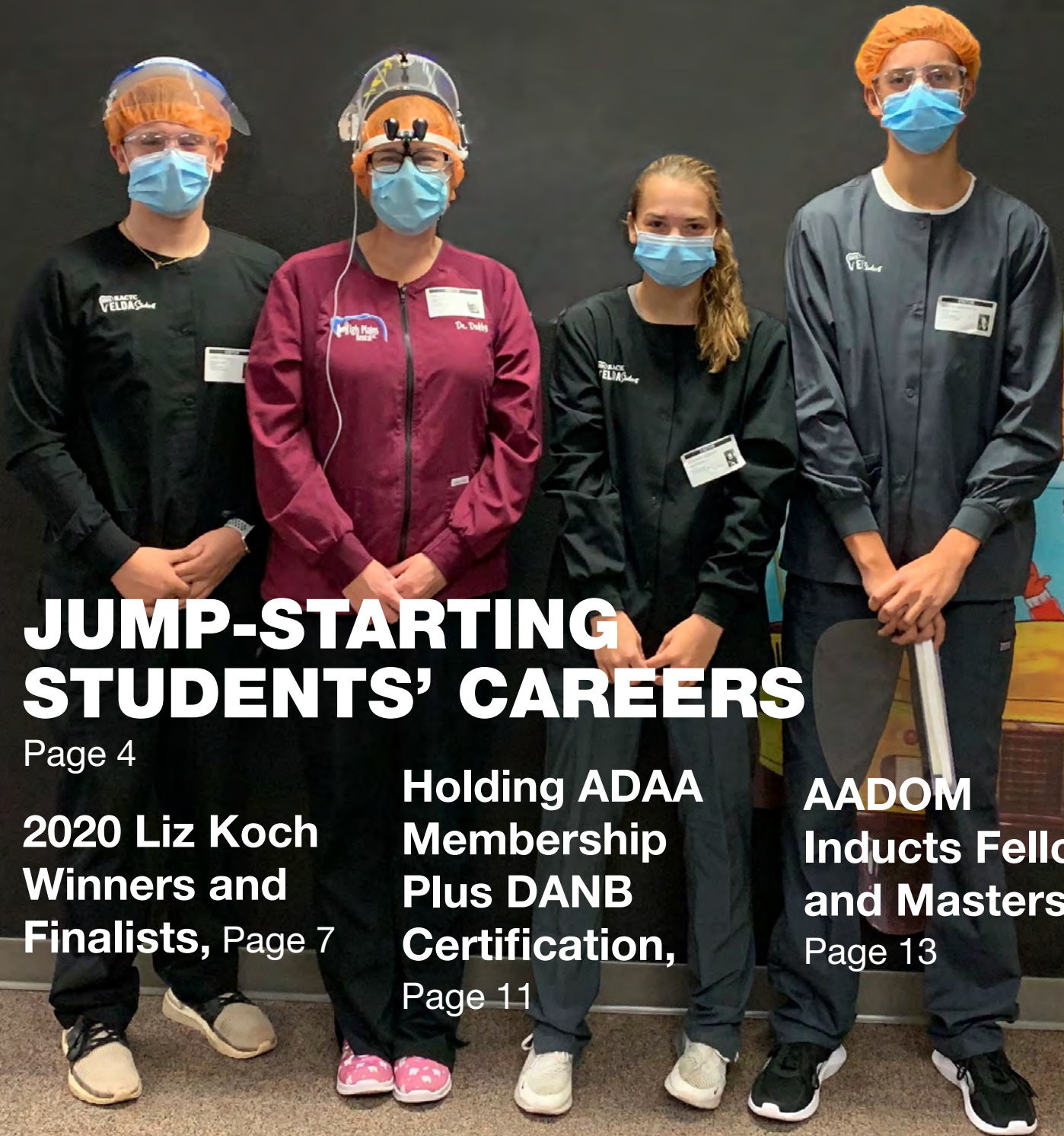




Certified Press

Dental Assisting National Board, Inc.

Fall/Winter 2020 Digital Issue



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WORD FROM THE CHAIR



Michael Conte, D.M.D., M.P.H.
Chair, DANB Board of Directors

Welcome to the fall/winter 2020 issue of Certified Press, where we continue to spotlight outstanding achievements among motivated dental professionals, as well as aspiring future dental assistants.

For example, Dickinson High School (DHS) in North Dakota has introduced a new entry-level dental assisting program for junior and senior students, which incorporates participating in interactive, online education from the DALE Foundation and taking DANB exams. The program at DHS will not only put high school students on a career path, but also will help to increase the number of qualified dental assistants in the area.

DHS health science teacher Bobbie Johnson, R.N., who helped found the dental assisting program at DHS, says the students in the entry-level dental assisting program are driven and disciplined in their studies. Students' efforts — as well the efforts of all those who worked to establish the program — are commendable. Read more on page 4.

