

RELEVANCE What's News in Career Development

 HENRY SCHEIN®
DENTAL

Rely on Us™

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Medicare Changes Challenge 160,000 Dentists

To date, the impact of Medicare on dental professionals has been minimal. Most dental services are excluded under Medicare and the majority of dentists believe that Medicare rules do not apply to their practice. This is no longer the case.

Approximately 160,000 individual dentists and 110,000 offices will need to make a decision or non-decision to comply with the new

Medicare Enrollment rules being implemented on December 1, 2015. Medicare is requesting all enrollment applications be received no later than June 1, 2015 to ensure timely processing. Many dentists are unaware of these deadlines and Henry Schein can use this opportunity to help its customers and potential customers navigate this issue. If providers do nothing, prescriptions or payments for clinical services will not be

honored for any of their Medicare patients (typically age 65 and older) nor for any of the specialists to whom patients are referred. Any Medicare claims for services that are ordered or referred by non-enrolled practitioners will automatically be rejected! To help dentists understand their options, Henry Schein is providing this [Medicare Guide](#), including websites where offices can obtain more information. [READ MORE](#)

Total Health Partners with Dr. Susan Maples

Jen McGuire, Marketing Manager



Henry Schein is taking Total Health to the next level by partnering with Michigan dentist, Dr.

Susan Maples. Dr. Maples will be speaking around the country sharing how she shaped her insurance-independent practice

into the thriving, health-focused "practice of distinction" that it is today. Dr. Maples has incorporated a wide-range of health screenings and services into her practice, which have built patient loyalty, boosted case acceptance, and improved patient health. With her help, we have expanded and revised the Total Health presentation and patient

educational materials to incorporate some of the topics she lectures on. Dental professionals who want to explore Total Health have several options.

1. Schedule a Total Health Lunch and Learn for the Practice.

Use the new [powerpoint, workbook \(125-5442\) and FSC guide](#) to walk the [READ MORE](#)

NEW Special Offer

For the months of March and April, customers receive a [free package of Total Health brochures](#) with another Total Health purchase.

Special Offer

For the month of March, customers receive a [free month of Likeable](#), when they register by March 31st.

Marketing Article

This [Dental Economics article](#) by Jen McGuire shares how to apply social media principles to patient interactions.

Dr. Bicuspid & HS

HSD's new programs were featured on the [Dr. Bicuspid website](#). Share with offices.

Diabetes in Dental

[Study successfully](#) screens for diabetes at dental visits.

MARCH 2-6 CD 2/3

MARCH 9-12 CD 2015

MARCH 13 OSHA/HIPAA Webinar

APRIL 13-17 CD 2015

APRIL 20-24 CD IV

APRIL 24 OSHA/HIPAA Webinar

Success Stand-Out: Sam Barry and OSHA

From Dr. Lagergren

Sam, thank you so very much for the thorough Update OSHA/WISHA course you provided me and my staff last month. Like so many people, we have been through these courses and updates before and thought we had a good system in place. But thank goodness we attended your course last month!

Your presentation was filled with new information and suggestions, and even motivated my staff to become more involved. In fact, one of my staff reminded me we did not have a Yankauer suction, so I decided to order one.

Last week, as I was placing sutures following an apicoectomy, my patient began to shiver uncontrollably. We placed a

blanket, and took vitals, including oxygen saturation. When it became apparent that his elevated BP and pulse rate and shivers were increasing, I advised a staff member to call 911. I wanted to assess the patient's level of awareness and yet not alarm him, so I engaged in some benign questions and [READ MORE](#)