

MDA Bulletin



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**April 2-4, 2020
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**Closing Entertainment
by Rick Mercer
"Coast to Coast to Coast"**



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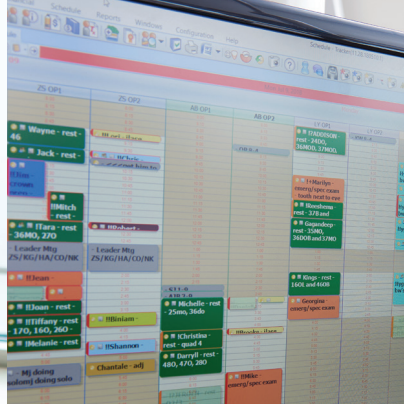
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MDA Bulletin



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President's Message

DR. DAVID GOERZ, D.M.D. F.I.C.D.
PRESIDENT, MDA

As I gathered my thoughts on what I planned to say to the membership in my final article as President, I realized that you will have heard many similar reflections yearly from the last reports of my predecessors. It is also often said that time seems to go by quicker as we age. Well I am certainly feeling older as this past year has gone by in one deep breath.

I came into this year wanting to accomplish a number of items and address a few membership needs that I have seen. One of the needs that I have personally been a part of is the shortage of trained dental assistants in rural Manitoba. Regretfully, this need is still there and probably has gotten worse. Please be assured that as I move into the position of past President, I will continue to search out avenues to help alleviate the pressures rural dentists are under with this human resource shortage. Secondly, and all Presidents hope for this, is a year without major challenges that get in the way of accomplishing positive growth for the association. Legal challenges faced this past year would say that the MDA Board is fulfilling its requirement under *The Dental Association Act* of fulfilling its mandate of public protection. I am proud of the MDA in how we have met these challenges and that we are well positioned to move forward. Moving forward has not and will not be possible without vision, review, preparation and ultimately dedication to our mandate for the Manitoba Dental Association. I remind everyone that mandate is to protect the public we serve.

I would like to congratulate and thank Dr. Cory Sul for his time served on the board. His vision of transparency and the need for accountability within our association set a new standard moving forward. This new standard has been a learning curve for all and this road we now travel continues to evolve with new destinations of where we are going as an association and insights as to who we need to be. Your incoming President Dr. Marc Mollot has been instrumental in the review of our Association's framework. The committee foundation, instrumental to our association's success has been reviewed and organized under Marc's dedication to detail and proper structure. Without question, the MDA will be very well served by Dr. Mollot. As President, I was very fortunate to have Cory and Marc as bookends for my term. It has been a pleasure to serve on the Executive with both of you.


During my travels this year, I have been able to observe and learn how other provinces operate. I am continually reminded that our team at the MDA office does an incredible job serving our profession. Linda, Diane, Sarah, Cheryl and now recently added Greg, do the work that is unmatched in the country. To be quite honest, we probably over task these very talented individuals and their collective response is to quietly and efficiently make us all look good. Job well done and thank you.

This coming year will see change at our Association. Dr. Patricia Ling will be moving on from her role as our Registrar. Dr. Ling stepped in as Registrar during a difficult and challenging time for the Association. I have seen firsthand, her dedication and commitment to the Registrar's job. I want to thank Dr. Ling for handling this job with grace and professionalism. Thank you Patti.

I read many final reports from outgoing Presidents on their gratitude for Rafi Mohammed. I have now had the distinct privilege to work alongside Rafi and can only echo all the positive statements said for him. As CEO for the Manitoba Dental Association, the guidance and direction Rafi provides the dentists of Manitoba cannot be understated. The respect and voice that Rafi carries across Canada's dental world is unmatched. The MDA is very well served at the CEO level.

One of the most impactful aspects that I have experienced during my tenure on the board had been the privilege of seeing the volunteer involvement of the members of our association. The willingness of our members to give back to our chosen profession is unmatched in this country. Over a third of our members are directly involved in one of the many committees that help run, govern, and ultimately allow dentists across the province to practice in an environment that is healthy and rewarding for all. The volunteer list is too lengthy to list and acknowledge so I will simply say that you know who you are and thank you for everything you give.

On a final note, I would like to share with all, the one personal mantra that I have attempted to bring to the table this past year. The path to success whether it be personal or professional is rooted in effective communication. Sharing one's concerns, effective listening and creating the environment to allow healthy debate is what our Association needs. We can only then move forward with necessary change and continued success within our association. I have been able to develop new friendships and relationships across this province and nation the past few years.

We can all hold each other accountable to continue to do what is best for Dentistry and our patients. It has been humbling and an honor to serve as the President of the Manitoba Dental Association. Thank you for this opportunity to be a small part of our wonderful association and profession. 





MDAA Board of Directors Message

LAURA CAMPBELL
PRESIDENT, MDAA

I hope that your holidays were full of family, friends, and wonderful memories that filled your heart with that warm feeling we so need at this time of the year. As winter has once again swept in and became the new excuse for why I am not going for my daily walks, I find myself relieved that the holidays are over. I survived, but not sure if my bank account did! Ugh (insert eye roll here).

Also, at this time of year, we are normally getting ready for the Manitoba Dental Association Convention. But, as you are all aware, this year it will be held April 3-4 in conjunction with the Canadian Dental Association Convention. It's packed with amazing displays all throughout the trade show, and the presenters who will share a wealth of knowledge through their lectures. Remember to register

for the MDAA Annual General Meeting, and stop by our booth in the trade show room! Your board of directors has been hard at work, tying up loose ends for a few projects we have on the go. We can't wait to tell you about them and would love to see you there! Also, don't forget to check out the MDAA website, as it is always changing!

So keep warm, stay safe, and enjoy the rest of the season!

From myself and your MDAA board of directors, 

Sincerely,
Laura Campbell
President, MDAA



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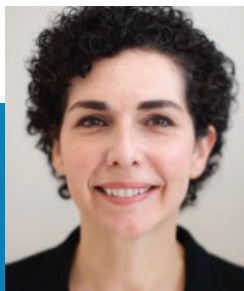
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Dean's Message

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

The end of a calendar year brings with it a time of reflection and planning. The Dr. Gerald Niznick College of Dentistry and the School of Dental Hygiene have undergone a few changes in the past few months. Two new Associate Deans, Dr. John Perry and Dr. Trenna Reeve were appointed as Associate Dean Academic and Associate Dean Clinical respectively, starting January 1, 2020. They both bring a wealth of academic and clinical experience into their new roles. Dr. Dieter Schonwetter accepted a new appointment as Director of Student Affairs and Academic Services. Prof. Mary Bertone's term as Director of the School of Dental Hygiene and Dr. Raj Bhullar's term as Associate Dean Research were renewed for another 5 years. We are thankful for their continued support. With the end of 2019 and the completion of their terms as Associate Deans, we wish to thank Drs. Kim and Schonwetter for their leadership, support and hard work over the last several years. We look forward to many more accomplishments from them! Over the last six months, we have started on a path of increasing our cultural sensitivity, addressing Indigenous racism and decreasing biases in our workplace. Faculty, students and staff have participated in courses and online training in cultural sensitivity, equity, diversity and inclusion. Similar to other institutions we are reviewing our processes on hiring practices and on promotion and tenure. We will be inviting an equity, diversity and inclusion expert to participate in our committees and review our materials in order to ensure that potential biases in our processes are addressed. These efforts will

continue well into 2020 and this will help us better align ourselves with Rady Faculty of Health Sciences and University of Manitoba initiatives.

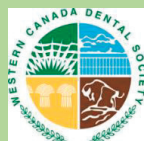
Looking forward to 2020, we will be preparing a comprehensive strategic plan and curriculum review. We will be completing the integration of digital technology into our pre-clinical labs and start integrating it into our curriculum. We will also be completing the third and final phase of the Dr. Sam Borden Graduate Periodontal Clinic renovation, with the upgrading of the last two dental operatories in that space.

In addition, we will be preparing to engage in fundraising efforts to support upcoming building projects.

