# AADC Officers/Board of Directors

2

# Notice of Disclaimer

3

# President’s Message

Robert (Bob) Rosenthal, DDS, CDC, FACD

4

# Ensuring Consistency in Clinical Review

B. Hudson Graham, DDS

6

# Spotlight:

Cheryl Lerner, DMD

8

# AADC Annual Meeting and Workshop

Linda Vidone, DMD

11

# Certified Dental Consultant Eligibility and Maintenance Workshop Requirements

Linda Vidone, DMD

14

# Meet The Candidates

16
### American Association of Dental Consultants

**Updated May 2022**

**Terms expire annually in May**

#### 2022-2023 Officers / Board of Director

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tr>
<td>Robert Rosenthal, DDS</td>
<td>President</td>
<td>2023</td>
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<td>220 Broad Street</td>
<td>Kernersville, NC 27284</td>
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<tr>
<td>Jonathan Rich, DMD</td>
<td>President-Elect</td>
<td>2023</td>
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<tr>
<td>Avesis</td>
<td>PO Box 238, 139 S Main St</td>
<td>Dry Ridge, KY 41035</td>
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<td>Lawrence M. Hoffman, DMD</td>
<td>Sec/Treas.</td>
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<td>10287 Clayton Rd., Ste. 350</td>
<td>St. Louis, MO 63124-1172</td>
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<tr>
<td>O. Andy Elliott, DMD</td>
<td>Immediate Past President</td>
<td>2023</td>
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<tr>
<td>Avesis</td>
<td>PO Box 1381</td>
<td>Martin, KY 41649</td>
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<tr>
<td>Clayton O. Pesillo, DMD</td>
<td>Editor</td>
<td>10th Term 2023</td>
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<tr>
<td>566 Country Road</td>
<td>Lewisburg, PA 17837</td>
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<tr>
<td>Madeline J. Anderson Thomas, DDS</td>
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<td>1st Term 2023</td>
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<tr>
<td>Met Life</td>
<td>674 Oak Creek Dr.</td>
<td>Cedar Hill, TX 75104</td>
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<tr>
<td>3307 Marquette Trail</td>
<td>Michigan City, IN 46360</td>
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<tr>
<td>Michael P. Goldberg, DMD</td>
<td>Associate Liaison</td>
<td>2023</td>
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<tr>
<td>700 Mount Hope Avenue</td>
<td>Bangor, ME 04401</td>
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<tr>
<td>Scott Navarro, DMD</td>
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<td>1st Term 2025</td>
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<tr>
<td>2500 Standing Rock Circle</td>
<td>Oakland, FL 34787</td>
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<tr>
<td>Terrence Poole, DDS</td>
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<tr>
<td>4605 E Galbraith Rd, #100</td>
<td>Cincinnati, OH 45236</td>
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<tr>
<td>211 Kennedy Ct.</td>
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<td>Randi S. Tillman, DMD</td>
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<td>36 Owen Road</td>
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<td>H. Fred Howard, DMD</td>
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<td>PO Box 842, 301 E Central St</td>
<td>Harlan, KY 40831</td>
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<td>Linda S. Vidone, DMD</td>
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<tr>
<td>50 Winchester Street, Apt. 410</td>
<td>Brookline, MA 02446</td>
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**Ellen Kessler, Executive Director**

AADC, 1971 Chesterfield Ridge Circle
Chesterfield, MO 63017
NOTICE

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President’s Message

Robert (Bob) Rosenthal, DDS, CDC, FACD
President
American Association of Dental Consultants

The Power of AADC Connection: The Consultant Experience

I look forward to greeting everyone at our annual session at the Arizona Grand Resort in Phoenix this May. The Program Committee has scheduled an outstanding program of presentations to meet our educational needs. I want to thank Dr. Linda Vidone, Dr. Marie Schweinebraten, and Suzanne Achenbaugh for volunteering their time and talents to develop, arrange, and coordinate a program of speakers and topics for this year’s workshop. A special thank you to Ellen Kessler, our executive director, for researching a venue for 2024 and 2025 and arranging the meeting logistics for this year’s meeting.

