time, we have reached a workable balance in the public interest of Manitobans regarding the issue.

Certainly, until a vaccine is found, dentists and dental assistants must remain vigilant in protecting our patients and teams.

As I mentioned in my last Bulletin article, the organism of regulation continues to evolve rapidly regardless of current circumstances. While it may appear as though we have been solely focused on the Covid – 19 issue, it is important to remember that we must continue to keep pace in the ongoing work as a regulatory authority.

Various regulatory committees will continue to meet and help develop policy such as the Infection Prevention and Control, Office Assessments, Botulinum Toxin and the Continuing Competency Committees. Of note is the Registration and Licensure Bylaw Committee, which has met several times. This committee is pertinent

on many fronts and through our discussions, it is important to recognize the hard work being put forward by the committee members. Tangible with some of the concepts being brought forward by this committee is the Specialists Committee. Moving forward it will be important to understand some of the perspectives of our specialist members as it relates to the Registration and Licensure Bylaw.

There is always opportunity for members to reach out to me directly concerning any regulatory matters. It is important for all of us to have open and transparent discussions as a self-regulatory organisation.

While there are challenges to self-regulation, I am impressed by the commitment of our membership in the best interests of the public. Through our shared goals and collaborative effort, the people of our province can be confident that Manitoba dentists and registered dental assistants are committed to their optimal oral health. 

Respectfully,
Dr. Arun Misra LLB, DMD
Interim Registrar, MDA



Enhanced Communication with Dental Clinics

These have been incredibly busy months for the MDA and our members. Our increased level of communication with members as it relates to COVID-19, updates to Fee Guides, Annual Meeting & Convention, etc...has revealed the importance of ensuring we reach our members in a timely manner.

Before the COVID-19 pandemic we were typically reaching a 45% - 55% viewership. With increased communication during COVID-19 we saw our viewership rise to a steady 70%. By industry standards this is an incredible number, however we feel we can do better, especially with urgent communication to members.

How can we improve?

Outdated member email addresses & general contact information:

- If members have updated their contact information it is important that they share this with the MDA Office.
- Please email Cheryl Duffy at cduffy@ManitobaDentist.ca and Cheryl will ensure this is updated in our CRM Member Data Base.

Members who have “unsubscribed” from MDA E-Alerts & Weekly Updates:

- While we respect members have a choice to receive Weekly Updates or E-Alerts, we would encourage members who have unsubscribed to request re-subscription. At no time did member communication become more important than during the COVID-19 pandemic.

- Members can re-subscribe by contacting myself at gguenther@manitobadentist.ca or by phone at 204-560-0842

Dental Clinic Office Managers communication:

- We know office managers play an important role in helping you run a smooth and steady ship.
- With this in mind we are suggesting that for certain important messages for your clinic to be aware of, we would like to establish an additional email contact list of your office managers. We feel this will enhance communication and awareness within the MDA membership.
- Please click on the button below to add your Office Manager to our Office Manager Mailing List.

Sale of Dental Practice, or, Change in Ownership of Dental Practice

- Members must notify the MDA office regarding any change in ownership of a dental practice.
- It is vital that the MDA is informed of the name of the new practice owner in order to keep our files current.
- The MDA Bylaw for the Code of Ethics provides information on naming a practice.
- Please email Cheryl Duffy at cduffy@ManitobaDentist.ca and Cheryl will ensure this is updated

We greatly appreciate your support!

Join Our Office Manager Mailing List [CLICK HERE](#)

Greg Guenther
Director of Member Services & Public Events

**2020-2021
Lecture
Series:**

WDS
Winnipeg Dental Society



Friday
September 18, 2020

Friday
October 16, 2020

Friday
November 20, 2020

Friday
January 22, 2021

Friday
March 5, 2021

Friday
April 23, 2021

Dr. Carla Cohn - Pediatric Dentistry
for the General Practitioner

Dr. Jack Griffin - Dental Photography
+ restorative topics

TBD - Perio/Implants

Dr. Manor Haas - Endodontics

Dr. Susan McMahon - "The Selfie Ready Smile"
Minimally invasive smile design + anterior
trauma restoration

Dr. Lou Graham - Geriatric Dentistry

Register at:
WinnipegDentalSociety.org



Canadian Dental Association Message

DR. JOEL ANTEL, D.M.D
CDA BOARD REPRESENTATIVE



I am writing this article during unprecedented and uncertain times. It is only the second day back to full provision of services in Manitoba. Our personal and professional worlds have changed and continue to change.

