ADEA BFACA MID YEAR MEETING

(ADEA Sections on Business and Financial Administration
and Clinic Administration)

October 10–13, 2012
Royal Sonesta Hotel
New Orleans, Louisiana

Wednesday, October 10, 2012

4:00 – 6:00 p.m. Registration and Information
4:00 – 6:00 p.m. Corporate Meet and Greet
6:00 – 7:00 p.m. Welcome Reception
   Dinner on your own

Thursday, October 11, 2012

7:00 a.m. – 1:00 p.m. Registration and Information
7:00 – 8:00 a.m. Networking Breakfast for New Attendees and Members
8:00 – 8:15 a.m. Welcome and Introduction of Theme: Contemporary Issues in Dental Education
   Sara Patterson, M.P.H., Moderator
   Chair of ADEA Section on Business and Financial Administration
   Senior Associate Dean for Finance,
   Columbia University College of Dental Medicine
In 2012, dental education remains at multiple crossroads for many of the tenets that were espoused in the 1995 Institute of Medicine report. Within our own dental schools, systemic changes should be made to establish a dynamic, educational, and societal health care environment for future graduates. Despite this goal, many issues challenge the future of dental education. These issues include changing predoctoral dental education standards, moving towards integrated board exams, examining student indebtedness and high tuition consequences, difficulties in faculty recruitment, licensure complexities, effects of new dental schools and hygiene programs, and economic downturns. Other issues include the relationships between practicing and academic arms of the profession, new oral health care providers, new dental schools with innovative educational delivery models, decreasing federal and state dollars to support higher education, quality assurance concerns, and generational conflicts. This presentation highlights the critical areas facing dental education and examines the implications by focusing on the costs of dental education, generational differences, and quality assurance concerns during a series of round-table discussions.

9:15 – 10:15 a.m.  
**Roundtable Discussion**

- Solving generational issues in dental education
- Cost of dental education and its implications
- Quality assurance—Are we doing our jobs?

10:15 – 10:45 a.m.  
**Networking Break**

10:45 – 11:45 a.m.  
**Keynote Address: Graduate Medical Education Funding Update**  
Susan Banks, J.D.  
King & Spalding LLP

- Basics of reimbursement for the costs of training dental residents (e.g., rules for counting resident time and written agreement requirements)
- Recent developments and changes in international medical education and graduate medical education reimbursement rules
- Political trends and opportunities

11:45 a.m. – 1:15 p.m.  
**Networking Lunch and Members’ Forum**

Sara Patterson, M.P.H.  
Chair of ADEA Section on Business and Financial Administration  
Senior Associate Dean for Finance, Columbia University College of Dental Medicine
Sandra Phillips, M.P.A.
Chair of ADEA Section on Clinic Administration
Director of Clinical Services,
University of Washington School of Dentistry

1:30 – 4:00 p.m. **Dental School Tour of Louisiana State University Health Sciences Center School of Dentistry**
(preregistration required)

The Louisiana State University School of Dentistry (LSUSD) is the only dental school in Louisiana and serves a vital role in the delivery of oral health care to the citizens of the state. The school’s mission is to educate future dental professionals, provide health care services to the public, and lead research in dental care and oral diseases. Of all practicing dentists and hygienists in the state, 75% are graduates of the school.

Dean Henry A. Gremillion cordially invites all BFACA Meeting attendees to a guided tour of LSUSD. Light refreshments will be served.

6:00 – 8:00 p.m. **Networking Reception and Dinner**

**Friday, October 12, 2012**

7:00 a.m. – 1:00 p.m. **Registration and Information**

7:00 – 8:00 a.m. **Breakfast**

8:00 – 8:10 a.m. **Welcome and Introduction of Theme: Customer Services**
Sandra Phillips, M.P.A.
Chair of ADEA Section on Clinic Administration
Director of Clinical Services,
University of Washington School of Dentistry

8:10 – 9:00 a.m. **Keynote Address: A Journey to Customer Service Excellence**
Rebecca G. Pousson, RDH, M.B.A.
Executive Associate Dean and Professor,
Virginia Commonwealth University School of Dentistry

As industry learned decades ago, an outstanding corporate culture is mandatory to the success of any organization. Corporations such as Disney, the Ritz Carlton, and Google have spent enormous resources on building an internal culture that results in services that exceed the customer’s expectations. In this keynote address, the speaker will present tested principles and best practices that have helped other organizations, including health care providers and other dental school clinical operations, improve the corporate culture, which led to increased customer satisfaction and loyalty, corporate stability, sustained productivity, and ultimately, greater profitability.
9:00 – 10:15 a.m. **Panel Discussion: Customer Service and Patient Survey**
Scott Arneson, M.B.A.
Associate Dean for Finance and Facilities,
University of Iowa College of Dentistry

