



SCRANTON DISTRICT DENTAL SOCIETY

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Ben Shair Award Celebrated 26th Anniversary

April 28th marked the 26th anniversary of the Dr. Bernard Shair Award.

We are proud to have presented it to Alexandra Bega of the University of Scranton. Alexandra will be attending the University of Maryland's Baltimore College of Dental Surgery. Congratulations, Alexandra!



Pictured L to R: Reverend Timothy Cadigan, Assistant Professor of Biology; Dr. Mark Giallorenzi, Vice President, SDDS; Dr. Eli Stavisky, SDDS; Alexandra Bega, Bernard Shair Award Recipient; Dr. Joseph T. Kelly, SDDS President; and Jeanne Bovard, Scranton Area Foundation.

ADA Sesquicentennial Fact

The Association's 23-story headquarters building on Chicago's near north side once was dismissed by some as "Hillenbrand's Folly," an unobtrusive swipe at past ADA Executive Director Harold Hillenbrand.

In the early 1960's the Board of Trustees gave Dr. Hillenbrand the task of finding property for a new central office building. Through a friend, the executive director learned that the Chicago Red Cross was looking to sell property it owned at 211 E. Chicago Ave., a lot occupied by a one-story garage.

The parcel, just off Michigan Avenue, was little more than a stone's throw from the landmark Chicago

Water Towers, a castle-like structure that had survived the Great Chicago Fire of 1871.

Dr. Hillenbrand negotiated a purchase price of \$740,000, and the ADA bought the property in the summer of 1962. Work on the new building began in November of that year and was completed just before Thanksgiving Day, 1965.

As "Hillenbrand's Folly," it seems hard to fathom these days, but in the early 1960's the area around the new ADA building had been deteriorating for decades. Dr. Hillenbrand came under fire from some who thought the ADA should have purchased property

closer to the Loop, the city's central business district.

Dr. Hillenbrand held his ground, assuring critics that the property had been a wise investment ---that the neighborhood would bounce back.

And did it ever. In the decades to follow, an influx of upscale shops and restaurants and high-end housing spurred a renaissance along North Michigan Avenue, an area now known as Chicago's Magnificent Mile.

Dr. Hillenbrand, executive director from 1946-70, died in 1986 at the age of 79 --- time enough to see his folly become a grand achievement.

Reprinted from ADA News, June 15, 2009

Sample Identity Theft Detection and Response Policy and Procedures

I. Policy

This office has adopted an Identity Theft Detection and Response Policy and Procedures Program (“Program”) pursuant to the Federal Trade Commission’s Red Flag Rules (“Rules”).

The purpose of the Program is to assist in detecting, preventing, and mitigating instances of possible identity theft in connection with patients in our practice. It does so by (a) requiring us to verify the identity of all new patients, (b) establishing certain “Red Flags” that could indicate possible identity theft, and (c) requiring follow up on any incident which triggers a Red Flag. The Program must be observed by all employees of this practice, including the professional, administrative, and clerical staff.

II. Red Flags that May Indicate Identity Theft:

1. An individual falsely claiming to be someone else who is known to the office staff;
2. Unexplained discrepancies between the patient’s medical records and the patient’s physical condition;
3. A discrepancy between the address contained in the patient’s consumer credit report and the address provided by the patient; [include this in your program only if the practice obtains credit reports in connection with providing patient services]
4. A report by a patient known to the office staff that he or she has been the victim of identity theft in connection with oral health care services provided by the practice.

III. Responding to Red Flags

Any employee of this practice who encounters a Red Flag situation or any other activity that may indicate identity theft should report the situation to _____. That person will follow up as appropriate and will record

the incident and its handling in a Red Flags Log kept in this office.

Possible responses to a Red Flag Situation include the following:

a. Patient notification

The practice may notify the patient if a Red Flag is encountered that involves that patient’s identity. Notification may be provided by mail, by telephone, or in-person – as the practice deems appropriate. The notification may include verification that the patient has not been victimized by identity theft in connection with any visits to the practice.

In some instances, additional specific action will be required:

- If notice of an actual identity theft is received, we will immediately cease any collection efforts that are related to the identity theft.
- If a consumer credit report contains an address different from the address provided by the patient, the correct address will be verified with the patient. If the verified address is different from the address in the credit report, we may report the verified address to the credit reporting agency.

b. Notification of Legal Authorities

If the practice obtains specific information pertaining to a person committing identity theft, we will provide that information to law enforcement to the extent permitted under HIPAA and other privacy rules. We may seek advice of legal counsel on the issues involved.

Of course, if a Red Flag is triggered but we determine that there clearly has been no identity theft, no action will be taken.

IV. Plan Administration and Updates

All employees of this practice will receive a copy of this Policy and will

be instructed as to its procedures. We will ask each employee to sign an acknowledgement of receipt and understanding. We will evaluate our Program annually and update it in light of experience. Any questions about this Policy should be addressed to _____.

IMPORTANT NOTE: While this model Policy attempts to provide dentists with the tools needed to comply with the Red Flag Rules, it has not been approved by the Federal Trade Commission (“FTC”). It should not be treated or considered as legal advice or as applicable to each dental practice. Rather, each practice should adapt this model Policy in light of its own experience and the advice that it receives from its counsel. We will provide updates as new information becomes available.

ACKNOWLEDGEMENT (to be completed by all staff members who interact with patients)

I, _____, have read the practice’s Identity Theft Detection and Response Policy and Procedures and understand the contents. I have been instructed regarding situations that may suggest possible identity theft as described in the Identity Theft Detection and Response Policy and Procedures. If I discover a possible instance of identity theft, I will immediately bring the matter to the attention of _____.

By: _____

Print name: _____

Date: _____

Approved by: _____

Name: _____

Title: _____

Effective date: _____

Review date: _____

Upcoming Events

Board Meeting	Faccia Luna	August 24, 2009	6:30 p.m.
General Meeting <i>Dr. Amid Ismail, Dean Temple Dental</i>	Radisson	September 22, 2009	6:30 p.m.
Board Meeting	Faccia Luna	September 28, 2009	6:30 p.m.
ADA 150th Session	Honolulu, Hawaii	Sept. 30 - Oct. 6, 2009	TBA
General Meeting <i>Father Pilarz, U of S President</i>	Radisson	October 20, 2009	6:30 p.m.
Board Meeting	Faccia Luna	October 26, 2009	6:30 p.m.
Third District Annual Meeting	TBA	November 13, 2009	TBA
Board Meeting	Faccia Luna	November 30, 2009	6:30 p.m.
President's Dinner	Colonnade	April 17, 2010	6:30 p.m.
PDA Annual Session	Hotel Hershey	April 22-25, 2010	TBA

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