I always welcome the chance to express gratitude. Many people throughout organized dentistry have been busy with what the pandemic has thrown at us. I am reluctant to name names as I may leave someone or some organization out. I will instead try to give you some sense of what they have been doing for us. Stick with me here, some of this could get cumbersome.

This has been a unique, simultaneous shut down of the world economy and society including dentistry. As dentists we faced putting our practices and professional lives on hold while we faced an almost complete information and knowledge void about what was going to happen, when it would happen, and what we had to do as a result.

Information from rumor, unvetted social media posts and a myriad of questionable sources became dogma. Traditional media favored headline grabbers and time fillers. The actual science was too often lost in the noise.

Watching local and world events, we saw the effect of action based on knowledge and understanding and the effect of gut reactions, guessing and “other agendas”

There was no road map for navigating our profession through the turmoil. We were able to work collaboratively with others in the same boat, but there were others with their own agendas taking advantage of the opportunity to advance it.

Regulators and associations had to accumulate it all, collate and vet it all and create regulation to protect the public. They had to create a map guiding the profession through an unprecedented mass reopening. All in real time in a rapidly evolving environment.

Our traditional partners in the dental supply industry were ready to help but had to compete with profiteers looking to sell possibly unnecessary technology, equipment and supplies before knowledge and regulation established need and validity.

Government and government agencies were busy with a new virus, new illness, and overwhelmed resources. This was an unmatched health crisis. Keeping people healthy, safe and alive was the priority. Understandably, dentistry was a lesser concern, sometimes leading to decisions and orders out of sync with the realities of dental care and dental practice.

The Canadian Dental Association was on the forefront of it all with the traditional three CDA priorities: advocacy, knowledge, and practice support. It is always difficult to show the value of the intangible membership services an organization provides. Today these intangibles, or more accurately unseen tangibles, have never been more important.

Just as dentists get membership in CDA through membership in their provincial dental association the benefits of the CDA work on

advocacy, knowledge and practice support flow to individual dentists through their local association.

CDA staff vetted all available information including the latest science on Covid-19, the confusion over masks and other PPE and government programs to support business and individuals. All of this changed on a sometimes daily basis and they did it all while carrying out their usual CDA duties and transitioning to working from home.

Information about what was happening domestically and in other countries was collated, analysed and provided through regular updates to those on the front line informing and supporting the decision making that guided our profession. Just some of the CDA activities during the pandemic shutdown and reopening were: changes to the CDA Net help desk to answering questions about government pandemic relief programs, promoting the MAP program for dentists and staff, liaising with CDSPI towards a successful resolution of pandemic insurance issues, and development of teledentistry codes and definitions.

Facilitating interaction between the various dental organizations was an important part of CDA's mission during the pandemic. Update meetings were held weekly with the provincial presidents and executive directors and weekly with the CDA board of directors. Eight of the ten CDA corporate members are organizations that provide both regulation and some membership services. Some are in the process of transitioning to separate organizations. It was not an easy task to navigate the many different regulatory and political considerations all while accomplishing in days projects that traditionally require months, even years. Consultation within dentistry and with other interested stake holders was always top of mind but of necessity balanced against the need to get the job done.

I would like to express my gratitude and gratitude on behalf of all of us, to everyone who worked so diligently through these challenging times.

In closing I would like to thank and congratulate Sandy Mutchmor for his time as President of the Canadian Dental Association. As a president's term draws to a close it is usually a time for reflection and celebration. For the president of the CDA April is time to preside over the CDA annual general meeting and a number of affiliated meetings - all cancelled. The president's installation dinner winds up the AGM week. It is an opportunity for the outgoing president to sum up the year, thank everyone and install the incoming president - also cancelled. (The gala did move online, a virtual formal gala. This was a new and extraordinary experience).

Instead, in addition to all of his other regular presidential obligations, his CDA work and his practice Sandy was handed a fulltime job on the covid-19 pandemic file. All handled with his well known skill and good humor. When you see Sandy thank him for his time and commitment on our behalf. It is well deserved.

I look forward to seeing you all again, except your noses and mouths, and not shaking your hands. No hugging either.

Joel



Knowledge

Canadian Dental Association benefits for Manitoba Dentists

The Canadian Dental Association (CDA) helps dentists in Manitoba in four principal areas: *Practice Support, Advocacy, Non-Insured Health Benefits and Access to Care and Knowledge.* Over the years, CDA has been extremely effective in all four domains.