Also inside this issue, we spotlight DANB certificant Marlyce Godoy, CDA, RDH, M.S.Ed. Among other recent accomplishments in dental education, Godoy was named the 2020 recipient of the Distinguished Alumni Award through the University at Buffalo Educational Opportunity Center. Congratulations! Read more on page 18.

And on page 15, we recognize two outstanding dental office managers, Debbie Evans, MAADOM, and Jennifer Steadman, MAADOM — both named a 2020 Practice Administrator of the Year by the American Association of Dental Office Management (AADOM).

AADOM made this and other award announcements virtually this year, with the format of its annual conference adjusted amid COVID-19 concerns. During the event, DANB and DALE Foundation Executive Director Cynthia C. Durley, M.Ed., MBA, had the honor of announcing the names of the first-ever class of Mastership inductees at this special virtual AADOM annual meeting. Read more on page 13.

These aforementioned achievers are just a few of the many outstanding professionals to be featured inside this issue.

Your efforts to reach further, for both your own professional development and for the betterment of your practice and patients, is worth congratulating, perhaps now more than ever.

A handwritten signature in black ink that reads "Michael Conte". The signature is written in a cursive, flowing style.



THANK YOU, SUBJECT MATTER EXPERTS!

DANB acknowledges those exam development committee subject matter experts who recently ended their terms on their respective committees. Pictured from left: Christine Johnson-Maggio, CDA, B.A., Radiation Health and Safety (RHS) Exam Item Writing Committee, service years 2012-20; Kenneth Abramovitch, D.D.S., RHS Exam Item Writing Committee, 2015-20; Tonja Bowcut, CDA, B.S.Ed., Expanded Functions Dental Assisting (EFDA) Exam Item Writing Committee, 2008-20; Betty Haberkamp, D.D.S., MAGD, EFDA Exam Item Writing Committee, 2008-20; and Brian Crawford, D.D.S., EFDA Exam Item Writing Committee, 2013-20. Not pictured: Ruth Needham, RDH, B.S.D.H., M.P.A., EFDA Exam Item Writing Committee, 2008-20.



JUMP-STARTING STUDENTS' CAREERS

Dickinson High School offers new dental assisting program



Staff from High Plains Dental and students from Dickinson High School volunteered at Lincoln Elementary School. From L-R: High Plains Dental team members Carly Fuentes, LaDonna Glaser, Dawn Mills, Sarah Baisch, and Rachel Mehrer with students Evan Lubken and Griffin Obrigewitch.

Students at Dickinson High School (DHS) in Dickinson, North Dakota, now have an opportunity to jump-start their careers before graduation by gaining education and experience in dental assisting, one of the fastest-growing professions in the United States.

This year, DHS introduced a new entry-level dental assisting program that incorporates participating in interactive, online education from the DALE Foundation and taking exams through the Dental Assisting National Board (DANB). The program is for junior and senior students, and also includes participation in community service projects, dental office shadowing and clinical preceptorship hours.

Upon completing the program, students will be eligible to earn DANB's National Entry Level Dental Assistant (NELDA) certification and will have already completed some of the requirements to earn status as a North Dakota Qualified Dental Assistant (QDA).

Filling a need in North Dakota

The DHS dental assisting program was established to help address the growing shortage of dental assistants in the area. DHS health science teacher Bobbie Johnson, R.N., helped found the dental assisting program at DHS. Ms. Johnson says she heard about the shortage of dental assistants from several dentists.

"There aren't any dental assisting schools in our area," Ms. Johnson explains. "Most dental

assistants stay on the east side of North Dakota. Dentists in this area typically hire dental assistants with no experience or people who have moved to the area with a spouse seeking employment, and train them on the job.”

Dental assisting is consistently ranked as one of the fastest-growing professions in the country. The U.S. Bureau of Labor Statics estimates that between 2019 and 2029, there will be a 7% increase in job growth for dental assistants.

The need for dental assistants in North Dakota may be even higher. According to a 2017 survey from the North Dakota Dental Association (NDAA), 92% of members thought there was a shortage of dental assistants, and 60% planned to hire a dental assistant within the next year. Of the 70% of NDAA member dentists who said they had attempted to hire a dental assistant in the previous year, 40% were unsuccessful at filling the dental assisting position.

The entry-level dental assisting program at DHS will not only put high school students on a career path, it will also help increase the number of qualified dental assistants in the area.

Educating entry-level dental assistants

Ms. Johnson says the students in the entry-level dental assisting program have become driven and disciplined in their studies. “It is extremely rewarding to watch the students grow as they learn more about the position and the skills it encompasses,” she says.

The students have already begun to make a difference through their volunteer and community service activities. Already, students have volunteered with Dickinson-area dentist Dr. Maria “Duffy” Meyer (known as “Dr. Duffy”) and her staff to visit elementary schools and help with the sealant program.

“So far, the students have gone to three elementary schools to assist those administering this program,” Ms. Johnson explains, adding that the students have been warmly welcomed by Dr. Duffy’s staff, school administrators, teachers and students.