One of these projects will be the renovation and expansion of a dental clinic and laboratory space that will house the Graduate Prosthodontic program. The Graduate Prosthodontic program is closely involved with the prosthetic rehabilitation of oral cancer patients, as well as the cleft lip and palate program.

With the beginning of 2020, we want to wish all of you a peaceful and happy New Year and thank you for your support and encouragement. 🙏

"Alone we can do so little, together we can do so much" Helen Keller.



WCDS 52nd SEMINAR AND CURLING BONSPIEL

March 18 - 22, 2020

Edmonton, AB



The Organizing Committee for the Edmonton WCDS Curling Bonspiel wishes to invite you to register for this event.

Registration Opened: November 1st, 2019

Early Bird Draw Closes: January 15th, 2020 **

Registration Closes: March 1st, 2020

**** Early Bird Draw for 4**

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Hockey Tickets

Friday, March 20, 2020

**** Early Bird Draw for tickets eligibility:** All team members must be paid in full by January 15th, 2020 and it's a Team Draw only (not an individual tickets draw)

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The Edmonton WCDS Bonspiel Organizing Committee looks forward to seeing you in Edmonton. Help celebrate the Granite Curling Clubs' 100th anniversary. <mailto:info.wcdsmeeting@gmail.com>



A New Oral Health Provider for Canadians?

DR. MARC MOLLOT
VICE PRESIDENT, MDA

An update on the proposed New Oral Health Care Provider for Canadians;

The University of Manitoba, Dr. Gerald Niznick School of Dentistry is preparing to undertake a study - the status of that study and its' anticipated start date is uncertain to us, but likely to be in 2020. Saskatchewan Polytechnic is the only other institution in Canada to accept funding directed to it by Canadian Dental Hygienists Association (CDHA) for this study. Our understanding is that other institutions were either not offered or declined the funding.

The process thus far surrounding the discussion of the creation of a new oral health care provider has been done with little or no collaboration with dentistry, nationally or locally.

As outlined in their reports, the CDHA envisions a new oral health care provider for Canadians. **This CDHA proposed provider would receive one additional year of training and, upon completion, would provide unsupervised dentistry (caries removal, restorative, avulsions, oral surgery, suturing, managing complications, denture work, prescription writing) to patients of all ages in both urban, and rural/remote locations including on patients with medically complex needs.**

The Manitoba Dental Association (MDA) regulates the professions of Dentistry and Dental Assisting in the public interest and to ensure public protection. This is our primary mandate. The MDA maintains that the suggestion that the practise of Dentistry as outlined above could be safely and effectively delivered by an individual with 1 year of additional training, without supervision, on medically compromised patients of all ages, is not in the public interest.

Access to oral health care, including rural and remote locations, has always been a priority for the MDA and our profession at all levels. Public safety however is a critical element and cannot be compromised. Both the MDA and the CDA consider this issue of high priority.

Our Task Force on Access to Dental Care for Northern and Remote Communities will be meeting periodically. If members have any questions they can email president@manitobadentist.ca. We will update you should there be any changes related to this file. ⚠

Marc Mollot

MDA Governance and Nominating Committee

DR. MARC MOLLOT
VICE PRESIDENT, MDA

The past year in review:

On October 26, 2018 - approximately 1 year ago - the GNC became the newest committee of the MDA board. In our ever-changing regulatory world, the Board has begun the project of tightening up our governance framework and reviewing our systems, policies and procedures. The committee has been hard at work and has had some lofty goals! The committee is made up of the Vice President as Chair (Myself), President (Dr. David Goerz), Past President (Dr. Cory Sul) and CEO (Mr. Rafi Mohammed). Of course, this makeup will change after the January MDA Board meeting and will rotate on a yearly basis.

Over this past year the committee has been busy. Following are a few highlights of some work completed by our group and Board approved:

1. Full Audit of our close to 30 Standing Committees, Working Groups, Ad Hoc Committees and Task Forces
2. Developed a comprehensive roster of all committee participants
3. Closure of non-active committees
4. Development of MDA Board approved standard documents for:
 - MDA Governance Flowchart
 - Standard Committee Terms of Reference Document
 - Standard Meeting Agenda Template

- Standard Meeting Minute Template
- Board Agenda Item Submission Form
- Board Code of Conduct and Confidentiality Agreements

5. Terms of Reference Documents for over half of our committees
6. Supporting our CEO in Staff Liaison Assignments
7. Appointment of Chairs (and Vice/Co-chairs where required)
8. Filling committee vacancies with both new future leaders and experienced volunteers
9. Thoughtful consideration and collaboration to fulfill nomination requests from stakeholders

But our committee's work has just begun! We have many project in our sights including, but not limited to, completing all TOR documents, a spring Board planning session, development of an MDA strategic plan, A Board document portal and repository, defining audit and risk management roles within the Association, and ultimately an MDA Policy and Governance Manual.

The MDA is our team, and teamwork is the essence of good governance. ⚠

Marc Mollot



Registrar's Message

DR. PATRICIA (PATTI) LING, D.M.D
REGISTRAR, MDA

Thank you for the opportunity of serving our profession in the capacity of Registrar and Deputy Registrar of the Manitoba Dental Association for the past 5 years. It has been my pleasure to help the Board be successful in carrying out its dual statutory mandate of public protection and regulating our profession in the public interest.

I will be stepping down as Registrar on January 31, 2020 but have offered to remain, in whatever capacity the Board feels is appropriate, to ensure a smooth transition for the incoming Registrar and to ensure that our organization has the support it needs during this transition and the regulatory challenges ahead.

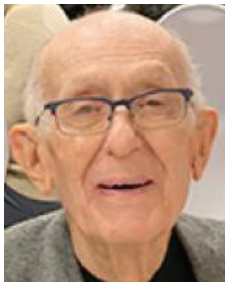
As you are now aware, following an announcement to the membership, Dr. Arun Misra will be taking over as Interim Registrar. Dr. Misra has been Deputy Registrar for the past 1.5 years and

will bring his knowledge of regulation and the law to fulfill this role, and to advise the Board on matters of regulation that are important to both the public of Manitoba and the profession of Dentistry and Dental Assisting, until a new Registrar is found.

I am confident that both Dr. Misra, and the incoming Registrar, once selected by the Board, will serve the public of Manitoba and our profession well.

Thank you all again for your support throughout my term. It is greatly appreciated. 

Respectfully submitted,
Dr. Patricia (Patti) Ling
Registrar, MDA



DR. WALTER (WALLY) WOLF BLOCH
January 13, 1930 - January 2, 2020

Dr. Wally Bloch passed away peacefully at Riverview, surrounded by his loving family.

Wally was born in Pietersberg, South Africa to Boris and Rachel Bloch, and grew up with his two sisters, Ethel and Helen. Wally went on to study dentistry in Newcastle Upon Tyne, England. He met Susana Leistner, from Porto Alegre, Brazil, while visiting Israel in 1958. Three months after meeting they got married and moved back to England to start a life together. After initially living in London, England and then Johannesburg, South Africa, they immigrated to Canada in 1978, settling in Winnipeg, Manitoba. Wally retired from practice in 2018, at the age of 88, being one of the oldest practicing dentists in Manitoba.

Wally was a gentleman and a true mensch, and was loved by all who met him. He made everyone he met feel special. He only spoke kindly of people, and was a role model to all who had the privilege to know him. The world would be a much better place if we could all be little more like Wally! He will sorely be missed by his family, friends and patients.

He is survived by his loving wife of 61 years, Susana Leistner Bloch, his adoring children, Daniela Jacobsohn and Anthony Bloch, granddaughters, Maxine and Sarah Jacobsohn, Rebecca and Megan Bloch, son-in-law Eric Jacobsohn, and daughter-in-law Alyssa Bloch.

The family wish to thank the care teams at St. Boniface Hospital and CancerCare Manitoba, the home care and palliative care programs; and the wonderful team in the 3E Palliative Care ward at Riverview Health Centre. In lieu of flowers, please consider donating to the Riverview Health Centre Foundation (www.rhc.mb.ca).

