



Are You a Dental “Professional”?

Cynthia Burstadt
Cynthia Burstadt Consulting, Inc.
cbcoach@bellsouth.net

What makes us dental “professionals”? Definitions speak about “having or showing great skill – being an expert” or being the opposite of an amateur. To me both of these ideas stop short of what I see in dental offices across the country. These definitions are too shallow. Professionalism to me isn’t about a set of skills, or a label we give ourselves. It isn’t even connected to the degree we earned in college. I have known great dental administrators who were true professionals.

I see dental professionals as those who are not satisfied with just “doing a job.” It isn’t about cleaning teeth, or filling cavities. Don’t get me wrong, those are wonderful services we provide – but is that all there is? Not for those who surpass the technician stage and are professionals. The latest gizmo may help them be more efficient, or even have more fun doing a procedure, but it doesn’t give them more ability to care about their patients or their team. For them it’s about making a difference for the time they spend with someone who matters to them – their patient. They listen to find out what is important to their patients – beyond the neighborly things. They are educators, but not tellers. They ask questions to understand and do their best to avoid assumptions. The true dental professional sees each patient as a new opportunity to discover more. They are genuine and their patients know they are truly being cared for – not treated. Dental professionals keep current with the latest trends and information-but aren’t jumping on the bandwagon to be trendy. They embrace change when it is in keeping with their core values and vision for patient care. “Doing it” because everyone else does, isn’t good enough. They have the courage to care, the commitment to exceed expectations and the determination to continue to grow.

What are you doing to demonstrate your courage, commitment and determination to be a professional?

Cindy Burstadt has spent more than twenty years in dentistry as both a dental hygienist and dental practice manager. Currently a member of the Coaching Team with Dental BootKamp, Cindy also works with her own private consulting clients- applying her business and patient care talents creating opportunities with those looking for personal and professional growth.

Florida Licensees

Linda Harvey, RDH, MS
Horizon Consulting Group
linda@lindaharvey.net

Effective July 13, 2005 there were some changes to Rule 64B5 that governs the practice of dentistry and dental hygiene. Consequently, these changes directly affect the mandatory continuing education (CE) courses required. These changes include:

- 1) Deletes the requirement for dentists/hygienists to complete a course in laws and rules governing the practice of dentistry and dental hygiene (64B5-12.020).
- 2) Clarifies language regarding domestic violence courses for dental hygiene licensees. This requirement is now part of the 24 required CE (64B5-12.019 (9) and (10).
- 3) Allows adjunct, part-time faculty members to receive CE credit for teaching a course at accredited dental, dental hygiene or dental assisting schools

See "Florida," Page 3

Inside This Issue:

Are You a Dental Professional.....	1
Florida Licensees.....	1
Personal Vigilance.....	2
Loose Lips.....	2

Remember what's most important...

Personal Vigilance

Kim Knapp, President
Dental Temps of Northeast Florida, Inc.
www.dentaltempprofessionalsservices.com

Have you looked through a dental supply catalog lately? Not all face masks are created equal. There are many types including: tie on, soft rounded ear-loops, premier, premium, standard, light weight, cool, non-glare, foam or no foam inside nosepiece, pliable non-glare nosepiece, cone, pleated, magic arch support, high filtration, hypoallergenic, light weight, and last, but not least, you can order almost

any color to include animal nose prints for children. When was the last time you shopped for a mask? The next time you attend a dental convention visit the exhibitors, and receive current information on their products. Go ahead, try their products on for size – your nose, cheeks and chin will decide which fit is good for you. Cost is always a concern; however, protection and comfort should be the key decision

factors.

October 6, 2005 ABC News reported [Bird Flu Concerns Make Masks Hot Commodity](#). Remember when you received alarming flyers and emails from dental supply companies encouraging you to "Order Now - Stock Up - Mask Sales are spiking"? I noticed as each day passed, there were new reports about the virus and people were buying more masks. It was reported that manufactures were producing 100,000 and 200,000 masks a week. They were shipping out as soon as they were made and the demand was fast and furious! Did you feel the

"shortage" effects in your practice last year? Hopefully, your supply company is staying on top of what is going on with the mask industry; so you won't be empty handed if this turns into an epidemic or pandemic.

Let's review the types of masks. You need to know the difference. First, there is the Ultimate N-95 mask. It is hard to breathe when wearing this mask. It is fluid resistant, at least 95% efficient against solid and liquid particles larger than .03 microns, excluding those containing oil. The "N" stands for not oil proof.

See "Vigilance" on Page 3



Specializing in Refining Precious Metals
for the Dental Community

It's Easy.

Simply place the scrap precious metals into the container we provide, and we handle everything else. By providing impressive returns with turnkey services, we make it easy to turn a pile of old crowns and bridges into a pile of money.

**Call Today for Your
FREE Container!**

www.aurefining.com

P.O. Box 32103 • Jacksonville, FL 32237
Call Steve Mizrahi for more info (904) 234-3279



LOOSE LIPS

Tidbits of wisdom that may or may not be loosely related to dentistry

Teething Trivia

Elaine Anwander
Qualitative Research Services
www.qualitativeresearchservices.com

In the 1300s, John Gaddesden (England) wrote about folk remedies of the time. He believed that the brain of a hare rubbed on the gums would not only facilitate teething, but would make teeth grow in the mouths of those who had lost them.