Along with community service, students have been gaining experience in dental clinics. Ms. Johnson built on the relationships she had with local dentists to make this opportunity possible.

In the past years, DHS worked with nearby dental offices to allow students to job shadow as part of the health sciences classes; dentists also participated in the health sciences program by coming to the classroom as guest speakers. Dr. Duffy had participated in the health sciences curriculum, and Ms. Johnson reached out to her regarding the dental assisting program.

“Dr. Duffy was very knowledgeable and willing to help the students in any way possible,” Ms. Johnson recounts. From there, word of mouth helped establish more connections and opportunities.

“Dr. Duffy talked about the program to Dr. Galster and Dr. Sticka,” Ms. Johnson explains. “Then, it was a matter of setting up the paperwork with their dental office and working with DANB on establishing the curriculum.”

The community behind the program

Ms. Johnson says the idea for the dental assisting program began when DHS started transitioning to a career academy. “The President of the National Career Center Academy Coalition, Jay Steele, helped me contact teachers at Waipahu High School in Hawaii,” she explains. “I began looking at the different health sciences pathways they had for their students.”

Waipahu High School had a pharmacy technician program in conjunction with the local community college, and Ms. Johnson says this inspired establishment of the dental assisting program at DHS. From there, many others in the dental community helped bring the DHS dental assisting program to fruition.

In addition to the Dickinson-area dentists, the DHS dental assisting program was made possible through the support of several other individuals, including DHS Principal Kevin Hoherz; Dr. Marcus Lewton, Director at Roughrider Area Career Technology Center; Mike Little, MBA, Executive Director of the North Dakota Dental Foundation; and William Sherwin, Executive Director of the North Dakota Dental Association.

Ms. Johnson says she reached out to Mr. Little for guidance, and he connected her with DANB’s Executive Director Cynthia Durley, M.Ed., MBA, and with DANB’s Education Consultant Carolyn Breen, Ed.D., CDA, RDA, RDH. North Dakota Dental Foundation Board Secretary and former DANB Board Chair and DALE Foundation Board President Carla Schneider, CDA, RDA, also provided valuable guidance.

The most challenging part of establishing the dental assisting program, according to Ms. Johnson, was getting started. “We had a good idea, but needed guidance to put it into practice effectively,” she says, noting that there are numerous people to thank:

“Cindy Durley and Carolyn Breen have been critical in getting this program off the ground and helping it be successful. We appreciate all their expertise, connections and kindness.

“Also, our dental offices that are participating have been welcoming, flexible and engaged,” Ms. Johnson continues. “If they had not been willing to take students during COVID, the program couldn’t have been successful.

“I want specially to send a shoutout to Dr. Duffy Meyer at High Plains Dental. Dr. Duffy is also a Trustee on the North Dakota Dental Association Board of Trustees. She was key in starting the program and involving other dentists. I also would like to thank Dr. Shannon Galster at Dickinson Dental Center and Dr. Samuel Sticka at Sticka Dental Clinic for their willingness to participate in the program.

“My administrators, Kevin Hoherz, Principal of Dickinson High School, and Kevin Nelson, Career Technical Director at Roughrider Area Career and Technical Center, have been supportive from the beginning. Also, North Dakota Career and Technical Education Director and Executive Officer Wade Sick and Tracy Becker, Supervisor for Trade, Industry & Technical Education for the North Dakota Department of Career and Technical Education, have encouraged it,” Ms. Johnson concludes. “It has been a true team effort!”

SPOTLIGHT ON SCHOLARSHIP RECIPIENTS

Meet the winners of the 2020 Liz Koch Memorial Scholarship

The DALE Foundation, the official affiliate of DANB, has selected the winners of the 2020 Liz Koch Memorial Scholarship.

Awarded annually, this scholarship is open to all dental assistants, DANB certificants and other oral healthcare professionals, to support the professional development of dental auxiliaries.

This year, after receiving more than 80 applications, the Liz Koch Memorial Scholarship Committee has selected three winners. The winners will receive between \$500 and \$1,000 plus three continuing education products of their choice from the DALE Foundation.

Scholarship funds can be used for professional development activities, such as continuing education courses, dental conferences, DANB certification renewal and college courses.

Scholarship winners



Jorge Colon Jr.

Jorge Colon Jr., of Harrington, Delaware, has been working as a dental assistant for about seven years, currently with a public health clinic in Georgetown, Delaware. Colon also works in dental assisting education at Delaware Technical Community College. He plans to use his scholarship funds to take DANB's Infection Control and General Chairside Assisting exams to earn Certified Dental Assistant (CDA) certification.

"In my roles, I help bring back patients' smiles, as well as bring new knowledge to those who wish to elevate their education in the dental field," Colon shares. "I am seeking to become DANB certified, because

it is my hope to elevate our educational program and continue to pass on my knowledge and experience."

