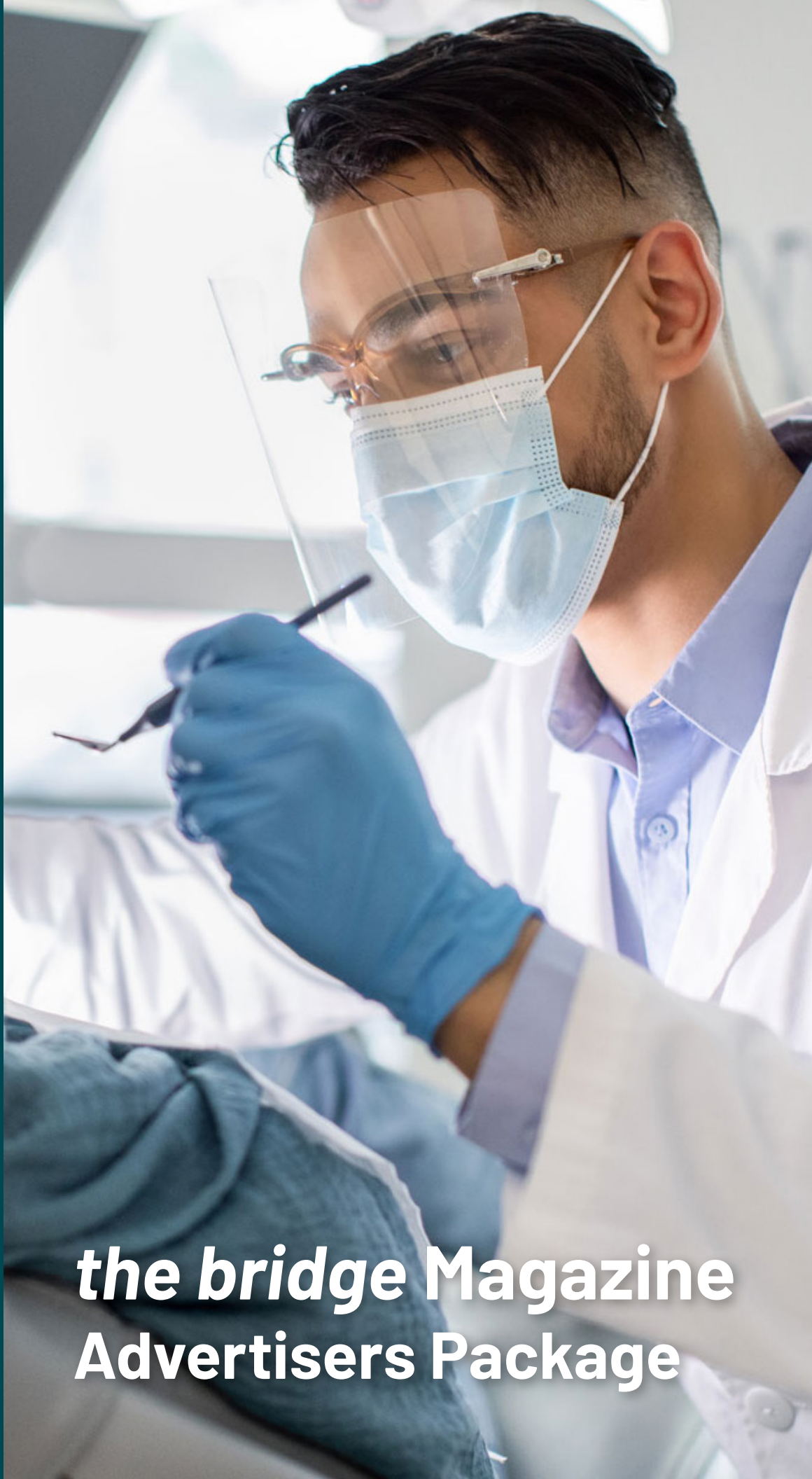


the bridge



***the bridge* Magazine
Advertisers Package**



BCDA™

The Voice of BC Dentists

the bridge



The Voice of BC Dentists

About the British Columbia Dental Association

The British Columbia Dental Association (BCDA) is the recognized voice of dentistry in BC, dedicated to serving the interests of its members and promoting oral health for all British Columbians. BCDA exists to **serve, represent and advocate for our 4,300 members** — the dentists of BC. Located in Vancouver, BCDA is governed by an all-dentist Board, comprised of 15 elected and 2 appointed members, supported by Quinn Mathiesen-Newcomb, Chief Executive Officer, and 25 full and part-time staff.

About the bridge

the bridge is BCDA's official print and online member publication and is published four times a year in winter, spring, summer, and fall. The magazine reaches 4,300 active dentists, including practice owners, associate members, and students.

