Dentist St

Nova Scotia Dental Association

Nova Scotia Dental Association Member Magazine, February/March 2014

Volume 30 No. 5



- > Community Fund Updates
- > Upcoming NSDA Events
- > What's New With Mentorship

and...

Previews of Living Healthy Magazine & The Sparkle Fund



NSDA President's Message

Are You An Expert?

ne of the great pleasures I've witnessed over my year of president, which I will no doubt take with me once my time serving the NSDA has come to an end, is witnessing the commitment and dedication of our members to bettering our profession through volunteerism.

This year alone, we have 18 working groups and standing committees, comprised of 97 member volunteers with another 41 individuals signed up as student mentors for the inaugural NSDA and Dalhousie Dental School Mentorship Program.

The Student Working Group for example in Dalhousie partnership with have worked tirelessly evaluating other provinces' mentorship programs. In June representatives attended a national conference hosted by the Manitoba Dental Association, and based on the information and insight gained, they were then able to create a one of a kind program, customized to best fit our students and the dentists of Nova Scotia.

Whether it be planning the AGM this summer on the South Shore, compiling new infection prevention guidelines or acting as a mentor to the next generation of dentists not just in Nova Scotia, but across the country – I am proud of what goes on inside and out of the dental offices of our members.

But it would not be a proper President's Column without a few words of wisdom or a call to action – the latter being the case for this column. One of these committees – the Clinical Affairs Committee, has been mandated to find spokes people for hot topics



Dr. Stuart MacDonald, NSDA President

in dentistry. These spokes persons will act as a source of knowledge and an expert by monitoring and remaining current on a particular subject — with of course the support and assistance of our NSDA staff.

Although the committee has been successful in first identifying a number of areas in need of expert opinions, and additionally appointing suitable proxies, they are still in need of dentists to come forward to act as a spokesperson if called upon for the following categories:

- Infection Control in the Dental Office
- Systemic Diseases and their Oral Effects
- Radiation Monitoring & Testing
- Dental Sleep medicine/Sleep Apnea
- TMD/Orofacial Pain

- Tooth Whitening/Bleaching
- Botox
- Bisphenol A
- Blue Light hazards
- Waste Disposal
- · Wisdom teeth

- Geriatric Dentistry & LTC: Access to Care; LTC Facility Management
- Pediatric dentistry: ECC;
 1st Tooth/First Visit
- Antibiotic Prophylaxis
- Amalgam
- Fluoride



Upcoming Events









Each and every spokesperson will have the resources and support of the Association and its staff who will help connect volunteers with information – so they will certainly not be alone.

Benjamin Franklin once said

"Tell me and I forget, teach me and I may remember, involve me and I learn." Is it time for you to get involved?

If you have interest and wish to obtain more information on the topic monitor role, contact Patricia Pellerine at the NSDA at p.pellerinensda@eastlink.ca

Dr. Stuart MacDonald, President samco@ns.sympatico.ca

Nova Scotia Dentist

is the official publication of the Nova Scotia Dental Association, a not-for-profit organization serving over 500 members in Nova Scotia. The magazine is published six times a year and is distributed to all dentists in Atlantic Canada.

Editorial content is reviewed by the Publications Sub-Committee. Opinions expressed are those of the author and do not necessarily reflect those of the NSDA or its editors.

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Steve Jennex, Executive Director

Executive Director's Message

Stronger Together

number of recent activity updates at the NSDA share a common trait – the strength of partnering. It's a goal set out in our current organizational strategic plan: the NSDA is establishing and fostering the partnerships necessary to reach our strategic outcomes and goals. A few of the notable partnerships that are advancing dentistry and the NSDA's mission are:

The Faculty of Dentistry and the new Student Mentor Program

– The NSDA's Student Working Group and Dalhousie have joined resources to launch a student mentor program that will serve as a model for other programs across the country;

The Halifax Regional Children's Aid Foundation and the Sparkle Fund

 With seed money from the Dentistry Canada Fund and a volunteer NSDA member on their organizational Board, the Foundation has established a new charitable fund to help children who fall outside the system to access oral care for extreme cases;

ISIS and the Immigration Integration Project

The NSDA and ISIS (Immigrant Settlement and Integration Services) have amalgamated efforts to aid the transition for internationally trained dentists set to practice in Nova Scotia, with a seminar and video.