Dalena Ha, of Hillsboro, Oregon, works at Kaiser Permanente as a dental assistant and is currently attending Johns Hopkins University to pursue a biotechnology master's degree with a concentration in regenerative and stem cell technologies. In the past, Ha worked as a dental assistant with dental services at Doernbecher Children's



Dalena Ha

Hospital in conjunction with Oregon Health and Science University. She plans to use her scholarship funds toward dental school application and ultimately aims to advocate for the special needs and medically complex patient population.

“I strive to improve my knowledge in patient care,” Ha says. “Patients look to their providers for support to get through obstacles in their lives. Through my personal work experiences, I have learned that honing my patient-care skills — such as being compassionate and open-minded — will allow me to provide extended support for my patients, as well as ensure their safety.”

Valinda Johnston, CDA, of Pleasant Grove, Utah, has been working as a dental assistant for more than 30 years. Additionally, she has experience working as a treatment coordinator, helping to coordinate and teach continuing dental education offered by her dentist employer, and providing in-office consulting nationwide. Johnston now is pursuing a Health Science and Services degree at Brigham Young University-Idaho, with plans to use her scholarship funds toward this tuition cost.



Valinda Johnston, CDA

“As a French author said, ‘A goal without a plan is just a wish.’ I have always wished to go back to school and earn my bachelor’s degree,” Johnston says. “Life has brought many challenges and hardships that put my goal of going back to school on hold. It is the right time now. I have the plan and an attainable goal. In the future, I hope to continue

working in the dental field, teaching and consulting, and in dental research.”

Scholarship finalists

This year, the scholarship committee also selected two finalists, who will receive one DALE Foundation product of their choice.

- Vanessa Garcia, CDA
- Pamela Smith, CDA

Learn more about the scholarship

The DALE Foundation launched the Liz Koch Memorial Scholarship in 2014 to honor the late Liz Koch, who served as Chief Operating Officer of DANB and the DALE Foundation before her untimely passing in 2011. For more information, visit www.dalefoundation.org/About-The-DALE-Foundation/Scholarships.

SUPPORTING FUTURE HEALTH PROFESSIONALS

DANB and the DALE Foundation partner with HOSA to award scholarships

The international student organization HOSA-Future Health Professionals named its scholarship recipients for 2020 during its virtual International Leadership Conference, held June 24-27. Among the winners were Tiana Pham and Riya Shah, who were selected to receive this year's HOSA scholarship for future oral healthcare professionals cosponsored by the Dental Assisting National Board (DANB) and its affiliate, the DALE Foundation.

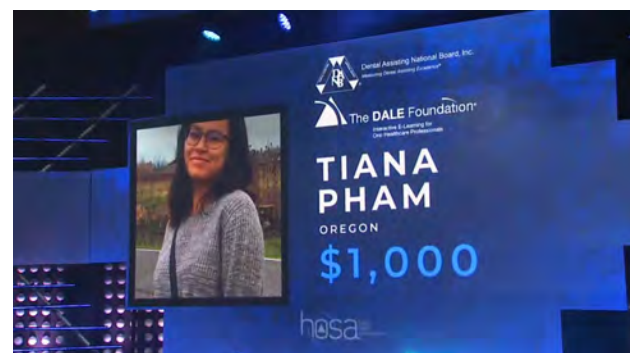
The 2020 scholarship recipients are HOSA members who have exemplified an unwavering drive and commitment to reinforcing HOSA's core values to learn, lead, serve and innovate. During the HOSA virtual ceremony, scholarship partners, including DANB and the DALE Foundation, were recognized for their generous contributions supporting the education of future health professionals.

DANB and DALE Foundation Executive Director Cynthia C. Durley, M.Ed., MBA, expressed gratitude to HOSA, particularly for the opportunity to participate in the virtual conference and awards ceremony. She also congratulated the accomplished scholarship winners: "These two young women both are deserving recipients of the 2020 HOSA Scholarships sponsored by DANB and the DALE Foundation."

[About the DANB/DALE Foundation HOSA Scholarship winners](#)

The DANB/DALE Foundation HOSA Scholarship recipients were chosen based on criteria including grade-point average, HOSA activities and leadership, other school activities, honors in HOSA and other school activities, community service, professionalism, reference letters and a personal statement. They each won \$1,000, plus access to the OSAP-DALE Foundation Dental Infection Prevention and Control Certificate Program™.

Tiana Pham, who recently graduated from Benson Polytechnic High School in Oregon, has been involved with HOSA-Future Health Professionals since November 2018, serving since January 2020 as vice president of the Benson HOSA chapter in Oregon. In March 2020, she earned first-place awards in dental science and terminology issued by the Oregon HOSA State Leadership Conference. Since April 2019, Pham has been performing



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dental assisting duties for Pacific Dental Care, PC, and she plans to attend the University of Oregon in pursuit of becoming a dentist or an orthodontist.

“I believe the competitive fire in me will help me get through all the needed pre-dental requirements successfully,” Pham shares. “Also, I hope to start a collegiate-level HOSA chapter at the University of Oregon and become president of the pre-dental club there. I envision the soft skills I learned during my HOSA experience in helping me to be a more compassionate and dedicated oral healthcare provider to my patients, and in helping me to work collaboratively with my fellow staff in the future. I hope to be a leader in advocating for great oral health for all.”

