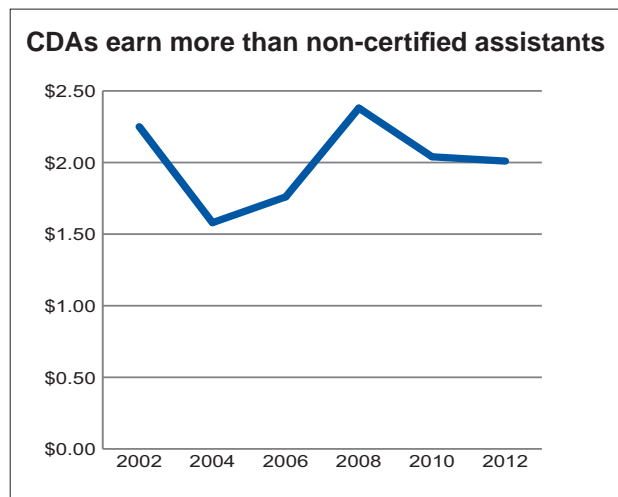




10 years of salary trends: CDAs consistently earn more

Salary is always a topic of interest for dental assistants, and for the last 10 years, DANB has collected salary information about dental assistants in its biennial salary survey. These results show that certificants who maintain DANB certification have seen benefits over the long term.

Since DANB's first salary survey report in 2002, DANB Certified Dental Assistants (CDAs) have consistently earned about \$2 more per hour than non-certified dental assistants — as shown below.



In DANB's 2012 Salary Survey, full-time dental assistants who held CDA certification earned a median salary of \$18.60 an hour. This is \$2.01 more than full-

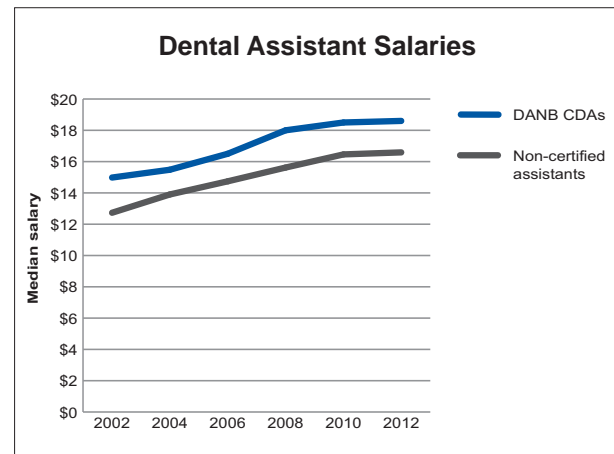
time non-certified dental assistants, who reported a median salary of \$16.59 per hour, according to May 2012 figures from the U.S. Bureau of Labor Statistics.

The 2012 survey also showed that the average CDA salary climbed slightly since the previous salary survey in 2010 — which is particularly notable during a time of economic difficulty and high unemployment rates.

Other salary trends support the idea that holding DANB certification can be helpful in difficult economic times. For example, when the economy was down in 2002 and 2008, DANB CDAs' salaries were significantly higher than those of non-certified dental assistants. While we can only speculate as to why this might be, we can say it may be especially beneficial in a tough economy to hold DANB CDA certification.

"The benefits of maintaining DANB certification are long-lasting," says Cindy Durley, M.Ed., MBA, DANB Executive Director. "We now have 10 years' worth of data supporting the fact that, on average, DANB certificants earn higher wages, among other benefits. We believe that earning and maintaining DANB certification will continue to serve dental assistants well into the future."

Other DANB salary survey results show that a dental assistant's salary may vary depending on



where he or she works. For example, DANB CDAs working in specialty practices generally earn more than those in a general dental practice, as do those working in metropolitan areas as compared to rural settings.

DANB will conduct its next salary survey later this year and publish the results in early 2015.

For more findings from DANB's most recent salary survey, including median salaries for CDAs by full- or part-time status, practice setting, type of practice, state, and level of experience, visit DANB's website at www.danb.org and go to Dental Community > Dental Assistants > Salary and Benefits.

