



DANB's new website offers updated design, new resources

The Dental Assisting National Board, Inc. (DANB) recently launched its new website design (the address, www.danb.org, is still the same). "We wanted to update not only the look and feel of our site, but also improve the navigation and functionality and introduce new resources," says Rebecca Anderson, Director of Marketing and Communications. "Our new site will enable us to improve upon our existing services as well as provide new resources for our stakeholders, which include DANB candidates and certificants, employers, office managers, educators, dental boards, other regulatory agencies, and the media. We're very pleased with the results, and we look forward to serving all of our stakeholders with our updated design."

One of the new features of DANB's redesigned site includes the ability to create a user account. Users who create a DANB account will be able to view their certification and exam histories, cancel or reschedule an exam eligibility window, renew certification, request duplicate certificates and more. "This gives DANB Individuals the freedom to access their account information at any time, instead of being restricted to calling our Client Services department as their only option," explains Anderson. "Exam status, date of certification, certification number, renewal status . . . everything will be in their account."

Anderson is also excited about another new service provided on the new website — online credential verification. "Previously," she explains, "dentist employers and state regulators had to contact DANB's Client Services department to verify that a dental assistant's credentials were legitimate and current. Now, they can also find the information they're looking for online in seconds."

DANB's new website will continue to feature popular content areas such as current and archived issues of *Certified Press*, state-specific dental assisting requirements, contact information for state dental boards and DANB recertification requirements. However, users will now be able to navigate the information needed with fewer clicks and a much more user-friendly design.



DANB's new website offers the ability to:

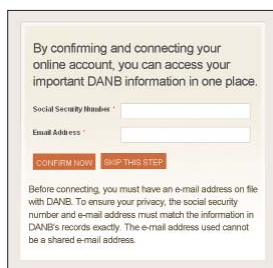
- ✓ Share content
- ✓ Verify credentials
- ✓ Create an account

With a DANB account, users can:

- ✓ Receive a Test Admission Notice
- ✓ Reschedule or cancel an exam eligibility window
- ✓ Request a duplicate score report
- ✓ Request a duplicate certificate
- ✓ Access certification history



Step 1: Create an Account.
Go to the upper-right corner on the home page at www.danb.org and click on "create an account."



Step 2: Confirm and Connect.
Don't skip this step! We need this information to match your records and ensure your privacy. If you skip this step, you will not be able to access all of your important DANB information.

"We had outgrown our old site, and we needed to update the design to accommodate our stakeholders' changing preferences," says Anderson. "Users will now be able to locate the information they want much more quickly, whether it's downloading an exam application, finding their state's requirements or renewing their DANB certification." To see the new site, go to www.danb.org.

DANB reports exam program performance results

To maintain DANB's high standards, meet accreditation standards established by the National Commission for Certifying Agencies (NCCA), and meet certifying board recognition criteria established by the American Dental Association (ADA), DANB regularly reviews its exam programs. On Oct. 3, 2012, DANB submitted its Annual Report with recent certification and exam figures to ADA's Council on Dental Education and Licensure (CDEL).

As of October 1, 2012, DANB had 34,658 Certified Dental Assistants (CDAs), 1,430 Certified Orthodontic Assistants (COAs), 262 Certified Preventive Functions Dental Assistants (CPFDAs), 337 Certified Dental Practice Management Administrators (CDPMAs) and 195 Certified Oral and Maxillofacial Surgery Assistants (COMSAs), for a total of 36,882 individual DANB certifications held by 35,950 current DANB certificants.

DANB discontinued the COMSA exam in 2000 and the CDPMA exam in 2008; both exams were discontinued due to very low candidate volumes, which would call into question the reliability and validity of the exam results. DANB only administers exams and certification programs likely to meet accreditation standards of the NCCA. DANB's CDA and COA certification programs and their component exams are accredited by the NCCA. DANB will apply for NCCA accreditation of its CPFDA certification program in 2013, when this program meets NCCA's initial criteria for accreditation evaluation.

Comparing FY 11-12 to FY 10-11, DANB experienced a 2% decrease in candidate volume overall, a 0.11% increase in national exam candidates, and an 18% decrease in state-specific exam candidates. (Arizona discontinued its clinical radiography exam, and other states switched from DANB-administered state-specific exams to DANB national exams.)

Pathway pass rates overview

Each year, DANB applies inferential statistics to passing rates of candidates who take the General Chairside Assisting (GC) component of the CDA exam through

exam eligibility Pathway I (graduates of CODA-accredited dental assisting programs) and Pathway II (candidates who are on-the-job trained [OJT], with at least 3,500 hours of dental assisting work experience acquired over a 24- to 48-month period).

At DANB's August 2012 meeting, Board Directors reviewed passing rate comparison results for these two GC exam eligibility pathways. Performance data have been compared each year since 1998. Since 2007, there have been statistically significant differences between pass rates of CDA/GC Pathway I and CDA/GC Pathway II candidates. Since the newly calibrated version of the GC item bank was published April 1, 2006, the overall passing percentage for the GC component exam has been 85% of candidates tested, through Jan. 31, 2012. CDA/GC Pathway I candidates pass at a rate higher than 85%, while CDA/GC Pathway II candidates pass at a rate lower than 85%.

Ideally, there would be no statistically significant difference in passing rates between Pathway I and Pathway II candidates; however, because the overall passing rate has remained stable during the time the difference has been evident, evaluation results support continuation of the requirement of 3,500 hours of work experience for those assistants who are not graduates of CODA-accredited dental assisting programs — that is, neither increasing this work experience requirement to more than two years nor decreasing it to fewer than two years.

DANB staff will continue to monitor the pass/fail rates of candidates taking the GC component of the CDA exam across eligibility pathways. What appears to be happening is not that OJT candidates' scores are falling; rather, CODA-accredited program graduates' scores are increasing as compared to four years earlier. DANB will continue to monitor GC pass rates by eligibility pathway at its February 2013 and August 2013 Board meetings and will report its findings to CDEL in October 2013.

Pass/Fail Results for DANB National Exams

| CDA* | FY 10-11 | FY 11-12 |
|------------------|-----------------|-----------------|
| Total candidates | 2415 | 2160 |
| Pass | 1792 | 1561 |
| Fail | 623 | 599 |
| Pass Rate (%) | 74 | 72 |
| GC only | FY 10-11 | FY 11-12 |
| Total candidates | 1885 | 1864 |
| Pass | 1643 | 1598 |
| Fail | 242 | 266 |
| Pass Rate (%) | 87 | 86 |
| ICE only | FY 10-11 | FY 11-12 |
| Total candidates | 2830 | 2466 |
| Pass | 2457 | 2186 |
| Fail | 373 | 280 |
| Pass Rate (%) | 87 | 89 |
| RHS only | FY 10-11 | FY 11-12 |
| Total candidates | 8804 | 9185 |
| Pass | 6234 | 6334 |
| Fail | 2570 | 2851 |
| Pass Rate (%) | 71 | 69 |
| COA* | FY 10-11 | FY 11-12 |
| Total candidates | 77 | 67 |
| Pass | 47 | 41 |
| Fail | 30 | 26 |
| Pass Rate (%) | 61 | 61 |
| OA only | FY 10-11 | FY 11-12 |
| Total candidates | 36 | 35 |
| Pass | 30 | 25 |
| Fail | 6 | 10 |
| Pass Rate (%) | 83 | 71 |
| RHS/ICE* | FY 10-11 | FY 11-12 |
| Total candidates | 1057 | 1298 |
| Pass | 594 | 744 |
| Fail | 463 | 554 |
| Pass Rate (%) | 56 | 57 |

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Word from the Chair

Frank A. Maggio, D.D.S.
Chair, DANB Board of Directors



Happy New Year!

