



# Benesch DSO Monthly Recap—January 2018

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## 1. Dental Board News

### [ADA appoints members to dental specialty commission](#)

The ADA announced Jan. 11 the members of a new commission established to oversee the decision-making process for recognizing dental specialties, an effort to reduce potential or perceived bias and conflict of interest in the process. The ADA National Commission on Recognition of Dental Specialties and Certifying Boards is comprised of nine general dentists, appointed by the ADA Board of Trustees, and a dentist from each of the nine recognized specialties, appointed by the sponsoring organization. The nine ADA appointees are: Drs. Joseph A. Battaglia; James D. Benz; Ralph A. Cooley; Alan E. Friedel; Kevin A. Henner; Denise L. Hering; Roger Kiesling; Charles H. Norman, III; and Mark Zust.

*American Dental Association News on Jan 22, 2018*

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## 1. Dental Board News *(continued)*

### [Maine dental board clears dentists accused of jeopardizing patient health, safety](#)

The Maine Board of Dental Practice sided with Jan Kippax, DDS, after the dentist was accused by multiple patients of abusing patient health and safety, according to Maine Public. Dr. Kippax's license was suspended a year ago following 200 complaints filed from 18 patients stating their health and safety was harmed by Dr. Kippax. The complaints include extracting wrong teeth, performing procedures prior to anesthesia taking effect and continuing with procedures when a patient indicated pain. The board determined Dr. Kippax did not violate standards of care within the complaints admitted into court. While not all complaints were investigated within the trial, it remains unclear whether the state will pursue other complaints against Dr. Kippax and his staff. Dr. Kippax practiced at Androscoggin Oral and Maxillofacial Surgeons in Lewiston, Maine.

*Becker's Healthcare - Dental Review* on Jan 3, 2018

## 2. Dental Practice News

### [Worldwide Dental CAD/CAM Market to Witness a Pronounce Growth by 2027](#)

The global dental CAD/CAM market has been evaluated as a rapidly growing market and it's expected that the market will reach high growth figures. There has been tremendous growth in the adoption rate of the CAD/CAM systems in the field of dental science. Due to the benefits offered by the dental CAD/CAM systems such as high precision, enhanced speed of the process of restorations, there has been huge demand for dental CAD/CAM in the dental laboratories as well as dental clinics and it has a high importance in the market. People are now more aware about the aesthetic value of the teeth, and are willing to spend a good sum of money for the dental replacements and fixtures using implants and prosthetics. Therefore, there has been growth in the dental cosmetic surgeries ultimately helping boost the revenues in the dental CAD/CAM market. The cosmetic dentistry market value is estimated to surpass the \$20 billion mark by the year 2022.

*SBWire News* on Jan 18, 2018

### [Dental Practice Management Software Market 2018 Global Key Vendors Analysis, Revenue, Trends & Forecast to 2022](#)

This report provides in depth study of "Dental Practice Management Software market" using SWOT analysis i.e. Strength, Weakness, Opportunities and Threat to the organization. The Dental Practice Management Software Market report also provides an in-depth survey of key players in the market which is based on the various objectives of an organization such as profiling, the product outline, the quantity of production, required raw material, and the financial health of the organization.

*SBWire News* on Jan 12, 2018

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### 3. Dental Support Organization News

#### **Aspen Dental launches new campaign – DSO opening a new office every 5 days**

After ending their partnership with Danica Patrick in 2017, Aspen Dental launched a new marketing campaign, according to The Drum. The new campaign challenges the perception that going to the dentist is a stressor. The dental service organization strives to break down barriers between patients and dentists. Aspen Dental partnered with CP+B to provide administrative services to all affiliated dental practices. Under the partnership, Aspen Dental opens a new office every five to six days. Today, Aspen Dental has more than 660 offices in 36 states. Affiliated dentists treated more than 1.5 million patients in 2017.

*Becker's Healthcare - Dental Review on Jan 23, 2018*

#### **ADSO Subscribes to the DSO DIRECTORY to Drive Membership Growth within MidSize and Emerging DSOs**

The Association for Dental Support Organizations (ADSO) and DSO Market Watch, Inc., developer of the DSO Directory, reached an agreement that enables the Association to leverage access to the web-based information platform as a means of driving membership growth within midsize and emerging dental support organizations (DSOs). The DSO Directory data presently includes more than 600 DSO / dental group practices and can be easily filtered by their classification, i.e., Elite, Mid-Market, and Small & Emerging groups.

“The DSO practice model plays an increasingly important role in dentistry today and the future of the profession,” said Scott Clements, Founder of DSO Market Watch, Inc. “We’re pleased to welcome ADSO as a subscriber to the DSO Directory and look forward to expanding their access to and engagement with new DSO market entrants.”

*Association of Dental Support Organizations on Jan 17, 2018*

#### **ADSO Announces New Membership Opportunity for Emerging Dental Support Organizations**

The Association of Dental Support Organizations (ADSO) is excited to announce a new membership category to specifically meet the needs of emerging dental support organization (DSO) companies.

ADSO supports member DSO's through mentoring and advocacy, to ensure that members can effectively and efficiently operate in an expanding dental marketplace and provide practice management support for DSO dentists. Membership in the ADSO offers benefits unparalleled in the DSO industry, from representation at the state and federal levels provided by ADSO's government relations team, to unique networking opportunities, and ongoing collaboration with other DSOs of all sizes. ADSO also offers education and research to ensure the growth and development of member companies.