Funeral services were held at Adas Yeshurun Herzlia Congregation, followed by a graveside service at Shaarey Zedek Cemetery.



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 Advocacy front, CDA has worked closely with the MDA on several key public policy issues including federal tax proposals that had potentially crippling ramifications for the profession. Dentistry has been especially active and successful on the following issues:

Taxation of Health and Dental Benefits

Given the impact that taxing people's health and dental benefits would have on Canadians and the delivery of health services, CDA has coordinated a national grass-roots advocacy campaign, in collaboration with the MDA and the other provincial dental associations, and organized strategic alliances with various stakeholder groups to persuade the federal government not to impose taxes on these benefits. The advocacy campaign was successful, and the Prime Minister of Canada rose in the House of Commons in 2017 to indicate that there would be no taxation of health and dental benefits.

Tax Planning Using Private Corporations

Given the major impact that the federal government's tax proposals on Canadian-controlled private corporations (CCPC) would have on Canadian dentists, CDA, in collaboration with provincial dental associations, took an active role in

designing and implementing an advocacy strategy to oppose such tax measures. CDA played a support role in the organization of a national alliance of stakeholders who were united against these CCPC proposals. This coordinated advocacy campaign was successful as the federal government withdrew its plans related to capital gains and modified its proposals on passive investments and further clarified its policy on income sprinkling. In its 2018 Budget, the federal government made further modifications to its proposed tax measures that went a long way in addressing many of dentistry's concerns.

Media Relations

As part of its advocacy efforts, CDA handles several urgent and ongoing media inquiries on topics such as access to dental care, flossing, fluoridation, sugar reduction and teeth grinding. CDA also facilitates media training to provincial dental association presidents and staff.





MDA General Practice Study Club

**DR. KELLY REGULA AND
DR. LORI SIMOENS**
CO-CHAIRS, GENERAL PRACTICE
STUDY CLUB

MDAGPSC

**MANITOBA DENTAL ASSOCIATION
GENERAL PRACTICE STUDY CLUB**

Practice Made Perfect

As the General Practice Study Clubs welcomes a new year, we have a resolution challenge to offer our members. The New Year's Resolutions individuals tend to make are endless; live a healthier lifestyle, pick up a new hobby or learn a new skill, save more money, sleep more, weigh less...and the list goes on. Unfortunately, many are proven to fail quickly. Typically, the resolution is not specific enough, or may be asking too much of oneself to inspire real change. One resolution the GPSC will challenge members to make this year is specific, easy and designed to enhance the study club experience. In 2020, we challenge participants to bring a buddy.

For participants who've attended past sessions and plan to continue, we challenge you to find a friend to attend with you. For anyone who has NOT attended but is eligible to participate, don't come alone. (Anyone within their first 5 years of registration with the MDA is an eligible participant). Lastly, for any facilitators who come to commit their time and share their expertise with the group, pick a practitioner who's an eligible participant to join you.

The focus of the General Practice Study Club is to provide an atmosphere of mentorship and sharing, specifically targeting dentists who are early in their careers (or new to practice in Manitoba). Historically, the club has offered sessions on various weekday evenings with at least one week-END session and will continue to do so. With many new practitioners working evenings and Saturdays, this rotation of meeting times was intended to accommodate a variety of schedules.

New to the 2020 lecture line-up is a Friday evening session. This new time slot is very unlikely to interfere with a work schedule and, on


the contrary, is conducive to a more social slant to the evening. With lectures notoriously held at the Inn at The Forks, the neighboring Commons area will serve as the informal end to the evening. In the spirit of fostering an open platform for insight and discussion there's nothing like the informal setting of beverages shared amongst friends to facilitate further conversation. There is no better time to "bring a buddy" and perhaps make a few more by the end of the evening!

The rest of the 2019/2020 GPSC agenda is as follows;

- Wednesday February 26th, 2020: Dr. Jose Viquez (Prosthodontist)
- Saturday, April 18, 2020: Ken Chizick (Dental Technician)

*all following sessions will be held at the Inn at the Forks (75 Forks Market Road);

January 17th session followed by optional, informal gathering in 'The Common' (1 Forks Market Rd)

The GPSC now has an instagram account for those social media savvy members where meeting reminders, updates and lecture recaps can be found. Follow us @gpsc_mb to join our online community. Members are encouraged to DM any feedback and questions in order to tailor our lecture content to their needs and interests. Anyone NOT on social media can send us an email or speak to us directly of course. 



@gpsc_mb



@ManitobaDentist



Manitoba Dental Association



CE Eligible



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Human Resources
'Ask the Expert'

KIM HUNTER
SENIOR CONSULTANT,
PEOPLE FIRST

Why Are Performance Appraisals So Scary?

Managing employee performance is arguably the biggest challenge in any manager's role, and the biggest formal checkpoint most organizations have for performance management is the dreaded 'annual appraisal'. Performance appraisals require a significant investment of time to prepare, can be incredibly intimidating for everyone involved, and unless they're administered effectively can backfire by being demotivating or a waste of time. So why do we keep doing them?

Effective performance appraisals make employees feel seen, and valued. People don't need to get a good 'ranking' to feel like they had a useful appraisal if the feedback is meaningful.

Appraisals should make employees feel that their unique contribution is visible, and that the effort they're putting in is recognized. Effective appraisals quantify good behaviour, reinforce why standards and results need to be attained, and build employee loyalty. Great performance appraisals go one step further by adding development plans as when we support employees in developing their skills and abilities we are truly managing performance (and often creating a succession plan to boot). For managers, developing a team member to the next level by sharing our knowledge can be one of the most meaningful parts of our work. But...doing performance appraisals is hard, and most of us don't get training on how to do them!

As Dick Grote, author of *How to be good at performance appraisals* writes:

What a performance appraisal requires is for one person to stand in judgement of another. Deep down, it is uncomfortable. Performance appraisals require managers to feel confident in their ability to judge, or assess, employee performance. But what exactly are we judging? Fundamentally, appraisals should measure two things – behaviours and results. Thinking of performance in this very quantifiable way helps to take the 'judgement' out, and bring it back to the deliverables of the job. Did the employee display the behaviours that the organization expects, and did they deliver on the results that are required for the role they are in?

When we work with our clients to help them manage staff that are not meeting expectations, this balance between behaviours and results is one of the first things we assess. Is the staff member perhaps

a top results achiever whose diva behaviours make them hated by everyone else in the office? Or is this person the kindest, most beloved team member...who just can't ever seem to turn in a report on time? We can just as easily do this with our top performers by identifying how their good behaviours roll up into their achieved results. By ensuring that our appraisals focus on a balance of behaviours and results, we make sure that everyone knows that they are expected to achieve both.

Becoming a confident and effective appraiser won't happen by reading a book, or an article. It takes hands on practice. Here's some tips on how to get started if you've not yet done appraisals (or if you need to breathe some new life into your existing process)

- 1) Start with reviewing your job descriptions – the first place we set expectations with our people. Are they accurate, or has the role morphed so much that you need to update them?
- 2) Identify how your organization currently talks about results and behaviours. Do you have clear goals? Have you identified skill-sets that are important to be the 'right fit' for the job and the company? Make sure these are written down and people are aware.
- 3) Connect with your people – sit down with each person to review their job description, their results, and what their plans for future skill/role growth are.
- 4) Start with development plans. Rankings aren't what make appraisals effective, feedback is. Pick one area to improve with each member of your team, identify some activities that will help them, identify whether additional resources are needed, and set some dates to review. Follow up regularly.
- 5) Be transparent with your team about any changes to take the fear out. Be receptive to feedback.

To learn more about performance appraisals, and practice your skill as an appraiser, join us in Winnipeg on October 8th. Learn more here

For more information contact Kim Hunter at 204.938.4065 or khunter@peoplefirsthr.com

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CANADIAN
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Manitoba Dental Association & Canadian Dental Association Convention

April 2-4, 2020
Winnipeg, Manitoba

Register Now!

