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President's Message



Dr. Jessica Meeske

On July 26th we had a Legislative workshop with about twenty-five in attendance. Most were new dentists. Our half day training consisted of reviewing

recent bills that have passed, upcoming bills for 2025, learning how a bill moves through the Legislature, and advocacy training by the ADA staff. The evaluations were very positive, and I recommend we do this every other year.

I am happy to report the ADA has awarded the NDA with a \$50,000 grant to help provide us with resources to pass our legislative bills (MLR, Medicaid fee increase, oppose the anti-fluoride one) as well as help us brainstorm and develop a plan for dental workforce issues. A huge thanks to **David** for crafting a great grant application. We asked for and received \$50,000. This means we MUST have all hands-on deck working to pass our bills to assure the ADA BOT that their investment in Nebraska pays off.

The Dental Medicaid Collaborative continues to have monthly meetings with suggestions for changes for improvement. Currently, we are discussing incremental payment for dentures and how to improve the no-show issue. We

are presenting to five other pilot states in September at a virtual meeting.

On August 1st, I participated in the 10th District Caucus to make plans for the ADA House of Delegates meetings in October. I have also been asked to speak on Medicaid at the conference. The most interesting part of the meeting was the ADA staff talking about changes in Medicare and what discussions are beginning to occur. David also laid out the plan for all meetings and social events as the NDA is hosting and organizing things this year. **David** and **Jody** have been very proactive planning our 10th district events in New Orleans.

On April 5th, I attended the annual Adam's County Dental meeting that conducted mock interviews for six local Hastings's students. This is a wonderful opportunity for local dental societies to mentor the next generation of dental students and our future colleagues. Please contact me if you want details of how we organize this.

On August 16th, Jody and I met with the University of Nebraska Athletic Department staff and proposed our April annual meeting social at Memorial Stadium. We are incredibly pleased that they said we can have our party there. This will be for all members, families, and dental team members. It will be kid friendly. Activities we requested are tours of the stadium, allowing the kids to run on the field, running out to the tunnel song, and dining in the west



club house. I am extremely excited and hopeful this will bring in members and especially new dentists who otherwise might not come.

On August 22nd, I briefly attended the ODDS meeting and gave an NDA update on activities. Finally, I have had multiple meetings with David and Jody planning the NDA annual session.

Future meetings for the Fall include the Board of Dentistry meeting; a meeting with the new DHHS Secretary, **Steve Corsi**; and giving a lecture on Medicaid to faculty by invitation of the Dean at UNMC.

Dr. Jessica Meeske
NDA President



Nebraska Dental Medicaid Collaborative



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Fluoride Report Walks Back Its Original Findings

American Fluoridation Society

The National Toxicology Program (NTP) released a report about fluoride on August 21 that backtracks significantly from its original draft, which failed to complete the peer review process. The final report has removed NTP's original assertion that fluoride is a "presumed" neurodevelopmental hazard. NTP concludes that exposures to fluoride in drinking water above 1.5 milligrams per liter are associated with lower IQ scores. ***This level is more than double the fluoride level that is used for water fluoridation in North America.***

The CDC reports that fluoridated water reduces tooth decay by 25% for children and adults. This is an important benefit because tooth decay is the most common chronic disease for children and adults in the U.S.

Several years ago, NTP asked the National Academies of Sciences to serve as peer reviewer for its draft report. The National Academies reviewed the report twice and raised numerous concerns — many of which were not addressed. The National Academies advised NTP to "make it clear that the monograph cannot be used to draw any conclusions" about low fluoride exposures, such as "those typically associated with drinking-water fluoridation."

NTP states that its final report "was not designed to evaluate" the health effects of fluoridated tap water nor did it collect enough data to perform that task. In addition, NTP itself said it has only "moderate confidence" in the fluoride-IQ association that it found.



Public health experts point out that association does not equal causation.

Although the NTP report does not reach any conclusions about water fluoridation, the American Fluoridation Society urges the public to be aware of the report's weaknesses.

