

the bridge



the bridge Magazine
2024 Advertisers Package

the bridge



The Voice of BC Dentists

About the British Columbia Dental Association

The British Columbia Dental Association (BCDA) champions dentists' role as health care professionals through leadership and services that support a strong, unified dental community that serves all British Columbians. BCDA exists to **serve, represent and advocate for our over 4,000 members** — the dentists of BC.

The Association is **governed by dentists, for dentists** by a Board comprised of 15 elected and 2 appointed members.

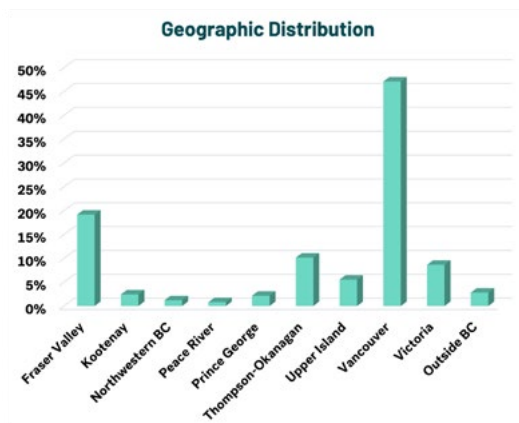
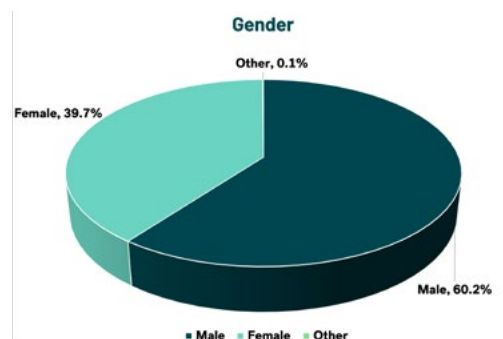
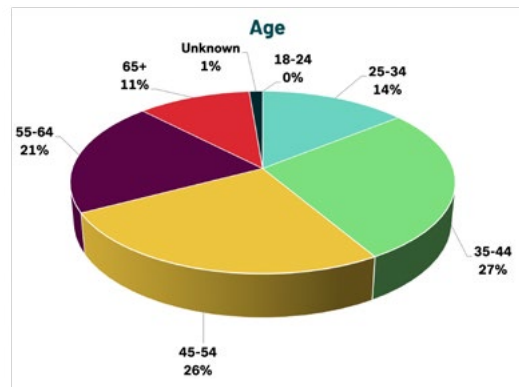
About the bridge

the bridge is BCDA's official print and online member publication and is published three times a year in winter, spring, and fall to over 3,900 active dentists, including practice owners, associate members and students. Supported by an Editorial Board comprised of dentists from around the province, *the bridge* delivers timely and relevant information intended to support members in their practice.

Highlights of the bridge include:

- in-depth feature articles providing key insights into issues affecting dentists in BC
- topical dental news and regular updates on issues impacting the profession
- insights from inside the BCDA through the President's message
- feature columns from dentists around the province and industry experts
- digital version published simultaneously with the printed version, offering fully searchable and clickable ads, delivering a direct connection between your ad and readers

If you're looking to reach the dental community, then *the bridge* delivers you a prime advertising opportunity. Overseen by dentists, written for dentists and read by dentists, *the bridge* is your connection to BC dentists.



the bridge is the trusted information source for BC's dental community, reaching over 92.8% of licensed dentists in the province.

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Issues & Closing Dates 2024*

Issue	Space	Material & Payment	Inserts	Publication
Winter 2024	Sep 25, 2023	Nov 17, 2023	Dec 18, 2023	Jan 3, 2024
Spring 2024	Jan 8, 2024	Mar 15, 2024	April 29, 2024	May 6, 2024
Fall 2024	Jul 29, 2024	Sep 9, 2024	Oct 11, 2024	Oct 16, 2024
*Subject to change				

2024 Ad Rates & Dimensions - All Ads Are 4 Colour (CMYK)

Inserts	1x	3x
1 Pg single or double-sided	\$2195	\$1895
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1/4 Pg Horizontal	7.50" x 2.2825"	1295	1095

Full-Bleed Ads	Dimensions (W x H)	1x	3x
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Inside Back Cover	8.50" x 11.0"	3395	2895
Include a 0.125" bleed and crop marks on full page ads.			