I can sum up the state of our organization in one word, strong! Many members contribute their time and talents, so the rest of us can enjoy the success of our organization. It is impossible within this space to thank
everyone, but my heartfelt, sincere thanks to all of you who contributed and continue to contribute to making our organization awesome.

Our membership is the lifeblood of our organization. While our more “seasoned” members have a historical perspective, our newer members bring fresh and exciting ideas. Without you, our members, we could not achieve the success we have enjoyed over the years. But like all organizations, we need more members. If you know someone interested in dental consulting or working as a dental consultant, invite them to join our organization.

We are always open to suggestions from members to make our organization increasingly relevant to both our membership and the plans we represent. If you would like to participate and serve on one of our committees, please get in touch with Ellen Kessler. Ellen will forward the information to the chairperson responsible for that committee.

Thanks to the input and counsel of our Board of Directors, the year progressed smoothly as we finalized a strategic plan and chose a workshop venue at the Hyatt Coconut Point Resort & Spa, outside of Fort Myers, Florida, May 15-18, 2024, and May 14-17, 2025. We have solidified our financial position, expanded our diversity statement, and increased our membership.

At the conclusion of our annual business meeting, Jonathan W. Rich, our current president-elect, will begin his term as your president. We will also elect a President-Elect and two board members. I am confident our new AADC’s leadership will continue to move our association in a positive direction into 2024.

As I near the end of my term as your president, I wish to take this opportunity to thank the membership, board, and our Executive Director, Ellen Kessler for their support over the past year. I will be completing my term of office during our annual meeting this May 2023.

Again, I thank you for the privilege of leading this organization. I will remain active as the Immediate Past President and will continue contributing to our organization.
Ensuring Consistency in Clinical Review

B. Hudson Graham, DDS
Dental Director
Guardian Life Insurance Company

Clinical review is an integral part of a dental plan’s utilization management program. The review of clinical information by licensed clinicians ensures that the plan’s decisions to approve, modify, or deny coverage are made fairly and are based on current professional standards. While many dentists might have the perception that variations in clinical judgment are minimal, the reality is that they are frequently encountered and can have substantial ramifications. Consider a patient who comes to your practice with a treatment plan from another office seeking a second opinion. After reviewing their records and performing a thorough examination, how often has your treatment plan matched the one from the previous dentist?

When applying clinical judgment in the determination of benefits, it is especially important to maintain reasonable consistency not only within an individual’s clinical decisions, but also among multiple clinical reviewers. Failure to ensure consistent reviews can lead to negative effects for all stakeholders. Inconsistent determinations can lead to undesired abrasion and loss of trust from plan members and network providers. Most state insurance regulators evaluate clinical review outcomes when performing routine audits and may mandate corrective action if inconsistencies are detected. Development and implementation of policies to address audit deficiencies costs the plan time and money. Inconsistent reviews also lead to an increase in the volume of provider and member appeals, which further increases costs for the carrier.
The foundation that supports consistency in any plan’s clinical decision-making is a clear set of benefit guidelines, often compiled in the form of a provider handbook which is made available to network providers. These guidelines not only serve to inform and align provider and member expectations with the plan’s benefit coverage, exclusions, and limitations, but also serve as a knowledge base for the plan’s dental consultants. A provider handbook can be as simple as a list of covered and non-covered CDT codes, or it may contain lengthy lists of specific criteria and documentation required for claim submission for each procedure. An alternative method of providing this information is the benefit grid: a table listing procedure codes, pre- or post-review requirements, and specific required documentation and clinical criteria.

Within the internal operations of a plan, there may be additional guides to aid consultants in reaching a consensus and ensuring consistency. The plan’s dental director and consultants may develop clinical criteria guidelines based on current evidence-based practices. These guidelines are more in-depth than the provider handbook and are therefore useful on borderline cases when there is a greater risk of inconsistent reviews. In plans with extensive, complex criteria and/or numerous denial codes that need to be applied by the reviewing clinician, the plan may develop an adjudication manual. This tool walks the consultant through the review process in a step-by-step manner to ensure both consistent clinical determinations and denial code applications.