Celebrating Dental Assistants Recognition Week 2014

Dental assistants across the country marked Dental Assistants Recognition Week (DARW) March 2-8, 2014, with a variety of events, including raising money for charity, recognizing staff on social media, and teaching elementary school students about oral hygiene.

Instructors and students at **Heald College** in Stockton, Calif., celebrated all week, receiving treats, gift bags and "Dental Rocks" buttons; sharing oral hygiene and nutrition information with third- and fourth-grade classes at nearby Lakeside Christian Elementary School; and welcoming guest speaker Eloise Reed from Tooth Fairy Systems.

Rutgers School of Dental Medicine in Newark, N.J., saw a great turnout for its first annual DARW celebration. "Every dental assistant who came to

Continues on p. 6



Dental assisting students celebrating at **Mott Community College** in Flint, Mich., included (front row, l to r) Shamijah Boykins, Khadija Gamble, Alisha Vandewarker and Michelle Robinson; (middle row, l to r) Cierra Johnson, Krista Goff, Nicole Cox, Kayla Glover and Angelina Davidek; and (back row, l to r) Jody Henderson, Cory Gibbons, Cassandra Dowell and Jordynn Elizando.



Rutgers School of Dental Medicine saw a great turnout for its first annual celebration.



Heald College instructors and students share oral hygiene information with elementary students.

Word from the Chair

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



What is the value of certification?

Since DANB began collecting salary information in 2002, Certified Dental Assistants have consistently earned about \$2 more per hour than non-certified dental assistants (see p. 1). Now, a major study by the U.S. Census Bureau confirms that professional certifications can provide a path to higher wages (p. 6).

The roundup of Dental Assistants Recognition Week celebration stories on p. 1 illustrates some of the less quantifiable — but equally important — benefits that DANB certificants report, such as personal pride and employer recognition.

On page 3, read what certification means to some of the dental assistants who stand out in the field — including the Certified Orthodontic Assistants who help set a Mississippi practice apart, even after its offices were damaged by Hurricane Katrina; Karrie Shutt, *Inside Dental Assisting's* Dental Assistant of the Year; and Susan Bresser Shontz, who looks back on a career that began when she was a military spouse with five young children.

Certification also helps promote career growth and lifelong learning. Earning continuing education credits is a requirement to renew certification, for example, and the benefits extend far beyond the number of hours earned (see article on p. 7).

How else do you measure the value of your DANB certification? Share your thoughts with us at marketing@danb.org.

Sincerely,

Congratulations to Emeritus Certificants

February 1, 2014 – April 30, 2014

Name/State	Certification Year
Donna Barth, CDA-Emeritus, NJ	1991
Mary Baskerville, CDA-Emeritus, DC	1993
Kim Battle, CDA-Emeritus, FL	1992
Eliza Brown, CDA-Emeritus, MS	1976
Republica Carbonell, CDA-Emeritus, FL	2002
Candace Clark, CDA-Emeritus, MN	1973
Barbara Ann Custis, CDA-Emeritus, DE	1986
Sharon Dewees, CDA-Emeritus, OR	1986
Elisa Di Dolci, CDA-Emeritus, NJ	1998
Jane Gleason, CDA-Emeritus, WA	1973
Sheila Green, CDA-Emeritus, TX	1995
Bernadean Guehlstorff, CDA-Emeritus, NE	1985
Mary Haller, CDA-Emeritus, AZ	1985
Janice Kosior, CDPMA-Emeritus, MI	1998
Kelly Lorden, CDA-Emeritus, COMSA-Emeritus, CA	1990
Yvonne Miller, CDA-Emeritus, COMSA-Emeritus, MD	1997
Loretta Morse, CDA-Emeritus, MO	1978
Debra Odum, CDA-Emeritus, OH	1972
Janet Ricer, CDA-Emeritus, OH	1991
Deborah Sarzyniak, CDA-Emeritus, NY	1988
Barbara Savage, CDA-Emeritus, NY	1999
Susan Soloff, CDA-Emeritus, NY	1976
Eleni Tourlos, CDA-Emeritus, CA	1979
Sandra Valenti, CDA-Emeritus, NY	1999
Connie Vaughn, CDA-Emeritus, MS	2004