Defense of Water Fluoridation - The NSDA and its allies in the defense of fluoridated public water are once again marshaling forces, this time in HRM. Following unsuccessful attempts to have fluoride removed from the water in CBRM and Wolfville, the antifluoride movement has now targeted Halifax. A recent letter in The Coast magazine has once again put fluoride in the crosshairs and the NSDA. DAL and IWK have put plans into action to defend the oral health benefits of fluoride.

The Atlantic Provinces dental associations and Saltscapes Publishing

– With an aim of helping provide public oral health information and stimulating dentist/patient communication, a partnership was struck last spring to launch a new oral health section in the popular regional health magazine Living Healthy in Atlantic Canada. The spring 2014 issue is now in early production. A committee of representatives from the four provinces collaborates on the oral health story ideas.

The Atlantic Provinces Insurance Liaison Committee – A new initiative of the four Atlantic dental associations/ societies, this new committee of volunteers is hoping to meet regularly with regional 3rd party insurance carriers to identify problems and present possible solutions.

Anti-Spam Legislation and Dental Offices

Later this year, new federal anti-spam legislation come into effect that will impact commercial activity. The potential impact on dental offices is not expected to be large, but dentists whose offices use mass emails as a means of communicating with past-patients and patients. potential patients, will want to read the NSDA's guide to complying with the anti-spam law. It has been sent out to members and also posted on our member website at www.nsdental.org.

AGM 2014 Taking Shape

This year's Annual General Meeting is set for June 13/14 at White Point Beach Lodge outside Liverpool, NS. The organizing committee and NSDA staff have built the framework for a great gathering, with an expanded industry trade show, continuing

education and (of course) a round of golf for the golfers. Mark your calendar and keep an eye out for the official notice. For the first time ever, members in 2014 will be able to register online for the AGM events via our new website.

Steve Jennex, CAE Executive Director



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Dentistry Mentorship Program Update





ollowing the successful Mentorship Night in November, Dalhousie University's Faculty of Dentistry and the Nova Scotia Dental Association are pleased to report that a total of 41 students have been paired with mentors as part of the 2014 Dentistry Mentorship Program.

On Friday, January 24, Dalhousie and the NSDA presented a second event – a panel discussion featuring five dental practitioners from across the province who shared their thoughts on the ups and downs of running their own practice.

"After the November event, many of our students indicated that they wanted to hear more about practice management issues," says Dalhousie Alumni Officer Jon Bruhm. "We assembled a panel featuring alumni with a variety of backgrounds and experiences, and asked them some questions based on comments received from our students."

More than 70 students attended the event, which was moderated by Dr. Rick Raftus. Speakers included Drs. Judy Flecknell, Kevin Walsh, Carla Sherman, Chris Mintern and Phil Mintern. Topics discussed included associateships, things to look for when purchasing a practice and ways to successfully manage a business.

"This was a great opportunity for our students to hear the perspectives of some talented practitioners who also happen to be savvy businesspeople," says Bruhm. "This event was not a part of our

curriculum – our students have access to practice management courses in their third- and fourth-years. It was just another opportunity to engage with them on an important area of their education."

The evening concluded with a reception during the students' weekly "Live@5" pub night, with refreshments and food sponsored by the NSDA. The Dentistry Mentorship Program will now focus on one-on-one connections between the students and mentors until its conclusion in April 2014.