Production Specifications:

- **Magazine Trim Size: 8.5" x 11"**
- **Resolution:** High-resolution PDF file preferred (flattened, 300 dpi).
 - Other acceptable formats are EPS or AI.
- **Colour:** Must be full colour CMYK colour space. Do not include spot, RGB or Pantone colours.
- **Size:** Please make sure your ad is sized to the correct dimensions; refer to table.
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BCDA Image Guidelines for Health Professionals in Dental Offices:

Clinical and non-clinical photos are welcome. However, if portraying a dental professional or dental office setting, the image should depict proper infection control, and all regulatory guidelines that apply should be followed, including but not limited to:

- **Gloves** on all health care workers
- **Masks** on all health care workers
- **Goggles or glasses** on both health care workers and patients
- **No watches or bracelets** on all health care workers
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BCDA Member Support is available to assist you when choosing an image.

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Building Community One Member at a Time



Dr. Samson Ng
President
British Columbia Dental Association

We're now in the third year of living with COVID-19 in British Columbia, and it has become clear that the virus and its future variants will have lasting effects on our world, in many aspects of life. The challenge for us in the future will be how we all live, work, and grow as the virus becomes endemic. We need to mend the rifts and polarization between friends, families, and colleagues. I send my sincere best wishes for the continued success of our dental community as we make our way out of the pandemic. You are truly health care champions. I also call upon the profession to reach out in support of the people and communities impacted by the terrible conflict in Ukraine.

BC Dental Association (BCDA) and Canadian Dental Association (CDA) are working cooperatively with provincial and federal governments in response to the March 22 announcement of a national dental care plan. Rest assured, BCDA is working to ensure that its implementation for BC's dental community meshes with existing provincial plans. Read more in the sidebar.

A Fresh Start

Moving forward, there is one division that cannot be avoided, and that is the full separation of BCDA and the College of Dental Surgeons of BC (CDSBC). As shared over the past months, BCDA begins its new membership and fiscal year on June 1, 2022 and will collect membership dues directly from members. Until February 28, 2022, College license renewal fees included a portion representing both BCDA and CDA membership dues. This is why you may have noticed that your CDSBC license fee was less this year.

Now, each dentist in BC must voluntarily activate or renew their membership with the BCDA by June 1 to ensure uninterrupted access to the many programs, resources, and benefits BCDA provides.

Do You Really Need the BCDA?

Being a dentist can be somewhat isolating, despite having wonderful, dedicated teams in place to support us. As clinicians, we spend much of our time immersed in the details of the oral cavity. BCDA not only enhances our knowledge through clinical resources and continuing education opportunities, but also provides us with high-level benefits such as CDAnet, iTRANS and Secure Send, government advocacy, reputation & practice management, legislative advice, and arguably, the most important—a safe and collegial community where we can share our ideas and aspirations.

Navigating the Changing Regulatory Landscape

The other major change affecting our profession this coming year is the amalgamation of the four oral health colleges (College of Dental Hygienists of BC, College of Dental Technicians of BC, College of Dental Surgeons of BC, and College of Denturists of BC) into a single oral health regulator. This will fundamentally affect the regulatory and disciplinary process for dentists, and BCDA is working to ensure that our members' interests are strongly represented.

Farewell To Kartik Bharadwa

In January, Kartik Bharadwa, Director of HR & Operations, left

BCDA to take on the role of Vice President of Human Resources at Capilano University. Since joining us in December 2020, Kartik helped build a strong HR and Operations foundation, spearheaded recruitment efforts, took on the technology update project, and delivered training on Equity, Diversity, and Inclusion. We wish Kartik the best.