For example:

- Research quality is a key concern because 62% of the studies reviewed by NTP were published in less reputable journals. In fact, these studies came from journals that the National Library of Medicine does not index, meaning it doesn't consider them worthy of including in its enormous research collection.
- Many of the studies reviewed by NTP relied on spot urine samples, which are not a reliable way to measure an individual's exposure to fluoride.
- Many studies in NTP's report suffered from errors or weaknesses in their methodology. For example, in some studies, the IQ tests were administered in ways that weaken the reliability of the scores. NTP cited a 2012 research review (Choi, et al.) as "showing the precision of the association between fluoride exposure and IQ" but overlooked the fact that the review's authors reported that each of the 27 studies they analyzed "had deficiencies, in some cases rather serious ones, that limit

the conclusions that can be drawn.”

Communities should not be misled by people who try to use the NTP report to push for an end to water fluoridation. The only concerns raised by the report apply when the level of fluoride in water is more than double the level used for water fluoridation.

The public should know that researchers in a variety of countries have examined the safety of fluoride in drinking water and found no link to cognitive deficits:

- Studies from Australia, New Zealand and Spain (each of which has water fluoridation programs) show no link between fluoride exposure and cognitive deficits. In fact, the study from Spain showed that fluoride exposure was associated with better cognitive performance by boys. The New Zealand study tested IQs multiple times over a 31-year period, enhancing the strength of its findings.
- 31 European experts in toxicology and food safety examined numerous fluoride-IQ studies and concluded that the overall evidence “does not support the presumption that fluoride should be considered as a human developmental neurotoxicant” at typical exposure levels in fluoridated water.
- A research review in 2023 examined the quality of 30 fluoride-IQ studies. All but one of the 30 studies were assessed

as having a moderate or high risk of bias. The only study with a low risk of bias found no link between fluoride exposure and IQ scores. A former NTP director co-authored this review.

- Steven Novella, a clinical neurologist at the Yale University School of Medicine, has reviewed many fluoride studies. In a 2023 article, Novella called water fluoridation “safe.” He added that there is “a potential of neurotoxicity from fluoride at high levels, significantly higher than in the drinking water. But the same data shows, if anything, the managed drinking water levels are safe. Further, the best quality evidence does not show any clinical effect.”

Dr. Johnny Johnson, president of the American Fluoridation Society said health officials and parents should take care in interpreting the NTP report. “Even the NTP report states that its finding does not apply to water fluoridation.”

The safety of fluoridated water is backed by more than 75 years of research and experience. Fluoridation is recommended by the leading health, dental and medical

experts, including the American Academy of Pediatrics, American Dental Association, and the American Academy of Family Physicians.

Tooth decay is the most common chronic disease for U.S. children and adults. Drinking fluoridated water reduces tooth decay by 25%. Research shows that when a city ends fluoridation, tooth decay goes up. This is what happened in Calgary and Windsor, Canada — and why city councils in both cities voted to resume fluoridation.

Dr. Johnson welcomed new research in this field. “I’d like to see a well-designed prospective study to measure and compare cognition between areas with high and low levels of naturally occurring fluoride. Some areas in the U.S. have naturally occurring fluoride above 2 milligrams per liter,” he said. “The National Institutes of Health has funded cognitive studies in other countries, but these studies have suffered from various deficiencies. Let’s use our U.S. taxpayer dollars to fund a study here.”

Contact: **Dr. Johnny Johnson** at 727-409-1770 or drjohnny@americanfluoridationsociety.org

IN MEMORY

The NDA would like to extend its sincere sympathy to the families of **Dr. Terry Owen** who passed away on June 7, 2024, and **Dr. George Reichenbach** who passed away on August 25, 2024

10th District Trustee Report

Give and You Will Receive



Scott Morrison, DDS

These days, nearly everyone is focused on value; value for dollars expended and return on investment. At the American Dental Association, the Board of

Trustees is continually analyzing the use of membership dues and non-dues revenues to maximize the impact of dollars expended and benefits to member dentists. I feel as though our society, and in many ways our membership, is focused on only answering the question “what’s in it for me”? I can still recall a famous inaugural address of a short-term United States President stating, “Ask not what your country can do for you, ask what you can do for your country”. The importance of that kind of civic action and public service has, I am sorry to say, faded. That being said, membership in organized dentistry is not solely about what you get, but it is also about what you have the opportunity to give.