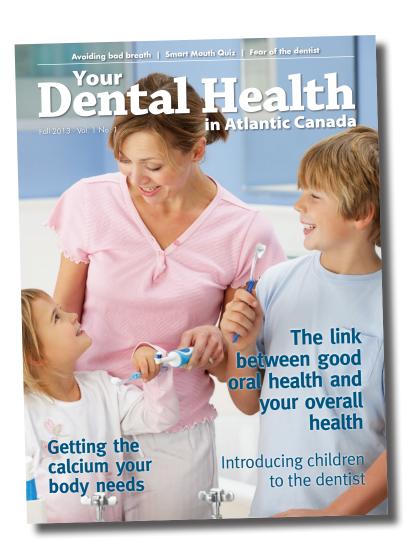
Katie Ciavaglia Communications Assistant, Faculty of Dentistry Dalhousie University Facebook.com/daldentistry







Your Oral Health in Atlantic Canada



Keep an eye out for "Living Healthy Magazine" in your mailbox which will include a 16-page oral health section called "Your Oral Health".

Dentists from across Atlantic Canada have come together to help produce a new oral health section in this one of a kind Atlantic Canada specific health magazine.

Targeted at the general public, this magazine has a clear emphasis on illness avoidance and preventive medicine – as good oral health is very much related to, and an integral part of, good overall health.

Spring 2014 stories will include:

A user's guide to dental plans; Seniors oral health care and their caregivers; Flossing over the truth; Are these bumps cancer? Root canals; Fluoride.

Clinical Affairs with Dr. Terry Ackles

Don't Bite The Hand That Feeds You

many times in our lives but what does it have to do with dentistry? It could mean an employee, with a need or an urge for money, is stealing from you the dentist/employer. By coincidence, as I was contemplating this subject for a column in NS Dentist, the scheduled guest speaker's subject at our regional society meeting was aptly titled "How To Steal From A Dentist". Before I go any further, let it be clear that this article is NOT intended to be an endorsement for any product, company or individual. It's simply a reflection on a topic that mystifies me. I merely fail to understand what possesses an individual to commit an act that could result in, at a minimum, their loss of employment. How does one steal a lot of money from their boss and not get caught? It should be impossible for this not to be noticed but obviously that isn't always the case.

on't Bite The Hand That Feeds You Sure we've all said or heard that expression

Dentists aren't stupid people or they wouldn't have been admitted to and graduated from dental school. In general, dentists are quite particular, paying careful attention to detail. So maybe dentists are just lousy business people but I doubt that's what makes them the victim of these crimes. So how is it then, that a company devoted to investigating embezzlement solely in dental practices gets started? Obviously a need for these services was identified because "Prosperident" was born and has grown to become "the world's largest dental embezzlement investigation firm". Personally, I find it quite disturbing that there is such demand for this line of work. Can no one be trusted anymore?

It makes you wonder if embezzlement is a crime on the rise, "trending" so to speak, or if it was previously happening just as frequently but undetected. According to information in Prosperident's newsletter "Dental Embezzlement News" found on their website www. prosperident.com the probability of a dentist's practice being embezzled is about 60% and the amount stolen is greater than \$100,000.00....absolutely stunning and scary statistics! At the society meeting, Mr. David Harris of Prosperident shared some examples of investigations conducted by his team of experts. I don't think it's accurate to say I enjoyed his talk so much as I was fascinated by it; sort of like watching a train wreck and knowing you shouldn't but you can't look away.

Companies like this are available to help dentists minimize damage or loss due to theft by helping detect problems in the early stages. It's not as though employees wear a scarlet letter "E" on their uniform to alert you to their fraudulent ways, In the event of questionable activity in your practice, a self-initiated investigation is not advised. I suggest you read some of the newsletters to find out why you might want to leave this to the experts.

Although I am aware of instances where embezzlement has happened in local, i.e. Nova Scotia, dental practices I would be grossly exaggerating if I were to say I understand how it must have felt. I can only guess that one would feel violated, angry and would possibly be depressed. It would likely be difficult to trust in people again. It must be disheartening to realize the loss of income that will probably not be recovered. There are other losses too, of course, which are not related to money such as relationships, employment and even reputations. All in all, a terrible experience for everyone involved.

Hindsight is supposed to be 20/20 so when I look back at my years in dental practice I think I was lucky to have avoided becoming a statistic. On the flipside perhaps I was just blissfully unaware of my surroundings.

Professional Support Program - just one phone call away

The Professional Support Program offers confidential help to dentists and their families who are experiencing problems – whether they are personal or professional, financial or psychological, psychiatric or addictive.