On the Knowledge front, CDA has been on the leading edge of highlighting key issues and challenges facing the profession. Some of these knowledge activities include:

CDA Oasis and CDA Essentials

CDA Essentials magazine, the CDA Oasis Discussions website and app, and the CDA Oasis Bulletin email newsletter all combine to form a modern dental news outlet designed to keep Canadian dentists informed about matters important to their professional success. This “dental news hub” helps to facilitate the exchange of pertinent, accurate, concise and timely information related to the dental profession through a range of user-friendly platforms—all designed to reach dentists where they want to be reached.

Priority for content selection for CDA Essentials/Oasis Discussions is determined through consultation with dentists, association/organization leaders, industry

representatives and dental team members. CDA initiates such discussions, but the involvement and perspectives of general practitioner and specialist Canadian dentists in these conversations is crucial to its success.





Dean's Message

DR. ANASTASIA KELEKIS- CHOLAKIS
DEAN, COLLEGE OF DENTISTRY,
RADY FACULTY OF HEALTH SCIENCES,
UNIVERSITY OF MANITOBA

It has been almost a year since my appointment as Dean of the Dr. Gerald Niznick College of Dentistry and as I reflect on the events that have transpired during the last 12 months, I have many mixed emotions: sadness over the loss of so many lives, sorrow over the abuse of our fellow humans, admiration of the professionalism and self-sacrifice of our frontline workers, and delight in the support and dedication of all the people that I work with.

Manitoba has been extremely fortunate, due to inspired public health leadership and citizenry self-sacrifice, to have been able to flatten the COVID-19 curve. However, the financial impact of the pandemic was felt by a vast majority of Manitobans. Similarly, the Dr. Gerald Niznick College of Dentistry, as a program that relies heavily on clinic revenues, found itself in unanticipated financial duress. With the premature closure of our dental clinics, we were compelled to temporarily lay off the majority of our clinical support staff and administrators for two months. Senior administrators in both the Dr. Gerald Niznick College of Dentistry and the Rady Faculty of Health Sciences also accepted days off without pay to help off-set the budgetary constraints.

In the meantime, faculty members have been working very hard to prepare for the upcoming academic year in anticipation of all the changes that will be required. Clinic protocols have been adapted, infection control guidelines have been re-established and appropriate PPE has been purchased. The complicated task of re-organizing clinical and pre-clinical teaching schedules in conjunction with online synchronous and asynchronous delivery of didactic material has almost been completed. Academics have quickly adapted to a new way of delivering the curriculum and continue finding innovative ways to engage with our students. On the clinical side, we are now in the process of transitioning to a completely paperless electronic health record throughout the college.

With the gradual re-opening of Manitoba following the COVID-19 pandemic, the University of Manitoba has started to welcome people back to the Bannatyne campus. This week our researchers have begun to return to the college to re-open their laboratories and re-engage in their research. This has been a stellar year for our Oral Biology researchers who are making great strides in moving

our research programs forward. Among them, Dr. Gilbert Kirouac was one of a select few Rady Faculty of Health Sciences professors to receive a CIHR grant for his studies in the midline thalamus and anxiety. In addition, Dr. Prashen Chelikani and his team were also awarded a significant NSERC grant for 5 years, for his work in food chemosensation. We are incredibly proud of the efforts of these dedicated researchers.

This month has also brought about the phasing out of our emergency hospital clinic that was set up in collaboration with Shared Health and the Manitoba Dental Association. Under the leadership of Dr. Tenna Reeve, Associate Dean Clinical, our faculty, staff and members of the MDA triaged via teledentistry over 250 patients, from all over Manitoba, and treated those in need of urgent care in the Health Sciences Center Hospital. My sincere thanks to all the volunteers that participated in these clinics.

The rest of the college will be phasing back into teaching, by welcoming our incoming Graduate Oral and Maxillofacial and Pediatric residents and our International Dental Degree Program students in June and July. August will see the arrival of our Dentistry 1, 2, 3 and 4 students as well as the Graduate Orthodontic, Periodontic and Prosthodontic residents. The phased in re-opening of our undergraduate clinical operations will take place in September and we look forward in welcoming once again our patients, and all of the MDA members who perform a valuable service by teaching in our programs.