This issue of *Certified Press* is filled with news of events, products and features related to pediatric dentistry. For those of you who work with pediatric dental patients, or are thinking of working with pediatric patients, this issue is for you!

The Spotlight on Excellence on page 3 includes a feature about Amy Paundley, CDA, who explains what it's like to work in a pediatric dentistry practice. And both DANB and our affiliate, the DALE Foundation, recently launched new products to help dental assistants advance their skills in areas of particular importance in a pediatric dental practice. DANB added a new Professional Development Examination Program (PDEP) module on Pediatric Dentistry, and the DALE Foundation collaborated with the American Academy of Pediatric Dentistry to launch a new online certificate program, Behavioral Guidance and Management for the Pediatric Dental Patient. See pages 6 and 7 for these exciting new product announcements.

In other news, I am happy to announce that Cindy Durley, Executive Director of DANB and the DALE Foundation, was elected Secretary of the American Association of Dental Administrators (AADA) Executive Council for the 2012-13 term. Read the full story on page 6.

As you set career goals for the coming year, I hope that DANB and the DALE Foundation will continue to be a part of your quest for lifelong learning. Those of us at DANB and the DALE Foundation will continue to find ways to support these goals and further our mission to promote the public good.

Sincerely,

Frank A. Maggio, D.D.S.

Congratulations to Emeritus Certificants

August 1, 2012 – October 31, 2012

| Name/State | Certification Year |
|--|--------------------|
| Hollis Adkins, CDA-Emeritus, NC | 1969 |
| Roxanne Anderson, CDA-Emeritus, CA | 1989 |
| Barbara Bacheller, CDA-Emeritus, MI | 1976 |
| Teela Baxter, CDA-Emeritus, COA-Emeritus, OH | 1991 |
| Kathleen Beston, CDA-Emeritus, ND | 1980 |
| Bunny Bookwalter, CDA-Emeritus, MI | 1990 |
| Edna Boone, CDA-Emeritus, SC | 1985 |
| Sharon Borger, CDA-Emeritus, NJ | 1956 |
| Glenda Cudmore, CDA-Emeritus, MN | 1991 |
| Karen Dougherty, CDA-Emeritus, IN | 1984 |
| Joleen Failor, CDA-Emeritus, CA | 1968 |
| Mary Alice Karnes, CDA-Emeritus, TN | 1984 |
| Sandra Kolsom, CDA-Emeritus, CA | 1968 |
| Judy Martinez, CDA-Emeritus, CA | 1983 |
| Jane Olsen, CDA-Emeritus, WA | 1968 |
| Deborah Outlaw, CDA-Emeritus, COA-Emeritus, NC | 1997 |
| Pamela Joy Purinton, CDA-Emeritus, MO | 1984 |
| Cynthia Rebello, CDA-Emeritus, MA | 1987 |
| Jane Ringstad, CDA-Emeritus, MN | 1975 |
| Nancy Robinson, CDA-Emeritus, NY | 1976 |
| Lynda Schaefer, CDA-Emeritus, MA | 1985 |
| Joan Silta, CDA-Emeritus, MA | 1990 |
| Dora Idella Stratton, CDA-Emeritus, OH | 1984 |
| Nancy Von Hofe, CDA-Emeritus, COA-Emeritus, MI | 1995 |

For more information on Emeritus status, see DANB's Recertification Requirements on page 4.

2013 exam application packets effective Jan. 1

Reminder: DANB's 2012 national exam application packets were valid only through Dec. 31, 2012. The 2013 exam application packets were mailed to dental assisting program directors in December. The 2013 exam applications can be downloaded by going to www.danb.org and clicking on Become Certified > Exams & Certifications. Hard copies of 2013 exam application packets are also available on request.

DANB enforces disciplinary policy

DANB individuals — including DANB exam applicants, DANB exam candidates, DANB certificants and those who hold DANB certificates of competency — are responsible for abiding by DANB's *Code of Professional Conduct*. Violating DANB's *Code of Professional Conduct*, including but not limited to commission of any act specifically prohibited in DANB's disciplinary policy, may result in disciplinary action and the imposition of sanctions.

DANB individuals may be subject to disciplinary review and action for matters stemming from irregular behavior, fraudulent credentials, and legal, regulatory and credentialing actions as described below, some of which may result from disclosure of background information on a DANB exam application or renewal form. Other individuals who misuse DANB trademarks, compromise the security of DANB exams or assist others in any behavior that warrants review under this policy may also be subject to investigation and action by DANB.

DANB's disciplinary policy and DANB's *Code of Professional Conduct* can be downloaded from DANB's website at www.danb.org. To report a DANB individual in violation of DANB policies, please visit the "Complaints Regarding Disciplinary Issues" section of DANB's website or contact Sarah Walkington at swalkington@danb.org or 1-800-367-3262, ext. 472.

The following are examples of DANB's disciplinary actions and sanctions from Jan. 1, 2012, through July 31, 2012.

Case #1

State: New Jersey

Circumstances: A former DANB certificant was accused of incorrectly using the CDA certification mark on her résumé and of misrepresenting herself as a holder of DANB's CDA certification in connection with her employment.

Grounds for Action: DANB determined that the respondent had violated DANB's *Disciplinary Policy* and

that the following grounds exist for disciplinary action: falsely claiming to be certified by DANB or to possess credentials or certificates conferred by DANB, and failure to cooperate reasonably with a DANB disciplinary investigation.

Sanctions: The respondent's eligibility to take any exam administered by DANB and for which DANB determines eligibility was indefinitely revoked. The respondent was indefinitely barred from taking any DANB exam. DANB notified the New Jersey State Board of Dentistry as well as the New Jersey Department of Environmental Protection, Bureau of X-ray Compliance, of the adverse disciplinary decision. DANB will publish the disciplinary action, without disclosing the respondent's name, in *Certified Press* and on DANB's website.

Case #2

State: North Carolina

Circumstances: A program director of a CODA-accredited dental assisting program who is also a DANB certificant was accused of engaging in irregular behavior in connection with DANB exams by soliciting, collecting, retaining, distributing and publishing questions from the components of DANB's CDA exam, and of illicitly obtaining test questions and using them in connection with the dental assisting program at which she was the program director.

Grounds for Action: The Review Panel determined that there was substantial evidence that the respondent created an environment that encouraged and facilitated the sharing of proprietary information about DANB exam content among the dental assisting program's students and, in doing so, undermined the security of DANB exams.

Sanctions: DANB issued a reportable letter of censure to the respondent. DANB notified the North Carolina State Board of Dental Examiners and the respondent's employer that the respondent had received a letter of censure from DANB.