State insurance regulators usually require evidence of steps taken by a plan to identify and remediate consultants who are providing inconsistent clinical reviews. This is accomplished through an inter-rater reliability exercise. The NCQA 8/30 methodology is the best practice to meet this requirement and must be utilized by any plan obtaining or maintaining NCQA certification. This exercise is to be performed at least annually, although more frequent calibrations undoubtedly lead to better results. In this evaluation, the dental director selects eight cases for review by the dental consultants and provides all information necessary to make a benefit determination. Once completed, the dental director compares all decisions and, if a 90% or greater consensus is reached, the exercise is considered successful and complete. If not, the director will select a further twenty-two cases for review by all consultants. This process will reveal inconsistencies associated with specific claim reviews. The inconsistencies discovered during this review (and the initial review, if present) are used for training, refining claims review guidelines, and/or determining corrective actions for those consultants who show outlier behavior.

The pursuit of consistency in clinical review is a constant effort, and this article is by no means a comprehensive guide. In the benefits industry, as in private practice, different dentists see and treat cases differently. In my experience, the most effective practice is the encouragement of daily open dialogue among consultants, allowing real-time calibration and application of all the available tools and training.
When I was a little girl, I wanted to grow up to have all the stereotypical jobs that women performed “back in the day”: nurse, teacher, mother. I can envision my Nurse Nancy lunchbox even today! My mom was a full-time teacher (even in the summers) with two master’s degrees to her credit, and she (and my dad) raised 4 kids, to boot. I was happily programmed and destined to be a “Super Mom” (You know….full time at work, full time mom? Probably took a few years off my lifespan, but I did it. Kudos to the subsequent generations who value a good work-life balance!!).

I excelled in math, science, and art in junior and senior high. Voila! Put that all together and sprinkle in some people skills and you have the definitive profile of a dentist. I loved going to the dentist because I never had cavities and I always got a prize from the treasure chest along with a new toothbrush. By age sixteen, the scene was set: I was going to dental school. There were no dentists in my family, and the male-domination of the profession never crossed my mind. I went to University of Pennsylvania undergrad because (1) it was a great school; (2) it was a very popular choice in my high school (it was only 2 hours away from home—just the right distance); and (3) they had a dental school.

During undergraduate freshman orientation, my selection of dental school activities included carving a tooth out of a pink block of wax. I was hooked. I worked as a chairside assistant for 3rd and 4th year dental students in the clinics two afternoons a week and moved my work study job to the front office of the dental school. I worked in the office of the Dean of Student Affairs (worked for Corky, some of you Penn grads likely know who I mean), joined the Pre-Dent Society, and immersed myself in all things “dentoid”. I also pursued non-dental activities. I served on the Yearbook staff, performed in a Spring Fling production, and was voted to serve on student government; but my strong interest in the dental profession was clear. I also made great connections through my dental assisting experiences and my job in the Dean’s office.
I packed my academic schedule junior year to free myself for a fun senior year that would ideally include interviews at various dental schools. I had never flown in a plane and was really looking forward to it as I planned interview visits at dental schools to which I had applied. I only needed two more courses to complete my requirements for my bachelor's degree and I was desperately searching the catalogue for interesting elective courses when Sandy Scott, the dental school office manager and my adopted mom, called me to say there was an opening in the Penn Dental freshman class and I should get dressed for an interview within the hour. The semester was already in its third week! My DAT and GPA scores were quite good. I matriculated to Penn Dental that week and had to cram all the tooth numbers and surfaces that first night to take the test the next day with my new Class of 1982. I pulled all-nighters that first semester to “catch-up”. My classmates thought I must be a dental “Doogie Houser” or someone special since I was accepted into dental school before completing my undergraduate studies. I sent “thanks, but no thanks” letters to Emory, Northwestern, Georgetown, Tufts and Maryland, the other dental schools to which I had applied. I never had the opportunity to take a flight, either!

In dental school I took on leadership roles in my class (served as treasurer of our class) and in my fraternity (Delta Sigma Delta). I did earn my bachelor’s degree at the end of my first year of dental school, making my mom very happy. By the second semester, I was more settled and had established friendships with classmates who became lifelong friends including a pro football player who was my lab partner (Ken MacAfee, a San Francisco 49er and subsequently an oral surgeon).