Riya Shah, who recently graduated from Bartlett High School in Illinois, has been involved with HOSA-Future Health Professionals since August 2017, in capacities including organizing blood drives, running meetings, and planning fundraisers, among other activities. Shah has won awards in biomedical debate, creative problem-solving and epidemiology through the Illinois HOSA State Leadership Conference. In addition to her many notable activities, in summer 2018 she worked as a Loyola University Chicago research assistant, focusing on the effectiveness of mosquito repellent.



Shah plans to pursue a career in healthcare — specifically, in public health. “Before my involvement in HOSA, I did not have a direction I wanted to go in the healthcare field,” Shah shares. “I assumed I wanted to go to medical school and become a doctor. HOSA taught me that there are many careers in the healthcare field that I could choose from. I was not just restricted to one option.” Now, Shah dreams of having a career in dentistry and helping her community.

“My decision to go into public health would not have been solidified without HOSA,” Shah adds. “HOSA is not just an organization to help you choose a career, but an organization that gives you lifelong skills.”

To learn more about HOSA, visit www.hosa.org/about.

POISED FOR EXCELLENCE THROUGH PARTICIPATION

Why Natalie Kaweckyj recommends both ADAA membership and DANB certification

Natalie Kaweckyj, CDA, COA, CPFDA, CRFDA, CDPMA, COMSA, BA, LDA, RF, MADAA, strongly believes that in addition to holding certification through DANB, all dental assistants should be members of the American Dental Assistants Association (ADAA).

“Part of being a respected professional in any field is maintaining professional membership and holding professional certification,” she says.

Kaweckyj exemplifies this, as she maintains six DANB certifications, holds distinction as an ADAA Fellow and Master, and recently completed her term as immediate past president of ADAA. She believes there are professional development opportunities at every point in a dental assistant’s career.

“Both ADAA and DANB allow so many occasions for growth at all career stages — from the dental assisting student to the retired career dental assistant still interested in maintaining a finger on the pulse of what you need to know in dental assisting,” Kaweckyj states.

The ADAA journey

Kaweckyj joined ADAA in October 1992 and says she enjoyed membership “in name only” for five years. “It wasn’t until I began working on my ADAA Fellowship — which I earned in 1999 — that I met members from my own state, Minnesota, and got involved on the state level,” explains Kaweckyj, who started out serving as her state’s ADAA chapter president in 2002 and then served in that role again from 2005 to 2007. She has held numerous other state chapter positions, including secretary, business secretary and legislative chairperson.



Natalie Kaweckyj has been an active ADAA member since 1992. Over the years, she’s enjoyed holding multiple leadership roles in ADAA, as well as networking with dental assistant colleagues at dental meetings across the country.

Spotlight on Excellence

Going on to earn ADAA Mastership in 2004 further elevated Kaweckyj's career on the national level. She has held a number of national leadership roles in ADAA, including president from 2010 to 2011 and from 2017 to 2018. "I finished my term as immediate past president at the end of October 2020," she says.

Would Kaweckyj recommend that her motivated peers follow in her footsteps? Absolutely, she says: "Holding Fellowship and Mastership is something that is coveted by many and attained by few. Long a standard of professional achievement, these designations in ADAA are something to strive for as a dental assisting professional."

The DANB difference

Another key way for dental assistants to demonstrate their knowledge, skill sets and passion for the profession is through earning and maintaining certification through DANB — which Kaweckyj has proudly done for years.

"Becoming a Certified Dental Assistant certificant was a personal choice," Kaweckyj reflects. "Now, as a career dental assistant, I feel every dental assistant should become DANB certified, maintain their certification and use the credentials proudly."

The benefits of participation

For Kaweckyj, involvement in both ADAA and DANB only makes sense: "Many dental assistants have already achieved professional excellence by earning a credential through DANB. Why not put your earned credential to use toward a pathway within ADAA Fellowship? Having earned just one DANB credential allows you to earn a credit of 100 to 150 hours toward the 300 credit hours needed for Fellowship — and you have 10 years to complete the requirements as long as active ADAA membership is maintained."

Beyond finding opportunities for professional advancement through ADAA and DANB, Kaweckyj has enjoyed creating many connections, which she wouldn't trade for the world. "The networking has provided me with unbelievable opportunities to grow professionally and personally," she says. "If you haven't already, I recommend joining ADAA, taking that next step toward ADAA Fellowship, and earning and maintaining DANB certification."

Learn more

Not yet a member of ADAA? Visit www.adaausa.org for membership information. To enroll in the ADAA Fellowship/Mastership programs, contact Jennifer Porter at jporter@adaausa.org.