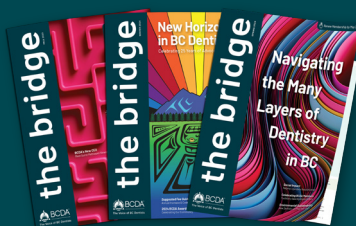
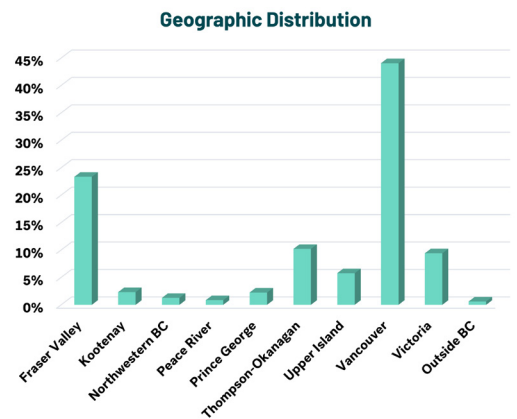
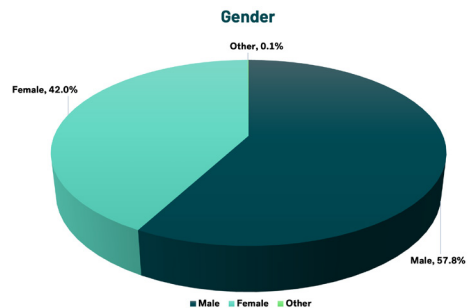
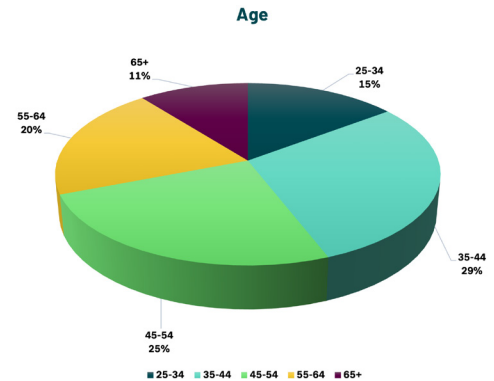
Supported by an Editorial Board comprised of dentists from around the province, *the bridge* delivers timely and relevant information intended to support members in their practice.

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 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 the heart of BC's dental profession.



the bridge is the trusted information source for BC's dental community, reaching dentists all over the province.

the bridge

Issues, Deliverable Deadlines, & Mail Out Dates*

Issue	Topic	Deliverable Deadline	Mail Out Date
Winter <i>full</i>	BCDA's New Board & Community Highlights	October 5	End of November
Winter <i>mini</i> (inserts only)	The Fee Guide & Economic Edition	December 14	First week of January
Spring	Member Recognition & BCDA Renewals	March 22	Mid-May
Summer	The Association Issue: Post-Renewals, Treasurer's Report & Profession Updates	May 11	First week of July

**Subject to change*

Ad Rates & Dimensions

Inserts*	Dimensions (W x H)	1x	3x & 4x
Up to 8.50" x 11.0" (single or double-sided)	Any size that fits inside a 9" x 12" envelope.	\$1395	\$1185

Inserts must be printed independently and sent to BCDA's mail house.

Full-Page Ads	Dimensions (W x H)	1x	3x
Interior Full Page	8.50" x 11.0"	\$2995	\$2695
Outside Back Cover	8.50" x 11.0"	3695	3195
Inside Front Cover	8.50" x 11.0"	3495	2995
Inside Back Cover	8.50" x 11.0"	3395	2895

Include a 0.125" bleed and crop marks on full page ads.

Partial Page Ads	Dimensions (W x H)	1x	3x
1/2 Pg Vertical	3.625" x 9.8744"	\$2195	\$1795
1/2 Pg Horizontal	7.50" x 4.8125"	2195	1795
1/3 Pg Vertical	3.625" x 6.495"	1495	1295
1/3 Pg Horizontal	7.50" x 3.1272"	1495	1295
1/4 Pg Vertical	3.625" x 4.8125"	1295	1095
1/4 Pg Horizontal	7.50" x 2.2825"	1295	1095

Do not include bleed on these sizes. Please provide ad to exact size specifications listed above.

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.
- **Bleed:** When applicable, please make sure your ad has the correct use of bleed; refer to table.
- **Border:** If your ad has a white or light coloured background, BCDA may add a border to provide visual separation from surrounding content.

Interested in Advertising?

Contact Cindria Riches | criches@bcdental.org | 604-736-7202

FULL TERMS & CONDITIONS OUTLINED IN CONTRACT

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The Voice of BC Dentists

BCDA Guidelines for Approved Verbiage & Disclaimers

These guidelines apply to advertising submitted by dental-adjacent businesses, including (but not limited to) practice sales and transitions, equipment and technology providers, real estate, insurance, financial services, consulting, and other professional services. The purpose of these guidelines is to ensure advertising content is clear, accurate, professional, and appropriate for a regulated healthcare audience.

General Expectations: Phrasing

Advertising appearing in BCDA channels must:

- Use **accurate, factual, and supportable** language
- Be **descriptive rather than promotional** in tone
- Maintain a **professional, business to professional** voice
- Avoid exaggerated, emotive, or hyperbolic wording
- Refrain from **comparative claims**, rankings, or statements of superiority

Advertising verbiage should explain what is being offered and who it is intended for, without implying endorsement, guaranteed outcomes, or exceptional performance relative to competitors. BCDA reserves the right to edit or decline advertising content that does not align with these expectations.