The program is not affiliated in any way with the licensing board.

You are not alone; support is just one call away. (902) 468-8215. All calls are confidential and will be returned within 24 hours.

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Your report may contribute to:

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- Changes in product safety information, or other regulatory actions such as the withdrawal of a product from the Canadian market.
- Increasing the safe use of health products by all Canadians.
- International data regarding benefits, risks or effectiveness of drugs and health products.

You can report directly to Health Canada by visiting www.health.gc.ca/medeffect, or by calling1-866-234-2345.

To stay informed on new health product safety information:

- Advisories and Recalls
- MedEffect Canada RSS Feeds
- MedEffect e-Notice
- Canadian Adverse Reaction Newsletter

Look for more information from MedEffect Canada online and in upcoming editions of Nova Scotia Dentist!

Dalhousie Has The Olympic Spirit

On Monday, January 27, second-year students at Dalhousie's Faculty of Dentistry took part in the 17th annual Prosthodontic Olympics. This engaging and fun team competition is aimed at improving the quality and efficiency of routine procedures performed by dental students. For more photos, videos and information, please visit www.removpros.dentistry.dal.ca/RemovSite/Olympics.html



















Photos by Dr. Wayne Garland

Healthy Teeth Bright Future

The Sparkle Fund is just about ready to officially open for business! Soon rack-cards just like these will be popping up in offices around the province, and the new website will be launched and ready for donations. Keep them in mind for a little peace of mind of your own.

The Sparkle Fund has a committee composing of representation from dentistry, dental hygienists, dental office managers, dental assistants, and members of the HRCAF board.

Although the office will be located in Halifax, the Sparkle Fund will reach youths around the province, and touch the lives of families in every community.

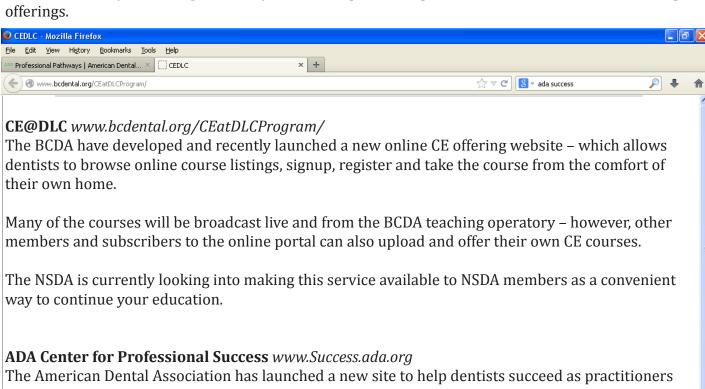


The SPARKLE Fund is a pro-

Online Periphery

As a Provincial Dental Association member of the Canadian Dental Association – we benefit from the knowledge and innovation sharing that goes on between provinces – which in-turn means you the PDA member benefit as well.

As the NSDA continues to build on the newly re-launched and renovated nsdental.org website from last fall, we wanted to preview some other dentist and oral health care provider websites that the NSDA is currently reviewing – and may look to adopt and adapt elements into our own membership offerings.



The American Dental Association has launched a new site to help dentists succeed as practitioners and small business owners. The site is design to provide easy-to-access articles continually being uploaded to help you better run your practice. The site also includes a series of calculators to manage your practice's finances – much like the NSDA's online e-tools.

Site features include:

- Financial calculators to factor loan payments and overhead expenditures;
- In-person and online practice management education;
- Ergonomic tips to reduce hand, neck and back pain;
- Patient communication strategies;
- Dental benefit resources:
- Information on buying and selling a practice;
- Marketing materials to recruit and retain patients;
- Staffing tips.

We want to hear what you think – what do you like? and what might be useful to your practice?

Community Fund

Meteghan Park Development Association | Clare, Nova Scotia | Dr. Harold Boudreau





What started as a passion project by our own Dr. Harold Boudreau to give back to his community, quickly became an all-encompassing community development adventure; reining in local support, fund raisers and grants along the way.