So, how can we give? Give through your continued membership and encourage other dentists to join. Give by offering your time and talents to serve in an advisory or leadership position and work with others to enhance the purpose and outreach of your local dental society, state dental association, and the American Dental Association (ADA). Give by supporting humanitarian efforts such

as Give Kids a Smile, Dental Lifeline, Mission of Mercy, Remote Area Medical, and now Give Veterans a Smile. Envisioned to address the dental health care needs of veterans who do not currently qualify for dental services through the Veterans Administration system, Give Veterans a Smile will kick off during SmileCon 2024. The initial kick off and fundraising event will be held at the World War II Museum in New Orleans; a museum that offers an absolutely fabulous tribute to the operations of the European and Pacific theaters of the war. If you plan to attend SmileCon, please consider a sponsorship to support the Give Veterans a Smile Initiative and/or purchase a ticket to attend the kickoff event.

Another opportunity to help support our nation’s veterans involves the packing of oral hygiene kits following the Opening Session at SmileCon 2024. This packing project will take place within the Social Responsibility Hub of Dental Central (the Exhibit Hall) and requires only a few minutes of your time. Oral hygiene products provided by corporate sponsors will be packaged with dental health education materials and resources for mental health services. These kits will be forwarded to the Disabled Veterans National Foundation (DVNF) in Maryland for inclusion in larger comfort packs that will include additional items such as blankets, hats, socks, gloves, combs, nail trimmers, and soap. Whether you will be in New Orleans or not, you have the opportunity to purchase some of these additional comfort package items

through an Amazon gift registry established by the DVNF. You can access the gift registry at amazon.com/hz/wishlist/lis/2BOR6XZREVVQ9/ref=hz_ls_biz_ex. With just a few clicks, you can provide needed comfort items for disabled veterans who have served to protect the freedoms that we hold dear. Please use the following shipping address (which you will need to input) to send items to the DVNF:

Disabled Veterans National Foundation

5009 Forbes Blvd
Suite G
Lanham, MD 20706

Finally, consider providing dental care to a military veteran in need. Dental Lifeline is an organization that works to match individuals in need of dental treatment with providers who are willing to volunteer their services. The difference you can make in the life of a disabled veteran is undoubtedly priceless.

Giving back to the community and to the dental profession is a personal decision; a decision that only you can make. I just want each of you to know that there is a place for every one of us to give back; whether it be related to dental health education, legislative advocacy, wellness, or governance. Think about how you might be interested in giving back and ask how you might help, your local community, your local dental society, your State Dental Association, the ADA.

SmileCon 2024

I hope that many of you will be attending SmileCon 2024 in New Orleans, Louisiana. If you will be in New Orleans on Sunday, October 20, plan to join us for an ADA District 10 (Iowa, Minnesota, Nebraska, North Dakota, and South Dakota) parade through the French Quarter featuring a six-piece band and myself leading the way. Our parade route will end at Oceana, where we will enjoy some refreshments to celebrate the camaraderie that we share within District 10.

Respectfully submitted,

Scott L. Morrison
District 10 Trustee



VetMOM 2024

November 14-16

Veterans Mission of Mercy (Vet-MOM) will be held November 14-16 at the **Titan Army National Guard Readiness Center**.