<https://mdacda2020.com>

Convention Program & Events Schedule

<https://www.mdaconvention.com/ProgramSchedule.cfm>

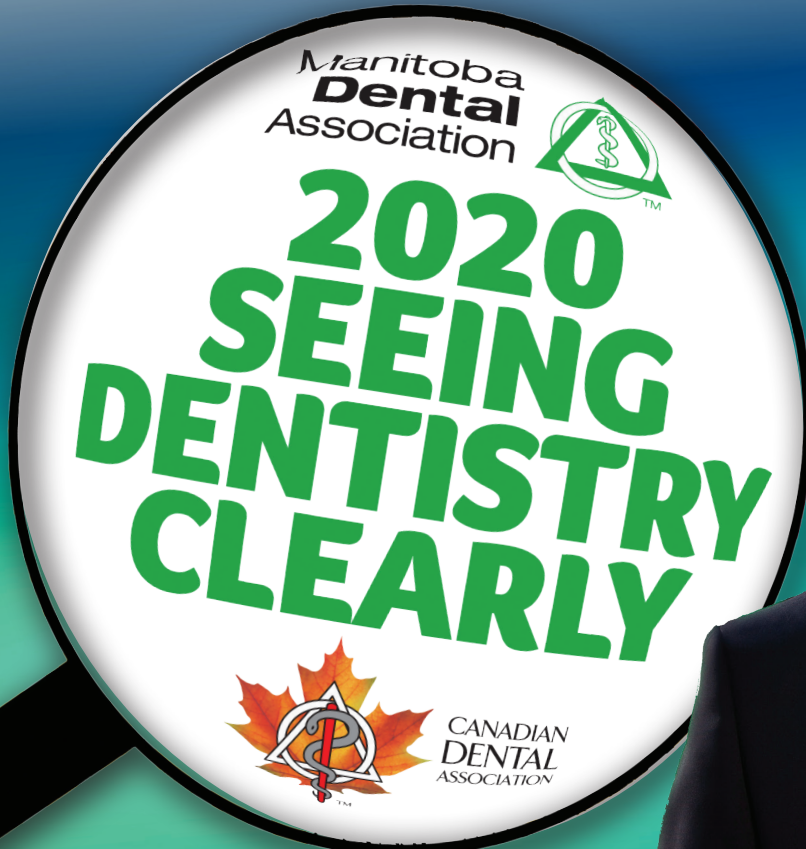
Speaker List

<https://www.mdaconvention.com/speakers.cfm>

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**Closing Entertainment
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"Coast to Coast to Coast"**

Some Featured Speakers Include:



Ms. Claudia Lovato: Team Building

Claudia began her career in dentistry as a dental assistant in 1995. Her first experience of “saving someone’s teeth” was a pivotal moment in her career. It was then, she knew she had found what she was looking for - a challenging and rewarding career centered around serving and helping others. Claudia’s personality is that of a restless spirit who cannot settle for the status quo. She began to focus on solutions to common problems that plague dental practices in 2005.

Friday April 3rd



Dr. Paresh Shah: Digital Dentistry - Hands On Demo

Dr. Paresh Shah has been in private practice in Winnipeg, Canada since 1992. He graduated from the University of Manitoba Dental School in 1991 and completed a General Practice Residency at the Health Sciences Centre in Winnipeg after graduation in 1992. He is an active member of the Seattle Study Club network and also a founder and co-director of a Seattle Study Club in Winnipeg. He has used digital technology in his practice for over 10 years and provided over 300 lectures globally on all aspects of restorative, interdisciplinary care and digital dentistry.

Saturday April 4th



Ms. Kathy Purves: Infection Control

Kathy Purves spent 17 years in the dental field as a dental assistant, working in different provinces. She obtained a B.A. from the University of Manitoba and a B.Sc. from the University of Winnipeg. Kathy has been with Germiphene Inc, a Canadian company, for more than 23 years. Germiphene Inc, based out of Brantford, ON, is committed to excellence in infection control for the healthcare field. Kathy has used her dental and science background to her advantage, speaking on relevant information regarding infection prevention and control guidelines around the world. She has lectured to dental professionals in North America, Africa, Southeast Asia, South Pacific and Europe. Kathy is currently a member on a regulatory committee for Manitoba Dental Association, assisting with the development of an infection, prevention and control standards manual.

Saturday April 4th



Dr. Carlos Quiñonez: Public Dentistry

Dr. Carlos Quiñonez is an associate professor and director of the specialty-training program of dental public health at the Faculty of Dentistry, University of Toronto. He has worked as a clinician in both public and private sectors, and is a recognized leader in dental care policy in Canada and internationally. His main focus is on applied policy research, with an emphasis on equity and the history, politics and economics of dentistry. Dr. Quiñonez was also the past president of Canadian Association of Public Health Dentistry. He holds positions across a number of university departments and institutes.

Saturday April 4th



Dr. Daniele Larose: Aesthetics

She graduated from the Faculty of Dentistry at the University of Montreal in 1997. She has since developed skills in cosmetic and biocompatible dentistry. Dr. Larose attended the Las Vegas Institute for Advanced Dental Studies Advanced Anterior Aesthetics program. She’s a member of the Quebec Order of Dentists and Honorary Member of the Canadian Academy of Cosmetic Dentistry. Dr. Larose regularly lectures to dentists on Cosmetic Dentistry throughout Canada and publishes cosmetic cases in Canadian dental publications.

Saturday April 4th



Drs. Kristina & Suzanne Perschbacher: Oral Radiology, Oral Pathology and Oral Medicine

Dr. Susanne Perschbacher received her DDS at the University of Western Ontario and completed her specialty training and MSc in Oral and Maxillofacial Radiology at the University of Toronto. She is a Fellow of the Royal College of Dentists of Canada and a Diplomate of the American Board of Oral and Maxillofacial Radiology. Susanne is an Assistant Professor in the Department of Radiology, University of Toronto, where she teaches in the undergraduate and postgraduate programs. She also works in a private radiology practice in Toronto.



Dr. Kristina Perschbacher graduated with her DDS from the University of Western Ontario and obtained her MSc and specialty education in Oral Pathology and Oral Medicine at the University of Toronto. She is a Fellow of the Royal College of Dentists of Canada. The majority of Kristina’s time is spent seeing patients in private Oral Pathology and Oral Medicine practice. She also teaches in the undergraduate oral pathology and postgraduate oral radiology programs at the University of Toronto.

Saturday April 4th



Dr. John Tsourounakis

Winnipeg periodontist Dr. John Michael Tsourounakis graduated from Aristotle University in Greece with the degree of Doctor of Dental Surgery, in 2008. After moving to the United States, he obtained his specialty Certificate in Periodontics from Louisiana State University, School of Dentistry in New Orleans, in 2012. In 2013 he completed a postgraduate Fellowship in Dental Implantology utilizing seven different dental implant systems, at the same educational institution. During his residency, Dr. Tsourounakis was the first author of three scientific papers, published in the journals of the American Academy of Periodontology. During this period he was honoured with the prestigious Malvern N. Wilderman Award for meritorious research, periodontal excellence in academics, clinical proficiency, professional conduct, and exemplary interpersonal relationship. Dr. Tsourounakis completed his Masters Degree in Health Care Management from the University of New Orleans, College of Business in 2011, graduating with distinction with an award in academic excellence. He is a Diplomate of the American Board of Periodontology and a Fellow of the Royal College of Dentists of Canada.

Saturday April 4th



Dr. Bernard Dolansky: TierThree Brokerage Ltd

Dr. Bernard Dolansky B.A., DDS, MS, Cert.Endo, practiced endodontics in Ottawa for thirty-seven years as the founding partner of Associated Endodontists, a large endodontic practice that successfully transitioned four partners and five associates.

He is a past President of the Ottawa Dental Society, the Ontario Dental Association, the Canadian Dental Association, and the Dentistry Canada Fund as well as occupying leadership roles in his local community. He has participated and consulted with numerous companies in the dental industry.