CELEBRATING 'TOGETHER' IN SPIRIT

The American Association of Dental Office Management inducts 2020 Fellows and Masters during virtual ceremonies



From left: Alecia Billingsley, Anna Maria Dennis and Brittany Stewart were among the 43 AADOM Fellowship inductees for 2020.

For American Association of Dental Office Management's (AADOM) class of 2020 Fellows and its inaugural class of 2020 Masters, the "walk across the graduation stage" may have been virtual. But this change in format didn't quell the excitement buzzing before and during the induction ceremonies streamed live through Facebook the afternoon of Sept. 18.

About 10 minutes prior to the big online event, anticipation was already building. "Graduation is starting soon!" AADOM staff shared with the Facebook Live audience. "Seventy-plus people are getting ready. The fun is just about to begin!"

AADOM Founder and President Heather Colicchio kicked off the ceremonies with a welcome greeting: "We are so excited to celebrate the induction of our 2020 Fellows and Masters. As you know, becoming a FAADOM and now a MAADOM is no small accomplishment, since these individuals are some of the top dental management professionals in the industry."

Odyssey Management President Teresa Duncan, M.S., FAADOM, addressed the audience before reading the Fellows' names: "Forty-three individuals are being inducted as 2020 AADOM Fellows this year — that's 43 of you who didn't rest during this challenging year. I am honored to introduce you."

Spotlight on Excellence

While “Pomp and Circumstance” played, AADOM’s Fellows in caps and gowns were shown on-screen and given the opportunity to share a few words. Some inductees’ friends, family members and colleagues could be heard in the background, cheering them on.

Next, Cynthia C. Durley, M.Ed., MBA, DANB and DALE Foundation Executive Director, announced the 2020 class of 27 AADOM Masters.

After the Masters were acknowledged and had a chance to address their peers, Durley highlighted a key component of earning Mastership: completing the three-step [OSAP-DALE Foundation Dental Infection Prevention and Control Certificate Program™](#). “In this era of COVID, completing infection control education is especially critical. As of September 18, 2020, out of the entire country, there are just over 600 OSAP-DALE Foundation Certificate Program participants — and 27 of them are here at this ceremony. I’m very, very proud of all FAADOMs and all MAADOMs,” Ms. Durley said.



From left: Debbie Evans, Claudia LaSmith and Elizabeth Russell were among this year’s 27 AADOM Mastership inductees — the first-ever class of Masters.

4 QUESTIONS FOR AADOM'S 2020 PRACTICE ADMINISTRATORS OF THE YEAR

Like so many things in 2020, this year's American Association of Dental Office Management (AADOM) Practice Administrator of the Year award was full of firsts — it was the first year the awards ceremony was held virtually, and it was the first year that two winners were named.

Both Debbie Evans, MAADOM, and Jennifer Steadman, MAADOM, were selected as 2020 AADOM Practice Administrators of the Year.

Evans acknowledges there's a silver lining to sharing the Practice Administrator of the Year award, as well as to the online format of 2020 AADOM ceremonies overall — more camaraderie and celebration!

"I've missed being at the conference, but now we have more than just four days of celebration," says Evans, who also was recently inducted into the first-ever class of AADOM Masters. "It's actually been so much fun, with our family members and staff members being able to watch the online events." In addition to participating in AADOM's Fellowship and Mastership induction ceremony, Evans also learned via the internet that the AADOM Triangle Area [North Carolina] Chapter — of which she is co-president — won Chapter of the Year, for the third year in a row.

And most notably, this year's virtual Practice Administrator of the Year ceremony allowed for some local celebration in North Carolina. Elaborates Evans, practice administrator and vice president at Wainright & Wassel, DDS in Raleigh: "My colleagues had planned a surprise just in case I did win Practice Administrator of the Year. Nobody knew who the winners were going to be. After the virtual announcement, they came into my office, threw confetti and brought in balloons. What a celebration!"

Co-winner Steadman, director of operations at New England Management Services in Massachusetts, was also inducted as an AADOM Master. She agrees that while this year's award celebrations were unique, they were also incredibly special:



2020 AADOM Practice Administrators of the Year Debbie Evans, MAADOM (left), and Jennifer Steadman, MAADOM.



Debbie Evans, MAADOM, was showered with confetti and words of congratulations by her colleagues after she was announced as one of AADOM's two Practice Administrators of the Year for 2020. Photo provided by Wainright & Wassel, DDS.

“This year, the announcement looked a little different, but the outpouring of support and congratulations still has been absolutely amazing.”

Evans and Steadman discuss receiving AADOM's Practice Administrator of the Year award, the advice they would give to current and aspiring office managers, and more.

1. How does it feel to be recognized as one of AADOM's 2020 Practice Administrators of the Year?

Evans: The word that I would use is unbelievable. It was a shock. I feel really, really humbled to have been a winner, since that's the big AADOM award given each year. Ever since I first joined AADOM and went to my first AADOM conference in San Diego in 2014, I felt motivated to become one of the leaders who stood on that stage. Now, six years later, Jennifer and I have won the top award, Practice Administrator of the Year! It means the world.