When Oral Health Advertising Guidelines May Apply

Most dental adjacent advertising is **business-to-business** and not subject to clinical or professional health advertising rules. That said, additional considerations may apply if advertising content:

- References **patient care, clinical services, or treatment outcomes**
- Makes claims about the **quality, effectiveness, or results** of dental treatment
- Could reasonably be seen as influencing **clinical decision making**
- Uses language that implies **clinical authority, superiority, or patient benefit**

In these cases, advertising may overlap with provincial oral health advertising principles, which are designed to prevent misleading, comparative, or expectation setting claims. In general, advertising for services such as **practice brokerage, equipment sales, real estate, insurance, or consulting** is acceptable, as long as it avoids clinical claims or implications.

BCDA Editorial Content Disclaimer

Official Disclaimer (Verbatim)

Advertising and editorial content in the bridge reflect the opinions of individual authors, interviewees, or advertisers and are not official BCDA positions. The Editorial Board seeks contributors who provide informative, thought provoking perspectives. For advertised courses, ensure they meet your provincial regulatory body's requirements. If you have feedback, email info@bcdental.org with 'the bridge' in the subject line. Content is current at production. BCDA does not endorse or assume liability for claims in advertisements, inserts, or promoted websites. The magazine is protected by copyright and may not be reproduced without permission.

What This Means

- **Advertising in the bridge is not an endorsement** of the advertiser, product, service, or claims by BCDA.
- Advertisers are solely responsible for the accuracy and compliance of their content.
- BCDA does not verify outcomes, evaluate business performance, or assess the quality of advertised services.
- Readers are expected to independently assess advertised offerings and determine suitability.

If you are unsure whether your ad meets these standards, please contact us.

Approved Verbiage Examples

The following examples illustrate wording that is generally acceptable:

- "Supporting dental practice sales and transitions across British Columbia."
- "Dental equipment and technology solutions for professional use."
- "Advisory and consulting services for dental business owners."

Why these are acceptable:

They are factual, service based, non comparative, and do not imply endorsement or guaranteed outcomes.

Rejected Verbiage Examples

The following types of wording will not be accepted:

- "The #1 most trusted partner in the dental industry"
- "Unmatched results for your practice"
- "Guaranteed success for your clinic"

Why these are rejected:

They rely on superlatives, comparative positioning, or unverifiable claims and may imply superiority or endorsement.

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BCDA Image Guidelines for Health Professionals in Dental Offices

To maintain professionalism and accurately represent dental healthcare settings, BCDA requires that all clinical and non-clinical images featuring dental professionals or dental office environments adhere to the following standards. These align with infection prevention protocols and regulatory expectations.

General Expectations

- Both clinical (active treatment) and non-clinical photos are acceptable.
- If the image includes a dental professional providing patient care, proper infection control measures must be visibly demonstrated as outlined below.

Depictions of Dental Professionals and Healthcare Staff in a Clinical Setting

When performing or simulating clinical patient care tasks, the following standards must be met:

- Gloves and masks must be worn.
- Both dental professionals and patients must wear protective eye wear or glasses.
- Dental professionals should not be shown wearing dangling earrings.

If you are unsure whether an image meets these standards, BCDA Member Support is available to assist with your selection.

Approved Image Examples



Patient is wearing glasses in lieu of professional protective eye wear.



Child is not actively being treated therefore no PPE required.



Dental professional is not actively treating a patient therefore no PPE is required.



Both dental professional and patient have PPE. Non-dangling earrings -OK.



Dental professionals are not actively treating a patient therefore no PPE is required.

Rejected Image Examples



Patient and dental professional are missing protective eye wear.



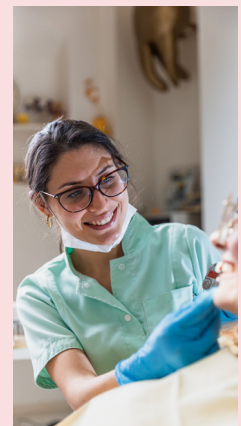
Patient is missing protective eye wear and dental professional is missing gloves.



Patient is missing protective eye wear.



Patient is missing protective eye wear.



Dental professional is not wearing their mask properly and is wearing dangling earrings.

the bridge Ad Sizes @ 45% Scale

Full Page Ad
Inside Front
Inside Back
Outside Back
Insert
8.50" x 11"
0.125" Bleed

1/4 Pg Horizontal
7.50" x 2.2825"

1/3 Pg Horizontal
7.50" x 3.1272"

1/2 Pg Horizontal
7.50" x 4.8125"

1/2 Pg Vertical
3.625" x 9.8744"

1/3 Pg Vertical
3.625" x 6.495"

1/4 Pg Vertical
3.625" x 4.8125"

Ad Cut Sheet Examples

Social Impact: Canadians Helping Ugandans Rebuild their Smiles



Dr. Angela Wong
Dental Specialist Society
Representative
British Columbia Dental Association



Patients in line for triage in the morning



The most populated station: dentures!