After graduation from Penn Dental my next stop was a hospital GPR at Einstein Northern in Philadelphia. I learned firsthand what sleep deprivation is REALLY like. I gained clinical skills including stitching faces, surgically extracting teeth, and wiring broken jaws due to traumatic injuries. The confidence I gained from the GPR led one of my attendings to offer me an associate position in his south Jersey practice once I completed the GPR. I was marketed as the “First Woman Dentist in Blackwood, NJ”. I practiced until 9 pm Tuesday through Friday, and every Saturday morning for two years. I had loans out the wazoo, so I also took an additional part time clinical job two mornings a week and I taught in the clinic at Penn a day and a half a week. (How did I manage this??? It did prepare me for the Super Mom gig that was to follow.)

I relocated to Washington, DC where I purchased a practice, got married, had three children, and continued to work full time. I also practiced as a hygienist on Saturdays for extra money. All was well until one morning I awoke and was unable to move my right arm without severe debilitating pain. I was diagnosed with a herniated C6 with excruciating, radiating pain down my dominant arm. I could not hold a pen, much less a drill for at least a week. Surgical consults, PT, Vicodin, and Lortab were my life for a month. I decided against surgery as the pain became more chronic than acute. I cut my schedule back to three days per week and put my practice on the market for sale. I accepted a position as a claims reviewer for a dental benefits company working two half-days a week. When the practice sold, I was promoted to Director of Clinical Review at Dental Benefit Providers, eventually acquired by United Healthcare. I had 13 years of practice under my belt, experience in
managing a practice, understanding the impact on a practice when patients no show for appointments or worse, do not pay for their care, and those people skills that I honed over the years. I enjoyed the new challenge of learning how to use a computer — Outlook, Word, Excel, and Access.

My career in administrative dentistry blossomed to include network management and provider relations and over the years I worked at United Healthcare, two Delta Dental plans, a leased network company, and currently one of the Blues plans. I joined AADC early on in this second career and enjoyed the comradery and education that was offered. The friends who are our colleagues are as near and dear to me as my dental school classmates as we often have common histories. We help each other, contributing to an incredible pool of knowledge, and we are there to support each other through some of the corporate rocky times that we all experience. I cannot overstate the value of belonging to AADC!

In 2020, I was asked to chair the Program Committee. The hard work of that group of dedicated volunteers was thrown into turmoil thanks to COVID-19. We rallied, though, and speakers with whom we contracted presented virtual programs throughout the year (thanks, Mitch Couret!). In 2021, we made the hard decision to provide a virtual meeting, gathering more speakers and setting up technology that had not been used in previous workshops (thanks, Ellen Kessler!). Finally, in 2022, we were able to get back to an in-person workshop in Phoenix, Arizona which turned out to be an amazing event! We had so sorely missed connecting face-to-face, collaborating, and networking like we did pre-Covid. It is those interpersonal connections that make AADC’s annual workshop so incredible and special. A special thank you goes out to Ellen Kessler, Andy Elliott, Randi Tillman, Suzanne Achenbaugh, Julie Barna, Bob Mason, Joe Lucchesi and Jeff Chaffin for their support and persistence to make it all happen. As Program Committee chair, I also appreciated Clay Pesillo’s claims review presentation and Linda Vidone’s input of ideas.

Whenever I meet or connect with another dentist who is getting into the realm of benefit plan administration, I stress the value of joining this fabulous association. There’s nothing like this group for those of us who work in this unique industry. Making friends, connecting with colleagues, perhaps making connections for job opportunities as a member of AADC will always serve you well.

PS: I took my first flight after I completed my first year of dental school. It was on a 747 to Los Angles, California. I am still amazed that we can travel by air with relative ease. I never take it for granted.
2023 AADC Annual Meeting and Workshop
The Power of AADC Connection: The Consultant Experience

Linda Vidone, DMD
Chairperson Certified Dental Consultant (CDC) Committee

2023 AADC Spring Workshop
The Power of AADC Connection: The Consultant Experience
May 3 – 6, 2023
Arizona Grand Resort & Spa, Phoenix, Arizona

The Program Committee, consisting of Linda Vidone DMD, Marie Schweinebraten DMD, and Suzanne Achenbaugh along with our Executive Director, Ellen Kessler, are finalizing the details of the 2023 workshop. It is guaranteed to once again be an outstanding meeting!