After twenty years of participation in hundreds of dental practice transitions, he presently lectures and writes on dental practice evaluation and transition planning.

As a partner in Tier Three Brokerage, he uses his experience to assist dentists with transition planning; practice purchase and sale; evaluations; associateships; retirement planning; and partnership arrangements.

Saturday April 4th



McNAUGHT **CADILLAC BUICK GMC** **SPEAKEASY**

BENEFITTING THE



On Thursday, November 21st, 2019, dentists, partners, and friends secretly assembled at the Metropolitan Entertainment Centre in downtown Winnipeg for a Prohibition Era Speakeasy. The entrance to the venue was conspicuously identified by a 2020 Cadillac parked immediately outside. Guests were demanded to check their weapons before entering the venue. Pictures of guests were taken in the lobby in front of a welcoming banner featuring the picture of no other than Al Capone. Once registered, guests were provided with liquid refreshment tickets, \$1000 of scrubbed money and games of chance chips.

The venue was expertly decorated; liquid refreshments were subtly dispensed with delicious appetizers; and four fabulous food stations adorned the centre. Patrons had the opportunity to try their luck at twelve games of chance stations. Live music was expertly provided by the dentist band Mandibular Black featuring vocalists from All Dentist Musicals. At the end of the evening guests were able to redeem their chips from winnings for additional scrubbed money. Twelve silent auction prizes were then auctioned, the collaboration among guests to pool their scrubbed monies to bid on the prizes was a delight to observe. The negotiations were mostly cordial and collaborative, fortunately all weapons had been checked upon entry. The evening culminated with Frank Veert, the General Manager of McNaught Cadillac Buick GMC drawing the Winnipeg raffle ticket.

The Raffle Prize was a six-month lease of a fully loaded 2020 Cadillac courtesy of McNaught. Only 100 tickets were available and every ticket was sold.

Sincere thanks to CDSPI the evening sponsor; Children's Dental World games of chance sponsor; Stephen Rosenfeld and Fawkes Advertising food sponsors; 123Dental and Kler Dental Group liquid refreshment sponsors; Assiniboine Dental Group, Rykiss Orthodontics, Polo Park Dental Group; Sunstar Dental; and Tuxedo Dental Group the music sponsors.

Silent Auction prizes were provided by Germiphene Canada; Fragrance Basket (Manitoba Dental Association); Catering (Congregation Shaarey Zedek); restaurant gift certificates (WOW Hospitality, Bonfire Bistro, The Allen Restaurant); Autographed Colorado Avalanche jersey (Colin Wilson); Autographed Portland Winter Hawks Seth Jarvis jersey; 4 guest passes to the Scotiabank Suite at a Jets game; Proctor & Gamble gift basket (Marsha Stern); two gift baskets (McNaught Cadillac Buick GMC).

Our McNaught Speakeasy was a tremendously enjoyable evening that raised over sixteen thousand dollars for our Manitoba Dental Foundation. A huge thank you to everyone who attended and supported this evening.



Net revenue to support the provision of oral health care to the under served of all ages in Winnipeg and Manitoba including: Siloam Mission, Mount Carmel Clinic, Deer Lodge Centre, Never Alone Foundation, Healthy Smile Healthy Child, Bruce Oake Foundation, About Face, Westman Immigrant Centre and the Mondetta International Charity.



SILOAM MISSION



HEALTHY SMILE
HAPPY CHILD



MOUNT CARMEL CLINIC



BRUCE OAKE
RECOVERY CENTRE



DEER LODGE CENTRE
DEER LODGE CENTRE



WESTMAN
IMMIGRANT SERVICES



NEVER ALONE
FOUNDATION



ABOUT FACE
ABOUT FACE





A Simple Yet Powerful Way to Put Your Money to Work

MICHAEL TYLER, CFP®, FMA
INVESTMENT PLANNING ADVISOR

CDSPI recently introduced the CDSPI Granite Target Risk funds (Granite Portfolios), a robust solution to help you achieve a lifetime of financial security without a lot of worry. Managed by Sun Life Global Investments (SLGI), each Granite Portfolio consists of a broad number of quality domestic and global funds. You and your Investment Planning Advisor * from CDSPI choose the portfolio that's right for you, based on your objectives and your comfort with risk, and SLGI takes care of the rest. These are the many reasons why a Granite Portfolio can provide a potent solution for your investment goals:

Manage risk with broad diversification

Investments behave differently in different market conditions, so the Granite philosophy is to be ready for everything. The portfolios are diversified by asset class, geographic region, industry sector, manager and investment style.

Benefit from a Multi-Manager approach

Sun Life works with best-in-class asset management firms who analyse economic trends, market conditions and outlooks. They make active buy and sell decisions to seize on opportunities for higher returns or reduce risk when necessary.

Stay on target with tactical asset allocations

The objective of these funds is to maximize the return for the level of risk for each portfolio. As markets ebb and flow, the asset managers make continual adjustments to the holdings to keep your portfolio on target.

Gain exposure to non-traditional asset classes

Sun Life takes diversification a step further with non-traditional asset classes such as high yield bonds, emerging market debt and equity, global real estate, global infrastructure and global natural resources focused on water scarcity, agricultural scarcity and renewable energy, as well as mitigating the impact of climate change.

Get the best of both worlds with a mix of active and passive investments

Some investors have been looking at passive investments such as ETFs and index funds to save on fees. These products can potentially work when markets are rising, but there is no defence when volatility sets in. With Granite Portfolios, you get the advantages of both passive and active fund management.

Keep more of your money working for you with competitive fees. You get premier, active fund management, global reach, and tactical asset allocation at lower rates than you would pay for similar funds elsewhere.

Let's get started.

You've already taken on a lot of risk to start and build your practice—your investments shouldn't add to that risk. You still want growth, while preserving what you have, to enjoy the lifestyle you deserve when you retire.

To find out how a Granite Portfolio can reduce your investment worries, please contact Michael Tyler, CDSPI's Investment Planning Advisor* for the Manitoba region, for a complimentary investment review.

Michael Tyler, CFP®, FMA
Investment Planning Advisor
CDSPI Advisory Services Inc.
1.800.561.9401 ext. 6847
investment@cdspi.com

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Traps to Avoid When Selling Your Practice

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

Recently I have met with a number of vendors who tried selling their clinics privately. These were not good experiences for a multitude of reasons. The number one reason people do this is to not only save commission but more importantly to try and keep the sale quiet. There is a definite fear that going to the market will mean EVERYONE will discover that your practice is for sale.

Ultimately, owners want to sell to the right buyer, a person who will treat their staff and patients well. In general, most buyers also want a smooth transition. After all, they have purchased your practice and want to ensure it succeeds.

However, when you open your practice to one or a selected group of potential buyers, there are risks associated. Some potential buyers can be quite crafty particularly when they start poking around your office. Most will often conduct the first bit of research before you even know he/she is interested in buying your practice. He/she may pose as a new patient calling for an appointment, visit your website or even come into your office to get a feel for things. This may cause staff to wonder if the clinic is for sale.

Without an experienced broker, you expose yourself and your practice to various pitfalls of a private buyer.

- Due diligence is a stressful time – to put it crudely, it is “the owner’s proctology exam”. Unfortunately, if you manage this process yourself, you will quickly find out what it feels like when a stranger pokes, prods, and looks inside every inch of your practice. You are asked to produce many documents and then, you need to answer questions as to your reasons for doing business the way you do.

- Using an advisor who is not familiar with the industry can also negatively impact your sale and stigmatize your practice. There are many times where our appraisal is used in a private sale. Buyers then call us to clarify certain points because the person representing the owner is not providing correct answers. I am definitely not insinuating that the individual is intentionally misleading but the reality is if you do not know the market by default, you will lose a potentially good purchaser.
- It is never good to have one person representing both the vendor and the buyer. Relationships are extremely important. However, when the party who is introducing you to the buyer will continue to have a relationship with that buyer post sale, it is natural that the advisor may push a little harder for the buyer’s interests. This is exactly why we choose to represent vendors only. We believe you need someone in your corner fighting for you.