Exam program results (cont.)

| CPFDA** | FY 10-11 | FY 11-12 |
|------------------|----------|----------|
| Total candidates | 273 | 17 |
| Pass | 107 | 3 |
| Fail | 166 | 14 |
| Pass Rate (%) | 39 | 18 |

| CP | FY 10-11 | FY 11-12 |
|------------------|----------|----------|
| Total candidates | 116 | 449 |
| Pass | 87 | 290 |
| Fail | 29 | 159 |
| Pass Rate (%) | 75 | 65 |

| SE | FY 10-11 | FY 11-12 |
|------------------|----------|----------|
| Total candidates | 28 | 42 |
| Pass | 20 | 29 |
| Fail | 8 | 13 |
| Pass Rate (%) | 71 | 69 |

| TF | FY 10-11 | FY 11-12 |
|------------------|----------|----------|
| Total candidates | 71 | 45 |
| Pass | 44 | 15 |
| Fail | 27 | 30 |
| Pass Rate (%) | 62 | 33 |

| TA | FY 10-11 | FY 11-12 |
|------------------|----------|----------|
| Total candidates | 23 | 6 |
| Pass | 18 | 5 |
| Fail | 5 | 1 |
| Pass Rate (%) | 78 | 83 |

Total national exams: 17,634 (represents ~89% of all DANB exams administered in FY 11-12, testing a total of 19,738 candidates [the balance taking DANB state-specific exams])

*The CDA pass rate reflects those who passed all three CDA component exams (GC, RHS, ICE) in the same exam administration. The COA pass rate reflects those who passed both COA component exams (OA, ICE) in the same exam administration. The RHS/ICE pass rate reflects those who passed both the RHS and ICE exams in the same exam administration.

**DANB launched the CPFDA certification program in April 2011. The CPFDA pass rate reflects those who passed the four CPFDA component exams (Coronal Polish, Sealants, Topical Fluoride, Topical Anesthetic) in one administration.

Dental assisting for a cause

When Gretchen Bogner, CDA, a member of DANB's General Chairside Assisting exam committee, decided to volunteer at an orphanage in Africa, the experience offered more than she ever imagined. "I think that it's such an incredible opportunity to see how the rest of the world lives," said Bogner. "We get used to our daily schedules and our circle of patients; it's eye opening to go out and see what life is like for other people."

Bogner, a dental assistant with Barnes Dental Associates in Normal, Ill., traveled to Bulawayo, Zimbabwe, in September 2012 with her boss, Dr. Brad Barnes, to

provide the children at a local orphanage much-needed dental services. The trip was organized through Bogner's church, East White Oak Bible Church.

Bogner and Dr. Barnes, the only two members of the dental team, brought all of the necessary supplies. "We used a bed for our patient chair," said Bogner, "and we were able to provide exams and fluoride treatments to 72 children and perform restorative work for some of them also. We had to extract a few teeth, but we were able to save other teeth with composite restorations."

Most of the children, who were aged 9 to 18, had never been to a dentist. Surprisingly, Bogner and Dr. Barnes did not see as many cavities as they did back home. "They don't have the candy and refined sugars and sodas" in their diets that American kids have, she said. "They eat mostly commel, beans, root vegetables, meat when it's available. The older teenagers had a lot of buildup on their teeth, so Dr. Bogner did a lot of scaling."

Also to their surprise, communicating with the children wasn't too much of a challenge. "We had some translators," said Bogner, "but a majority of the kids spoke English as a second language, so they did have an idea of what we were talking about." The children, she continued, were "kind of nervous" at first about having their teeth cleaned, "but then they realized we were there to



help them, and that we were trying to have fun. They did finally loosen up with us," she said — no small task, considering that most of the children had never received dental care before.

Of all the children Bogner helped treat, there was one patient in particular she will remember. "Her name was Grace," Bogner recalled, "and she did not speak English very well. We did two fillings on her front teeth. They had been decayed with dark, black spots, so we cleaned and bonded those teeth. They don't have mirrors at the orphanage. When we showed her the mirror at the end, she started to cry. That was the last day we were there, so I never knew if those were tears of joy or..." Bogner trails off, obviously thinking of her young patient.

At the end of their stay, Bogner and Dr. Barnes left oral hygiene instructions with the orphanage and a supply of toothpaste, toothbrushes and fluoride that were donated by Colgate. "I hope I can do that again," reflected Bogner. "I feel like it enriched my perspective and what I do."

Thinking about volunteering your dental assisting skills? Check with your local charitable organizations or try some of the following programs:

Give Kids a Smile

The American Dental Association (ADA) founded this program to help connect members of the dental community to provide dental services to underserved children. www.ada.org/givekidsasmile

International Smile Power

This organization delivers dental healthcare, supplies, education and training to underserved people around the world. www.smilepower.org

DentalVolunteer

If you're not sure what type of volunteer work you'd like to do, contact DentalVolunteer, a portal that was founded to help dental professionals identify volunteering opportunities. www.dentalvolunteer.com

Amy Paundlay on succeeding in a pediatric dental practice

Although most Certified Dental Assistants (CDAs) work in general dentistry practice settings, some work in orthodontic, prosthodontic, periodontic and other specialty settings. And according to DANB'S 2012 Salary Survey, six percent of all CDAs work in pediatric dental settings.

We caught up with Amy Paundlay, CDA, the Practice Administrator at Kids First Pediatric Dentistry and Orthodontics in Fairfield, Conn., to give us a glimpse of what it's like to work at a pediatric dental practice, and what type of dental assistant would be right for the job.

CP: What made you decide to work for a pediatric dental practice?

AP: It was definitely a conscious decision. I worked briefly for a general practitioner, and I thought that the field was interesting, but I didn't really like the setting. I had stayed away [from the workplace] for many years to raise my kids, and I thought I was burnt out on kids! But I quickly realized I know kids best, and that's where I should be.

CP: What characteristics do you think a dental assistant needs to have to work with pediatric patients?

AP: Energy! Extreme flexibility. Creativity. Patience. And you really can't take yourself too seriously. It would not work for somebody who is very rigid, does not like change and needs to have the same routine every day. It's making change at a moment's notice with 10 kids waiting, four emergencies, tons of kids crying. When I interview candidates, I say, "Imagine that in every chair there's a kid in it, every television set to a different channel. If you can handle that..."

CP: What is a typical day at work for you?

AP: There is no typical day. If you think it's a typical day when you look at your schedule, that is the day that all hell will break loose. School holidays, always filled with [some type of dental] trauma. Winters, always trauma. Summer vacation, always trauma.

CP: Can you think of a particularly rewarding day at work?

AP: I think every day there is something that is rewarding about being here. Whether it's a little kid who had a filling who invites you to their birthday party, or somebody that you just worked through a filling or a difficult procedure and they just had a smile and gave you

a thank-you at the end. Any time you can convince a child to trust you, as well as a parent, whether it's a radiograph based on the dentist's findings or something you had noted... Part of the trick of the trade with pediatrics is you have to find something that's gonna relate to them. So if you can figure out the benefit for them, the WIIFM (what's in it for me), they're more likely to do what you ask them to do.

CP: Anything else you'd like to share with our readers about working in a pediatric dental practice?

AP: There's no such thing as having a bad day if you're a dental assistant in this office. You have to be on your "A" game every single day. Because not only are the kids watching, but the parents are watching, too. The worst thing that can happen is you can come across as insincere to their child. No parent wants to see that.