You certainly do not want to miss out, so plan ahead and register online for the upcoming American Association of Dental Consultants (AADC) Annual Meeting and Workshop at the Arizona Grand Resort & Spa in Phoenix, Arizona from May 3-6, 2023.


Preliminary Schedule:
Please note that the times listed on the next two pages are preliminary and subject to change.
**THE BEACON** informs members about the latest issues affecting dentistry and dental benefits. An annual subscription to the publication is included in your membership fee.

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Friday, May 5

7:00 am - 5:00 pm  Exhibits Open
7:00 am - 8:15 am  Breakfast
8:15 am - 8:30 am  Announcements
8:30 am - 10:00 am  Digital Dental Photography, More Than Just Pretty Pictures – Guy E. Acheson, DDS, MAGD, Supported in part by AGD
10:00 am - 10:30 am  Break
10:30 am – 12:00 pm  Digital Workflow in Implant Dentistry – Hussam Batal, DMD, Supported in part by AAOMS
12:00 am - 1:00 pm  Lunch
1:00 pm - 2:00 pm  Optimizing Utilization Review with Artificial Intelligence – Michael Urbach, Supported in part by P&R Dental Strategies
2:00 pm - 3:00 pm  AADC Annual Business Meeting / Elections / CDC Ceremony
3:00 pm - 3:30 pm  Break
3:30 pm - 5:00 pm  Claims Review II – Stewart Balikov, DDS

Dinner on Your Own

Saturday, May 6

7:00 am - 12:00 pm  Exhibits Open
7:30 am - 8:30 am  Breakfast & Announcements
8:30 am - 10:00 am  Real World Caries Management – What Payers Need to Know – Dr. Brian B. Nový, supported in part by GC America
10:00 am - 11:30 am  Claims Review Session III – Jason Grinter, DDS, MPH

As you can see, the 2023 Annual Meeting and Workshop promises to be one of the best AADC program held to date. Do not miss it! Visit the AADC website: www.aadc.org for registration, hotel, and future pertinent announcements. On behalf of the committee, we look forward to seeing you in Phoenix!
Certified Dental Consultant
Eligibility And Maintenance Workshop Requirements

Linda Vidone, DMD
Chair Certification Committee

Are you a Certified Dental Consultant? All AADC members are encouraged to become certified. The AADC certification provides verification to potential employers that you are experienced, knowledgeable and understand dental benefit plans, contracts, and administration. For members who want to take the certification exam, there are eligibility requirements that you must fulfill; and for those members who are certified, I am sure you are aware there are requirements that must be met to maintain your certification status.

For both certified dental consultants and those who wish to take the certification exam, one requirement common to both groups involve spring workshop attendance. The requirement is as follows:

**Maintenance of AADC Certification**

Certified Dental Consultants must meet a rolling “three of five” Spring Workshop attendance requirement to maintain Certification.

**Eligibly to take AADC Certification**

To apply to take the certification exam you must have attended two of the three AADC Spring Workshops prior to sitting for the examination.
Due to COVID-19, AADC Board of Directors had to cancel the 2020 Annual Spring Workshop, and the following year, May 2021, the Annual Spring Workshop was a virtual meeting only. In May 2022 the workshop was held in person in Phoenix, Arizona. The meeting was recorded for those who wished to attend but did not meet the Covid vaccination requirements and were unable to attend in person. This disruption to our workshops over the past three years has created confusion regarding the workshop attendance requirement for certification. As Workshop Committee chair, I felt it necessary to clarify the workshop requirements for certification.

The New Definition of “Attending Workshop” for AADC Certification by Year

2020 - The 2020 workshop was not held due to Covid restrictions. As such that workshop will not count toward the requirement for either eligibility to take the certification exam OR to maintain certification for those members who are certified. 