Selling a practice is not as straight forward as owners think. With the guidance of an experienced business broker, you will be challenged to take nothing for granted and look at the value of your clinic from a variety of angles, some of which may not be top of mind for you. To ensure you receive the best possible outcome, you must ensure that when you sell, the practice is positioned in the best possible light and that the terms, which are important to you, are negotiated properly. I always tell owners not to let what may be the biggest transaction of your life turn into something you think will be “obvious” to a new owner based on a quiet and private sale. You deserve to maximize your sale, exit ownership with dignity and to have no regrets.

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- Over 140 speakers and 150 open sessions and hands-on courses to choose from, as well as the Live Dentistry Stage in the Exhibit Hall
- Over 300 exhibiting companies in the spacious PDC Exhibit Hall
- Lunches and Exhibit Hall Receptions included in the registration fee
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Registration and program information at...

pdconf.com



Featured Speakers



John Kois



Judy Kay Mausolf



Liz Pearson



Terry Donovan

Kathleen Bokrossy
Derek Salisbury
Dana Colson
Jim Yeganegi
Tim Bizga
Juan Yepes
Cliff Ruddle

Amarjit Rihal
Jo-Anne Jones
Wendy Somerville
Glenn van As
Mark Lin
Tija Hunter
George K. Merijohn

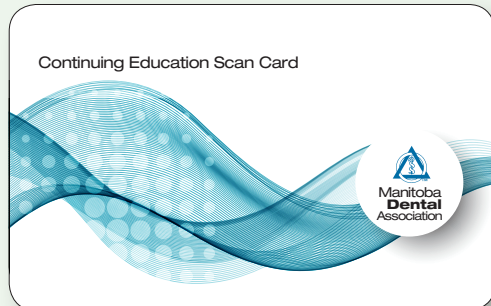


Continuing Education: Update

SARAH HARVEY
ADMINISTRATOR PEER REVIEW
AND CONTINUING EDUCATION
204-988-5300 EXT 6,
SHARVEY@MANITOBA DENTIST.CA

All MDA members will now be receiving quarterly reminders of the CE requirement, along with a copy of your individual transcript, by email. Please inform the MDA of any changes to your email address.

- CE transcripts from other jurisdictions are not accepted. A copy of your certificate of attendance/completion from the course provider must be submitted (unless MDA scan cards are used) to receive credit for CE courses.
- Members are encouraged to check SCHEDULE B – APPROVED SPONSORS in The Bylaw for Continuing Education of Dentists and The Bylaw for Continuing Education of Dental Assistants to ensure that your submission is eligible for credit. If unsure, please call the MDA.
- Scanners are now being used at most MDA approved events. Please present your scan card to receive CE credit. If you do not have a scan card, contact Sarah Harvey to request one.
Phone: 204-988-5300 ext. 6 or sharvey@manitobadentist.ca
- CE submissions must be received within 60 days of participation of the course or programme.



- Verification certificates must contain adequate course information; course name, description of the course, date and number of CE credits awarded. If this information is not provided, we may not be able to award CE credit. It is the responsibility of the member to ensure adequate information is present.

*NEW – Any questions regarding Continuing Education can now be directed to Sarah Harvey
Phone: 204-988-5300 ext. 6 or sharvey@manitobadentist.ca

CPR: UPDATE

CPR certification or recertification done online will not be accepted. Members must submit a valid certificate from an appropriate resuscitation programme with a hands on component. Please refer to SCHEDULE C – APPROPRIATE CPR EDUCATIONAL PROGRAMMES in the Bylaw for Registration and Licensure of Dentists and the Bylaw for Registration and Certification of Dental Assistants.

Programmes recognized by the MDA include those approved by Manitoba Health:

- St. John Ambulance
- Canadian Red Cross
- Life Saving Society Standard First Aid
- Criti Care
- Emergency Rescue Response Service
- Southern Manitoba Academy of Response Training
- Heart & Stroke Foundation of Manitoba
- Life Line E.R.T

ALL CPR COURSES MUST INCLUDE A HANDS ON COMPONENT



Dr. Neil Winestock (DMD) was born May 9, 1951 and passed away suddenly December 15, 2019. Neil was born to Sydney and Eva Winestock.

He was predeceased by his parents, and his brother Mervin. He is survived by his brother Dr. Earl (Anita) Winestock, nephew Dr. Yale (Natasha) Winestock, niece Fara, and niece Rebecca (Oren) Mizrahi. Neil was raised in the North End of Winnipeg, graduated from dentistry from the University of Manitoba and had his own dental practice for many years in Windsor Park. He was a walking encyclopedia with his knowledge of music and really enjoyed going to concerts at the MTS Centre. Watching the Winnipeg Jets, Winnipeg Blue Bombers and Winnipeg Goldeyes were some of Neil's favourite pastimes. Neil was a very social and outgoing individual who had many good friends he made during his lifetime, and was considered an extension of many people's families.

A service was held on Wednesday, December 18 at Chapel Lawn Funeral Home.

ONE.

One is all it takes. The frequency and size of malpractice claims are on the rise in Canada. In recent years, individual claims worth millions of dollars have been launched.

Although rare, these cases can lead to disastrous financial losses for those who aren't adequately insured.

The good news is that you can significantly increase your existing CDSPI malpractice coverage – for just a few dollars a week:

Coverage Limit ¹	Additional Annual Premium ²	Weekly Premium ³
\$5 M	\$ 94.91	\$ 1.83
\$10 M	\$314.23	\$ 6.04
\$25 M	\$700.04	\$13.46

You strive to provide the highest level of care, you deserve the peace of mind that comes with no longer having to worry about *the one*.

To find out more about Malpractice Insurance from CDSPI call us at **1.800.561.9401** or email us at **insurance@cdspi.com**.



1. Per claim. Available to dentists licensed outside of Ontario and Quebec. 2. In addition to the premium for your base coverage of \$3 million; based on \$1,000 deductible using 2019 rates. 3. Based on annual premiums; weekly premium payments are not available. Rates subject to change. Provincial taxes are extra where applicable. Malpractice Insurance is underwritten by Aviva Insurance Company of Canada.

There Is More To Dentistry Than Drill, Fill And Bill

BY SANDY EVANS

This past winter I was able to participate in two curling bonspiels that were held by two different dental societies. The Toronto Academy of Dentistry hosted a bonspiel on March 1st at the Thornhill Golf and Country Club. There were 16 participants made up of dentists and dental industry sponsors. The nice thing about this event is that you do not have to be a seasoned curler as beginners are welcome. I was teamed with my associate, Robert MacDonald, and two dentists. I am accustomed to seeing the professional practitioner side of dentistry and this event was a pleasant diversion and provided an insight into the fun-side of many of these dentists. The skill levels varied a fair amount but we did manage to win the first game; but the second game was a different story even with our opposition doing their best to keep us in the game. A nice lunch was served between the games and at the end of the second game, prizes were handed out. Overall it was great time and experience—needless to say, it is easy to get hooked on curling.

The second bonspiel was the Western Canadian Dental Society (WCDS) 51st Annual Bonspiel. I heard about this bonspiel a few years ago at a Manitoba convention. I managed to register early enough to become a participant in this well-attended bonspiel. With the aid of Gord Fletcher I was teamed with three great guys (Eli Markovich, Ron Wolk and Richard Wilczek). This year the bonspiel was held in Victoria, a week after the Pacific Dental Conference took place in Vancouver.

The past-president of the Western Canadian Dental Society (WCDS), Cliff Swanlund provided me with some background information about this event.

History

The WCDS was formed over 100 years ago to provide scientific education opportunities for western Canadian dentists in Alberta, Saskatchewan and Manitoba. Conventions were held every two years in Saskatoon until 1985. In 1968 an annual curling bonspiel was established to replace the convention. British Columbia formally joined the WCDS in 1983. Fellowship, Education and Scholarship are the pillars of the society.