Amy Paundlay was previously featured in "DANB certificant goes the extra mile for patients" in the fall 2010 issue of Certified Press to discuss the program she launched at Kids First for special-needs patients. To see this article, go to www.danb.org.

Certification anniversaries bring recognition and rewards

DANB recognizes certificant's anniversaries, beginning with five years of continuous DANB certification, to honor commitment to excellence in the workplace as well as professional growth. In addition to certificates and anniversary gifts, certificant's cite other, less tangible rewards for maintaining their certification.

"My original motivation was to get recognized in my office as a committed employee and also to get a pay raise," notes Holly Jones, CDA, EFDA, who recently marked 10 years of DANB certification. "I would never let my certification lapse, as it gives me a sense of satisfaction in earning it." Jones, who has worked for 13 years at Delaware Dental in Ohio, says, "A raise, respect and mandatory CE keep me from getting complacent, so I am always taking classes on current technology. I have also been able to continue on to become an Expanded Function Dental Auxiliary. Getting certified was a step along the way to a lifetime of helping patients and having a very satisfying career!"

Xolchit Polanco Roman, CDA, credits a dental assisting school professor with encouraging her to earn CDA

certification. "Holding certification has brought a lot of opportunities," says Roman, clinical coordinator for Small Smiles of Worcester in Massachusetts. "Right now I am working in a very special place that serves kids who do not have private insurance, and it touches my heart every time we can fix their teeth and keep them cavity-free. By being in the field, I felt the need to keep serving my community, and that motivated me to keep renewing my certification every year," she says. "Now five years have passed, and I feel happy I took this step in my life."

For Linda Centamore, CDA, earning DANB certification was a way "to make sure that wherever I lived, I would be able to work in my field of choice." And even though DANB certification isn't required to work as a dental assistant in Nebraska, where she is a full-time assistant in a general dentistry office, she says, "it has been a benefit to me, knowing I have the skills and knowledge to be the best I can be for the office and patients." Centamore notes that she has seen many changes in the dental field in her 10 years of certification — including "implants, ortho, bleaching, new prod-

ucts that are quicker and easier to work with" — but as for her DANB certification, "I wouldn't change a thing. I'm a better assistant because of the knowledge and standards that DANB sets before us."

"I earned my DANB certification in 2007," says Jennifer Faircloth Wissman, CDA, who currently works at Dental-Works in Leland, N.C. "I continue to renew my certification because I am continuously reminded of how important my job is by my patients," she says. "There is nothing like a hug from a patient with tears in their eyes when they say to you, 'Thank you for helping me smile again!'"

"The benefits have increased throughout my past five years — not only through my company but with the patients as well," adds Wissman. "I have earned the trust and respect of my doctors and patients by my continued motivation to learn more. I know without a question in my mind I have chosen the best career."

To learn more about DANB's Certificant Recognition program, go to www.danb.org and click on Maintain Certification > Recertification > Certificant Recognition Program.

DANB's 2013 Recertification Requirements

Renewing DANB Certification

DANB certification is valid for one year, and must be renewed annually. In order to renew, DANB certificants must complete 12 Continuing Dental Education (CDE) credits, hold a current DANB-accepted CPR card and submit a renewal fee to DANB. A renewal notice will be mailed approximately six weeks prior to the certification expiration date, which is printed on each DANB certificate. Certificants must sign a statement attesting that CDE and CPR requirements have been met, and must return the statement with the appropriate renewal fee to DANB.

| Certifications | CDE Credits | Renewal Fee |
|----------------|-----------------------|-------------|
| 1 | 12 credits (plus CPR) | \$60 |
| 2 | 18 credits (plus CPR) | \$85 |
| 3 | 24 credits (plus CPR) | \$105 |
| 4 | 30 credits (plus CPR) | \$130 |
| 5 | 36 credits (plus CPR) | \$150 |
| 6 | 42 credits (plus CPR) | \$170 |

*There is a \$15 late fee for certifications that are renewed during the three-month grace period after the certification expiration date. Renewal fees are non-refundable.

If DANB does not receive a response to renewal statement(s) within three months of the expiration date, the certificant is no longer certified and cannot

use the CDA, COA, CPFDA, CRFDA, COMSA or CDPMA certification mark. To protect against misuse of DANB credentials, DANB sends reports of lapsed DANB certifications to state regulatory agencies on a regular basis.

Requirements/Audit Procedures

DANB's 12 CDE credit annual minimum is consistent with states that have mandatory CDE requirements for dental assistants. The yearly CDE requirement emphasizes the importance of lifelong professional learning and promotes the continued competence of DANB certificants.

DANB certificants are randomly selected for verification (audit) of their CDE credits and CPR. Those selected for audit will be considered certified during the time that they are providing proof of their continuing education.

Specific instructions will be sent to those audited. Upon successful completion of the audit, certification will be instated for the full year. Proof of continuing education should be retained for two years, in case of subsequent audit.

DO NOT SEND DOCUMENTATION UNLESS REQUESTED. DANB WILL NOT RETURN OR RETAIN MATERIALS.

DANB Renewal Sample Timeline

This sample timeline illustrates the DANB certification renewal process. In this example, the individual's CDA certification expires Jan. 15, 2013.

December 1, 2012

A renewal notice is mailed to certificant.

January 15, 2013

Signed statement and fee are due by this date or DANB certification expires.

January 16, 2013

Grace period begins. A \$15 late fee is assessed. If the fee is not received, a second notice is mailed.

February 28, 2013

Grace period continues. If the fee is not received, the final notice is mailed.

March 31, 2013

If the fee is not received, a reminder email is sent.

April 16, 2013

The grace period ends. If the fees and signed statement are not received, the individual is no longer DANB certified. Call 1-800-367-3262 for reinstatement options.

DANB Recertification Policy

Relevance to Practice of Dentistry or Dental Assisting
All CDE must directly relate to the practice of dentistry or dental assisting to maintain or improve dental assisting knowledge or skill. CDE does not need to be pre-approved by DANB to be accepted as meeting DANB's Recertification Requirements. Call DANB prior to participation in education if you have questions about content.

Length of Program

Programs must be at least 45 minutes in length in order to qualify for one CDE credit. Credit for a CDE course will be calculated in 15-minute increments (i.e., 1 ½ hours = 1.5 CDE credits, 2 ¾ hours = 2.75 CDE credits).

Pre-Certification CDE

Education dated prior to a certificant's initial certification date cannot be used to meet DANB CDE requirements. Certificants must earn the required CDE credits during the first year of certification to maintain DANB certification.

CDE Lifespan

CDE credits have a two-year lifespan. Certificants who carry over credits into the next renewal year must retain proof of 24 credits of CDE over a two-year period, in case they are chosen by DANB for audit.

Multiple Certifications

It is possible to be certified in each of six areas: CDA, COA, CPFDA, CRFDA, COMSA and CDPMA. Renewal requirements are set at approximately 50 percent increase over basic requirements for each additional certification maintained.