Steadman: I am still processing it all! When I attended my first AADOM conference, I told myself that someday I wanted to be like one of the managers being recognized on stage for their accomplishments in the field. I am still pinching myself that it happened!

2. This year, you both earned AADOM Mastership. Congratulations! Why do you recommend earning Fellowship and Mastership distinctions through AADOM?

Evans: Above all, the one thing I recommend all managers do is keep learning. No matter how many years you've been doing this, you'll never know everything. In dental, things change all the time, every day. And to have a successful practice, you have to keep up on it all. I've done every webinar possible; you name it, I've done it. I just have a passion for education and learning.

That's one great thing about AADOM: the education, especially now with COVID. As a manager, you must be able to step up to the plate and guide your team through challenging times. Really and truly, I don't know what I would have done during COVID without AADOM.

Steadman: I am a lifelong learner and want to learn as much as I can to help my team in

any way possible. By obtaining Fellowship and Mastership, you are taking the next step in your career — and that will help make your practice stand out. An amazing benefit to holding AADOM membership is the abundance of educational resources at your fingertips. The AADOM e-Campus is a hub for everything and anything dental office management! (A little tip: Use the e-Campus to do training with your team, review the webcast, and have some questions ready to provoke discuss.)

And, I absolutely recommend [the DALE Foundation dental office management courses](#) to my peers. These DALE Foundation courses I took as part of fulfilling the AADOM Fellowship requirements taught me so much early in my management career about human resources, insurance, accounts receivable, etc. The courses are so valuable and very interactive. Unlike other courses I have taken in the dental field, you are easily able to use the tools you learn through them in everyday practice.

3. One of the requirements for earning Mastership in AADOM is completing the OSAP-DALE Foundation Dental Infection Prevention and Control Certificate Program™. How do you feel this program benefits your career?

Evans: I learned things that I had no idea about. I thought the OSAP-DALE Foundation eHandbook Assessment™ ([step 3 of the educational certificate program](#)) was hard! And I didn't realize until we had our MAADOM ceremony on Sept. 18 that only approximately 600 people in this country have this certificate — and 27 are from our Mastership class. I'm pretty proud of this. I thought the program was very interesting. Things I didn't know I was supposed to know, now I know I have to.

Steadman: To be a practice manager, you do not need to have a clinical background. By completing the OSAP-DALE Foundation Certificate Program, you gain the knowledge of infection control so you can help your team. It was interesting completing the program during our office's COVID closure, because I was able to pass along a lot of the information to my team to help support them during that time.

4. What's your advice for dental assistants who wish to become practice administrators?

Evans: If I was a dental assistant and I thought about working on the front desk, I would actually go to get a little experience, maybe ask if you could help answer the phones, for example, to learn more about the business side of dentistry. With the knowledge that assistants have on the clinical side, if they also learn about the business side of dentistry, those skill sets truly are a fabulous combination for a great office manager.

Steadman: You can do it! I started as a dental assistant in high school. I have promoted multiple team members from dental assistants to practice managers. As a dental assistant, you are great at communication and multitasking, and you are compassionate. My advice is to take DALE Foundation courses and become an AADOM member — we are all here to support you in your career aspirations.

Note from AADOM

Interested in joining? Test drive a membership today to get a free sample of the benefits of belonging to AADOM! [Learn more.](#)

ACHIEVING MORE WITH CERTIFICATION

Marlyce Godoy says DANB certification helped her achieve her career goals

Marlyce Godoy, CDA, RDH, M.S., has her sights set on a long-term career in dental education — having recently become a professor at State University of New York (SUNY) Erie Community College’s dental hygiene program and adjunct professor at the University at Buffalo Educational Opportunity Center’s (UBEOC) dental assisting program.

Godoy also has her heart set on maintaining DANB certification, since she credits the certification with helping her achieve these career milestones.



“When patients know that you are nationally certified in your profession, they hold you at a higher level of respect and trust, and employers view DANB certificants as especially valuable,” Godoy explains. “It’s important to me to hold on to DANB certification, especially since I hope to one day work as a program director in a dental assisting education program.”

Godoy came to the dental field about a decade ago, while exploring career options through the UBEOC. “I knew nothing about dentistry before I stepped into the UBEOC,” Godoy recalls. “I didn’t know what I wanted to go to school for, or what I wanted my career to be. When I took an entrance exam, I scored high in dental assisting and was placed in an introductory course — this immediately sparked an interest in me! I realized working in the dental field is my passion.”

Godoy graduated in 2011 with a certificate in dental assisting from the UBEOC, with financial support through a partnership between the UBEOC and Buffalo Employment and Training Center (BETC). After completing a clinical externship and earning DANB Certified Dental Assis-

Spotlight on Excellence

tant (CDA) certification that same year, Godoy secured employment as a dental assistant with Western New York Dental Group, where she currently works as a dental hygienist. In addition to holding CDA certification, Godoy is licensed in dental hygiene, dental anesthesia, and dental assisting in the state of New York.