Fellowship

The WCDS is a unique society that creates camaraderie and lifelong friends in the profession by means of an annual curling bonspiel that rotates through seven western Canadian cities

(Vancouver, Victoria, Edmonton, Calgary, Saskatoon, Regina and Winnipeg).

Education

The annual curling bonspiel has a CE component at each event.

Scholarship

It is a registered not-for-profit charitable organization with over \$300,000.00 of existing endowments supporting all four western Canadian provinces at both the graduate and undergraduate

The TORDENT Bonspiel—Robert MacDonald

WITH JAMES RUDDY

What was your overall impression and major take-away from the bonspiel you attended with Sandy Evans?

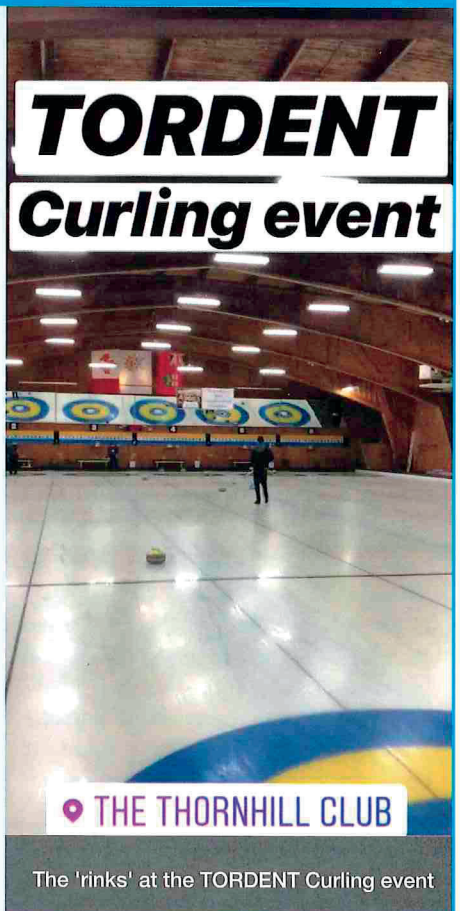
Curling is a sport that anyone of any skill level can play and have a great time! We were paired up with a mix of skill levels and had a blast making and missing shots.

What did you learn about the dentists who attended?

I was surprised to see some of the dentists who are serious curlers! Again, curling is a sport where you don't know who will be the best until you step onto the ice.

Why would you recommend this event for other dentists to attend?

It's a great way to meet new people and try a new sport. I always suggest people get outside your comfort zone... curling is a great way to start!



THE THORNHILL CLUB

The 'rinks' at the TORDENT Curling event



Sandy Evans' curling Team: From left to right—Sandy Evans, Richard Wilczek, Eli Markovich and Ron Wolk

levels. Some of these endowments are decades old and the WCDS tops up the award amounts to current reasonable levels.

In addition the WCDS awards the Cal Waddell Memorial Scholarship of \$6000.00 annually (\$1500.00 for each of the western dental faculties) to a fourth year student who is likely to be a leader in organized dentistry in the future.

This year the Society announced a second scholarship, The WCDS Student Fellowship Award of \$6000.00 annually (\$1500.00 to each of the western dental faculties) to be awarded to a third year student. The student is selected on the basis of professionalism, friendship, leadership, ability to bring colleagues together, camaraderie, sportsmanship and he/she is expected to make a distinguished contribution to the dental profession and the surrounding community.

The additional revenue for scholarships is possible because of a series of

successful bonspiels and donations by the dental community. In March of 2018 the 50th annual bonspiel in Regina was again a success. The last three bonspiels have averaged between 24 and 28 teams raising between \$29,000.00 and \$20,000.00 at each event—over \$30,000.00 was raised in Victoria in March of this year.

All curlers, even beginners, are welcome. It is all about the camaraderie within our profession. Watch the WCDS website in the fall of this year for registration information. Please feel free to register as a single and organizers will find you a team with which you will have a great time.

The 2020 bonspiel will be in Edmonton and the 2021 bonspiel will be in Kelowna instead of Vancouver. See you there.

This year was my first year curling and I was put on a team with three wonderful guys. ROI Corporation, Brokerage will definitely sponsor this event again next year and although I will be on a personal

vacation, I will have another member of our team fill in for me until 2021! I encourage anyone who enjoys curling or would like to try to learn—consider this convention next year.

BOTTOM LINE: Dentists and other health care professionals often escape the pressures of running a practice with a hobby or sports pastime. Curling provides an ideal fun activity that is enjoyed by many. This column provides some insights and history of two of the bonspiels that dentists attend. 🍷



SANDY EVANS

Sandy Evans is the president and co-owner of ROI Corporation, Brokerage. Her company specializes in providing a variety of services for health care professionals and their practices. She

can be reached at 888.278.4145 or at sandy@roicorp.com.



making time to listen

You are the expert on clinical dentistry, but your patients are the experts on their own decisions and how they impact them. We are expected to express expert opinions based on clinical findings and their implications.

While you will always know more than your patients about dental diseases and problems, you place yourself on precarious ground when you imply that you know better than your patients about how dental care should fit into their lives. When you do so, you cross a boundary; your clinical opinion will have less impact than it might have otherwise.

The road to understanding begins with genuine interest. Curiosity is one of the communication skills you must master if you want to create functional relationships with your patients.



Listening and learning come before telling and educating

In many of our practices, the emphasis is on telling rather than on listening to the patient.

Become interested and curious. Ask. Listen. Ask some more. Listen some more. Understand. Respect. Then, tell. This process puts significant emphasis on understanding our patients before the examination begins.

Counseling techniques are invaluable in gaining an understanding of your patient and helping them adopt new behaviours that are important to promoting good oral health. By first trying to understand your patient's perspective you encourage him or her to develop a sense of competence and autonomy. Rather than telling patients what to do or what is right for them, you can help them find their own way to make needed changes or adopt new behaviours.

Listen effectively

What many of us don't realize is that the most critical and powerful aspects of communication is not speaking, but listening. Listening shapes speaking. Once we start listening effectively and really understand the thoughts and concerns of our patients, we generate a powerful relationship with them – a relationship that makes a mutual future possible.

Practice listening skills

If your patient feels that you have been an attentive listener he or she will be comforted, reassured, and more likely to leave with a positive impression.

the power of apology

If you have erred, say so. Mistakes happen to all of us. Thoughtless comments can be harmful, but taking responsibility can go a long way to regain lost ground.

Defensiveness only escalates situations and makes resolution difficult. Once blame enters the picture, emotions intensify and issues become distorted, making it almost impossible to work through even simple issues.

The implementation of the Apology Act in Manitoba may make professionals feel more comfortable about providing apologies in order to help resolve disputes. Pursuant to the Act, in context, an apology:

- Does not express or imply admission of fault or liability.
- Does not start the time limit for commencing an action under the Limitations Act;
- Does not void, impair or affect insurance coverage that is available; and
- Cannot be taken into account in determining fault or liability.



communication skills checklist

Today's patients expect to play an active role in their oral health care treatment. How can you help encourage their participation and improve your patient relations? The answer is simple: Learn to be an effective communicator even if you are busy, you simply need to communicate 'smarter' to make better use of the time you have.

Communication with your patient is an art. The best communicators have an open mind, a receptive ear and an empathetic heart. Their skills are perfected through practice, experience and feedback from patients, staff and colleagues.

You can work on improving your interpersonal skills by following these tips:

☐ **Listen:** The first and foremost component of providing excellent patient care is to listen — Let patients talk so you can adequately take in and understand what they are saying. While your tendency may be to ask your patients a lot of questions upfront, you'll get more information and save time in the long run by actively listening to your patient without interrupting.

☐ **Ask only relevant questions:** Get to the underlying issue so you can quickly get to a resolution, or at a minimum a plan of action to get to a resolution.

☐ **Be polite:** Kindness and politeness are like sugar, sweetening even the worst situations. When a patient is anxious, angry or concerned they are looking to you to help them. Responding negatively, harshly or without concern will only worsen the situation and very likely cost you a patient.