In conclusion, it is with a happy heart that we bid farewell to our graduating dental, dental hygiene students and residents. On behalf of all faculty and staff, we want to offer them our heartfelt congratulations as they enter their respective professions and begin their new journey. Of note is that under the directorship of Dr. Brad Klus, our two graduating pediatric dentistry students scored in the top percentile of all residents taking the American Dental Pediatric Specialty Board examinations. I am impressed how all our graduating classes navigated obstacles and overcame unexpected adversities with professionalism and maturity. While we wish we could all applaud together their achievements, we join their family and friends in cheering them on from afar! 🎉

MDA Communications Update

At the start of COVID-19 - we immediately had all MDA TV spots, digital and social media messaging that promoted dentistry suspended at direction of Board Executive.

Myself as the Chair of the Communications Committee, Vice Chair Dr. Richard Santos and Brian Fawkes - our Communications Consultant met frequently with Board Executive so we could stay ahead of messaging and respond quickly to changes as they occurred.

During the Months of April and May we crafted Media releases on behalf of MDA board, managed calls for press interviews with MDA President Dr. Marc Mollot.

With the upsurge in Social Media viewership, Seven messages were created to inform the public about the important need for oral care during social distancing and that your dentist is still available for urgent or emergency care.

Samples:



In late April a tribute TV spot was created titled “We will all Smile again.” This ran on the four major media outlets as well as our social media channels and digital feeds.



Link: <https://www.youtube.com/watch?v=VOiVCovlh9w>

On June 1st, when dentistry in Manitoba entered into phase two, seven social media messages were created to coincide. This public messaging surrounded what to do for your oral health during social distancing. As well, a media conference was hosted by the MDA, with appearances by MDA President Dr. Marc Mollot on Global and CTV news morning shows.

Samples:



In early June, six :15 spots were created that centered around “Here For You.” These will also maintain the MDA’s branding of “Your Manitoba Dentist - Good for You, Good for Life. All spots will run on the four major media outlets, MDA’s social media channels and digital advertising network.



Links: <https://www.youtube.com/watch?v=R4eDSExpzA>
https://www.youtube.com/watch?v=AYN3JyvV_7g
<https://www.youtube.com/watch?v=PNayjzQTYNE>
<https://www.youtube.com/watch?v=sZqJoBN2MHA>
https://www.youtube.com/watch?v=VOLM_Cw-Kok
<https://www.youtube.com/watch?v=bITt-Z6QAMl>

Finally, our Communications Committee has been meeting on a more frequent basis and with the MDA Board Executive to stay ahead of communications to the public and be prepared for any upcoming issues. As well, I continue to sit on the CDA Dentistry Communications Committee and provide the MDA with information relating to dentistry in Canada as a whole.

Jerry Baluta
Chair, MDA Communications Committee



DR. PAT KMET, D.M.D
MDA CONVENTION CHAIR

Seeing Dentistry Clearly

The stage was set: two days of outstanding programming with invited speakers presenting on a host of topics, touching on clinical, business and personal aspects of practising dentistry; a sold out Trade Show with exhibiting companies ready to demonstrate and showcase the latest innovations, products and services in the dental industry, the President's Crystal Ball, and for the finale, the Saturday night closer with none other than Canada's comedian, journalist, author, Rick Mercer!!!

Then from nowhere, COVID-19 came. We didn't invite the pandemic to our convention, but it crashed our party and shut us down.

As you all know by now the 2020 convention was officially cancelled

The committee and staff worked very hard to make what would have been an MDA/CDA spectacular event. I would like to thank them all for their enthusiasm and all their effort.

All is not lost. Our "2020" convention will be held APRIL 15-17, 2021 under the same theme "Seeing Dentistry Clearly". Please SAVE THE DATE. The A-list of renowned speakers will be in place, the exhibitors will be back, the President's Crystal Ball will become the Presidents' Crystal Ball (we will honouring more than 1 President) and Rick Mercer will entertain us with his "Coast to Coast" show.

The 2021 Convention will be a celebration; a celebration of colleagues gathering once again and sharing ideas. As I pass the torch to Dr. Bruce McFarlane, what have I learned over the past 8 years? It is clear that without the dedication of the MDA staff (Rafi, Greg, Linda, Cheryl and Diane) and a talented committee of creative individuals we could never execute this event every year. A heartfelt thank you to all of them! We are the "jewel" of all Canadian dental conventions, so support your MDA Convention and see you in 2021!

Pat Kmet
Chair MDA Convention Committee

Message from the Executive Director of the Manitoba Dental Foundation

Dear Member Colleague,

Your Manitoba Dental Foundation (MDF) has had a successful first five years, granting just over \$135,000 to several organizations to improve the oral health of the underserved of all ages. The following organizations have benefited from the mission of your MDF: Siloam Mission, Mount Carmel Clinic, Deer Lodge Centre, Healthy Smile Happy Child, Never Alone Foundation, About Face Foundation, Westman Immigrant Services, Bruce Oake Foundation and Mondetta International Charity.