Teaching a patient how to insert his new denture



Dr. Wong using her phone (in lieu of a mirror) to teach a patient how to insert her denture.

From First Impressions to Lasting Connections
Each patient who received a new denture was also asked the reason for tooth loss - this ranged from caries, motorbike accident, cow (yes, cow) accident, and falls. One young patient initially told me she fell, but at the end of the day, through a translator, I learned she lost her front teeth due to an abusive husband, whom she recently left. We high-fived.

We worked long days but also had a lot of fun. It was an unforgettable and rewarding experience and I will forever cherish the memories and friendships made along the way. ■

Dr. Angela Wong is the Dental Specialist Society Representative on BCDA's Board and is the Provincial Practice Leader in Prosthodontics at BC Cancer and a Clinical Assistant Professor at UBC.



The Build Your Smile Team

We were blessed to have the opportunity to join a group of volunteers to provide free dental services to those who need it most, in multiple outreach clinics in remote villages in Uganda. The Build Your Smile Dental Foundation, led by CEO Dr. Izchak Barzilay, a Toronto prosthodontist, partnered with local Ugandan dentists to create a yearly outreach to service patients who otherwise have no access to dental care. Our team of 15 included prosthodontists and periodontists from Canada and the USA, an oral surgeon from Hungary, and several prosthodontic residents and dental students from Toronto and Rochester.



Photos from the symposium

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Warm Welcomes & Busy Days

From the moment we arrived at Entebbe International Airport, we were warmly welcomed by our Ugandan partners. The day after we arrived in Kampala, we gave lectures in an all-day symposium at Makerere University to a crowded audience of dental students, local dental officers and dentists, faculty and the representatives from the Ugandan Ministry of Health.

Immediately after the symposium, we boarded a bus for a 10-hour journey to Kabale, a smaller city near the borders of Rwanda and the Democratic Republic of Congo, which served as our new home base. From Kabale, we travelled daily to a different outreach clinic in the morning, returning to eat and rest together in the evening.

Turning Churches into Clinics

A typical day in this outreach would start early in the morning, where our team would transform a local church into a temporary clinic by re-organizing pews and designating treatment areas (extractions, hygiene, restorative, implants, and dentures) and setting up power generators, cables, equipment, and supplies. Often using church pews as dental chairs, extractions were performed using headlamp illumination and gauze instead of suction.

For the dentures, we set up stations for impressions, pouring casts, and setting teeth into visible light curing resin with a selection of carded denture teeth. The best part of my day was delivering the dentures at the end of the afternoon and seeing big new smiles. Our team treated on average a few hundred patients a day.

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Dr. Marcia Boyd
Senior Associate
marcia@roicorp.com
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Quinn Mathiesen Newcomb
Chief Executive Officer
British Columbia Dental Association

Getting To Know Each Other

There's an old curse or blessing: *May you live in interesting times*. While it may be a cliché, it wouldn't be inaccurate to say that we're living in an era of unprecedented change. As we enter this transformative period - and undoubtedly one of the most challenging times ever for dentistry - it's perhaps more important now than ever before that dentists stand united. The British Columbia Dental Association (BCDA) is absolutely committed to supporting this unity by creating value for members and by advocating on issues of critical importance to BC's oral health providers and their patients.

Since joining BCDA in September, I've climbed the learning curve as quickly as possible. Besides getting to know BCDA's team members, Board members, numerous past-Presidents, Component Society Presidents, and Committee Chairs, I've also met with the Presidents and CEOs from the other provincial and territorial dental associations (PTDAs) across Canada and the Canadian Dental Association (CDA). I've met with officials from UBC's Faculty of Dentistry (as well as the new class of dentists), CDSPT, BC College of Oral Health Professionals, Doctors of BC Cancer, and the BC Ministries of Health and Social Development and Poverty Reduction. I've attended webinars and committee meetings, and events like the Canadian Dental Leaders' Forum in Toronto, the Indo-Canadian Dental Association Diwali Gala, BCDA's Annual Leadership Conference, and the CEOs and Registrars Conference. Through all these interactions, I've found myself increasingly inspired by the important work that BCDA's team does to support the profession and the collaboration and dedication they exemplify every day.

Connecting with Members (and Non-Members)

I've met many members through the autumn and I look forward to meeting many more over the coming months. We recently surpassed the number of members recorded last year and we have approximately 93% of all BC dentists as members. To those dentists who are members, I want to know: *What can BCDA do to create even more value for you?* To those dentists who are not members, I want to know: *What can BCDA do to convince you of the value of membership?* These are important questions for us to continually consider as we plan for the next phase of our evolution.

Canadian Dental Care Plan: Our Work Continues

Although the Canadian Dental Care Plan (CDCP) had not yet been released publicly at the time of writing, we always knew that many details would remain to be clarified following the announcement. This is the work that BCDA, along with the other PTDAs and the CDA, will continue to advance on behalf of patients, providers, and taxpayers.