   Eligibility: 2020 will not be included to qualify for exam (2 out of last 3 years). For example, to sit for the exam in 2023 one must have attended two workshops during the years of 2019, 2021, 2022.

   Maintance: 2020 will not be included to retain certification (3 out of 5 years) For example to maintain 2023 CDC one must have attended three workshops out of years 2018, 2019, 2021, 2022, 2023.

2021 - Was a virtual meeting only and recorded. Anyone who logged in live or watched the recorded version will be considered to have attended the workshop.

2022 - Was an in-person workshop, however the AADC imposed a vaccine requirement. Anyone who attended in person or watched the recorded version will be considered to have attended the workshop.

2023 and beyond- For both eligibility and maintenance, the workshops will only count if you attended live/in person. Even though we do plan on recording the 2023 workshop, the recorded version will not be considered as “attending” but you will be able to obtain CEU’s.

I hope this clarifies the workshop attendance requirements for both certification exam eligibility and certification maintenance. This clarification is posted on the AADC website.

Any additional questions regarding the above information can be directed to Dr. Linda Vidone: lvidone@yahoo.com or the Executive Director Ellen Kessler at ellen@aadc.org.
MEET THE CANDIDATES

Candidate for President-Elect

Randi S. Tillman, DMD, MBA

In the almost 25 years that I have been fortunate enough to have leadership positions in the dental benefits industry, I have found the AADC to be the best organization to support my professional needs. There are very few dental professionals that do what we do, or that understand the business of dental insurance the way that we do. I love the opportunity of meeting every year with my colleagues to discuss the issues that are unique to our business.

Over the years I have encouraged many younger colleagues to join AADC. I have also made lifelong friends, who, to this day, continue to teach me more and more about our complex and ever-changing business. In recent months, I have assumed a position as Adjunct Professor at Stonehill College. I teach the Fundamentals of Healthcare Management to students who are pursuing a career in the healthcare industry. As I talk about the financing and challenges of the US healthcare system in general, I realize how much I have learned about the entire business model from my participation in AADC.

To give back, for all that the AADC has done for me, I have decided to run for President-Elect of the AADC and seek your support and confidence in my candidacy.

PROFESSIONAL EXPERIENCE

THE DEARBORN GROUP — Executive Dental Director, DNoA, DenteMax, HCSC (BCBS of Illinois, Texas, Oklahoma, New Mexico and Montana) 2022 - present

Responsible for oversight and management of core functions of professional relations and professional services.

- Develops and implements professional review policies.
- Directs quality review, quality improvement and utilization review.
- Accountable for all clinical programs including advocacy, claim review procedures and guidelines, and fraud investigation.

STONEHILL COLLEGE, Easton, MA 2022 - present

ADJUNCT PROFESSOR, Healthcare Management

GUARDIAN LIFE INSURANCE, Norton, MA 2017 - 2022

Chief Dental Officer, Second Vice President

Drove clinical aspects of dental policy, claim adjudication and claim cost savings using AI and data analytics. Ensured clinical quality standards were maintained.

- Business owner for implementation of AI technology for dental claims review, Q2 2021.
- Oversaw department of 26 clinicians.
- Owned Dental Thought Leadership, including webinars, white papers and professional collaborations.

NORTHEAST DELTA DENTAL, Concord, NH 2013--2017

Dental Director

Managed, oversaw and directed 7 dentist consultants to assure consistency and accuracy of claims review to detect and eliminate fraud, abuse and errors in claims payment. Applied focused data analytics.
• Served as the Senior Corporate Dentist for all clinical and professional policy and benefit decisions.
• Minimized financial losses by identifying providers with aberrant patterns of practice and/or billing.

**STRATEGIC HEALTHCARE CONSULTING, Sharon, MA 2012-2016**
Principal

• Northeast Delta Dental: Dental Quality Officer.
• The State of Colorado: Reviewed and analyzed expenditures on Dental Medicaid and formulated recommendations to maximize access and utilization. Developed Dental Medicaid policy for new adult dental benefit.
• Delta Dental of Washington: Reviewed best practices among dental Medicaid programs.