Monies for grants have been generated through monthly and annual donations; endowment funds and annual events. Lyle Best, an enthusiastic and generous philanthropist, has pledged \$25,000 per year for four years from the QuikCard Foundation to our MDF for which we are truly thankful. In recognition of his support, we have established the Lyle Best Humanitarian Award. A deserving candidate will be identified and celebrated every third year commencing in 2021.

We have held five successful events: two Galas (2015 and 2018); An Evening at the Met (2016); Laugh-A-Lot Comedy Night (2017) and Speakeasy Casino Night (2019).

Dentists, like you, are generously philanthropic including providing 'pro bono' treatment, supporting worthy charitable organizations, volunteering for community organizations and other contributions.

Net revenue from these annual events has been the primary source of funding to fulfill the mission of your MDF.

To ensure the sustainability of your MDF, the primary source of revenue ideally should be monthly donations. As dentists we are experts in oral health, we are well aware of the unmet needs within our communities and we also know we are unable to resolve this need individually.

The primary objectives of your MDF is to develop a culture of philanthropy within our profession and to be the unique source of funds to address the oral health needs of the underserved.

To those of you who already support your MDF with monthly or annual donations our most sincere thanks.

This request is not to detract from your other philanthropic activities but rather to request that you add the MDF. To be candid, a monthly donation of \$36.10, the equivalent of a recall examination fee (code 01202) will ensure the financial sustainability of your MDF. At year's end, the MDF will issue a charitable donation receipt for your generous monthly donations.

To donate visit:

ManitobaDentalFoundation.ca

I am truly delighted to advise you that the administrative costs of your MDF are minimal (less than 7%) due essentially to the tireless efforts of Rafi Mohammed and the MDA staff. It has been my honour and privilege to serve as the Executive Director of our MDF over these five years. I am truly grateful to the many volunteers who have generously made each of our events successful in increasing awareness and generating revenue for your MDF.

Frank Hechter
Executive Director, MDF



Manitoba
Dental
Association

Staff Announcement

The Manitoba Dental Association welcomes Courtney Razmus as our Administrator – Peer Review. Courtney returns to the dental community following some time away and originally began her career as a dental assistant.

Courtney looks forward to working with her new colleagues and MDA members and is excited to be back and begin this next chapter in her career. In her free time, Courtney enjoys traveling, golfing, going to the cabin and spending time with friends and family.



Please join me in welcoming Courtney to our dental family. Courtney can be reached at **204-988-5300 ext 6** crazmus@ManitobaDentist.ca

Rafi Mohammed
CEO, Manitoba Dental Association



CDA AT WORK

Manitoba Blue Cross Accepts Supporting Claim Materials Using CDA Secure Send

Dental offices can now securely submit supporting claim material—including electronic diagnostic records—to Manitoba Blue Cross (MBC) using CDA Secure Send. Offices can also submit coordination of benefit claims electronically where MBC is second payer.

When an office needs to submit supporting claim materials, such as diagnostic records (x-rays) or laboratory bills for a claim or predetermination, you will no longer have to send these by Canada Post, courier or fax. CDA Secure Send can now be used to submit all MBC supporting materials electronically.

To use CDA Secure Send to send materials electronically to MBC, use the following steps:

- In CDA Secure Send, click “New Recipient” to add the Manitoba Blue Cross email address **MBCdentalimages@mb.bluecross.ca**.

Ensure that the email address is entered correctly.

- Indicate the patient’s full name and certificate number in the email subject line.

Note that it is not necessary to use the CDA Secure Send password function and you are not required to submit the original documents by mail.

CDA
SECURESEND 



For more information on CDA Secure Send, visit **cda-adc.ca/secure-send** or call the Practice Support Services (PSS) Help Desk at **1-866-788-1212**.

For any questions regarding your dental claims or electronic submissions, contact MBC at **1-888-596-1032**.



Life Post COVID-19

JACKIE JOACHIM
COO, ROI CORPORATION
1-888-764-4145,
JACKIE.JOACHIM@ROICORP.COM

Before offices were able to re-open, many speculated how things would be. While veterinarians were able to remain open under restrictions, they experienced lower revenues. Dentists and optometrists could only guess at how to be prepared for their patients return.

