

VOLUME XI

THE 2017 IAPA

ISSUE I

# NEWSLETTER



OCTOBER 26-28, 2017

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# *Taking Action in 2017*

James W. McCreight, DDS, FIAPA, LVIF

If you are like many dental offices among the IAPA family you already have had a Team meeting (Mastermind Meeting) at the end of 2016 or the beginning of January 2017 to discuss practice goals for the year. In our office I give a task to each team member to create both personal and office goals via the S.M.A.R.T goal format:



The point of making goals in this format is to put pen to paper and create such clarity and focus of the goal that there is little room for error in achieving it. Dental offices that make daily, monthly and yearly goals seem to be not only the most successful, but have longevity of team members as everyone knows the vision of the office and feel they are a part of something meaningful. Furthermore these goals create action and this allows your vision to become reality. Where is your vision for 2017? Does your team share in your office goals and vision? Have you already started

to take action on these goals? After all, January is in the rear view mirror and there are only 10 months left in 2017 and 8 months until the next IAPA meeting!

With all the advances that have been made in Physiologic Dentistry the past year the goals of fully understanding and implementing these in a busy office have been a top priority for my team. Both 2015 and 2016 brought both affordability and an overall easier path to get our clients healthy via the MicroTENS, AAG/TAG bites,

## PRESIDENT'S MESSAGE

M-Scan (BioResearch). For those more advanced offices the BioPak (BioResearch) and T-Scan (Tekscan). Social media via Twitter with daily posts by our leaders - Bill and Heidi have also played a role in providing the IAPA membership with information at your fingertips to make these advances easier to implement and understand. Have you taken action to sign up for a Twitter account to take advantage of this free and valuable information? NOW is the time to take action so you do not get left behind! Signing up for Twitter is easy and it is free.

As some heard at my President's address at the end of the IAPA last year I encouraged everyone to commit to having lunch with a colleague in the coming year and share your physiologic practice success. After all, I feel we have the obligation to make the dental profession better than when we first entered it. Can I still count on each one of you to take action and do this? By sharing your passion with ONE colleague you can easily change the profession. Furthermore, think about the clients that will be served on a much higher level of care. The impact is huge and starts with

simply taking action by having lunch with a colleague.

YOUR IAPA Board has been taking action with planning what will be another amazing IAPA meeting (October 26-28th) with an Oktoberfest theme. We listened from the many comments from you to make this meeting even better. We are adding some introductory courses on Physiologic Dentistry as well as a "team track" for not only new, but advanced team members to make Monday morning implementation easy! Take action and sign up TODAY as I will personally guarantee the ROI will be measurable for your team.

Finally, let's all make 2017 the best yet! There are no excuses for not having an outstanding year with the written S.M.A.R.T goals you have made OR are about to make. Please share your success on the IAPA Forum or even by posting a "tweet" via Twitter or a post on Facebook or Instagram. The positive energy of success needs to be shared and it all starts with making goals and setting your 2017 vision with your team.



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DR. BILL DICKERSON  
ON TWITTER**

**BILL DICKERSON@LVIDICKERSON**





# Your Share

Dan Jenkins, DDS, FIAPA, LVIF, CDE-AADEJ

In 1840, some dentists got together in New York City and formed the first national dental organization called the "American Society of Dental Surgeons" a predecessor to the American Dental Association. Chapin Harris and Horace Hayden are credited with establishing the ASDS as well as the first dental school in the world - the Baltimore College of Dental Surgery. Dr. Hayden was its first president.

Horace Hayden was a renowned dentist of his day and was trained by Dr. Greenwood - President George Washington's dentist. Dr. Harris had studied under Dr. Hayden and knew his knowledge would be very beneficial to the nation's dentists and suggested publishing a dental journal. Surprisingly, Dr. Hayden strongly felt he did not want to share with anyone else all the techniques and procedures he had spent so much time and money learning! Even after the ASDS started publishing the American Journal of Dental Science, Dr. Hayden never subscribed, let alone contributed to it.

Dr. Hayden would not have liked being a part of the IAPA family. His aversion to sharing of knowledge would not be a fit for sure. Besides learning shared knowledge from the many presenters at an IAPA meeting, there is a lot of information exchanged in the hallways, at the lunch tables, and even during the evening "After Dark" parties. IAPA dentists just can't stop sharing the great things they have learned and the great success they are having with their patients. I have yet to overhear a conversation where one IAPA dentist would ask another how they would handle a situation and the other dentist would say, "Sure, I have great success with those cases but, I don't want to tell you how I do it. Just refer them to me." Thankfully, IAPA dentists have no aversions to sharing. It's probably why the meetings are so fun for everyone.

After a three year hiatus between the disbanding of the ASDS over mercury filling issues, and the forming of the American Dental Association in 1859, Dr. Chapin Harris became the first ADA President.