Time for BC to Increase MSDPR Fees

One of the significant challenges we continue to face in BC is the deteriorating access to dental care for our vulnerable population due to the lack of any fee increases applied to BC's Ministry of Social Development and Poverty Reduction (MSDPR) Dental Program since 2005 (the national Consumer Price Index has

risen by 43% in this same period). As a result of no increases, BC program fees are currently the second lowest level nationally, with adult fees being at 38% of the 2023 BCDA Suggested Fee Guide. This situation is a barrier to care as patients are struggling to cover copayments and it's not fair to expect dental offices to absorb the costs of treating these patients. BCDA continues advocating for an increase to MSDPR fees, which positively impacts BC's 21 Not-For-Profit dental clinics. Of course, the roll-out of the CDCP may impact this situation, but we must push the government to ensure that vulnerable people get access to the care they need when they need it, and that practitioners are compensated fairly.

Through all these interactions, I've found myself increasingly inspired by the important work that BCDA's team does to support the profession and the collaboration and dedication they exemplify every day.

Staff Shortages

The shortage of dental staff is a pervasive and complex issue for many members in BC and across Canada. While there has been a focus on the certified dental assistant shortage, there are also challenges recruiting hygienists and front office staff. The coming implementation of the CDCP has the potential to make the situation even more difficult. BCDA continues to raise the alarm with governments and is working to support the expansion of training opportunities, both by enabling students to access existing courses and by growing the number of spaces and training options available. Read more on page 4.

BCDA's Cultural Safety and Humility Training Course

We are proud to announce that BCDA partners with the first Nations Health Authority to develop the first *Cultural Safety and Humility Training Course*. This transformative initiative funded by the Government of BC is the first cultural sensitivity course in Canada tailored for oral health professionals. The training is offered as a self-paced online course through series of learning modules that equip dentists with the knowledge and practical strategies necessary for building relationships and providing respectful and culturally safe, trauma-informed care. By reflecting on interactions with Indigenous patients, oral health practitioners can help to create a more inclusive, equitable and respectful environment, which promotes healing and ultimately leads to improved health outcomes for all. Read more on page 12.

Finally, I want to end by expressing my gratitude to all the staff, members, and stakeholders who have taken time to discuss the many challenges and opportunities facing dentists now and into the future. It is an honour to support the important work that you do to advance oral health in BC, and I welcome any input you have on how BCDA can further support your needs. ■

Reach Quinn Mathiesen Newcomb at qmnewcomb@bcdental.org.

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EMPLOYEE BENEFITS for BCDA Members

Extremely Competitive

1 Employee Benefit Plans

Choose a Plan that suits your needs as there are many different options available for your office.

2 New Individual Health Care Plans Available

Competitive rates with more coverage options to choose from, such as dental & vision

HUB also offers Health and Welfare Trusts, a tax deductible way to write off your health and dental expenses through your practice.

For more information on the Employee Benefit Plans please call:

Robert Bogress
HUB International Insurance Brokers
P: 604.714.4439
robert.bogress@hubinternational.com

To learn more about Individual Benefit Plans & arrange a quote, visit BCDA's Member Portal: members.bcdental.org/member-benefits/benefits/extended-health-benefits/



1/2 Pg Vertical | 3.625" x 9.8744"

Interested in advertising? Contact Cindria Riches | criches@bcdental.org | 604-736-7202

IMAGINE PLAN ACHIEVE

Dreams start with a financial plan.

CDSPI's investment solutions are built with the needs of Canadian dental professionals in mind. Investment Advisors at CDSPI Advisory Services Inc. are all CERTIFIED FINANCIAL PLANNER® professionals who understand your unique needs. And they always provide objective, unbiased advice.

Before we invest your money, we invest time to get to know you and your business. Our not-for-profit status, commission free structure and our commitment to the dental community ensure that your best interests always come first.

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A Benefit of Membership

BCDA The Voice of BC Dentists

Full Page | 8.50" x 11.0"

BCDA Member Service Update

Streamlining the CBCT Shielding Design Process

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

In an ongoing effort to provide the best support and resources to our members, the British Columbia Dental Association (BCDA) is implementing significant changes to the Cone Beam Computed Tomography (CBCT) shielding design process. These updates, effective May 31, 2024, aim to broaden access to CBCT shielding design services, offer competitive pricing, and ensure compliance with regulatory standards.

Changes to Better Serve Members
Historically, BCDA has facilitated administrative support for CBCT shielding design applications due to a shortage of qualified service providers available provincially. However, recognizing the specialized expertise this process requires—and considering the recent change of regulator from the BC Centre for Disease Control (BCCDC) to WorkSafeBC (WSBC)—BCDA will discontinue direct administration of this program on May 31, 2024. This decision aligns with our commitment to avoiding any potential conflict of interest, given the regulatory nature of shielding design.

To better serve our members and maintain the high standards expected of us, BCDA has identified several qualified professionals, including out-of-province medical physicists, showcasing our dedication to expanding your options for qualified service providers.

