



The Redwood Stand

Newsletter of the Redwood Dental Hygienists' Society
CDHA Component No. 11

Join RDHS!

This is the second newsletter of the 2009-2010 RDHS year. It is being sent to members and non-members. If you are a non-member and wish to continue to receive our newsletter free of charge, it is a benefit of [ADHA](#) membership. If you would like to order a subscription to the newsletter, contact RDHS president [Tamara Wells at tamarardh@gmail.com](mailto:tamarardh@gmail.com)

In This Issue

[2009 Continuing Education](#)

[CDHA News](#)

[SRJC Student Corner](#)

[Volunteer Opportunities](#)

[RDHS Member News](#)

Quick Links

[CDHA](#)
[ADHA](#)

[ADHA - Online Membership](#)

[Mail In - Membership Form](#)

[Contact Us](#)

RDHS Officers

[President](#)
Tamara Wells
tamarardh@gmail.com

[President-Elect](#)

Volume 45, No. 2

November 2009

Presidents Message



Sharing Makes it Easier

As with most professional organizations no one person can meet the day to day, or month to month challenges that come our way. Each of us has strengths and skills to share, and when we link our individual strengths together, we can make a difference.

I would like to thank our Continuing Education (CE) Committee for their hard work in choosing the topics and speakers while making the room arrangements and all the necessary details needed in coordinating each event. A heartfelt "thank you" goes to our CE Chair, Deb Chigazola, and to the dedicated committee members that make a difference; Carol Hatrick, Cindy Fleckner, Jan Lieberman, Jennifer Poovey, Wendy Hageman and Susan Hellums. Your individual strengths are appreciated. RDHS is honored to have such a great CE committee helping members and non-members alike with "Raising the Bar...Together" for lifelong learning.

As Albert Schweitzer said, "At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us." We have several board members who have these qualities. Thank you for your help and support.

With Sincere Gratitude,
Tamara Wells, RDH
RDHS President

RDHS Members Needed

Volunteers are needed to help our component. We currently have an opening for our Community Dental Health chair. The position involves acting as liaison between RDHS and our local partners in dental health. Help promote and enlist member involvement in local community dental health events. Organize and promote RDHS community dental health events.

If interested in either chair, please contact RDHS president Tamara Wells at tamarardh@gmail.com

Jennifer Colombo
jcolombo@co.marlin.ca.us

Past President
Kathy Kane
kkanerdh@sbcglobal.net

Treasurer
Jill Basile
watersohn@aol.com

Secretary
Erin Baird
ebaird1919@hotmail.com

Trustee
Nadine Lavell
nlavell@sonic.net

Committee Chairs

Advertising
Michelle Bingham
mbingham8424@yahoo.com

Bylaws
Jim Southard
radtooth@sbcglobal.net

Community Dental Health
Position Available

Membership
Julie Caruso
jktrdh@aol.com

Ways and Means
Linda Trumbo
jtrumbo13@comcast.net

Continuing Education
Deb Chigazola
rdhdeborah@sbcglobal.net

Student Members
Kathy Kane
kkanerdh@sbcglobal.net

Public Relations
Dominica Sperbeck
dominica-sperbeck@sbcglobal.net

Newsletter
Kathy Kane
kkanerdh@sbcglobal.net Tamara Wells
tamarardh@gmail.com

Thank You to Our Sponsors!

Paul J. Steigerwald, DDS

Wine Country Periodontics
& Implantology

Massage Envy

Dr. Steigerwald invites you to visit his new website!



PAUL J. STEIGERWALD, DDS

868 Second Street • Santa Rosa, CA 95404
Tel 707.525.1228 • Fax 707.525.1137

765 S. Dora Street • Ukiah, CA 95482
Tel 707.462.0880 • Fax 707.462.1482

patient information periodontal disease surgical procedures non-surgical services online forms referring doctors



WWW.WINECOUNTRYPERIO.COM

FEATURED ARTICLE

It's About Membership

The ADHA Future of Dental Hygiene Task Force released a strenuous report a few years ago with the following possible highlights for our profession's future:

Imagine...