☐ **Remember your manners:** Patients are more likely to follow your advice if they have a good relationship with you. How you conduct yourself is very important. Walk in with a smile, shake the patient's hand, call the patient by name and sit down. You can also help to put your patient at ease by starting off with a simple 'How can I help you'.

☐ **Don't appear rushed, even if you are:** Patients get irritated when their dentist appears hurried. Make each patient feel that they are the sole focus of your attention. Sitting down and talking is far more effective than talking while standing up.



DR. JEFF HEIN
CHAIR, ECONOMICS COMMITTEE

Conversation on Codes

The Manitoba Dental Association Economics Committee serves a few different functions. In 2019 The Committee generated a Suggested Fee Guide for our members, has engaged in surveys to acquire data to aid in the fee guide production, and the committee has continued to answer questions from MDA members, the public, 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 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, the public, insurance companies, and regulatory personnel alike. The aim of the article is to clarify common coding misinterpretations, and help direct dentists in the proper application of our procedure codes.

The production of the Manitoba Dental Association Suggested Fee Guide is a process that involves the collection, comparison and tabulation of considerable data. Each year the MDA Economics Committee works, in conjunction with Greg Finlayson, to analyze national and provincial economic data and engages in a very detailed inter-provincial comparison of dental fees. The Committee also uses factors such as Manitoba's relative cost of living, projections for upcoming trends in disposable family income in Manitoba, unemployment rates, the consumer price index (CPI), projected private sector wage increases, changes in Gross Domestic Product (GDP), and expected increases 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 Suggested Fee Guide that balances the affordability of dentistry for Manitobans against the continuing prosperity of our member dentists.

The following table outlines some of the data points that were used to propose our fee increase for the upcoming year. This table compares forecast numbers for 2019 against those for 2020 (*actual 2019 numbers aren't available until mid-2020). The final line of the table shows the overall weighted GP Suggested Fee Guide increase for 2020.

CATEGORY	2019	2020
CPI Change (forecast)	2.2	2.2
GDP Change (forecast)	0.5	0.8
Household disposable Income Change (forecast)	3.1	3.1
Wages & Salary/Employee (forecast)	2.4	2.4
Retail Sales (forecast)	1.1	2.9
Weighted GP Fee Guide Increase	3.02%	2.53%

From the above table, it is clear that projections for 2020 are very similar to those for 2019 with the exception of projected retail sales. This is expected to increase for 2020 compared to 2019. One factor not fully represented in the above table is Manitoba's recent history of fee guide increases. Over the past 3 years, Manitoba has ranked either number one or two in overall weighted fee increases as compared to the other provinces across Canada – we have been relatively aggressive increasing our Manitoba fees.

For 2020, the overall weighted GP Suggested Fee Guide increase is 2.53%. This increase is a 'weighted increase' meaning certain procedure codes (or groups of codes) received special increases well in excess of 2.53%.

This article would not be complete without a word of thanks to acknowledge the efforts of the MDA Economics Committee members. Thank you to Dr. Mike Sullivan (past Economics Committee Chairperson), Dr. Mike Pernarowski, Dr. Les Rykiss, Dr. Kristie Maslow, Dr. Julie Oryniak, Dr. Dave Stackiw, Dr. Rodrigo Cunha (specialist representative), Dr. Alex Pappas and Dr. Tom Colina (MDA Board representative). I would like to acknowledge the invaluable assistance of our USC&LS Committee member Dr. Murray White and MDA staff members Mr. Rafi Mohammed, Mr. Greg Guenther and Executive Secretary Diane McDonald. Lastly, I would like to express our appreciation to Mr. Greg Finlayson for his dedication to the Manitoba Dental Association.

Respectfully submitted,
Dr. Jeffrey Hein, DMD
Chair – MDA Economics Committee

*Data in this table is provided by the Conference Board of Canada

Economics Town Hall

What is the purpose of the meeting?

- Which surveys does the Economics Committee perform?
- What is the survey frequency?
- What is the goal of collecting this data?
- How is the data handled? Where does it go?
- Who sees the data?
- What happens to the data once it has been compiled?
- How is the data presented to the committee members?
- How are fee guide increases determined?
- Conversation on Codes
- Questions & Answers

Date: Friday February 7th, 2020

Continental Breakfast: 9:30am

(Lecture 10am – 1pm)

Lunch: 1:00pm

Location: Canadian Museum for Human Rights, 85 Israel Asper Way, Winnipeg MB

Registration Fee: \$25.00 plus GST

Presenters:



Greg Finlayson is the President of Finlayson and Associates Consulting Inc. and Impact Economic Consultants Inc. In these roles he provides economic consulting services

to the dental associations in six provinces, having worked with the Manitoba Dental Association since 2013.

He earned a PhD in Public Health (Health Policy and Administration) at the University of Illinois at Chicago. Prior to becoming a full-time health economic consultant he conducted population health research at the University of Manitoba for 18 years. From 1993 to 1997 he was Membership Services director at the Manitoba Dental Association. His community involvement includes being President of the 5,600 member Seniors Association Kingston Region, and Board Chair of Shared Support Services of Southeastern Ontario, an organization that provides purchasing and supply chain services to area hospitals. He lives in Kingston, Ontario.



Dr. Hein is a 1994 graduate of the University of Manitoba who has served on various MDA sub-committees as well as the MDA Economics Committee for several years.

He is a past president of the Winnipeg Dental Society, and a Fellow of both the Pierre Fauchard Academy & the International College of Dentists. Dr. Hein currently serves as the Chairperson of the MDA Economics Committee. He maintains a full-time general practice in rural Manitoba.



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Manitoba Dental Association



CE Eligible

Building Capacity & Compassion: Understanding Legislative Requirements

Module 1: Dental Office Manager Training

Two 2- Hour Sessions: Online ONLY

- **Dates:** January 31 AND February 7, 2020 from 9 to 11 a.m.
- **Capacity:** 25 participants

MDA & People First HR Services have offered the extremely successful course in-person in Fall 2018 and Spring 2019. In order to make content available to offices outside of Winnipeg *Module 1 'Understanding legislative requirements'* will be offered ONLINE only for the first time in 2020.

This module focuses on providing participants with a baseline understanding of the most commonly used Manitoba Employment Standards, Workplace Safety and Health, and Human Rights legislation. This module is intended to ensure office managers are aware of, and get answers to questions about, legislated requirements for staff management to avoid complaints and liability. Focus areas will include: Ending employment, Respectful Workplace, Accessibility for Manitobans Act (CS & Employment standards), and time-tracking (including breaks, vacations and scheduling).

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People First HR Services is a People Corporation company

Respectful Workplace Training

For Dental Offices

Two Hour Session: Online or in-person

People First HR Services has earned a reputation for delivering effective, dynamic and comprehensive training programs to promote respectful workplaces in every sector. Our respectful workplace training for Dental Offices is customized to address the unique needs of MDA members. Every workplace in the province of Manitoba MUST have a policy in place, and must train employees on preventing and responding to workplace harassment.

Grounded in our extensive experience in preventing and dealing with workplace harassment, learnings, this session moves beyond simply meeting minimum legislative compliance. It will introduce tools and strategies to prevent and harassment, including a new (and free for members) MDA approved Respectful Workplace policy template! This session will also provide guidance on how to respond appropriately when bullying or harassment may be happening by using informal or formal complaint procedures.

Each two hour session includes:

- Manitoba's legislative requirements regarding Harassment & Violence Prevention in the workplace
- Rights and responsibilities of employers and employees
- What disrespectful or harassing behaviour looks like, the impacts of this behaviour and how to address it
- Complaints: Informal and formal processes to ensure successful resolution
- **All sessions meet the WorkSafe Manitoba requirements for employee anti-harassment training.**

Important: These sessions are intended for everyone working in the office, including part time or chair-side office staff. Offices who would like to have training for their entire teams at their office location (in-person or by Zoom) should reach out to MDA directly for special pricing.

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