Welcome to Alina Aradei

In late January, Alina Aradei joined as the new Director of HR & Operations. Alina is a seasoned operations professional and strategic business leader, having led organizations through change and growth. She has significant experience in finance and risk management, human resources, administration, IT and board governance. Alina brings advanced leadership skills and can communicate at all organizational levels. Alina also has a CGA/CPA designation as well as other significant academic achievements including a BA in Finance and an HR certificate from SFU. Welcome, Alina!

Giving Thanks

This is likely the final article I will write in the bridge as Board President. I want to thank the BCDA members, Board, and staff led by Jocelyn Johnston for supporting me in this role. I am humbled by your generosity and kindness. I also thank CDSPi for the important role they play in our members' ongoing wellness. As part of our community, CDSPi provides products, services and support benefits to BCDA members found nowhere else. ■

Reach Dr. Samson Ng at dr.s.ng@bcodental.org

National Dental Plan Announced

On April 7, the federal government outlined a national dental plan to be initiated by year's end. The first phase of the three-year plan, due this year, covers children under 12 and families whose income is under \$90K, and will expand in 2023 to seniors and people with disabilities, with full roll out to all people with family incomes below \$90K. The median income for BC families in 2020 was over \$90K, potentially representing two million British Columbians, depending on the program criteria.

BCDA's position is that the plan must ensure existing provincial programs are fully funded to reflect the actual costs of providing care, and they are comprehensive enough to meet the oral health needs of these vulnerable populations. BCDA supports efforts to improve access to oral health care for vulnerable people and is working in partnership with the Canadian Dental Association (CDA), and have reached out to our government partners.

TOGETHER WE'RE ALL STRONGER

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BCDA The Voice of BC Dentists

What's in a Smile?

Dr. Michelle Lauwers
Director, Member Support
British Columbia Dental Association



Oral health is a vital part of overall health. This well-established statement is not only true of physical health, but of mental health as well. The WHO defines health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

As dentists we diagnose, treat, and manage oral diseases and conditions. Depending on the severity and nature of the condition, the associated treatment can have various implications on quality of life. According to the US Surgeon General's report on oral health, Oral Health Related Quality of Life is "a multidimensional construct that reflects (among other things) people's comfort when eating, sleeping, and engaging in social interaction; their self-esteem; and their satisfaction with respect to their oral health."

The British Columbia Dental Association's (BCDA) purpose is to champion dentists' roles as health care professionals through leadership and services that support a strong, unified dental community that serves all British Columbians. As the established representative of dentistry in BC, BCDA has been allocated government funds to administer two essential prosthodontic programs: the Prosthodontic Management of Severe Dentofacial Anomalies (PMSDA) Program and the Cleft Lip and Palate Prosthodontic Program (CLPPP).

Prosthodontic Management of Severe Dentofacial Anomalies Program

The PMSDA Program provides treatment to support individuals who require complex maxillofacial surgery and prosthetic rehabilitation for severe dentofacial trauma or non-malignant craniofacial anomalies. These patients have experienced significant and life-altering trauma or disease. Their journeys from diagnosis to restoration are complex and emotional. The emotional trauma of losing not only teeth but, in some cases, half the mandible, is difficult to cope with. When you add to this the financial investment that is required to regain function, it's all-consuming and not possible for many patients. The PMSDA Program, administered by BCDA, was established to assist these patients in accessing essential care that can help to restore function and improve quality of life.

"A routine dental appointment led to a diagnosis of a large fibroma. After having half of my lower jaw removed, I faced years of recovery and reconstruction to be able to eat and speak normally. This was not a cosmetic procedure and I was surprised that there was no medical coverage to assist in my reconstruction of my jaw. The stress and costs of seeing many different specialists and multiple procedures to prepare for the final prosthesis were astronomical. Without the support of the PMSDA our family would have faced serious and significant financial hardship. My sincere hope is that this program continues to be available for those people who have to face a similar journey."

—Former PMSDA patient

The Surgical and Prosthetic treatment received by these patients helps to restore what was physically lost and gives the person a sense of normalcy by restoring their ability to eat, speak and smile. It's said that "laughter is the best medicine" but equally important is the smile. A smile can uplift, encourage, and restore one's positive outlook on life. Likewise, loss of function and esthetics can negatively impact one's sense of self-worth.