An advanced dental practitioner providing direct access to care for the public...

Providing care for direct reimbursement...

Self regulation in all states with state dental hygiene boards certifying the competence of dental hygiene practitioners at all levels and stages of practice...

Collaborating with the health care community in reducing the nation's oral health disparities...

High quality distance education available to students in all areas of the nation...

A dental hygiene commission on accreditation that will accredit all levels of dental hygiene education...

A vibrant community of dental hygiene researchers resulting in evidence based research where hygienists are able to use the results of this research in providing optimal care...

These dreams are coming to fruition. One example is the recent passage in Minnesota on May 16, 2009 which creates the state's first mid-level provider.

RDHS Mission Statement

To improve the public's total health, The mission of CDHA and RDHS is to advance the art and science of dental hygiene by increasing awareness of the benefits of prevention and ensuring access to quality oral health care; promoting the highest standards of dental hygiene education, licensure, practice and research; representing and promoting the interests of dental hygienists.

Registered Dental Hygienist in Alternative Practice (RDHAP) Programs

[West Los Angeles City College University of the Pacific](#)

But wait, you thought this article was about membership. Ah, but it is. Membership support throughout the years has made many imagined futures real to the profession of dental hygiene. The areas relevant to dental hygiene such as research, education, practice and technology, licensure and regulation, public health, and government have advanced our practice and improved ourselves because of the many talents and gifts of its members

Now on a more tangible level, there are many benefits to our tripartite (ADHA, CDHA and RDHS) membership. These include:

- Access magazine and *Journal of Dental Hygiene*
- Career Resource Center, Employment Assistance and Reference Guide
- Leadership Opportunities- voluntary and elected positions
- ADHA/CDHA on-line members only link
- Continuing Education- Online coursework, ADHA Annual Sessions, CDHA Fall and Spring Sessions, RDHS local component coursework.
- Grants and Scholarships
- Auto Insurance and rental discounts
- Insurance- liability, major medical, disability and life, home and renters
- Rewards Credit Card Program
- Discount Rx program- accepted at locally at CVS, Kmart, Rite-Aid, Target, Walgreens and Wal-Mart with up to 55% off for generics and up to 15% off on brand names.
- Wireless program - cell phone package discounts
- Discounts on loupes, scrubs and educational products
- Hotel and theme park discount program

I believe that Redwood Dental Hygienists are committed to quality, advancement, and access to care for our local citizens. The top reasons that I have been an ADHA member for more that thirty years has been to meet with my peers face-to-face, get out and meet new people, find good jobs, and gain leadership experience. I would ask that if you know of a non-member, share this article with them. If you yourself are not a member, do consider joining. Beginning mid-October of this year members will have the opportunity to select the Quarterly Dues Payment option rather that the one-time dues payment. This option should help in your financial planning. For more information contact www.adha.org

We can strive to control our profession's destiny or let the future happen to us.

Julie Caruso, RDH
RDHS Membership Chair

CONTINUING EDUCATION

Raising the Bar....Together

All classes to be held at: **Santa Rosa Junior College**
Location: Race Building, Room 4044
Time: 6:30 p.m. Registration
7:00 p.m. - 9:00 p.m. Lecture



Cost: \$30 RDHS members and RDA \$50 Non-member and DDS
**Parking Permit Required. Cost is \$4

November 19, 2009

Dr. James Simonds, Periodontics

Course Description: *Dr. Simonds will be discussing the current understanding of periodontal pathogenesis, giving a patient a periodontal diagnosis and describing pathogenesis for maximum impact. he will also discuss "Understanding the Role of Inflammation in Systemic Diseases". Also covered will be how to discuss this with your patients and how this will have a positive impact on your practice and your relationship with medical colleagues.*

If you would like to help organize a CE course in the southern portion of our component (Petaluma, Novato, and Marin areas) contact [Deb Chigazola @ rdhdeborah@sbcglobal.net](mailto:Deb.Chigazola@rdhdeborah@sbcglobal.net).