Renewal Timing and Certification Expiration

A three-month grace period is granted if the required CDE credits are not accumulated and the appropriate fee is not received by the expiration date. An individual is considered certified during this three-month CDE grace period; however, a late fee of \$15 will be assessed. If DANB does not receive a response to renewal statement(s) within three months of the certification expiration date, the individual is no longer certified and cannot use the CDA,

COA, CPFDA, CRFDA, COMSA or CDPMA certification marks. DANB's certification marks are registered with the U.S. Patent and Trademark Office, and only those individuals who have earned and maintained the marks are legally authorized to use them.

Misrepresentation of DANB Certification Marks

Misuse of any DANB certification mark is grounds for discipline under DANB's *Discipline Policies and Procedures* (contact DANB for a copy). For reinstatement of a certification mark, contact DANB's Recertification Senior Coordinator at 1-800-367-3262, ext. 451.

Review and Appeal Policy and Procedures

A copy of DANB's *Review and Appeal Policy and Procedures* is available at www.danb.org.

CPR Requirement

Current DANB-accepted CPR is required for annual renewal of DANB certification. DANB accepts CPR certifications from the providers below. Course must be for CPR, and a hands-on exam must be taken. CPR from other providers or courses will not be accepted. CPR does not count toward the required number of CDE credits.

DANB-Accepted CPR Providers

American Environmental Health and Safety
American Heart Association
American Red Cross (card or certificate accepted)
American Safety and Health Institute
Canadian Red Cross
Emergency Care and Safety Institute
Emergency First Response
Emergency Medical Training Associates
Emergency University*
EMS Safety Services
Medic First Aid
Military Training Network
National Safety Council (Green Cross)
ProCPR*
Saudi Heart Association

*Not all courses include the hands-on exam, so check with the provider before taking the course to be sure it will be accepted by DANB.

Emeritus Status

DANB certificants (holding CDA, COA, CPFDA, CRFDA, COMSA or CDPMA certification) may apply for "Emeritus" status if they have maintained continuous current certification for four (4) of the five (5) years immediately preceding application and have:

- Become totally and permanently disabled or
- Retired from the field of dentistry/dental assisting at the age of 60 years or older or
- Retired from the field of dentistry/dental assisting with 35 years of continuous (without any breaks) DANB certification.

Retirement

Must submit two (2) letters stating that he/she has retired and the date of retirement:

- One from the assistant requesting Emeritus status and signed by the assistant
- One from the assistant's employer on letterhead and signed by the employer (or the assistant can provide proof of receiving Social Security benefits).

Disability

Must submit two (2) letters stating that he/she is no longer working in the dental field due to disability:

- One from the assistant requesting Emeritus status and signed by the assistant
- One from the assistant's physician on his/her office letterhead stating that the assistant is physically and permanently unable to perform any duties required.

If a certificant holds more than one certification, the certificant will only earn Emeritus status for those credentials that the certificant maintained continuous current certification for four (4) of the five (5) years immediately preceding application.

Release of Information

I understand DANB verifies to anyone by phone, by mail or on DANB's website regarding whether I hold any DANB certifications, including Certified Dental Assistant (CDA), Certified Orthodontic Assistant (COA), Certified Preventive Functions Dental Assistant (CPFDA), Certified Restorative Functions Dental Assistant (CRFDA), Certified Dental Practice Management Administrator (CDPMA), or Certified Oral and Maxillofacial Surgery Assistant (COMSA) certifications; any DANB certificates of competency, including Radiation Health and Safety (RHS), Infection Control (ICE), Coronal Polish (CP), Sealants (SE), Topical Anesthetic (TA), Topical Fluoride (TF), Anatomy, Morphology and Physiology (AMP), Impressions (IM), Temporaries (TMP) and Isolation (IS); and any state-specific certificates administered by DANB on behalf of a state regulatory body, including the Arizona Radiologic Proficiency Certificate, Arizona Coronal Polishing Certificate, Oregon Radiologic Proficiency Certificate, Oregon Expanded Functions Dental Assistant Certificate and Oregon Expanded Functions Orthodontic Dental Assistant Certificate. Phone and mail verification will be provided to anyone upon request and will consist of oral or written confirmation of whether I hold any of the DANB-administered credentials listed above and the effective dates for each credential. Online verification through DANB's website may consist of online display of my name, the DANB-administered credentials I hold and dates earned, current DANB certification status, and my city and state of residence. My full address will not be posted online by DANB. I understand that if I

do not want DANB to display my city and state of residence as part of the online credential verification process, then I must submit a written request for omission of this information to the following address: DANB Communications Department, 444 N. Michigan Ave., Suite 900, Chicago, IL 60611. (I understand that my name, credentials held [issued by DANB as described above] and current DANB certification status will be displayed for everyone; opting out of display of information is only possible for an individual's city and state.) DANB asks that the *Request for Credential Verification* form be completed before providing an official verification letter to DANB certificants or employers. I further understand and agree that DANB may, from time to time, provide my name and address along with the names and addresses of certificants and those holding DANB certificates of competency to dentists interested in hiring a DANB individual from their area, and to providers of continuing education opportunities. I further understand that this consent will remain in effect unless and until I submit a written request to have this information omitted from release. I understand that by providing my email address to DANB, I am consenting to receive email messages from DANB and its affiliates related to their products and services or news affecting the dental assisting profession. I understand that DANB agrees not to provide my email address to any third party without my consent, and that I can request removal from DANB's email distribution list by following the directions contained in the Privacy Policy section of DANB's Terms and Conditions of Use of DANB.org, located at <http://www.danb.org/termsandconditions.asp>.

Continuing Dental Education (CDE)

To renew DANB certification, DANB certificants must earn the required CDE credits, hold current DANB-accepted CPR and pay the renewal fee. Download *DANB's 2012 Recertification Requirements* from www.danb.org for complete requirements and the list of DANB-accepted CPR providers.

Category Maximums for CDE Credits

| CDE Category | CDA | COA | CPFDA | CRFDA | COMSA | CDPMA |
|-------------------------------------|-----|-----|-------|-------|-------|-------|
| Clinical Practice | 12 | 12 | 12 | 12 | 12 | 5 |
| Dental Office Management | 3 | 3 | 3 | 3 | 3 | 6 |
| DANB Exams | 12 | 12 | 12 | 12 | 12 | 6 |
| Volunteer Service and Providing CDE | 3 | 3 | 3 | 3 | 3 | 3 |

Categories for CDE Credits

CATEGORY 1. CLINICAL PRACTICE

Clinical practice CDE can be earned by attending those lectures, courses, seminars, home study courses (text, video and Internet based) and/or table clinics that are directly related to the clinical practice of dentistry or dental assisting. In addition, clinical practice CDE can be earned by viewing video from dental meeting seminars and/or reading articles and textbooks related to clinical practice and then writing summaries. This category includes but is not limited to:

- Attendance at, or participation in, clinical professional development lectures, courses (including home study courses) and/or table clinics that are directly related to clinical knowledge and duties that would be chairside: dental materials, four-handed dentistry, infection control, radiology, expanded functions, non-human dentistry (i.e., canine and feline dentistry) and others.
- Viewing video from dental meeting seminars on clinical topics and writing a 250-word summary per seminar.
- Reading articles or textbooks on clinical topics and writing a 250-word summary per article or textbook.
- Completing scientific-oriented college courses.