Five years ago, Dr. Boudreau decided his town was in need of a fitness park to get people outdoors and bring them together as a community – and that's exactly what he's done. But like any dreamer, his work is never finished as he continues to find ways to improve and offer more to the community that has done so much for him. Most recently, Boudreau and his park project expanded to include an adjoining skateboard park to add yet another element and opportunity for physical activity, all the while promoting healthy lifestyles throughout the area. "The park has grown beyond our expectations and is well attended by the community and visitors from bordering counties" says Boudreau, "it has been a success from day one".

The Meteghan Park Development Association led by Boudreau set forth to create an all-ages, year-round, outdoor fitness park located in Clare, Nova Scotia, which is called home by over 9000, but utilized by many more residents in the surrounding communities of Digby and Yarmouth Counties.

For the community members who don't want to take part in the traditional forms of fun, games and sport, there is something for everyone to enjoy as seasonal efforts are made to beautify the park with plants, flowers, a decorative fountain and intricate lighting. Holiday-themed lights embellish the park through the winter months, while warmer festive colours invite passersby throughout the spring, summer and fall.

A big thanks went out to the NSDA and its members for providing \$5000 in support for this project, but in case you missed it – there is a permanent reminder in the form of a plaque situated at the entrance to the Meteghan Family Park to recognize the NSDA. As for Dr. Boudreau, "perhaps I'll let them thank me when the park is finished – but I have way too many plans for this park in the future for that to happen anytime soon".

CDSPI

The Right Advice Can Help You Achieve Peace of Mind

n a recent survey¹, most Canadian dentists (60%)identified saving for retirement as their top financial goal. The reality is that many dentists face competing demands for their financial resources so, while saving for retirement may be at the top of their list, they may also have to contend with dental practice overhead expenses, supporting children and, possibly, aging parents and paying down debts. However, with careful planning and good advice, it is possible to achieve the goals that are important to you.

How can dentists put a comfortable retirement within reach? The first step is to create a financial plan. A financial plan will help you identify all your financial goals — short-, medium- and long-term and prioritize them. The plan will have details about your current financial situation and your tolerance for risk, and offer investment strategies and other recommendations for accomplishing your financial will goals. This include information about how much money you will need at the start of retirement to sustain a desirable standard of living during your retirement years, and the steps you should take to get there successfully.

A financial advisor can prepare a plan for you, but who is the right advisor for you? You can protect yourself by dealing only with accredited professionals. The Certified Financial Planner (CFP) designation is recognized internationally as the industry gold standard. As well, consider whether the advisor is truly attuned to your needs and goals or focusing only on investment products and the commissions generated from them.

Once you have a plan in place, your advisor should provide regular progress reports showing whether you are on track to meet goals, such as your retirement objectives. For instance, the retirement income projection may illustrate how much annual income you can expect in retirement, based on your current rate of savings. If you are not on track, your advisor should offer solutions to help get you closer to your desired goal.

As a Canadian dentist, you have access to the financial planning advisors at CDSPI Advisory Services Inc. who have specialized knowledge about financial strategies for dental professionals and their families. This specialization means that you can be



CDSPI Advisory Services Inc.

confident your advisor truly understands the issues that you may encounter throughout your career. You can also work closely with a dedicated advisor who is familiar with your specific situation and can give you appropriate advice for your needs. Your concerns may vary depending on your life stage and other factors, including, for example, the following:

- If you operate your dental practice through a professional corporation, you may be eager to learn how the corporation can set up a corporate investment account to fund your retirement and whether this arrangement provides any tax and income splitting advantages.
- As a practice owner, you may also be interested in strategies for minimizing the tax liabilities from a dental practice sale at retirement and

how to invest the proceeds tax efficiently to fund your retirement.