November 14th - Clinic Setup
November 15th - Clinic
November 16th - A.M. Clinic

Volunteer Registration on the NDA website - www.nedental.org



NDA Receives State Public Affairs Grant

Assistance For the 2025 Legislative Session

The NDA applied for and received a State Public Affairs Grant from the ADA this summer. The NDA will work with **Krantz Strategies**, who assisted the Illinois State Dental Society last year - shown below. Issues include **Dental Insurance Reform** - During the 2024 Legislative session, the NDA introduced LB 1110, requiring dental plan carriers to meet a minimum dental loss ratio and provide a report to the Department of Insurance as prescribed. **Water Fluoridation** - Senator Hansen will re-introduce a bill mirroring 2024's LB 1387 that would require communities to place a fluoridation measure on the ballot affirming that they want to continue fluoridating their water. **Medicaid Goals** - Last year, the NDA introduced LB 358 in the Health Committee, requiring an increase in dental Medicaid fees by \$6M (25%). LB 358 was amended and passed, with a 12 ½ increase, but was not included in the first draft of the Appropriation Committee's Budget. **Workforce Goals** - Nebraska is facing a shortage of dental assistants and hygienists. NDA plans to boost the number of middle school and high school students in Nebraska considering a career in dental hygiene or dental assisting.

ILLINOIS PUBLIC AFFAIRS CASE STUDY

ILLINOIS STATE DENTAL SOCIETY

Illinois dentists have sounded the alarm for too long on an issue that has dramatically affected the health outcomes of their patients for decades - the pressing need for insurance reform. Despite increasing dental insurance premiums, patients experience frustration as their dental benefits diminish. Sporadic and limited benefits have meant patients are regularly denied coverage on the most basic services.

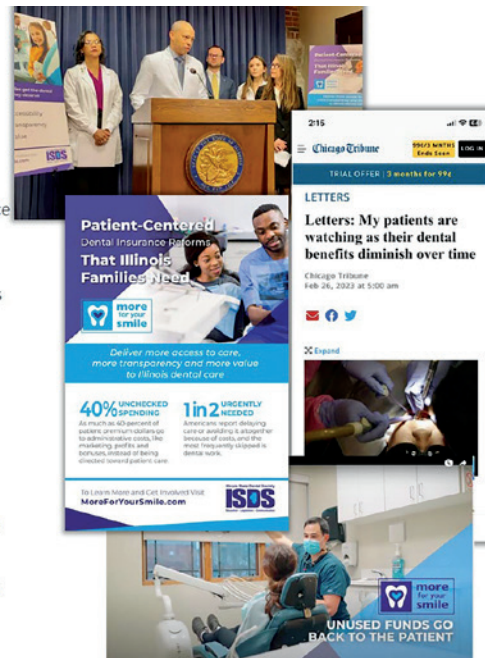
Building on recent patient-centered dental insurance victories in Massachusetts, the Illinois State Dental Society engaged Krantz Strategies to develop and manage a strategic public relations campaign advocating for dental insurance reform legislation in Illinois.

Strategies:

- Framing proposals as patient-centered initiatives.
- Leveraging web, digital advertising, video, social media, and media relations.
- Hosting a press conference to launch the campaign.
- Producing an engaging video outlining the importance of reform.
- Utilizing targeted digital and social media.
- Creating fact sheets, social graphics, and a toolkit for stakeholders.
- Engaging in proactive media relations including securing a letter to the editor by a member in the Chicago Tribune.
- Tailoring messages during legislative hearings.

Key Results:

- Two out of three bills were signed into law by Governor Pritzker.
- More for Your Smile positively impacted dental professionals and patients.
- Metrics included 65,000 video views on YouTube.
- The campaign successfully engaged ISDS membership and fostered unity in advocating for dentistry and oral health.
- The campaign's success resulted from collaboration, effective messaging, and strategic media engagement. Lessons learned include the importance of cohesive messaging, data-driven advocacy, and continuous stakeholder



Deliverable Examples



Thank You Dr. Morrison



At the conclusion of SmileCon next month, our very own, **Dr. Scott Morrison**, will be completing his term as ADA 10th District Trustee.

On behalf of the NDA, we would like to thank Dr. Morrison for his dedicated service to organized dentistry. Thank you for your excellent representation of the dentists in the 10th District. Congratulations!



Congrats from **DDSmatch!**

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**Jeff Cherek, DDS PC,
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ADA Launches New Database!

The ADA launched its new database the first week of September! Although we're excited about the capabilities of the new system with **Sales Force**, as with any transition, there are always a few snafus. Each ADA member should have received an email from the ADA with instructions on how to log onto the new database. The new system uses your email address as your log in, instead of your ADA number, so you will need to set up a new password.