**Patient Recruitment: The “Check-up Clinic”**
Stephen Stefanac, D.D.S., M.S.
Associate Dean for Patient Services,
University of Michigan School of Dentistry

The University of Michigan School of Dentistry is located on a campus with more than 40,000 undergraduate and graduate students. The majority of students were unaware of the school. Those who had visited had not been satisfied with the time required for preventive and restorative treatments. In 2008, the school began a “virtual clinic,” which was called the “Check-up Clinic.” The clinic has been successful by eliminating most barriers to treatment for student patients with minimal treatment needs.

10:15 – 10:45 a.m. **Networking Break**

10:45 – 11:45 a.m. **The Student as the Customer**
Carole S. Hanes, D.M.D.
Associate Dean for Students, Admissions, and Alumni,
Georgia Health Sciences University College of Dental Medicine

Richard S. Callan, D.M.D., Ed.S.
Associate Professor and Chair, Department of General Dentistry
Georgia Health Sciences University College of Dental Medicine

This presentation will cover what it means to be a “student customer and consumer” of dental education by exploring the interactions and situations that can occur. Additionally, the speakers will present possible actions to help improve “customer satisfaction” within their institutions. The speakers will highlight their roles as educators to foster the student’s appreciation of their professional responsibilities. The session will conclude with interactive case studies to allow the audience to participate in the resolution of specific “customer” related events.

11:45 a.m. – 1:00 p.m. **Lunch and Learn; Focus Group discussions**

- Customer service follow-up
- Treatment discounts for faculty and staff
- Cultural and religious beliefs—impact in the clinic setting
- Conflict of interest
- Supply management on the clinic floor

1:00 p.m. **Informal Networking**

**Dinner on your own**
Saturday, October 13, 2012

7:00 – 10:00 a.m.  Information

7:00 – 8:00 a.m.  Networking Breakfast: Members Make “Table Talk” Selections

8:00 – 8:15 a.m.  Introduction of “Table Talks”: Sharing Uncommon Solutions for Common Problems
Eileen J.C. Collins, M.B.A.
Senior Staff Assistant
University at Buffalo School of Dental Medicine

8:15 – 9:45 a.m.  The Electronic Dental Record: A Tool to Enhance Performance
Denice C.L. Stewart, D.D.S., M.H.S.A.
Associate Dean Clinical Affairs and Professor of Community Dentistry,
Oregon Health & Sciences University School of Dentistry

Financial Benchmarks in Dental Education
Suzanne Adolphson, M.S.W., M.H.A.
Director of Patient Care Services,
Western University of Health Sciences College of Dental Medicine

In dental education, there are no financial benchmarks that are specific to our unique situation. The only benchmarks we can use when determining our financial efficiency are those established by the medical world. Many times these benchmarks do not accurately reflect the efficiency of our institutions. Based on this notion, this year a survey was conducted to begin the process of creating financial benchmarks that are specific to dental education. This presentation will provide the methodology of the survey process and the results of the survey.

9:45 – 10:00 a.m.  Networking Break

10:00 – 11:30 a.m.  Table Talk (topics will be decided through participant votes)

11:30 – 11:45 a.m.  Wrap-Up
Eileen J.C. Collins, M.B.A.
Senior Staff Assistant
University at Buffalo School of Dental Medicine

Boyd Robinson, D.D.S., M.Ed.
Associate Dean for Clinical Affairs,
University of Florida College of Dentistry

Suzanne Adolphson, M.S.W., M.H.A.
Suzanne Adolphson received a master’s degree in social work in 2003 and a master’s degree in health administration in 2009; both degrees were from the University of Southern California. From 1983 to 2003, Suzanne served as the Administrative Manager of the University of Southern California Herman Ostrow School of Dentistry Faculty Practice. From 2003 to 2010, she worked as the Director of Clinic Revenue at the Herman Ostrow School of Dentistry. In 2010, Suzanne joined the staff at Western University of Health Sciences College of Dental Medicine, where she serves as the Director of Patient Care Services.

Susan Banks, J.D.