How to Calculate CDE Credits

For each clock hour that you attend and/or participate in one of these sessions, you will receive one CDE credit. For each 250-word video summary submitted, you will receive two credits. For each 250-word article/book summary submitted, you will receive two credits. For each scientific-oriented college credit/unit successfully completed at the following levels:

- 3 college credits/units = 12 CDE credits
- 2 college credits/units = 6 CDE credits
- 1 college credit/unit = 3 CDE credits

Providing Proof of Earning CDE Credits

- Certificate of completion, letter of attendance/completion on sponsor letterhead or including sponsoring organization name and contact information, meeting badge/program page (table clinics or free on-site lecture), CDE printout from meeting or similar documentation
- Copy of the 250-word essay highlighting the meeting, course name and presenter
- Written log of articles and copy of each 250-word article summary or 250-word textbook summary; educators may submit a copy of the completed publisher's evaluation form for any materials evaluated for adoption
- Official transcript or grade report, or letter from instructor on school or organization letterhead, verifying attendance

CATEGORY 2: DENTAL OFFICE MANAGEMENT

Dental office management CDE can be earned by attending those lectures, courses, seminars, home study courses (text, video and Internet based) and/or table clinics that are directly related to dental practice management. This category also includes courses and seminars covering dental practice acts and trends in dental assisting. These courses must be directly related to allowable duties for dental assistants. In addition, dental office management CDE can be earned by viewing video from dental meeting seminars and/or reading articles and textbooks related to dental office management and then writing summaries. This category includes but is not limited to:

- Attendance at, or participation in, dental office management lectures, courses (including home study courses) and/or table clinics that are directly related to dental office management and practice communication services: practice management, HIPAA, stress management, patient and staff motivation, computer courses (college courses, software training, etc.), insurance, claims/billing, foreign language studies, American Sign Language.
- Viewing video from dental meeting seminars on dental office management topics and writing a 250-word summary per seminar.
- Reading articles or textbooks on dental office management and writing a 250-word summary per article or textbook.
- Completing dental office management-related college courses.

How to Calculate CDE Credits

For each clock hour that you attend and/or participate in one of these sessions, you will receive one CDE credit. For each 250-word video summary submitted, you will receive two credits. For each 250-word article/book summary submitted, you will receive two credits. For each dental office management-related college credit/unit successfully completed, two college credits/units = six CDE credits; one college credit/unit = three CDE credits.

Providing Proof of Earning CDE Credits

- Certificate of completion, letter of attendance/completion on sponsor letterhead or including sponsoring organization name and contact information, meeting badge/program page (table clinics or free on-site lecture), CDE printout from meeting or similar documentation
- Copy of the 250-word essay highlighting the meeting, course name and presenter
- Written log of articles and copy of each 250-word article summary or 250-word textbook summary; educators may submit a copy of the completed publisher's evaluation form for any materials evaluated for adoption
- Official transcript or grade report, or letter from instructor on school or organization letterhead, verifying attendance

CATEGORY 3: DANB EXAMS

Certificants can earn CDE credits for successful completion of any DANB-administered examination, excluding the first time a certification is passed. These examinations include any DANB national examination or any DANB state or agency-contracted examination. CDE credits may also be earned by successful completion of non-DANB-developed, dental-related, professionally proctored exams consisting of at least 100 questions. Certificants can earn 12 hours of credit for successful completion of any DANB Professional Development Examination Program (PDEP) module.

How to Calculate CDE Credits

For successful completion of a DANB-developed and DANB-administered exam of at least 100 questions, you will earn 12 CDE credits. For successful completion of a DANB-developed and DANB-administered exam consisting of fewer than 100 questions, you will earn six CDE credits. For successful completion of non-DANB-developed, dental-related, professionally proctored exams (consisting of at least 100 questions), you will earn hour-for-hour credit for the amount of time designated for the completion of the exam. If no time is specified, one hour will be allowed for every 100 questions.

Providing Proof of Earning CDE Credits

- Providing the name and date of the DANB exam you successfully completed
- Providing the certificate or score report of the exam you completed, along with a description of the exam from the organization that delivers the exam

CATEGORY 4: VOLUNTEER SERVICE AND PROVIDING CDE

Certificants may earn a maximum three CDE credits by participating in dental-related community volunteer service or by providing CDE. Examples of volunteer service include: international/national mission work, voluntary clinic work or dental health presentations to students or groups. Volunteer service also includes serving on a DANB Exam Committee. Community service does not include activities such as serving on a dental assisting program advisory committee or as an officer and/or committee chair for a national, state or local dental assisting organization.

Examples of scholarly activity include: teaching a professional course directly related to dentistry or dental assisting that is outside the certificant's normal employment teaching responsibilities, presenting a CDE program that is outside the certificant's normal employment teaching responsibilities, or authoring a published article in a recognized dental or dental assisting journal.

How to Calculate CDE Credits

- A maximum of three CDE credits in this category may be used toward renewing your DANB certification each year.
- For each clock hour of participation in volunteer dental-related community service, you may earn one CDE credit, for a maximum of three CDE credits in this category.
- Three CDE credits will be earned for teaching, presenting or publishing as described above.

Providing Proof of Earning CDE Credits

Proof of volunteer dental-related community service includes certificate of completion, letter of attendance/participation or similar documentation, on letterhead of the sponsoring service organization, or including sponsoring service organization contact information. DANB will verify participation of DANB Exam Committee members.

DANB answers your FAQs

In this feature, DANB answers one of your most frequently asked questions about DANB certification.

“As an educator with a dental assisting program, what are the primary things I should share with my students?”

As educators, you provide a vital link between DANB and future dental assistants. Therefore, we are very happy to share the types of questions we receive from dental assisting students, so that you can provide your insights and knowledge about DANB certification upfront in the classroom.

Here are some of the key points educators should share with students about DANB certification.



DANB is an organization, not an exam. Many people refer to a DANB exam as “the DANB.” DANB is an acronym for the Dental Assisting National Board, Inc., a non-profit organization recognized by the American Dental Association as the national certification board for dental assistants. DANB offers a variety of exams, so it’s important that your students know the particular national or state-specific DANB exam for which they are applying.

Your dental assisting program is/is not CODA-accredited. It’s imperative that you let your students know whether the dental assisting program (not the school, but the program) they are attending is accredited by the Commission on Dental Accreditation, or CODA. This affects your students’ eligibility requirements when applying for some of DANB’s exams.

Read the exam application thoroughly. Applying for a DANB exam can seem overwhelming for some candidates, and having the assistance from someone who has been through the process already is extremely helpful. Try guiding students through the application packets and recertification requirements. Make sure to mention that candidates have a 60-day window after their application is accepted to make an appointment and take the exam, so that they can avoid the rescheduling fee.

The ABCs of earning your CDE

To renew DANB certification, certificants must earn Continuing Dental Education (CDE) credits every year. This annual requirement emphasizes the importance of lifelong professional learning and promotes the continued competence of DANB certificants.

Because individual states may also require dental assistants to earn CDE credits to maintain state registration, permit or license, DANB and its affiliate, the DALE Foundation, provide a number of resources to help make keeping track of requirements as simple as possible.

DANB’s Recertification Requirements booklet details everything you need to know about CDE requirements for DANB certification renewal, including total number of credits needed per number of certifications held, full descriptions of CDE categories and category maximums for each certification held. Download the latest requirements at www.danb.org.