In January of this year the ADA released this request in the ADA News for sharing information regarding dentists treating sleep disorders:

## EDITOR'S OBSERVATIONS

The ADA News (1/23, Soderlund) reports that the ADA Council on Dental Practice is seeking "comments from dentists on a proposed policy on dentistry's role in sleep-related breathing disorders." Dr. Terry O'Toole, council chair, said, "With this call for comments, we want to ensure all communities of interest have the opportunity to provide feedback on the proposed policy."

Dentists can read the proposed policy and evidence brief from the Council on Scientific Affairs titled "Oral Appliances for Sleep-Related Breathing Disorders" and provide input by visiting [ADA.org/sleep apnea](http://ADA.org/sleep apnea).

This is providing a good opportunity for IAPA members to once again share. IAPA members are privileged to have so much knowledge regarding Physiologic Based Dentistry and the treatment of sleep disorders. I recommend all IAPA members let the ADA know about our treatment of sleep disorders through our physiologic based treatments.

I also recommend you attend Oktoberfest from October 26-28 at LVI where we can once again freely share our knowledge with each other.



# 2017 IAPA

# Speaker Lineup



**Dr. Ron Jackson**  
**Direct Resin Bonding**  
**Hands-on Lecture & Workshop**

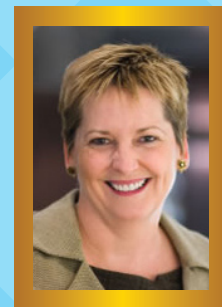
Space is limited. Call us to reserve your seat today!



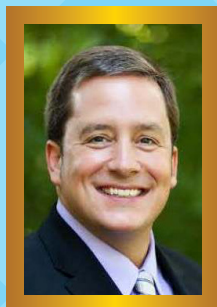
**Dr. Hamada Makarita**  
**Being the Best You Can Be**  
**Through Photography**



**Dr. Leo Malin**  
**Simple & Predictable Bone**  
**Preservation and Grafting Techniques**  
**for the Implant Practice**



**Dr. Anne-Maree Cole**  
**Perhaps Its Time to Cure**  
**Sleep Apnea?**



**Mr. Jim Poole, CEO of NuCalm**  
**90 Minute MBA**

**TEAM TRACK**  
Physiological & Sleep Dentistry  
Records Compilation  
Dental & Medical History Interpretation  
Signs & Symptoms Analysis



**Dr. S. David Buck & Dr. Timothy Gross**  
**Orthodontic Correction of the**  
**Foundation Arch for Total Health**

## MAP TALKS

How to Give a Solid Presentation: Tips on Public Speaking  
The 10 Minute Complete Physiologic Diagnostic Workup  
Recognize the Value of Air & Change a Young Child's Life for Good  
Laboratories Outlook on Aesthetics & New Technology

*...and many more!*



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10-01-16 to 9-30-17. Provider ID# 208412

# Thank You

## FOR BEING AN IAPA MEMBER

On behalf of the board of directors we would like to thank you for being an IAPA member. You are not only helping us with the fight to help protect our right to practice Physiologic Dentistry you have access to several benefits that are listed below:

- Reduced rate for the Annual Meeting - \$200 value - As you are a member you automatically receive \$200 discount off of the 2017 IAPA conference price.
- Free IAPA quarterly Webinars-\$100/ webinar x 4=\$400 value- These will be housed on the new IAPA website coming soon!
- Free Printed Version of Visions Magazine - \$99 value - This will be mailed out to you three times a year and you can also view an online version at [www.lvivisions.com](http://www.lvivisions.com).
- Free IAPA / LVI Buying Club Membership - \$199 value - The LVI Buying Club membership is complimentary to all IAPA members and allows you to take advantage of savings on products you normally purchase for your practice. You can get more information on these products and services by visiting: [www.lvibuyingclub.com](http://www.lvibuyingclub.com). (Please note that due to certain restrictions, the LVI Buying Club only ships products to companies within the United States. Excludes Alaska.)
- Membership Search for patients looking for doctors with link to your website - invaluable - Search for other IAPA members in your area by using the Member Locator tab on the top of the main page on [theiapa.com](http://theiapa.com).
- A \$100 reduction off LVI programs, the official education arm of the IAPA - say you go to two programs a year = \$200 - (Cannot be used in conjunction with any other offer or discount, not all LVI courses are included in this) For more information contact an LVI concierge at [concierge@lviglobal.com](mailto:concierge@lviglobal.com).
- Membership to the IAPA Forum where you can get help with cases and the best and brightest doctors are there to advise. (must have taken CORE I and be registered for CORE II)
- Industry discounts for IAPA members
- Reduction in the subscription to the professional journal - Cranio & Sleep Practice - \$50 savings
- The quarterly newsletter - This is mailed out to all IAPA members with news on what is happening in the world of Physiologic Dentistry and upcoming conference information.
- And use the 2016/17 IAPA membership logo for advertising purposes. Please email: [mwilliams@lviglobal.com](mailto:mwilliams@lviglobal.com) for this logo.

Most importantly by being an IAPA member you help protect our future to practice Physiologic Based Dentistry!