RDHS Fall 2009 Continuing Education Seminars

Cost: \$30 RDHS members and RDA \$50 Non-member and DDS

Circle choices: November 19

Name: RDH RDA DDS
(please circle)

Address:

Phone:

License #:

Email:

Are you an ADHA member? Yes No

Are you an SRJC Student? Yes No Class of:

Please send checks **payable to RDHS** to: Amount Enclosed:
Jill Basile
3310 Gunther Lane
Santa Rosa, CA 95404

CALENDAR of EVENTS

RDHS Board Meetings

Held from 6:30 p.m. - 8:30 p.m.

Location: Contact Tamara Wells for meeting location

Dates:

January 7, 2010

March 4, 2010

June 3, 2010 (Planning Meeting)

July 15, 2010 (Budget Meeting)

November 6-7, 2009

CDHA 8th Annual CE Extravaganza, Sofitel Hotel, Redwood City, CA



Classifieds

Looking for a job? Looking for staff? Do you have something to sell, trade or buy? A business to advertise? Our newsletter is emailed to members in Sonoma, Marin, Lake and Mendocino counties as well as being posted on the CDHA website that reaches hygienists throughout California. For advertising rates and information contact [Michelle Bingham](mailto:mbingham8424@yahoo.com) at mbingham8424@yahoo.com

FROM THE OPERATORY

*****From The Operatory is our newest section dedicated to clinical issues. We want to hear from our members about exciting new technology, products, and techniques that you are using. It can also be used as a problem solving arena by soliciting advice from other member clinicians. Please submit articles to [Kathy Kane](mailto:kkanerdh@sbcglobal.net) @ kkanerdh@sbcglobal.net.***

Getting and Keeping Patients

In this down-turned economy, offices need to do all they can to welcome and retain new patients. Here are just a few examples that we can bring to the next staff meeting:

- Offer thorough comprehensive exams and screenings to your patients. Blood pressure, oral cancer exams and complete periodontal chartings are part of this. It tells your patient that you place an importance on their health. Your patients will be impressed and want to refer their family and friends to you.
- Have the doctor call new patients the night before. Let them know you are looking forward to meeting them. Ask them if there are any important concerns.
- Call the patient after treatment to check on their well being.
- Join Health fairs and other community events. Offer kindergarten screenings and oral cancer screenings.
- Thank patients who refer with a gift of something special. Coffee cards, gas cards, grocery cards and dinner coupons are all great gifts.
- Run a bleaching special for new patients.
- If new patients don't have insurance offer exam and x-ray special.
- Offer discounts to cash customers paying their bill in full.
- Offer senior citizen discounts.
- Offer free bleaching trays or electric toothbrushes to patients who have completed a comprehensive treatment plan.
- Send patients to have a "glamour shot" taken after comprehensive cosmetic treatment.
- Offer alternative payment options such as Care Credit.
- Offer freebies like chapstick during the cold winter months, ice cold beverages during the hot summer months, warm moist towels after treatment.
- Give out magnets with your practice information to patients. Send a few extra home with them to give to a friend or family member.
- Consider temporary alternate hours. More patients are having financial difficulties and taking off work is often a cost they can not afford. Offer evening or weekend hours once or twice a month.
- A picture says a thousand words. Utilizing your intra-oral camera will get patients to say yes to treatment more often. Take a picture of that decay, cracked tooth, calculus build-up and bleeding gums. Send the picture home with the patient.
- Take a picture of a child's first visit. These can be printed out or even emailed before the patient leaves. These are great mementos for the child and their parent.
- Treat patients as if they were a family member and they will refer theirs to you.



HEAVEN



AVAILABLE IN ONE - HOUR SLICES



Massage Envy's professional therapists will help you feel rejuvenated, when it's most convenient for you. A soothing one-hour session is only \$39 for first time guests. And Massage Envy is open weeknights and weekends to accommodate your busy schedule. So whether you want to unwind after work or enjoy a soothing Sunday afternoon, you can always find Heaven, at Massage Envy.