- For a dentist in the early years of practice, paying down education debt and maximizing registered retirement savings plan (RRSP) contributions to reduce your taxable income may be among your immediate priorities.
- If you are a female dentist, you may be focused on strategies to ensure you will have enough retirement income for your typically longer years in retirement and shorter career span compared

to those of a male dentist. Therefore, you may consider starting your investment plan earlier to provide extra time for your registered investments to compound tax free. (Research indicates that women dentists work fewer hours than male dentists during their childrearing years, and the average career length of female dentists is about 20 years, compared to 35 years for men.²)

For personalized assistance with your retirement savings and other investment goals, please call me at (902) 800-1121 or 1-888-220-1441 (toll-free) or send an e-mail

to **tbugden@cdspiadvice. com**. (Restrictions may apply to advisory services in certain jurisdictions.)

1Source: 2012 CDSPI Survey conducted by a third party; data collected between July 18 and August 10, 2012.

2The Feminization of Dentistry: Implications for the Profession. J Can Dent Assoc 2012; 78:c1.

Tim Bugden is an Investment Planning Advisor, Maritime Provinces at CDSPI Advisory Services Inc.

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Phone: (902) 800-1121 or 1-888-220-1441 (toll-free)

E-mail: tbugden@cdspiadvice.com



Tim Bugden, CFP, BA, B.Ed. Investment Planning Advisor, Maritime Provinces Region CDSPI Advisory Services Inc. Purdy's Wharf, Tower One, Suite 1804 1959 Upper Water Street, Halifax, NS, B3J 3N2



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Professional Support Program

Coaching in Dentistry

t is easily accepted that elite athletes or opera singers will have a coach. After all, they are aiming to enhance their performance and maximize their potential. Coaching for executives has become commonplace. But what about the practicing dentist? Consider some common lifestyle issues that affect dentists: lack of self care and work life balance, difficulty with time management and lack of confidence (often with low self-esteem). Coaching can be very helpful in these situations for a number of reasons including gaining clarity about a particular situation and helping you understand yourself better so you can find the solution to your own problems. It does not carry judgmental attitudes that can occur when you share problems with family, friends or colleagues. Coaching is not psychotherapy (which addresses psychopathology) in that it is forward focused and the results become apparent in a short time.

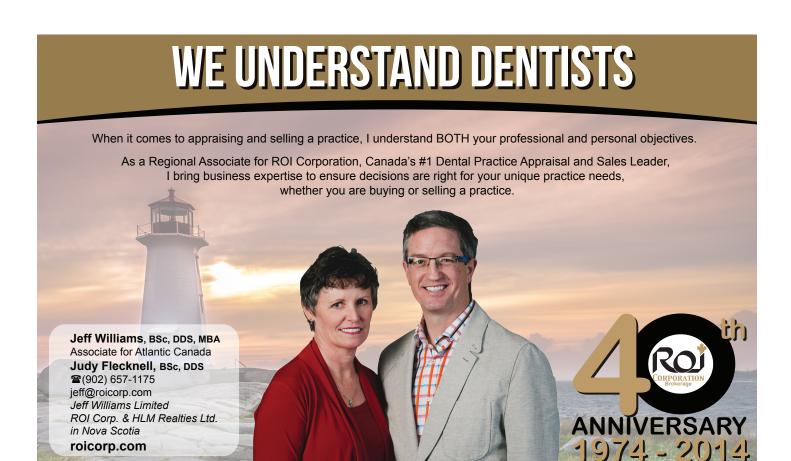
What exactly is coaching? Coaching is a process that looks at life balances and unfulfilled dreams and challenges the individual to realize their goals (Robertson, 2005). The principles of coaching are derived from positive psychology and include collaboration and accountability, awareness raising, responsibility, commitment, action planning and action (Peletier, 2001). It enables you to be more fulfilled in your personal and professional life. A coach offers discussion, encouragement and motivation which can assist in managing the stress of a dental practice and achieving better work life balance. As with business executives, coaching can also help streamline your practice, improve efficiency and ultimately make it more lucrative.

Unlike the corporate world, coaching is not common among dentists because they rarely undergo performance appraisals and the majority work in private practice. Several benefits have been consistently noted as a result of coaching and development of new skill sets. These include improved communication and interpersonal skills, stronger relationships and enhanced work performance. Improvements in communication can decrease complaints and improve career satisfaction. The other benefit is that coaching can be done by phone which makes scheduling easier and coach does not have to be in your area.