CDE Recording Form. DANB’s *Recertification Requirements* booklet also includes a CDE Recording Form to help you track your CDE all year long. Keep the form with your records for two years; if you are selected for an audit, you will need to send the form to DANB as instructed. You can also download the form at www.danb.org.

CDE Requirements by State. Because some states have CDE requirements for dental assistants, the DALE Foundation website offers information regarding any dental assistant CDE requirements by state. Simply click on your state on the map at www.dalefoundation.org/Resources-And-State-Requirements/CDE-Requirements-By-State to check your state’s requirements. Most states that do require dental as-

Review all of DANB’s policies. DANB certification is one of the milestones in a dental assistant’s career. Since you may have been through the process of certification and recertification yourself, sharing your knowledge and experience firsthand will go a long way in helping your students achieve this milestone. Go over the certification and recertification policies and requirements in full detail, especially the recertification requirements, to help ease the process for someone going through it for the first time.

Passing a DANB exam and receiving a state-specific dental assistant credential (registration, permit, certificate or license) are two different things. Many confuse DANB certification with obtaining any professional credentials required by the state. Be sure to tell your students that each state has different dental assisting requirements. Direct them to DANB’s state-specific information at www.danb.org, an extremely helpful resource at all stages of their careers — and yours!

Read everything before you sign it. It is essential that students get into the habit of reading the information in a DANB exam application packet, application for state professional credential, job application — you name it — before signing anything. Now is a great time to start reinforcing this concept. All exam candidates should be aware that by signing a DANB exam application, they are entering into a contract with DANB to test, and this contract includes being aware of and agreeing to abide by DANB policies and procedures.

Candidates receive a pass or fail on a DANB exam, not a numerical score. Although candidates received a scaled, or numerical, score on a DANB exam prior to 2012, candidates now receive a “pass” or “fail” score after the exam is taken, in keeping with current best testing practice.

See a list of CODA-accredited dental assisting programs at www.danb.org by clicking on [The Dental Community > Dental Assistants > Dental Assisting Programs](#).

assistants to earn CDE credits recognize at least some of those credits earned to maintain DANB certification as also meeting state CDE requirements.

CDE that meets DANB’s Recertification Requirements can include college courses, conventions, teaching CDE, passing a DANB exam, and home study or on-line courses. And, DANB and the DALE Foundation both offer programs or courses that are worth CDE. For example, DANB’s Professional Development Examination Program (PDEP) program is an at-home exam based on a packet of articles from dental journals; each module costs \$75 and is worth 12 CDE credits upon successful completion. See information about DANB’s newest PDEP module, Pediatric Dentistry, on this page, or visit www.danb.org.

The DALE Foundation offers interactive e-learning courses worth from 4 to 12 CDE credits on a variety of topics, including DANB exam reviews and office management courses. Later in 2013, the DALE Foundation will also offer Continuing Dental Education Articles (CDEA), a series of articles with additional interactive, online features. Learn more at www.dalefoundation.org.

Other key points to remember as you earn CDE for DANB recertification:

- Retain documentation as proof of attendance/course completion.
- Don’t submit proof of CDE to DANB unless you are notified you have been selected for an audit. Unsolicited documentation will not be returned or retained.
- Current DANB-accepted CPR is required for annual renewal of DANB certification. **CPR does not count toward total CDE.**

Cindy Durley elected AADA Secretary

Cindy Durley, M.Ed., MBA, Executive Director of DANB and the DALE Foundation, was elected as Secretary to the American Association of Dental Administrators (AADA) Executive Council for the 2012-13 term. The AADA is a national association of state dental board administrators whose members also include national and regional dental examining boards, including DANB as the national certification board for dental assistants.

The AADA membership elected Durley during the AADA’s annual meeting held Oct. 15-16, 2012. Durley will serve as Secretary until the close of the 2013 AADA annual meeting, which is scheduled for Oct. 28-29, 2013.

The AADA is governed by an Executive Council comprised of a Treasurer and five additional officers: Secretary, Vice-President, President-Elect, President and Immediate Past-President. Each appointment serves a one-year term, with the exception of Treasurer, which carries a five-year term. Except for Treasurer, each officer position ascends the officer ladder in the order listed. Therefore, Durley is in line to hold the President position in 2015. As Immediate Past President in 2016, Durley will serve on the American Association of Dental Boards’ (AADB’s) Executive Council in an advisory capacity.

Pediatric Dentistry PDEP now available

DANB added a new Professional Development Examination Program (PDEP) module Oct. 1, 2012, expanding the options for certificants looking to keep up-to-date on modern dentistry trends while they earn Continuing Dental Education (CDE) credits for certification renewal.

The Pediatric Dentistry PDEP module includes five articles provided with permission from the American Academy of Pediatric Dentistry, with topics ranging from oral piercing injuries to the effects of poverty on children’s oral health. Certificants have six months to complete the program, which includes a 50-question exam on the material. Pediatric Dentistry PDEP costs \$75, and DANB certificants will earn 12 CDE under Category 3 (DANB Exams) of DANB’s *Recertification Requirements* upon successful completion.

While DANB plans to phase out PDEP — beginning with the discontinuation of the Orthodontic Assisting PDEP module Dec. 31, 2012 (see article below) — DANB’s new Pediatric Dentistry module and the existing Radiation Health and Safety (RHS) PDEP module will be administered at least through the end of 2013. Each PDEP module can be taken only once.

In early 2013, the DALE Foundation, the official DANB affiliate, is launching a new series of articles developed for CDE, but with additional interactive, online features. The Continuing Dental Education Articles (CDEA) will be offered through the DALE Foundation, www.dalefoundation.org.

OA PDEP no longer available

As of Jan. 1, 2013, DANB’s Orthodontic Assistant (OA) Professional Development Exam Program (PDEP) is no longer available.

Also beginning Jan. 1, the OA PDEP program will no longer be available to those who wish to reinstate their COA certification. However, certificants who have already received a renewal notice that lists OA PDEP will still be able to order this program if this renewal notice is mailed in with payment.

PDEP products, which are available to all current DANB certificants, include a packet of articles from dental journals and a 50-question assessment. PDEP is worth 12 CE credits upon successful completion. The Radiation Health and Safety (RHS) and Pediatric Dentistry PDEP modules are still available until further notice. (See p. 6 in this issue for more information on Pediatric Dentistry PDEP.)

For more information about PDEP, go to www.danb.org and click on Maintain Certification > CDE Opportunities.

CDAs performing more office management functions

In the last issue, one of our cover stories contained the results of DANB's 2012 Salary Survey. As mentioned in the article, the data in our salary surveys have remained consistent since DANB conducted the first one in 2001. However, in 2012, there was a jump in the percentage of CDAs performing functions outside general chairside, including office management duties.

In the 2012 salary survey, 32% of CDAs reported being asked to perform office management functions, compared to 26% in 2001.

Developed in part to meet an increased demand for continuing education for dental office managers, the DALE Foundation collaborated with the American Association of Dental Office Managers (AADOM) to help develop a Fellowship program. (For more information on AADOM Fellowship, go to www.dentalmanagers.com.) While of potential interest to all dental office managers, the DALE Foundation's certificate programs for dental office managers are required for AADOM Fellowship. "The collaboration with AADOM was designed to strengthen AADOM's Fellowship pro-



gram as well as these DALE Foundation certificate programs, and to create courses that will help dental auxiliaries streamline business operations as their roles are expanded in the dental office," adds Durley.