Conjecture ran wild with all the uncertainties. Banks stiffened lending policies but if consistent revenues return, the reins will loosen again. Buyers who were sceptical, will re-enter the practice sales market once patients return and providers learn to manage despite restrictions. However, this forced sabbatical left some mature owners realizing they may be ready to sell.

Major cities have been the epicentres of infectious disease, and have always bounced back—often stronger than before. After a pandemic, people moved to cities because of job opportunities and potentially better wages. The three previous world pandemics were devastating for people and animals world-wide. They certainly changed the social and economic fabric of society. The Black Death and other plagues decimated cities in Europe and in Asia until the 20th century. The Spanish Flu killed as many as 50 million people worldwide, and yet New York, London, and Paris all boomed in its wake.

Our generation can only compare COVID to major crises like World Wars and The Great Depression because of its global impact. These crises lasted years, including the pandemic of 1884 which only ended in 1959 having caused over 15 million deaths.

Corona changed the way we live and do business. We've become diligent about washing our hands, using sanitizers, cleaning surfaces and social distancing. We stay home when sick. The pandemic is a technological equalizer making people use tech tools in the workplace and become more efficient. Dentists are no exception using tele-dentistry for consults and remote monitoring. Tele-dentistry is positioned to transform access to oral health care services for children and seniors, for remote communities and those who face travel, physical mobility, and other barriers.

For dentistry despite the financial hardships endured by practice owners, COVID created a few positive outcomes. Dentists were always taught to practice universal precautions to control cross-infection. They understand that any patient has the potential for disease transmission. Patients appreciate the extra precautions now necessary to ensure their safety. Dentists will continue to protect patients and staff using personal protective equipment as prescribed. The use of disinfectants, up-to-date sterilization practices, dedicated hand washing, and one-time-use disposable materials facilitate safe dental visits for patients.

Another positive are the critical communication changes. The first is that the number one practice consideration is the safety of the patient and staff alike. Now more than ever, all precautions are to be taken. The second change is the documentation and consistent review of Standard Precautions guidelines with staff to ensure they are followed. Finally, the communication that these precautions are routine in the practice and are in compliance with Public Health and the regulatory guidelines.

Dental offices must provide calming information and reassurance to both staff and patients. There is conflicting information or even a lack of basic information about infection control and standard precautions. Now is the time for dentists to take their place as an essential and valuable health care educator and provider.

Despite COVID people need access to care. Once the vaccine is found, things will normalize but with some added positives. Hopefully, we will not forget the important lessons learned during these very challenging times.

Jackie Joachim is Chief Operating Officer of ROI Corporation. Please contact her at Jackie.joachim@roicorp.com or 1-888-764-4145.

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To register or find out more. Contact Greg Guenther at: gguenther@ManitobaDentist.ca

MDAGPSC

MANITOBA DENTAL ASSOCIATION GENERAL PRACTICE STUDY CLUB

Wrapping up the 2019/2020 GPSC Session Series certainly didn't pan out the way we had anticipated, pandemic and all. Needless to say, our last planned session of the spring was indefinitely postponed, much like so many other engagements. During those challenging weeks, filled with reorganization and adjustments, I'm proud to say our GPSC committee rallied to welcome 3 new committee members, Dr. Alex Serebnitsky, Dr. Karen Rosolowski, and Dr. Robin Szmalda. The committee then rose to the occasion to tackle the task of hosting two Virtual Sessions to close the year.

With the help of our guest panel which included Dr. Arun Misra, Dr. Chris Cottick and Dr. Rodrigo Cuhna, we focused on honing our virtual triage skills over a zoom presentation. In the same format the very next week, Dr. Kurt Scherle and Dr. Kevin Vint shared their expertise to help us better manage emergency care pharmacologically as well as to understand the changes required to operate safely during the pandemic.

We thank all those involved in facilitating the GPSC to carry on its mission throughout this Covid crisis.

Our goal to provide support and camaraderie, to share information and provide a network doesn't change amidst a pandemic. As we move into preparation for the 2020/2021 session series, we are remembering to remain flexible in our planning, however, will remain firm in our affirmations.

Covid may challenge the nature with which we operate or deliver our content, and it may even challenge our resilience at times. Rest assured, the GPSC is choosing to stay positive. As we move into the uncertainties of the coming year, please join us in our mission. Let's continue to band together, chins up and give a whole new meaning to the term 'Covid Positive'.