These professionals will be authorized to work in BC and some have already been collaborating with Northern Health, showcasing our dedication to expanding your options for qualified service providers.

What This Means for You
As of June 1, 2024, BCDA will publish a list of qualified service providers to ensure members continue to have access to CBCT shielding design services.

This change not only promises choice among qualified professionals but also introduces competitive pricing, effectively breaking the current monopoly in this niche area. Members will directly engage with these providers, who offer varied processes and fee structures, thereby enhancing the overall accessibility and affordability of these essential services.

BCDA will continue to cover the cost of inspection services as an ongoing member benefit. Underlining our commitment to supporting our members in all aspects of their practice. Additionally, we will maintain a comprehensive database of previously created shielding designs. This resource is invaluable for those needing access to their designs for upgrades, compliance, or in cases where original documentation has been misplaced.

Helping Members Access Essential Services
This strategic shift in the CBCT shielding design process is part of BCDA's broader vision to empower our members through enhanced resources, improved access to essential services, and advocacy for fair and competitive practices within the dental community. As we navigate these changes together, BCDA remains dedicated to providing the support and guidance our members have come to expect, ensuring your practice continues to thrive.

For the latest information and guidance on the topic of CBCT shielding design, visit the BCDA Member Portal at bit.ly/37T11m. Reach Dr. Michelle Lauwers at dmlauwers@bcdental.org or 604-736-7202.

14,855 attendees Pacific Dental Conference CANADIAN DENTAL ASSOCIATION

To the 14,855 registered participants who helped make the 2024 PDC an overwhelming success... THANK YOU!

March 6-8, 2025 Save the Dates!

Online registration opens October 15th, 2024 at... www.pdconf.com

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1/4 Pg Horizontal | 7.50" x 2.2825"

Part 1: The Science of Stress for Dental Professionals

Dr. Kristin Yont
Benson Henry Institute - SMART
Certified Healthcare Practitioner
Mind Body Teacher

Our DNA is hardwired to survive, adapt and to win, but our present-day stressors are hijacking our evolutionary survival circuits and keeping us in a constant state of vigilance, anxiety, worry, and perseverance. This toxicity is harshly affecting the structure and function of our brain, particularly the youngest and weakest area of the brain the prefrontal cortex (executive functions). Unfortunately, in just eight weeks, stress can prune back important neurological connections causing dysregulation of emotional circuits leading to more primitive thinking, behaving, and functioning. This can lead to burnout and reduced sense of well-being for dentists.

How Can We Deal with Stress?
The current popular trends to manage the harmful affects of stress are to reduce our stressors and learn to hurry up and relax. Although this is a great place to start, we need healthier strategies to manage the continual stressors we face like staffing challenges, climate change, global uncertainty, and our daily invasive thoughts about endo and how imperfect we are!

Chronic stress is toxic, causing premature cellular wear, increases biological aging, and promotes early onset of disease.

Long-term stress management has nothing to do with eliminating stress – that's impossible. We can, however, start with a positive shift in mindset and learn to **change our relationship** to the experience of stress itself. This can be challenging, but research from Harvard Medical School and the Benson Henry Institute for Mind Body Medicine has developed a **SMART (Stress Management and Resiliency Training)** program to antidote stress, promote growth enhancement and build resiliency. Our neurology is plastic, our biology is elastic, and we can make changes necessary to participate in our own wellness to become more **resilient**. This will be the theme of my next article in *the bridge*.

Building Resilience
I was blessed to have a good start in life – development plays a huge role in stress resilience. I'm a farm girl from Saskatchewan, and I learned early about the unpredictability of Mother Nature on a growing season and how that influenced my sense of control and safety. My dad was an optimistic farmer! He taught me how positive perspective, mental flexibility, humour, and a growth mindset could increase my capacity to **tolerate the stressors** that we faced everyday. I'd say these experiences inspired me to flourish and become a more resilient dentist.

Regardless of the experiences you've had in the past, there's great hope in that our minds are plastic/elastic, and we can change our brains for the better. Stay tuned for some helpful solutions in my upcoming article in *the bridge*.

The opinions and/or perspectives raised in this article is/are not an official position of the BCDA.

What are the leading institutions and stress researchers like Elissa Epel, Ph.D and Harvard Medical School saying about our escalating modern stressors and their subsequent health outcomes?

What's Chronic Stress?
Chronic stress is an inflammatory disease (just like periodontal disease), that affects multiple organ systems within the body, including your brain. Stress is an invisible force that seeps into every cell of the body and it changes hundreds of very important biological processes. Chronic stress is toxic, causing premature cellular wear, increases biological aging, and promotes early onset of disease.

The neurobiological culprits of stress include cortisol, inflammatory mediators and cellular oxidative stress chemicals which increase our vulnerability to hundreds of conditions like early aging, obesity, cardiovascular disease, diabetes, cancers, anxiety, depression, and dementia. **Ugh!**

I'm not an expert in stress research however, as a seasoned dentist I'm very experienced in managing stress and adversity in the dental practice.