**ETHICON, INC., Somerville, NJ 2010--2012**
Director Health Economics and Reimbursement Strategic Market Access, North America

**SANOFI-PASTEUR, Swiftwater, PA 2008-2010**
Senior Director of Pharmacoeconomics and Pricing, US

Developed corporate pricing and contracting strategies for vaccine products.

**ELAN PHARMACEUTICALS, San Diego, CA 2004-2008**
Senior Director of Reimbursement & Pricing Strategy

Developed managed care strategies to ensure reimbursement from CMS, Medicare and Medicaid.

**BERLEX LABORATORIES, Wayne, NJ 2001-2004**
Sales Business Strategies/Reimbursement, Senior Reimbursement Manager

Developed reimbursement strategy for managed care for commercial and government markets.
• Directed US component of global health economics team.
• Provided leadership to global teams about current and emerging US policy and reimbursement.

**ADDITIONAL RELEVANT EXPERIENCE**

**OXFORD HEALTH PLANS, White Plains, NY**
Director, Dental Products and Strategy

Directed development of dental network for Oxford Health Plans including recruitment of 7000 providers.

**CIGNA HEALTH CARE, Bloomfield, CT**
National Dental Director

Directed and policy for PPO and indemnity products covering over 10 million lives. Led account mgmt. team.

**PRUDENTIAL INSURANCE COMPANY, Suffern, NY**
Regional Dental Director

**EMPIRE BLUE CROSS & BLUE SHIELD, New York, NY**
Director, Dental Products & Policy

**COLUMBIA UNIVERSITY SCHOOL OF DENTAL & ORAL SURGERY, New York, NY**
Assistant Professor - Principal Investigator for $500,000 NIH grant.

**EDUCATION**

**MBA, COLUMBIA UNIVERSITY BUSINESS SCHOOL, New York, NY**

**DMD, UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA**

**BA, TUFTS UNIVERSITY, Medford, MA**

**BOARD ADVISORY | PROFESSIONAL LEADERSHIP**

• Board Member, American Association of Dental Consultants
• Board Member, Healthy New Hampshire
• Member, NH Oral Health Plan Steering Committee
• Board Member, NH Oral Health Coalition
• Board Member, William J. Gies Foundation for the Advancement of Dentistry
Candidate for Secretary/Treasurer

Lawrence (Larry) M. Hoffman, DMD, CDC

Dr. Lawrence M. Hoffman has been a Dental Consultant since 1983, having served several dental benefit plans in a wide range of positions, including Blue Cross and Blue Shield of Missouri-- later Wellpoint and Anthem, and MetLife HealthCare Management Corporation. He developed dental provider networks for local HMOs and PPOs in the 1980s and 1990s, and currently consults for Delta Dental of Missouri. He joined AADC in 1989 and received his CDC in 1991. He was elected to AADC’s Board of Directors, then known as the Executive Committee, in 1999, and served as President in 2001-2002, rejoining the Board after his term. In 2006, he was elected to serve AADC as Secretary-Treasurer and was re-elected to this position in all subsequent years. He also assembled and presented AADC’s Spring Workshop claims review sessions for several years during the 1990s, and along with former President Dick Portune, served as a delegate to the American College of Dentists Ethics Summits I & II. Following these symposia, he, and Dr. Portune wrote and presented AADC’s Code of Ethics.

Dr. Hoffman was honored with the Israel “Sonne” Shulman Award for Meritorious Service to AADC in 2015. Dr. Hoffman has maintained a private general dental practice in St. Louis, Missouri, since 1978, and retains an academic position in the Department of Otolaryngology at Washington University School of Medicine.

Dr. Hoffman is pleased to report AADC continues to be on sound financial footing. We have experienced growing membership during the past year due in part to strong demand for our educational programs and opportunity for certification. We are looking forward to another successful Spring Workshop this year in Arizona. On a personal note, he is grateful for the support of membership and feels privileged to serve AADC as Secretary-Treasurer.

Candidates for Board of Directors

Active Member

Madeline J. Anderson, DDS, CDC, FACD, FICD, FPFA

I would appreciate the honor of continuing to serve on the American Association of Dental Consultants Board of Directors. I have enthusiastically used my gifts, skills, and talents to help innovatively advance the mission of the American Association of Dental Consultants.