Save the Dates for 2020-21

Location: Inn at the Forks. 6pm dinner start

- Thursday September 24th
- Tuesday October 20th
- Wednesday November 25th
- Friday February 19th
- Saturday March 20th (Breakfast session) 9am start

Measure patient satisfaction

Satisfied patients become loyal patients and are more likely to refer friends and family. Patient satisfaction surveys are an easy tool you can use to answer this question and they can help you identify ways of improving your practice — which translates into better care, happy patients and happier staff.

It's important to move beyond 'gut feel' and systematically measure and monitor how your patients feel about their experiences so that you and your team receive honest feedback. This information can help boost morale as well as engage the team on areas for continuous improvement. Monitoring patient satisfaction over time will enable your practice to celebrate improvements and nip unwanted trends in the bud.

It's easy to carry out patient satisfaction surveys — it can be as simple as asking your patients to fill out a form. Most patients are happy to provide feedback — after all, their input allows you to improve the service you offer them.

Survey tools: You don't need to go to an outside consultant to create and conduct a survey in your office. You can conduct an informal verbal survey by asking each patient about their experience at the conclusion of their visit — take a second to ask and take a minute to listen. Keep track of the issues and encourage your staff to do the same.

Another technique involves the use of a simple form. Carefully craft five or six multiple choice questions, provide a consistent 1 to 5 rating scale (from poor to excellent) pre-printed on a single piece of paper. Include at least one open-ended question with space for written comments. Patients can complete the form at the conclusion of their visit. You can also consider using an online survey tool.

Keeping score: With the paper survey, the online survey, and even the informal verbal survey, tabulate the quantifiable scores and review what you find with your staff at least monthly. Take pride in areas of strength and work on raising the score over the following month. The measures of your efforts will include increased patient satisfaction, stronger patient retention and more patient referrals.





The Manitoba Dental Association gratefully acknowledges the contribution of the Alberta Dental Association + College in the preparation of this Guide.



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DR. JEFF HEIN
CHAIR, ECONOMICS COMMITTEE

Conversation on Codes

Do/did we have a code for 'tele-dentistry'? What about extra PPE?

Over the past few months, I have fielded numerous questions from both insurers and Manitoba dentists about codes and suggested fees both for 'tele-dentistry' services and for additional personal protective equipment (PPE) costs as a result of interim mandated infection control protocol changes.

Background:

As background, the Canadian Dental Association produces a document entitled the Uniform System of Codes & List of Services (the USC&LS). The USC&LS is the 'parent' document that has all of the thousands of CDA procedure codes in it. It is huge and extensive. Different provinces have Suggested Fee Guides with differing selections of codes from the USC&LS - typically the inclusion of a code in our MDA guides is based on the frequency of its usage by Manitoba dentists.

The MDA Economics Committee does not create procedure codes. Like all provinces, the MDA must use existing codes from the USC&LS. The descriptions of these codes are defined as concisely as possible by the USC&LS Committee such that, in principle, each code specifically defines only one procedure.

Recent history:

During the emergency phase of the ongoing COVID-19 pandemic, the Canadian Dental Association committee responsible for the Uniform System of Coding & List of Services (USC &LS) temporarily authorized the re-purposing of the 05200 series of codes (defined as 'CONSULTATION, with patient, by unit of time) to allow for submission of claims to insurers for tele-dentistry purposes. This series of codes was originally established by the USC&LS Committee to code for in-person consultation with patients. Because of the unique nature of the pandemic, and the sudden treatment limitations imposed on dentists during the emergency phase of the pandemic, it was felt (at the national level) that a code was needed urgently to accommodate for tele-dentistry services - so rather than wait for the cumbersome, and often time consuming, process of developing a unique code for this, the 'best fit' of an existing code was chosen by the USC&LS Committee.

It was then left to each provincial body to decide if they would participate and incorporate the 'new code' for tele-dentistry services. This was discussed at length within the MDA - Manitoba was one of the provinces that ultimately decided not to adopt the tele-dentistry code. **It is important to note that, despite negotiations with CHLIA*

(the Canadian Health & Life Insurance Association), most insurers declined payment of this code for tele-dentistry consultation with patients during the emergency phase of our restricted provision of service.

Do we have a code for additional PPE costs?

Yes! The USC&LS Committee has chosen to create new procedure codes for additional PPE costs, rather than re-purpose existing codes. The various provincial associations have since approved the codes and the MDA Economics Committee has assigned suggested fees to the codes. These were immediately incorporated into our MDA Suggested Fee Guides, and a communique was sent to all members that same day.