"I am nearing the end of a 3-year long journey to regain my lower teeth after the discovery of an ameloblastoma in my lower jaw and its removal. The Oral Surgeon has installed 5 implants and the prosthodontist will collaborate to put in a more secure prosthesis so I will be able to chew more normally. The dentists involved in my care have been extremely instrumental in my dental recovery as well as my mental well-being. I'm looking forward to my new teeth and eating all my favorite foods that I have been missing. I am very grateful for the excellent care they have provided me."

—Current PMSDA patient

Cleft Lip and Palate Prosthetic Program

Families of children born with a cleft lip and/or palate are well supported by the BC Government's Cleft Lip and Palate Severe Craniofacial Anomalies Program, which funds the surgical and orthodontic phases of care. The cleft is surgically closed and orthodontic treatment, which often requires orthognathic surgery, is completed to address the resulting malocclusion at no cost to the young family. After a long road of reconstruction, frequently requiring multiple surgeries starting in infancy, many of these families then face another complication when their child reaches early adulthood – definitive restoration of the edentulous spaces resulting from the cleft. For many families, placement of implant supported crowns for ideal restoration of the edentulous space is not financially feasible.

The CLPPP provides financial support for replacement of congenitally missing teeth to children born with a cleft lip and/or palate. This final stage of restorative care is one of the multiple milestones in the child's journey. They can finally discard the retainer with its attached denture teeth. It's truly a pleasure to see the difference in the pre-op and post-op patient photographs. The authentic joy in the post-op smile is contagious.

In order to receive BCDA funding, an application must be submitted for consideration by the PMSDA and CLPPP committees. Both committees are comprised of a team of dental specialists, general practitioners, and consultants that review each case in detail to determine eligibility. Records submitted must be of diagnostic quality to be evaluated. All approvals are subject to the availability of funds and all patients must be approved before any treatment has commenced. Treatment that has been started or completed prior to application will not be considered for funding.

The PMSDA and CLPPP have contributed to improving the oral health-related quality of life of the patients that they serve. These patients were robbed of their smiles, but through the support of the PMSDA and CLPPP administered by BCDA and the exceptional skill of the dental practitioners involved, these patients are smiling again. In the wise words of William Shakespeare, "the robbed that smiles, steals something from the thief." Living through these experiences is challenging but being able to function and smile again helps these patients on their journey back to health – "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

If you have a patient who you believe may be eligible for either of these prosthodontic programs, contact BCDA Member Support at 604-736-7202.

Reach Dr. Michelle Lauwers at drmlauwers@bcodental.org or 604-736-7202. ■

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Staffing:

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Dr. Isaac Tam (left)
Chair, Staff Shortage Task Force



Dr. Salima Dadani (right)
Director, Member Support
British Columbia Dental Association

Although there has been a skilled dental staff shortage for a few years now, one just has to look at the last four years of the bridge to see how many articles are dedicated to the topic—it seems especially acute today. Over the last several months, I've heard horror stories like losing a valued employee due to poaching by another office; staff asking for a significant wage increase because a friend told them what they were earning; having brand new grads with no experience ask for a starting wage that is higher than long term staff; having a job posting out for weeks without a single applicant; not being able to get a temp because the agencies just don't have anyone. These experiences, the kind that fill you with anxiety as you try to provide exceptional clinical care and patient experience, are unfortunately becoming more common.

The existing dental staff shortage has been worsened by the pandemic. The owner of a long-established dental temping agency shared that since re-opening in June 2020, she's seen many dental staff choose not to return to dentistry—either retiring or going to work in another field. The pandemic allowed or forced, depending on the situation, individuals to reassess their lives, with some deciding on a lifestyle change. Furthermore, she shared that her agency has never been so busy with requests for staff and that she can almost never fill short notice placements.

The shortage of skilled workers isn't limited to dentistry—every industry is hurting. The slogan, "we are all in this together" has never been more apparent where all industries are experiencing staff shortages.

The question we hear often from members is "What can be done about the shortage?"