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

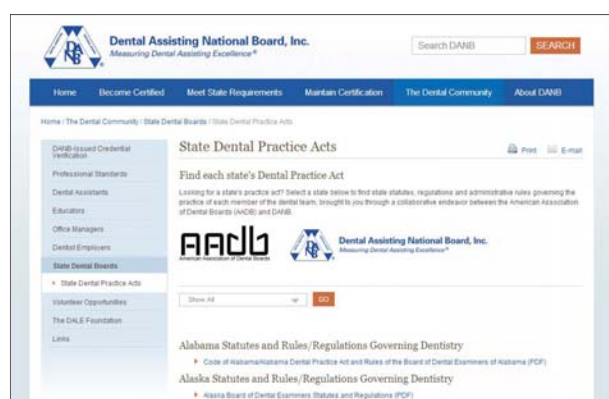
Share your stories

Do you work in a setting outside of a traditional dental office? We want to hear from you! Email us at communications@danb.org.

DANB and AADB introduce online state dental practice act resource

DANB and the American Association of Dental Boards (AADB) collaborated to introduce a new resource for AADB members and state regulators.

The new state dental practice act database makes it easy to locate each state's dental practice act and dental board administrative rules and regulations. The database can be found on DANB's website and on AADB's website.



"Currently, dental practice acts, rules and regulations can be difficult to find, with states differing in the location and accessibility of documents," explains DANB Executive Director Cindy Durley, M.Ed., MBA. "This is the first resource of its kind, bringing together links to all these materials in one convenient place."

"Our members often reference other state's practice acts, rules and regulations in the course of their work," notes AADB Executive Director James Tarrant. "We are excited for this collaboration to bring a new and valuable resource to our membership."

"Both DANB and AADB embrace the spirit of collaboration with others in the oral healthcare community," Durley adds. "Working together on this initiative underscores our shared goal of public protection."

To access the database or to learn more, visit DANB's website at www.danb.org > Dental Community > State Dental Boards or AADB's website at www.dentalboards.org.

Connect with DANB

Have you connected with DANB on Facebook yet? Join in the conversation by following us at www.facebook.com/DANBCertified. Check out some of our top posts from the last few months.

DANB certificants say...

"Dental assistants are the backbone of the office."

DANB certificants say...

"Dental assistants do more before 10 a.m. than some people do all day!"

The DALE Foundation

Looking to earn CE?

The DALE Foundation, the official DANB affiliate, offers interactive online e-learning courses worth from 3 to 12 CE credits.

Select from many topics!

You can earn 12 CE credits by reviewing chairside topics, infection control protocol, and dental radiography.

Or, earn 3 to 6 CE credits by learning about areas such as dental cements, behavioral guidance, or dental office management.

Learn anytime, anywhere

Courses are online, interactive and convenient — sign up at any time!

To learn more or to purchase a course, visit www.dalefoundation.org.

Dental Assistant of the Year finds reward in helping others

For Karrie Schutt, CDA, LDA, being named *Inside Dental Assisting's* (IDA's) 2013 Dental Assistant of the Year was an honor, but her true prize comes from the work she does every day. "I was humbled to win, but the real reward to me is that every day I get to do what I love," she explains. "Every patient, every shelter, every mission trip — that's the reward."

Schutt's commitment to volunteer work is one of the reasons she stands out as IDA's Dental Assistant of the Year. For many years, Schutt was involved in her local community in Minnesota through organizations such as the Minnesota Dental Assistants Association, Union Gospel Mission, Give Kids a Smile and Missions of Mercy, where she helped to provide care to homeless and underprivileged families.

After volunteering locally for so many years, Schutt wanted to expand her efforts to other parts of the world. She has since traveled to Peru and Uganda with a doctor from her office and other dental teams to provide care in rural areas where many patients do not have access to care. Schutt says these experiences were "life-changing" and reminded her of the important human connection that happens when helping others.

She also sees her role as Dental Assistant of the Year as a chance to speak out and motivate others to give back — whether it's in the local community or remote parts of the world. "This is an opportunity I was blessed to be given," she notes.

Schutt's passion for volunteer work started when she was a dental assisting student, through the encouragement of her instructors. "When you start to volunteer, you learn how to listen better; you learn how to accept better; you learn to refocus your thought process — I love that about volunteerism," she told *Inside Dental Assisting*.