Maybe there was something to that. The remedy was still around in the 16th century. Ambrose Pare', a preeminent surgeon, offered the advice that in difficult problems of teething, the child's gums might be rubbed with the roasted brain of a hare.

By the nineteenth century, Americans were great believers in self-dosage. Mrs. Winslow's Soothing Syrup, a popular nostrum intended to quiet fretful children during teething, contained a high percentage of alcohol. Wealthy parents, perhaps in addition to Mrs. Winslow's remedy, gave their children teethingers made of coral to expedite the eruption of the first teeth through the gums. Today, we use plain old plastic. How boring.

Second, there is the Fluid Resistant Surgical Mask. These masks are more comfortable and less expensive than the Ultimate. These high performance surgical masks exceed 99% filtration efficiency at 0.1 microns. Third, the simple dust masks and procedure masks, not meeting fluid resistant and filtration standards, are not to be relied upon. These procedure masks would be fine for blood splatter and blood borne pathogen protection (hepatitis B and HIV), but are not fluid resistant and not effective enough to filter small airborne viruses like flu. The simple dust mask is also not a wise choice for infectious disease prevention.

At your next staff meeting review the masks you are using in your practice. Does every member of the team have a good fit? Fit is essential because the level of protection a mask provides is determined by the efficiency of the filter material for incoming air and how well the face piece fits or seals to the face. Fit testing is a great idea and should include instruction on proper wear and use. Does everyone know how to place and remove it properly? Have a member of the team observe everyone for the day, then report their findings to the team.

TRAINING REVIEW:

DONNING PPE MASK

- Secure ties or elastic bands
- Fit flexible band to nose bridge

REMEMBER ORDER:

1. Gown
2. Mask
3. Goggles/Face Shield
4. Gloves

REMOVAL PPE MASK

- Front of mask is contaminated
- DO NOT TOUCH!**
- Grasp elastics or ties and remove
- Discard in waste container

REMEMBER ORDER:

1. Gloves
2. Goggles/Face Shield
3. Gown
4. Mask

Use safe work practices to protect yourself and limit the spread of contamination. Masks should not be re-worn and should be disposed of without touching the outside. Do not hang the mask from one ear or wear it on mouth, but not nose, etc. Following equipment removal, *hand washing is a must.*

We think of the mask as our security blanket, but it alone is not going to protect you entirely. In the end, no matter how well a mask works, the most important protection against infection is your commitment to *Personal Vigilance.*

Joint Meeting for the Dental Assisting & Hygiene Societies

2nd Thursday of the month at St. Luke's Hospital

For more information: Contact Sherrie Busby at 904-213-1633 or Beth Rucker at 904-710-5768 - CEU's provided

4) Allows a licensee to receive up to 4 hours of CE when attending the Board's disciplinary proceedings. You must check in with Board staff prior to the beginning of the proceedings and again afterward. Credit hours are awarded on an hour for hour basis, not to exceed 4 hours. No credit is earned if the licensee is a party to the disciplinary action (64B5-12.013(4)).

5) Don't forget, all Florida dental offices must have an AED(Automated External Defibrillator) by February 28, 2006.

A copy of the changes can be obtained at www.doh.state.fl.us/mqa/dentistry. If you have any questions, please contact Shalonda Blake at the Board of Dentistry at either: Shalonda_Blake@doh.state.fl.us or (850) 245-4474 ext. 3491.

About Resource Connections

Editor: *Estelle Jenkins, Meetings by Brierpoint*
 Contributors:
Kim Knapp, Dental Temps of North East Florida
Linda Harvey, Horizon Consulting Group
Elaine Anwander, Qualitative Research Services

Connecting to bring you strategies for enhancing your practice!

Resource Connections
P.O. Box 7238
Jacksonville, FL 32238
Telephone: 904-573-2232

To Contact Us:

Linda Harvey
 Horizon Consulting Group, Inc.
www.LindaHarvey.net
Linda@LindaHarvey.net
 904-573-2232/ph - 904-807-6635/fax

Kim Knapp
 Dental Temps of North East Florida, Inc.
www.dentaltempprofessionalservices.com
 904-220-4459/ph - 904-220-3769/fax
 cell 904-710-5181

Elaine Anwander
 Qualitative Research Services
www.qualitativeresearchservices.com
elaine@qualitativeresearchservices.com
 904-220-0746/ph - 904-221-5131/fax



Resource Connections
P.O. Box 7238
Jacksonville, Florida 32238



**Great Connections
are your best
resource!**

Mailing Address Line 1
Mailing Address Line 2
Mailing Address Line 3
Mailing Address Line 4
Mailing Address Line 5

EMPLOYMENT SERVICE

With Dental Temps you can be confident there is always someone to call when you are understaffed or looking for new staff.

Front Office
Dental Assistant
Dental Hygienist

- Temporary
- Permanent
- Same Day Temp Placement

Dental Temps of Northeast Florida



Kim Knapp
Placement Director

13245 Atlantic Blvd., Suite 4-374
Jacksonville, FL 32225

Office: 904-220-4459 Cell: 904-710-5181
Fax: 904-220-3769