Godoy earned an associate degree in dental hygiene through SUNY Erie Community College, as well as Bachelor of Science and Master of Science degrees in career and technical education from SUNY College at Buffalo. A past student teacher at the UBEOC and clinical instructor in dental hygiene at SUNY Erie, Godoy strives to someday establish her own dental assisting program to expand training opportunities in her area.

Additionally, Godoy is a member of the American Dental Assistants Association, American Dental Education Association, American Dental Hygienists' Association, and Association for Career and Technical Education.

What drives Godoy to strive to succeed? She credits her many mentors and role models: "In particular, when I was at the UBEOC, we heard from a guest speaker who advised us to always continue challenging ourselves so we don't become complacent. I'm motivated to continue progressing in my career, to continue learning and accomplishing everything I can."

Godoy's dedication to professional development is highlighted in an [alumni success story](#) published in 2019 by the UBEOC. In fact, this story piqued the interest of UBEOC leadership, which has selected Godoy as the 2020 recipient of its Distinguished Alumni Award.

"The UBEOC Associate Executive Director saw that I had continued my education and appreciated the fact that I maintained lifelong learning to drive progression throughout my career," Godoy elaborates. "She asked me to send her a bio, a list of my accomplishments through the years, but didn't say what it was for. It wasn't until a few weeks later that I realized why I was sending this information, and I was absolutely floored when I saw I was receiving the award! It's a true honor."

Godoy recognizes not only the UBEOC, but also DANB for steering her toward a bright future as a dental professional. "I'm proud of how much I've been able to accomplish and am grateful for those who have helped me to create a strong foundation for my career," she says. "I have true appreciation for that."

"When patients know that you are nationally certified in your profession, they hold you at a higher level of respect and trust, and employers view DANB certificants as especially valuable."

— Marlyce Godoy, CDA, RDH

HONING INFECTION CONTROL KNOWLEDGE

A-dec territory managers complete rigorous OSAP-DALE Foundation certificate program



As of June 8, 2020, 70 A-dec territory managers have earned the OSAP-DALE Foundation Dental Infection Prevention and Control Certificate. Submitted photo

Dental infection control knowledge and education has always been important, but it has become even more critical in recent months due to the COVID-19 pandemic. A-dec is leading the way by supporting its territory managers in earning a rigorous educational dental infection control certificate.

The educational certificate program was developed by the Organization for Safety, Asepsis and Prevention (OSAP) and the DALE Foundation. Earning the [OSAP-DALE Foundation Dental Infection Prevention and Control Certificate](#)[™] requires completing online educational modules and then passing an assessment.

As of June 8, 2020, 70 A-dec territory managers have earned the OSAP-DALE Foundation Dental Infection Prevention and Control Certificate.

A-dec Vice President of Global Sales & Marketing Tim Long said it was important to A-dec to invest in the OSAP-DALE Foundation Dental Infection Prevention and Control Certificate Program. “We wanted to equip our territory managers with knowledge on infection prevention and control that is directly tied to the dental industry and based on national standards,” he said.

Spotlight on Excellence

Territory managers are in the unique position of being a trusted resource to oral healthcare providers and are often a primary source of dental infection prevention and control information.

“Being a resource for practitioners and colleagues throughout the dental industry is something we value a great deal,” Long continued. “We know that doctors are going to have questions as they’re getting back to work and we want to be their sounding board and offer guidance based on the takeaways of this program. Territory managers are now able to make recommendations for improvements in dental infection prevention and control practices, referencing evidence-based sources that support any modifications to dental facility protocols.”

After earning the OSAP-DALE Foundation Dental Infection Prevention and Control Certificate, A-dec territory managers will go one step further and earn professional certification through OSAP and DANB. The OSAP-DANB Dental Industry Specialist in Infection Prevention and Control™ (DISIPC™) is the first professional infection control certification for dental equipment and supply manufacturers and distributors.

“As part of a long-term goal, completing this rigorous education program elevates our territory managers to an expert level and positions them to sit for the Dental Industry Specialist in Infection Prevention and Control certification exam in 2021,” Long said.

About A-dec, Inc.

A-dec provides reliable dental equipment solutions to better the lives of dentists and their patients worldwide. Headquartered on 50-acres in Newberg, Oregon, A-dec’s campus includes state-of-the-art manufacturing facilities and the A-dec Education Center dedicated to learning and discovery. Facilities in the United Kingdom, Australia and China help support an extensive network of authorized dealers in more than 100 countries worldwide. To learn more, visit a-dec.com.

About the OSAP-DANB-DALE Foundation collaboration

OSAP, DANB and the DALE Foundation have come together to collaborate on a comprehensive infection control education and certification initiative.

OSAP is a leading provider of infection prevention and control education, training and credentialing that supports safe dental visits. DANB provides credentialing services to the dental community. The DALE Foundation, the official DANB affiliate, delivers quality education and conducts sound research to promote oral health. To learn more, visit dentalinfectioncontrol.org.

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