If you did NOT receive an email, please first check your spam folder and then reach out to the ADA directly via phone, or by using the "chat" feature on the ADA website at www.ada.org. The database is managed by the ADA, so the NDA is not able to assist you with this process.

When logging in, we encourage all NDA members to check their accounts to ensure that your information is correct and up-to-date.

We have put a link at the top of the NDA website to assist members logging into the new ADA Salesforce website.

Thank You!



Logging Into Portal – Members/Customers

There are important changes to the login process that will go into effect after go-live.

Portal Login

Members/Customers will no longer be able to login using their ADA number. After go-live, the portal login will be enabled by Salesforce, which requires each user to login using a unique email address and to set a password.

Username

If the member/customer has a unique email address on their contact record:

- Username is unique email address in contact record.

If member/customer does NOT have a unique email address on their contact record:

- **Seek Staff Support:** Member/customer will not be able to login until a unique email address is added to their contact record. The member/customer may contact the ADA Member Service Center at 800-621-8099. Their office is open from 7am-6pm CT Mon.-Fri. A staff member may also add an [email to the customer's contact record to enable login.](#)

Portal login page

ADA New Login Credentials FAQ

Important: Starting mid-September, all users will login using their email address as their username instead of their ADA ID number. All users must reset their password to enable this new login process.

Username

Password

Log In

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[Non-dentist? Create a new account](#)

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PRACTICE FOR SALE: Practice for sale in an established dental practice located in Lincoln, Nebraska. The office is in the Corporate Centre Office Park on the East side of town. You will enjoy a modern turnkey leased space in a four-story medical professional office building with two treatment rooms and an expansion potential up to four treatment chairs. My front desk office manager, who has been in the office for 23 years, would be happy to introduce you to your new practice, thus reducing patients from straying way. As mentioned, the practice is turnkey, including furniture, equipment, instruments, and a wonderful

model railroad in the reception room that children of all ages love to watch! For further information, please call or text me personally, David S. Wood, DDS, at 402-560-4621 or call the office at 402-486-4646.

PRACTICE FOR SALE: 42-year-old practice for sale in Oakland, Nebraska. The practice is the only dental provider in Burt County (population 7,600) which is located an hour from Omaha and Sioux City. The sale includes a building with three operatories. Contact email: jbbrosnihan@gmail.com or 402-292-7960.

COLUMBUS NEBRASKA DENTAL OFFICE FOR LEASE: in Professional Building completely developed 7 operatories 3 with nitrous oxide total 2800 square feet or divided into 2 offices 4 operatories 1800 square feet the other 1000 square feet 3 operatories. Contact: rewhitn@gmail.com.

RETIREMENT SALE: Columbus Nebraska. All dental equipment and supplies. Newer Adec operatories, chairs lights stool carts, Adec vacuum and compressor. X-Ray 2 Progeny, 1 Midmark. Sterilization and Lab equipment. Computers etc., business office equipment. Contact: rewhitn@gmail.com.

CROSSROADS DENTAL PRACTICE FOR SALE: Three operatories; room for fourth. Newer facility. Near Crossroads redevelopment, Omaha. Very agreeable terms for the right dentist. Call if interested, 402-740-9235.



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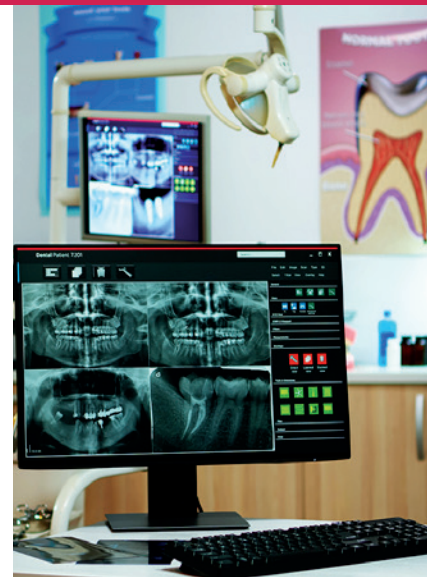
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