Dr. Atul Gawande, a surgeon at Brigham and Young Hospital in Boston, wrote about his experience with coaching in the New York Times in October 2011. Gawande found that since hiring a coach (a retired general surgeon whom he had trained under), his complication rate went down. He says that expertise, as the formula goes, requires going from unconscious incompetence to conscious incompetence to conscious competence and finally to unconscious competence. The coach provides the outside eyes and ears, and makes you aware of where you're falling short. He also points out that hiring a coach requires that even expert practitioners acknowledge that there is room for improvement. "No matter how well trained people are, few can sustain their best performance on their own. That's where coaching comes in".

For more information, go to www.coachfederation.org.

Dr. Carolyn Thomson Professional Support Program Coordinator



NSDA in the News

McNabs Island Signs Update

The Friends of McNabs Island have raised funds to install way-finding directional signs on McNabs, and interpretive signs and an orientation map in the new kiosk near Garrison Pier. Thanks to the Nova Scotia Dental Association, Nova Scotia Health and Wellness, HRM's Trail Program and our members for supporting these efforts to improve services for McNabs Island visitors.

We were hoping to get the signs designed and installed this fall but have to wait until the new McNabs Trail Plan is complete. In addition, NS Natural Resources is currently reviewing signage in all our provincial parks. They want us to wait for the results of that review, expected at the end of March 2014, before designing and installing directional signs on McNabs Island. So this winter we will concentrate our efforts on developing interpretive signs that will be installed in the kiosk in the spring.



The kiosk serves as a gathering point for visitors waiting for the ferry



John & Jacquie McNab from Saskatchewan visit McNabs May 2013

Celebrating 23 years—Friends of McNabs Island Society Fall 2013 /Winter 2014



Classifieds



Nova Scotia

Dental Association
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Infection Control in the Dental Setting

Sunday, May 25, 2014 12 noon – 5:00 pm World Trade and Convention Centre, Halifax

Co-hosted by the Community and Hospital Infection Control Association and CHICA Nova Scotia (a Chapter of CHICA-Canada)

For More Information

CHICA-Canada

Telephone: 1-866-999-7111 Email: *chicacanada@mymts.net* Website: www.chica.org

Cathy MacLean RN MA

Faculty of Dentistry,
Dalhousie University
Telephone: 1-902-494-1673
E-mail: cathy.maclean@dal.ca

Who Should Attend?

Dentists and Allied Dental Health Personnel

Education Program

12 noon – 1:00 pm Lunch included with registration Special Guest Speaker to be announced 1:00 pm – 5:00 pm – Education Sessions

Infection Prevention Requires Attention! (3.5 hrs)

Marie Fluent DDS, University of Michigan, Ann Arbor, Michigan

- A review of the routine application of infection control practices and protocols
- A review of acceptable product choices for infection control goals

CHICA-Canada Dental Audit Toolkit (.5 hrs)

Mary LeBlanc RN BN CIC, CHICA-Canada Audit Tool Working Group

 A review of the Dental Office Infection Prevention and Control Audit Tool, its use and benefits

Registration Fee

\$125.00 per person

Continuing Education Credits

Continuing Education Credit: 4 Hours

Smile Shapers/Walmart

Turn-key office locations, inside Walmart Supercentres, are now available in selected locations across the Maritimes. Smile Shapers allows you to own your own practice, while benefiting from the Smile Shapers brand, purchasing power and unique advertising opportunities. Walmart is simply the landlord. Contact info@roicorp.ca for more information.

Equipment Available

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Dr. Greg Austin of St. Albert, Alberta saved over \$1,000 by switching his home and auto insurance!

Dr. Randy Ryan of Springhill, Nova Scotia is paying approximately \$400 *less* annually to insure his home!

Dr. Richard Thain of Embrun, Ontario *pocketed \$262* in auto insurance savings!



¹Source: Retention Report, September 30, 2013.

²Source: Sales Summary Report, October 31, 2013.

^{*} The amount of savings, if any, will depend on individual circumstances.