If you're like me, stress is a daily occurrence: heavy workloads, unpredictable patient schedules and a perfectionists' mindset managing uncertain situations. More recently, we can tack on the post-pandemic storm of rising costs, employee shortages, lack of staff engagement and escalating antibioticism.

Do you know what our greatest daily stressors are? **Our own negative thoughts and stress perspectives/beliefs!** Unfortunately, our cells are eavesdropping on every thought that we have, particularly on those revolving around uncertainty and lack of control. "I can't believe that my gutta percha fill was 1mm short - I'm such a failure! My dental assistant is going to think that I'm incompetent! I should not be doing any more endo!" Sound familiar?

Stress Management and Resiliency Training (SMART)
A Mind Body Program for Health & Resiliency

Science-based solutions to antidote stress and increase your resiliency

This 8-week program will help you develop self-care tools to manage your stress, reduce medical symptoms and enhance your quality of life.

Hundreds of dental professionals have learned through the SMART Program:

- How to recognize their personal response to stress
- Meditative techniques to help elicit the Relaxation Response
- How to change thought patterns and emotional outlook
- Techniques to improve eating, sleeping and physical activity

Join me for our next 8-week Zoom program:
Mondays @ 6pm MST starting October 16 - December 4, 2023
\$799 — includes SMART manual
Use promo code: BCDA for a \$125 discount.

FREE SMART Manual available Tuesday, October 10, 11am MST at www.mindbodyteacher.com

MINDBODY TEACHER

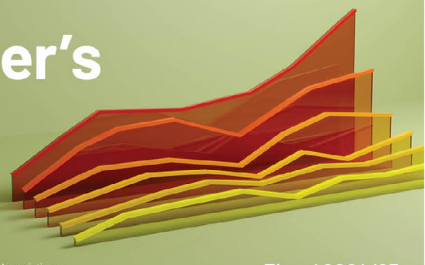
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1/4 Pg Vertical | 3.625" x 4.8125"

Treasurer's Update



Dr. Guessy Wang
Secretary-Treasurer
British Columbia Dental Association



Fiscal 2024/25

Managing the finances of the British Columbia Dental Association (BCDA) is about ensuring stability and value for our members. As your Secretary-Treasurer for Fiscal Year 2024/25, I have had the opportunity to see firsthand how resources are allocated to support the programs and steps that matter to you. In this update, I will provide an overview of our current financial position, recent developments, and the ways we are taking to keep BCDA financially strong to better serve our members.

Economic and Policy Landscape

The latter half of 2024 and early 2025 have been marked by resilience in Canadian household consumption, a slowdown in inflation, and improved investment compared to the same period in 2024. However, the remainder of 2025 presents some uncertainty for the field of dentistry.

- Political Climate:** Canadians are in the midst of a change of federal government. With a renewed look to the cabinet, we may see policy shifts that could impact dental practice operations.
- Economic Factors:** The Bank of Canada has lowered the overnight interest rate as inflationary pressures ease. However, uncertainty surrounding potential US tariffs on Canadian goods could trigger further inflation and economic slowdowns. The weakened Canadian dollar has led to increased costs for supplies and equipment imported from the US for dental offices.
- Policy Developments:** Dental offices began welcoming Canada Dental Care Plan (CDCP) patients in 2024. The British Columbia College of Oral Health Professionals (BCCOHP), along with the *Health Professions and Occupations Act (HPOA)* and the adoption of Safety Code 30, continue to test our ability to navigate an evolving regulatory landscape.

- Operational Challenges:** The persistent dental staff shortage in BC remains a long-term challenge for dental offices. On the patient side, there is a continuing trend of increased patient cancellations and no-shows since the pandemic.

...BCDA represents 4,227 voluntary dentist members, accounting for 98% of all registered dentists in BC.

BCDA's Advocacy and Support Initiatives

Amid these uncertainties, BCDA has been actively advocating for BC dentists on policy and government relations while addressing the ongoing staff shortage challenge. We have been advocating for HPOA changes since 2022 and recently launched a petition. Additionally, we continue to collaborate with the Canadian Dental Association and other Provincial and Territorial Dental Associations to represent BC dentists in discussions with Health Canada regarding the development and implementation of CDCP.

- At the same time, BCDA remains committed to supporting our members through a range of valuable programs and services, including:
- Legal Expense Insurance (LEI)** with a 24/7 Legal Hotline.
 - Dentist Wellness Program (DWP)** offering 24/7 counselling support.
 - BCDA Learning Portal** featuring clinical continuing education, practice management courses, and staff training courses.
 - Practice Management Tools and Reports** including the ITRANS Electronic Claim platform, *Staff Salary Report*, and the *State of Dentistry Report*.
 - 1-on-1 Member Support** via email and phone consultations.
 - BCDA Member Updates** delivering the latest industry news.

- Support for **Regional Dental Society** events and activities.
- Other BCDA Services** such as Not-for-Profit dental clinics, the Pacific Dental Conference (PDC), and the annual BCDA *Suggested Fee Guide*.

BCDA is pleased to announce that membership fees will remain unchanged for a third year in a row.