Susan Banks is an associate in the healthcare practice group at King & Spalding LLP. Ms. Banks focuses her regulatory practice on the healthcare industry, with a particular emphasis on Medicare and Medicaid reimbursement and compliance. Ms. Banks advises healthcare providers on issues involving the calculation of prospective payment system rates, payments for graduate medical education costs, and compliance obligations under regulations issued by the Centers for Medicare and Medicaid Services. She has experience advising clients regarding issues arising under the federal False Claims Act involving alleged instances of fraud and abuse in federal healthcare programs. Ms. Banks received her J.D. from University of Virginia School of Law.

Richard S. Callan, D.M.D., Ed.S.

Richard S. Callan is Associate Professor and Chair, College of Dental Medicine, Department of General Dentistry at the Georgia Health Sciences University College of Dental Medicine. He codirects the practice management curriculum for the College of Dental Medicine and supervises the Comprehensive Care Clinic. A 1983 graduate of the Georgia Health Sciences University College of Dental Medicine, Dr. Callan spent 17 years in private practice before returning to academia. He maintains an intramural general dental practice and conducts research on practical applications of modern dental techniques and materials. He is a member of many dental organizations including the American Dental Association, the American Dental Education Association’s Commission on Change and Innovation, the International College of Dentists, and the Pierre Fauchard Academy.

Gerald N. Glickman, D.D.S., M.S., M.B.A., J.D.

Gerald N. Glickman is Professor and Chair of the Department of Endodontics and Director of Graduate Endodontics at Baylor College of Dentistry in Dallas. He received an M.S. degree in microbiology from the University of Kentucky, a D.D.S. from the Ohio State University, a G.P.R. Certificate from the University of Florida, a Certificate and M.S. in Endodontics from Northwestern University, an M.B.A. from Southern Methodist University, and a J.D. from Texas Wesleyan University. He is a Diplomate of the American Board of Endodontics (ABE) and is Past President of the ABE. From 2009–10, he was President of the American Association of Endodontists, where his theme for the year was Access to Care. He is a Fellow of both the American College of Dentists and the International College of Dentists. In March 2012, he became President of the American Dental Education Association.
Carole Hanes, D.M.D.

Carole Hanes is Professor of Pediatric Dentistry and Associate Dean for Students, Admissions, and Alumni at the Georgia Health Sciences University College of Dental Medicine. She is a graduate of the University of Louisville School of Dentistry and did her pediatric dentistry residency at Eastman Dental Center in Rochester, New York. Dr. Hanes is a board certified pediatric dentist and a Past President of the College of Diplomates of the American Board of Pediatric Dentistry. She is a fellow of the American Academy of Pediatric Dentistry, the American College of Dentists, the Pierre Fauchard Academy, and the International College of Dentists. Dr. Hanes completed a fellowship with the Executive Leadership in Academic Medicine program. She is also an honorable fellow of the Georgia Dental Association (GDA) and the Secretary-Treasurer of the Eastern District of the GDA. Dr. Hanes has served as the Associate Dean for 12 years.

Rebecca Pousson, RDH, M.B.A.

Rebecca Pousson is currently the Executive Associate Dean for the Virginia Commonwealth University (VCU) School of Dentistry and the President of Dentistry@VCU, the clinical enterprise. In this capacity she administers the departments of finance, facilities, human resources, information technology, clinical operations, quality assurance, and regulatory compliance teams. For the last 11 years, she has spent much time and effort studying the dental school culture and developing initiatives to improve clinical staff productivity within state-run dental institutions. Since 2008, VCU has seen an increase in clinic income, staff efficiency, and treatment acceptance by patients.

Denice C.L. Stewart, D.D.S., M.H.S.A.

Dr. Denice Stewart serves as the Associate Dean for Clinical Affairs and Professor of Community Dentistry at the Oregon Health & Science University School of Dentistry in Portland, Oregon. She is a graduate of the University of North Carolina School of Dentistry and did her general practice residency in Delaware. Dr. Stewart is a Fellow in the International College of Dentists and the Pierre Fauchard Academy. She is an alumna of ADEA’s Leadership Institute and is Vice President of that group’s Alumni Association Board. She is past chair of the Clinic Administration Section of BFACA. Recently, Dr. Stewart was appointed as the chair-elect of the ADEA Annual Session Planning Committee.

Stephen J. Stefanac, D.D.S., M.S.

Dr. Steve Stefanac serves as the Associate Dean for Patient Services at the University of Michigan School of Dentistry. Dr. Stefanac is also responsible for the School of Dentistry’s Outreach program that sends dental students for 10 weeks to more than 30 clinics throughout Michigan. Dr. Stefanac's educational interests include teaching students how to plan treatment for their patients; he has also written a textbook on the subject. He is interested in the application of technology to improve patient flow, patient service, and student learning.