The codes are;

99901 - Non-aerosol generating procedure (NAGP): \$15.00

99902 - Aerosol Generating Procedure (AGP): \$20.00

It is important to note that, as specified in the descriptor of the new sub-class 99900 "Provision of additional personal protective equipment required by the COVID-19 pandemic, per appointment", the services coded as 99901 and 99902 only include the provision of the PPE, either for NAGP or AGP. They exclude any consideration of the time required for donning and doffing or of any fallow time required between the uses of an operator.

Whether this PPE fee will be remunerated by insurers is currently unclear. Negotiations are ongoing with CHLIA (the Canadian Health and Life Insurance Association) as well as individual insurance carriers. **It will be up to each individual practice owner to decide (as with all codes and fees) if they will utilize the new PPE codes (& levy a PPE fee), knowing the extra cost might fall to the patient themselves.*

Because the pandemic and its consequences are changing so rapidly, the best we, at the MDA Economics Committee, can do is try to anticipate as many scenarios as possible, and react accordingly when new direction is given. From an economic perspective, the treatment limitation placed on all dentists has been very difficult. Lost treatment time cannot be regained. Going forward, our ability to treat patients, generate revenue, and return to our previous levels of productivity will likely continue to be hampered for some time. Remaining flexible in the coming weeks is our best path back to success.

Stay well,
Jeff Hein, DMD
Chairperson - MDA Economics Committee



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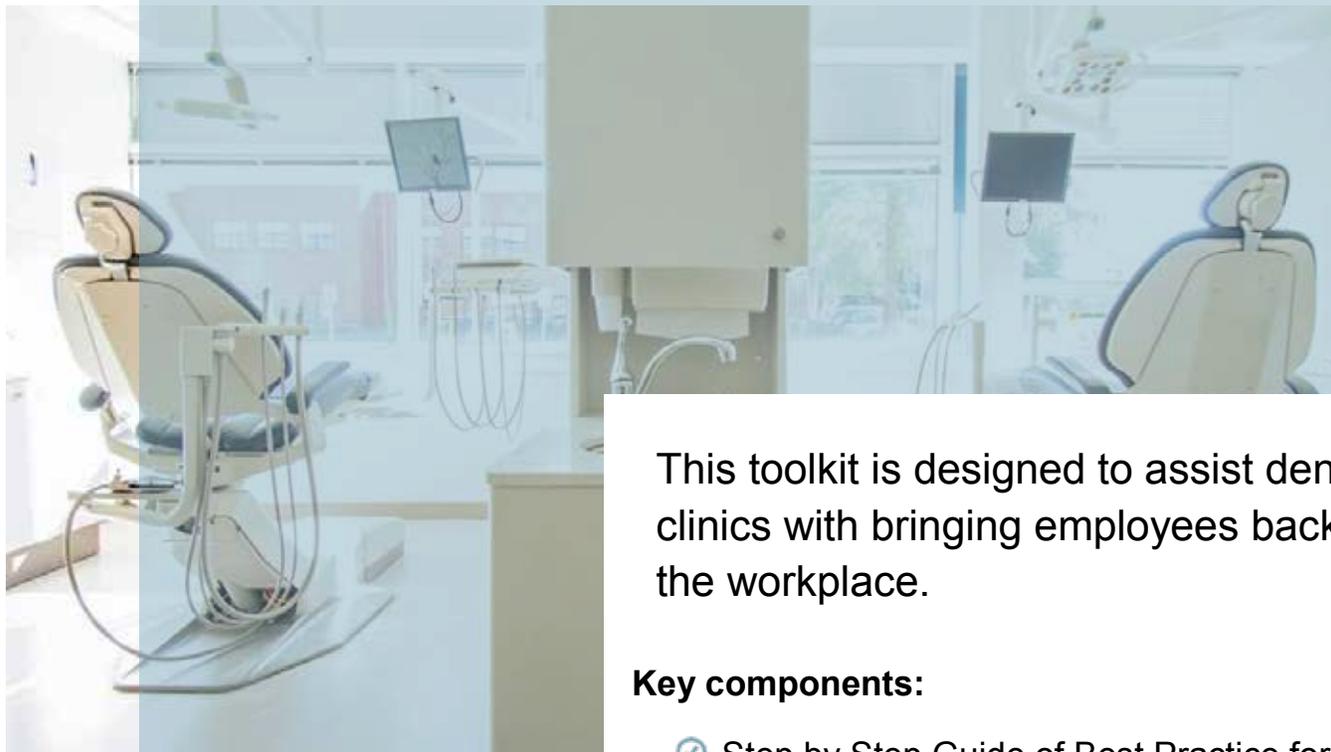
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