F2024/25 Financial Highlights

We are pleased to report that BCDA represents 4,227 voluntary dentist members, accounting for 98% of all registered dentists in BC. In F2024/25, BCDA services are supported by membership fee revenue of just over \$7M (a 2% increase from the previous fiscal), along with additional revenue from advertising, BCDA *Suggested Fee Guide*, sponsorships, grants from the 2024 Pacific Dental Conference, and investment income.

On total expenses, we have managed to improve services for members while also finding savings through reductions in general office expenses, relocating to a new office with a more favorable lease agreement, and negotiating better rates for member support programs.

By the end of the F2024/25, we forecast a **\$520K surplus**, compared to the original budget projection of a **\$236K deficit**. Given this strong financial position, BCDA is pleased to announce that **membership fees for F2025/26 will remain unchanged** for a third year in a row. Despite persistent inflation and rising business costs, we understand the challenges our members are facing and have worked diligently to absorb these increases through internal efficiencies and program adjustments, ensuring continued value for our members.

Additionally, as a trusted partner of the BC government, BCDA expects to disburse **\$1.87M in grant funding** by the end of the F2024/25 to administer various dental programs, including:

- Not-For-Profit Clinics Grant
- Community Workforce Response Grant (CWRG)
- Adult & Senior Oral Health Care Program
- Cleft Lip & Palate Prosthodontic Program (CLPPP)
- Prosthodontic Management of Severe Dentofacial Anomalies Program (PMSDA)
- Dental Obturator Program
- Complex Prosthodontics Program (CPP)
- Cultural Safety & Humility Training Initiative

F2025/26 Financial Outlook

Looking ahead to F2025/26, we are conservatively projecting a **\$379K deficit**, while actively exploring strategies to achieve a

balanced budget. Our commitment remains firm: to deliver high-quality member services, continuously evaluate and enhance programs based on member feedback, advocate for BC dentists amid evolving industry challenges, and promote oral health for all British Columbians.

Please feel free to reach out if you have any questions. I look forward to continuing to serve as your Secretary-Treasurer for the remainder of the year.

I extend my sincere appreciation to Franck Salanson, BCDA's Controller, for his expertise in financial analysis, Stuart Chase, Manager of Corporate Communications & Public Affairs, for his editorial support, and the entire BCDA staff team for their unwavering dedication.

Most importantly, thank you to our members for your ongoing support to BCDA. ■

Reach Dr. Guessy Wang at guessywang@gmail.com.

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Member News & Accolades

Dentists Commit Time & Energy in Whiterock Clinic

In South Surrey and White Rock, local BCDA members have been providing free dental care to patients in need. **Dr. Warren Ennis, Bruce Kennedy, and Ken Stones** (retired) donate their time and skill to the Volunteer Dental Clinic at Peace Arch Hospital, in collaboration with Sources Community Resource Centre. The Clinic has operated for fifteen years and was recently featured in the Surrey Now-Leader Newspaper.

The clinic welcomes dentists who want to volunteer and provide this much-needed care. Patients genuinely appreciate the care they receive, making this a meaningful and rewarding experience. If you have four hours to volunteer on a Saturday morning of your choice, please email Dr. Ken Stones at kenstones@telus.net. ■



Dr. Bruce Ward Assumes CDA Presidency

We extend our heartfelt thanks to **Dr. Bruce Ward** for his outstanding contributions as Chair of the PDC Organizing Committee, a position he has held since 2015.

As Dr. Ward prepares to take on the role of President of the Canadian Dental Association (CDA) for 2025/26, we commend him for his dedication and leadership in making the PDC a success year after year, including through the COVID-19 Pandemic, through and from which the PDC remained strong. We look forward to continuing to work with Dr. Ward in his new capacity as CDA President. ■

UBC Accolades

Dr. In Kim, MSc Dip Orthodontics 2024, was awarded the prestigious Thomas M. Graber Award of Special Merit from the American Association of Orthodontists' Council on Scientific Affairs. Dr. Kim's research, titled "Effects of Simulated Arch Constriction Upper Airway Function During Sleep: Randomized Cross Over Trial," was recognized as one of the standout submissions for 2025.

Dr. Hugh Kim, Associate Professor in the Department of Oral Biological & Medical Sciences at UBC Dentistry, has been appointed Director of the UBC Centre for Blood Research (CBR) for a 5-year term. Dr. Kim is a clinician-scientist and a practicing dental specialist with clinical expertise in periodontology. In addition to his clinical work, Dr. Kim leads an innovative research program at the CBR that focuses on fundamental platelet physiology.



Right: Roy Ru Yi Zhao

Congratulations to **Roy Ru Yi Zhao** (DMD 2025 candidate) on his selection as one of three nationwide Colgate Power of a Smile Award winners! Dr. Mariana Leon, Academic Manager – Canada with Colgate, recently visited the Nobel Biocare Oral Health Centre to present Roy with a certificate and cheque for \$2,000 USD for his outstanding work. A congratulatory poster was also on display at the Colgate booth at ADEA in Washington, DC in March. ■

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