Learner Inge Carosello, from Mentor, Ohio, has taken all three certificate programs for dental office managers. "It is so nice to be able to take the courses online," she says.

The DALE Foundation currently offers three certificate programs for dental office management: Accounts Receivable for the Dental Office, HR Fundamentals for the Dental Office and Financial Reporting for the Dental Office. All three online certificate programs cover unique aspects of business operations within a dental office and offer a certificate of completion to display. (Please note that DALE Foundation certificate programs are not professional certification programs. For information on the difference between these two terms, go to <http://www.dalefoundation.org/Resources-And-State-Requirements/Commonly-Used-Terms>.)

Whether office management functions are a growing part of your role as a dental assistant or you decide to make dental office management your career, the DALE Foundation's online certificate programs are designed to give you the tools to succeed and help advance the entire oral healthcare team.

To view a demo of the online certificate programs, please visit the DALE Foundation's website or YouTube channel.

2012 ADA Annual Session reception

Over 100 dental professionals attended the DALE Foundation's reception during the American Dental Association (ADA) Annual Session in October. During the Friday night event, guests tried out the DALE Foundation's e-learning courses, networked with fellow attendees and had the opportunity to enter two raffles to win exciting prizes.

Jennifer Broyles, a dental assistant and American Dental Assistants Association (ADAA) 12th District Trustee, says she attended the reception because she wanted to learn more about the DALE Foundation and meet new people. "It was nice to network and get to know people in the industry," she says. "I was able to browse the DALE Foundation's courses and eat delicious desserts!"

During the reception, the DALE Foundation raffled off three e-learning courses and an American Express gift card. The lucky raffle winners were Gary Griffin; Lorina Hernandez; Donna Kotyk, CDA, RDH, M.A.; and Susan Rexroat, CDA, CDPMA.

Kotyk, who is a former DANB Board of Directors member, won the Financial Reporting for the Dental Office course — the most recent office management course offered by the DALE Foundation. "I was thrilled when I found out I won!" said Kotyk. As the Dental Assisting Technology Program Director at Salish Kootenai College in Montana, Kotyk recommends the e-learning courses to students looking for an interactive study approach. "The DALE Foundation's courses make sense for students; many are visual learners, and the courses do a great job of getting dental assisting concepts across."

Interested in attending a future DALE Foundation reception? Look for upcoming reception information on the DALE Foundation's website and in *Certified Press*!



Raffle winners Susan Rexroat, CDA, CDPMA; Gary Griffin; and Donna Kotyk, CDA, RDH, M.A., each won a free online certificate program for dental office managers at the DALE Foundation's reception.

2012 AADOM Fellowship ceremony dedicated to Liz Koch

The American Association of Dental Office Managers (AADOM) dedicated its 2012 Fellowship ceremony to the memory of Liz Koch, the late Chief Operating Officer of DANB and the DALE Foundation. The induction ceremony was held during the AADOM Annual Conference, Sept. 6-8 in Phoenix, Ariz.

"Liz encouraged so many people to continue their education and professional development," said Teresa Duncan, M.S., FADIA, FAADOM, AADOM Educational Content Advisor and Secretary-Treasurer of the DALE Foundation. "We were proud to dedicate the ceremony to her as a cherished member of our community."

In previous years, Liz Koch had presented the incoming Fellows with plaques during the induction ceremony. This year, more than 30 AADOM members earned Fellowship by meeting a set of requirements, including the successful completion of the DALE Foundation's online dental office management courses.

"Liz was certainly missed at our annual meeting, but



Newly inaugurated AADOM Fellows celebrate at a ceremony held during the 2012 AADOM Annual Conference.

will be remembered for her dedication to DANB and the DALE Foundation, and for her support for AADOM's Fellowship program and commitment to lifelong learning," said Duncan.

To learn more about earning Fellowship in AADOM, visit www.dentalmanagers.com.

New online certificate program focuses on managing pediatric dental patients

The DALE Foundation recently collaborated with the American Academy of Pediatric Dentistry (AAPD) to develop a new online certificate program for dental assistants: Behavioral Guidance and Management for the Pediatric Dental Patient.

This interactive online continuing education (CE) course, which will launch in early 2013, was created in response to a 2011 survey DANB conducted of AAPD members, at the request of the AAPD Board of Trustees. Survey respondents voiced the need for a greater level of dental assistant competency in two primary areas: monitoring sedation in the pediatric dental office and behavior guidance and management of the pediatric patient. (An e-learning product focused on monitoring sedation is scheduled for future development.)

Behavioral Guidance and Management for the Pediatric Dental Patient guides learners through a

pre-assessment of 10 questions, instruction in relevant topics, and a post-course assessment of 50 questions. Participants will earn CE credits upon successful completion of the course.

"The purpose of this recent collaboration with AAPD is to develop continuing education for dental assistants who wish to improve their skills in areas of particular importance in a pediatric dental practice," says Cindy Durley, M.Ed., MBA, Executive Director of DANB and the DALE Foundation.

The DALE Foundation's Behavioral Management and Guidance for the Pediatric Dental Patient course is available for purchase at www.dalefoundation.org.

For notification when new courses and study aids become available, please create an account at www.dalefoundation.org.



DANB Details

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Calendar of Events

DANB and the DALE Foundation are exhibiting at upcoming dental conventions. Please stop by our booth for free gifts and information on our latest courses and study aids.

Rocky Mountain Dental Convention
Jan. 24 – 26, Denver, Colorado
www.rmdconline.com/

Yankee Dental Congress
Jan. 30 – Feb. 3, Boston, Massachusetts
www.yankeedental.com

Chicago Dental Society Midwinter Meeting
Feb. 21 – 23, Chicago, Illinois
www.cds.org

Western Regional Dental Convention
Mar. 7 – 9, Phoenix, Arizona
www.westernregional.org

You Could Be Next!

Congratulations to Lana Ruden, CDA, from Le Mars, Iowa, who recognized her DANB certification number in the fall 2012 *Certified Press*.

If your certification number matches one of the randomly selected numbers below, you can win a \$50 prize. Notify the DANB Marketing Department at jiversen@danb.org within 30 days to claim your \$50 prize. Be sure to include your name, address and certification number.

| | |
|--------|--------|
| 126157 | 104548 |
| 112828 | 161251 |
| 155780 | 107263 |

Does DANB have your current email address?

In 2013, DANB will be sending an email to a random sample of DANB certificants, asking them to be part of a survey. The results of the survey will provide insights into the marketing communication preferences of the DANB community. If we do not have your current email on file, or if you have not updated your email address with us, please contact DANB's Client Services department at danbmail@danb.org or 1-800-367-3262.

The DANB Mission

DANB's mission is to promote the public good by providing credentialing services to the dental community. We accomplish and measure the success of this mission through the creation of valid dental assisting exams, recertification requirement integrity, and valuable, visible, and accessible DANB exams, certificates, and certifications. We also provide testing services to the oral healthcare community, and information services and resources related to dental assisting credentialing to support DANB's mission. In order to accomplish these critical outcomes, DANB is committed to a properly governed, financially secure, and administratively sound organization.