Establishing a Staff Shortage Task Force in Fall 2021

The BC Dental Association (BCDA) Board passed a motion to establish a Staff Shortage Task Force to develop recommendations to help dentists with the issue. The Task Force was made up of six volunteer dentists who met several times,

engaging in at times very animated conversation, to further develop the recommendations. A huge debt of gratitude is owed to the Task Force members: Dr. Isaac Tam (Chair), Dr. Emily Feldhoff, Dr. Ken Chow, Dr. Angelique Leung and Dr. John Olesen. There certainly was some lively debate during the meetings!

What Do We Do?

Isaac: During the course of our Task Force work, we realized that there is no silver bullet when it comes to a shortage of skilled workers. We recognize this is a global problem that will be here for some time. Without a doubt, this will require a paradigm shift in our approach and the way we think about staffing. We may be forced into thinking outside the box, as there's no one solution. The Task Force identified four areas of recommendation to the BCDA Board:

1. Recruitment of new staff
2. Retention of existing staff
3. Advocacy for an increase in scope for certified dental assistants (CDAs)
4. Lobbying government for a more efficient immigration pathway for skilled dental staff

Recruitment: CDA and RDIH – Two Different Stories

Salima: When we speak about a shortage of skilled dental office workers, there are two stories when it comes to CDAs and registered dental hygienists (RDHs). According to the College of Dental Surgeons of BC's 2020-21 Annual Report, in the Lower Mainland (Vancouver and Fraser Valley combined), there are 2,636 dentists and 3,594 CDAs, or 1.36 CDAs for every dentist. This is a deficiency that our existing CDA graduation rate will find hard to fill. However, on the flip side, Certified Dental Hygienists of BC (CDHBC) data tells us that the increase in numbers of hygienists (3.16%) has outpaced the increase in dentists (1.75%) in 2021, and this has been the trend for the last decade. So where are the hygienists? Due to a higher number of hygienists working part time, the total number presented by the CDHBC does not reflect the real full-time equivalent. This means focusing our efforts on recruiting CDAs.

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Value of Membership: The Dental Student's Perspective



Kelvin Choi
President, Dental Undergraduate Society
UBC DMD 2022

On behalf of all dental students at UBC, I would like to express our gratitude to the BC Dental Association (BCDA). Like so many of you once experienced, we are excited to learn what our futures hold. As we count our final days in dental school, we recognize a period in our lives that signifies an end as well as a beginning, one that gives us a time to reflect on renewal and thanks.

We're grateful to have an organization that recognizes opportunities to give back. It was encouraging to see dentists who have a responsibility to look out for those emerging into the profession by pulling each other up and moving forward together, especially in these past recent years.

Many of us have had struggles with burnout, illness, and profound loss, and we have been pushed beyond our capabilities. We recognize that it will be a long time before life will get back to normal. But in the midst of tragedy, we have also seen a glimmer of hope. We have seen instructors, mentors, and staff members from BCDA working to respond to those who needed help, starting with their students. When we had a shortage of clinical instructors, BCDA answered by calling up anyone who wanted to teach us. We have seen BCDA speakers come from all over the province to talk about strategies and things we should know as we become dental professionals. They volunteered their time to give valuable tips, guiding us through practice management, and sharing whatever they could to help us be the best clinicians we can be.

In these trying times, it is very easy for everyone to do nothing, to worry about themselves, and to leave the rest to someone else. But the BCDA has demonstrated to us that this is not who we are as a profession. We have been shown that we are innovative, generous, and resilient. In times of need, we toughen up and get to work not for the recognition, but because it is simply the right thing to do. In this industry, we rise and fall together, and that is something that we are truly grateful for.



So, to the BCDA and all the dentists doing their part to make our profession better each day, we thank you from the bottom of our hearts. Know that the dental students here always know what you have contributed back, and that it keeps us honest and makes us work harder. It is with great privilege that we have you with us to look up to, and that we will join you in the coming year. ■

Kelvin Choi is President of the UBC Dental Undergraduate Society and is looking forward to graduating with his DMD this year. The opinion(s) and/or perspective(s) raised in this article is not an official position of the BCDA.

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