During my 1st term on the Board of the Directors I have enjoyed serving with dedication and commitment on the Bylaws Committee and the Membership Committee. I also truly appreciated the opportunity to contribute to the development of the AADC Diversity Equity Inclusion and Belonging Statement and I chaired the Strategic Planning Committee for two terms.

My commitment to our profession and my commitment to community service are evident in my longstanding history of leadership and service. It has been my privilege and good fortune to have held key positions of leadership in national, state and local organizations including the American Dental Association (former delegate); National Dental Association (past chairman of
the Board of Directors; Texas Dental Association (former delegate); Texas Association of Women Dentists (past president); Gulf State Dental Association (past president); Capitol Area Dental Society (former board member) and E. H. Givens Dental Society (former PAC chair).

In the Dallas Chapter of the Links, Inc., I currently serve as Chaplain and have served as Parliamentarian and other offices. It was my distinct privilege to be instrumental in the establishment of The Dallas Chapter of the Links, STEAM (Science Technology Engineering Arts Mathematics) Academy as well as to assist with efforts to provide oral health education and dental screenings on a national, state and local level.

I serve as Co-Chaplain of Delta Sigma Theta Sorority, a sisterhood committed to impactful community service through established programs.

I have been deeply humbled by recognitions received for leadership and service some of which are as follows:

Capitol Area Dental Society--Young Dentist of the Year; National Dental Association --Phenomenal Leadership & Achievement Award; T.S.U. Alumni-- Excellence in Achievement Award; AABSE--Community Leader of the Year Award; Top Ladies of Distinction --Outstanding Community Leadership Award; Phenomenal Women of Excellence Award; N. D A. Presidential Citation Award and Induction into the National Women of Achievement Connie Yerwood Conner African American Women’s Hall of Fame.

In 2018 I was deeply humbled to receive the prestigious Audrey Kaplan Inspiring Woman of the Southwest Award which honors those role models who have impacted communities and who have significantly contributed to the advancement of society, culture, and lives.

In 1998 I was inducted as a fellow into the American College of Dentists. In recognition of outstanding professional achievement, meritorious service, and dedication to the continued progress of dentistry for the benefit of mankind, I was awarded the prestigious honor of Fellow in the International College of Dentists. Additionally, I am a Fellow in the Pierre Fauchard Academy.

I am a certified dental consultant and if I am re-elected to the Board of Directors, I will continue to use my skill sets along with the skill sets of the current Board of Directors to collaborate and innovate to ensure that the American Association of Dental Consultants remains in the forefront of leadership in an ever-evolving landscape of our profession.

I respectfully request your vote in the upcoming election.

Marc Zweig, BS, DMD, CDC

I have been an active member of AADC since 1998 and received my AADC certification in 2002. I am a strong proponent of the AADC and its’ ideals and have previously led the claims review sessions at our annual seminars for many years, been an active participant with AADC Policy Position Committee and have served in the past on the Board of Directors and have been past President of the AADC. I firmly believe that AADC is the “authority” on dental benefit matters, and I believe my past experience of 25 years in the insurance industry and prior history within the AADC can add value to the AADC Board of Directors. I would consider it an honor to repeat my serving on the Board of Directors and respectfully request your support.

- 1998: DMD: University of Louisville School of Dentistry
- 1969: BS: University of Kentucky

Spring 2023
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Phone: 636-893-6800 | Fax: 636-591-0616 | www.aadc.org
• 1974: Specialty Certificate in Periodontics: University of Maryland School of Dentistry

• 1972-1974: General Dentistry

• 1974-1979: Associate Clinical Professor Fairleigh Dickinson School of Dentistry for both undergraduate and graduate periodontology residencies

• 1974-1997: Specialty Periodontal Practice: Practice Limited to Periodontics

• 1997 to 2013: Dental Consultant with Delta Dental of NJ and Manager of Professional Review

• 1997 to 2013: Clinical instructor in Dental Hygiene Dept. at Middlesex County College, Edison, NJ

• 2013 to present: Dental consultant and Medical Claims Review Advisor for Cigna Dental