*Association of Dental Support Organizations on Jan 10, 2018*

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## 3. Dental Support Organization News *(continued)*

### **DSO Positions Itself For 2018**

Great Expressions Dental Centers (GEDC) added 16 offices in 2017, including an expansion into the San Antonio market. The DSO currently manages almost 300 offices in total, and they are starting out 2018 with the addition of two new leadership team members—Adam Werder, chief marketing officer, and Norman Hartman, vice president of revenue cycle management. Both executives will play a vital role in GEDC achieving its 2018 objectives, which include ongoing business development in existing and new markets, and improving operations and efficiency. These new hires come on the heels of Greg Nodland's promotion to president.

*Association of Dental Support Organizations on Jan 3, 2018*

### **Dental Imaging Market: In-Depth Analysis & Global Foresight to 2023: Declare MRFR**

The Global Dental Imaging Market is growing exponentially due to increasing use of dental imaging and radiology in orthodontic diagnosis and treatment planning and increasing adoption of dental imaging and radiology by healthcare professionals.

The global dental imaging market is expected to grow at a CAGR of 6% during the forecasted period. Digital dentistry will improve efficiency in both cost and time and improve accuracy when compared to previous methods. These are major factors which will overcome outdated technology, disruptive technology. CAD/CAM (computer aided design/computer aided manufacturing) and intraoral imaging can be used in dental clinics. Computer based implant dentistry, digital radiology in intra-oral and extra-oral, including cone beam computed tomography (CBCT) technology are major fields in dental dentistry which will rapidly grow the market.

*SB Wire Latest Press Releases on Dec 26, 2017*

### **PE-backed NADG acquires TF Dental from Blackford**

Blackford Dental Management (Blackford), a holding company for leading dental support organizations, has sold TF Dental to North American Dental Group (NADG), a portfolio company of ABRY Partners. Cain Brothers served as financial advisor to Blackford.

Based in Lancaster, PA, Blackford has invested in a number of leading regional DSOs that provide support services to the affiliated dental practices in Georgia, New Jersey and Pennsylvania. Blackford's companies offer business and management support services, non-clinical personnel, facilities and equipment for dentists and hygienists.

TF Dental, based in Atlanta, GA through its supported practices provides comprehensive general dentistry services, as well as multiple specialty services including endodontics, oral surgery, pedodontics and periodontics. TF Dental has grown through an innovative de novo strategy, and has an established reputation for providing quality dentistry to its patients.

North American Dental Group is a premier dental group with a commitment to industry-leading service and care for each patient. NADG has a true partnership with their affiliated dentists enabling them to focus on what they do best and love most—dentistry. With their patient-centric approach and support structure, NADG's providers have the clinical autonomy to provide the very best treatment and environment possible.

*PE Hub - US Blog on Jan 4, 2018*

### **CORDENTAL Announces Affiliation With Terrence M. Major, DDS & Chattanooga Dental Care**

CORDENTAL Group™ (“CORDENTAL”), a portfolio company of New MainStream Capital (“NMS”), announced that it has affiliated with Terrence M. Major, DDS/Chattanooga Dental Care. Dr. Major has been providing high quality dental care to the Chattanooga, TN area since 1984. He is a member of the American Dental Association, Tennessee Dental Association, Chattanooga Area Dental Society, Dental Organization for Conscious Sedation, and is part of the Dental Coaching Team with Sunrise Dental Solutions.

Based in Cincinnati, Ohio, CORDENTAL Group™ is a dental support organization that provides business support services to affiliated dental practices across the Mid-Atlantic, Midwestern, and Southeastern United States. Founded upon strong guiding principles, CORDENTAL promotes a dentist-centric approach that allows dentists and their teams to concentrate on what they do best—provide the highest level of quality clinical care to their patients.

[www.cordentalgroup.com](http://www.cordentalgroup.com) on January 16, 2018

## **4. Legal Developments**

Effective January 1, 2018, dental hygienists in Georgia can now perform certain preventative services without a dentist being physically present in public health settings, including hospitals, nursing homes, long-term care facilities, rural health clinics, federally qualified health centers, health facilities operated by federal, state, county, or local governments, hospices, family violence shelters, free health clinics, and Title I schools. The hygienist may also perform these services under general, or remote, supervision in a private dental office so long as the dentist completes the initial examination and the patient has been informed that the licensed dentist will not present. Licensed dental hygienists can provide topical fluoride, perform the application of sealants, and conduct oral prophylaxis services under these new supervision standards. This law is part of a nationwide trend expanding the scope of services that may be provided by dental hygienists in response to shortages in dental health professionals. The full text of the new law is available here: <http://www.legis.ga.gov/Legislation/en-US/display/20172018/HB/154>

In an attempt to address the opioid crisis, new laws in Nevada went into effect on January 1, 2018 restricting how dentists and other healthcare providers may prescribe opioid pain medicines. Before writing an opioid prescription, a dentist must obtain and review a patient’s medical records, review the patient’s record in the state prescription drug monitoring database and secure written consent from the patient after discussing potential risks and alternatives to opioids. New patients are also limited to a 14-day initial prescription. As states increasingly enact legislation and ramp up enforcement to address the opioid crisis, dental practices should review their own policies and procedures to ensure that they are in full compliance with their state pharmacy and dental board requirements. The Nevada Board of Dental Examiners’ resources to assist practitioners in complying with the new laws are available here: [http://dental.nv.gov/Home/Features/AB\\_474/](http://dental.nv.gov/Home/Features/AB_474/)