\$49*
Introductory 1-Hour
Massage Session

San Jose
5761 Mountain Hawk Way Suite 103
Located in the Skyhawk Village Shopping Center
707-537-0555

SCHEDULE YOUR
APPOINTMENT TODAY

Franchises Available | MassageEnvy.com | Convenient Hours Open 7 days:
M-F 8am-10pm, Sat 8am-6pm, Sun 10am-6pm

*Valid for first one hour session which consists of a 50-minute massage and time for consultation and dressing. Prices subject to change. Rates and services may vary by location. Additional local taxes and fees may apply. © 2007 Massage Envy Limited, LLC. 0429

Massage Envy - owned and operated by Sharon Cohn, RDH (707) 537-0555

CDHA NEWS



CHDA - 8th Annual CE Extravaganza

California Dental Hygienists' Association
8th Annual CE Extravaganza
November 6 & 7, 2009
Sofitel Hotel
223 Twin Dolphin Drive, Redwood City, CA94065
Phone: 650-598-9000
www.sofitel-sanfrancisco-bay.com

DENTAL HYGIENE COMMITTEE OF CALIFORNIA

On July, 2009, the Dental Hygiene Committee of California became a reality. Lori Hubbel was sworn in as the first Executive officer of DHCC. The Governor is currently in the process of appointing 9 members: 4 public members, 1 practicing dentist and 4 dental hygienists. The DHCC will oversee RDH and RDHAP licensure, and the development and administration of hygiene exams. Other functions will include adopting regulations, determining fees and CE requirements for the California hygiene profession. Visit the [DHCC website](#) for licensure fees, address changes and anything related to your hygiene license and practice in California.



Western Regional Dental Hygiene Examination approved for California Dental Hygiene Licensure

In August 2009, Governor Schwarzenegger signed AB403 which allows WREB examination results to be used for the California clinical dental hygiene examination. This will allow for increased portability for dental hygiene licensure across the country.

The Dental Hygiene Committee of California will establish regulations for this process. It is expected that this process may take up to 2 years. Visit the [CDHA website](#) or the [DHCC website](#) for updates.

SANTA ROSA JUNIOR COLLEGE STUDENT CORNER

CDHA OFFICERS VISIT SRJC STUDENTS

CDHA officers, President-elect Ellen Standley, Past-president Noel Kelsch and Secretary-Treasurer Lisa Okamoto came together to speak to the 1st and 2nd year SRJC dental hygiene students. They explained to students about our professional tripartite association, its benefits and the importance of student membership. In an event that was organized by RDHS President Tamara Wells and sponsored by RDHS, we continue to reach out to students and future colleagues to help them be a part of our professional organization.



CDHA Past-President Noel Kelsch speaks to the SRJC dental hygiene students.



CDHA officers, Secretary-Treasurer Lisa Okamoto, Past-President Noel Kelsch and President-Elect Ellen Standley spoke to SRJC students about the importance of student membership.

Students, if you have information to share in the "Student Corner", please contact Kathy Kane, kkanerdh@sbcglobal.net or Tamara Wells, tamarardh@gmail.com.

COMMUNITY HEALTH NEWS and VOLUNTEER OPPORTUNITES

Volunteer Opportunities

Volunteers continue to be needed for elementary school screenings throughout the year. For more information contact:

Cory Spencer with Community Action Partnership of Sonoma County

Email: cspencer@capsonoma.org

Phone: (707) 544-6911 ext. 1064

RDHS MEMBER NEWS

Welcome and thanks to our new members and reinstated members for your continued support!

Brooke Bianchini

Deborah Devries

Michelle Marshall

Elmezen Martin

Laura Meier

Kyle Issacs

Megan Currie

ADHA News

Check out the winners of the ADHA / Sunstar Brush up Contest!

These are some great videos about teaching kids oral hygiene.

<http://www.youtube.com/ADHA.org>

Have you seen all the new legislation expanding dental hygiene access that has passed this year in the United States? Check out the legislative updates in the [September/October 2009 ADHA Access](#) magazine.

These are your dollars at work for you!

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to tamarardh@gmail.com by [redwooddentalhygienistsociety](http://redwooddentalhygienistsociety.com)

Email Marketing by

[@gmail.com](#).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Redwood Dental Hygienists' Society | 527 Squirrel Court | Santa Rosa | CA | 95401