Karrie Schutt, second from right, poses with other volunteers at a Missions of Mercy event.

Volunteering has been important not only to Schutt, but also to her family. She has brought her children to events and even spent time at their school to teach the students about the importance of oral hygiene. "I've tried to instill in my children the importance of giving back to people who don't have as much as we do," she explains. "I believe in making a difference where we can and improving the community."

A professional image

Outside her volunteer efforts, Schutt works at Metropolitan Pediatric Dental Associates in St. Paul. She has been a DANB CDA for more than 15 years and also holds state licensure. "When I started working as a dental assistant, I knew I wanted to be licensed and certified," she says. "I never wanted to hold myself back by not trying to achieve all that I could."

She explains that DANB certification holds a special place in her heart. "Being certified is proof of my knowledge, and that's so important," Schutt says. "Without it, I'm just like the person standing in line at the grocery store. Certification shows that I have a community of people behind me. It's the professional image I want to portray."

For dental assistants who may be new to the profession, Schutt encourages them to learn as much as possible. "Soak up every bit of information you can from every assistant and dentist you come across," she says. "Use that information to find out what you like to do. If you keep learning and growing, you'll be successful."

In her own work, Schutt maintains her enthusiasm and passion. "I'm crazy about being a dental assistant — I don't think you could ask for a better job," she states. "When you're happy and you can see it in your practice, it's an amazing feeling."

DANB COAs help set practice apart



In August 2005, Hurricane Katrina swept through the Gulf Coast, leaving devastation in its tracks. Debbie McConnell, COA, was working as a dental assistant at Frigo Orthodontics, a dental practice in Mississippi, at the time the hurricane hit. The natural disaster left extensive damage to both Frigo Orthodontics office locations — as well as to numerous other businesses and homes in the region — leaving staff with two office rebuilds and the need for a new strategy to attract patients to the practice.

Employing DANB certificants was part of the practices' strategy to market itself. "We used DANB certification as a way to set us apart from other dental practices in the area," McConnell says. "While working with Dr. Frigo, our dental practice was the only office in Mississippi where all seven dental assistants were DANB COA certified."

DANB certification wasn't the only thing setting them apart; Dr. Frigo's commitment to continuing education helped staff move their careers to new levels. "It was great giving an office tour and telling patients we were DANB certified not because of Mississippi state dental assisting requirements, but [because of] our office requirements," she says. "Dr. Frigo encouraged staff to take extra continuing education courses throughout the year; we really stood above any other office in the South."

McConnell credits Dr. Frigo and her fellow office staff for the high patient retention during the office rebuild. "We accommodated patients in the Gulfport office location while the Bay St. Louis location was being rebuilt," she says. "We saw a large number of patients, and our office conversions went through the roof while other offices were struggling to rebuild during this difficult time."

After working four years at Frigo Orthodontics, McConnell moved to Nevada and currently works as the office manager in her husband's dental practice. "I'm so proud of my DANB certification, and even though I've moved on from working at Frigo Orthodontics, I don't plan on letting my DANB COA certification go."



A DANB certificant picks up her gift during the Chicago Midwinter Meeting. See p. 8 for our upcoming exhibit schedule.

Emeritus certificant looks back on career

In 1969, Grand Forks Air Force Base in North Dakota had dentists coming in for required military service but not enough trained personnel to assist the dentists chairside in the dental clinic. The commander of the unit and the non-commissioned officers set up a voluntary course for military dependents to learn chairside assisting.

For Susan Bresser Shontz, CDA-Emeritus, CDPMA-Emeritus, whose husband was stationed at the base, the six-month training launched a lifelong career in dental assisting.

"I had five young children and no education past high school," she recounts, noting that she thought it would be "an opportunity for me to be educated in a profession, thereby benefiting my family in the future."

The 1,000-hour training program included all areas of dentistry: general chairside, periodontics, prosthetics, endodontics, x-rays and office procedures. "It was great training to work hands on with different dentists and get practical experience in these specialties," she says.

When Shontz's husband retired in 1972, the family moved back to Pennsylvania, and she took a

job in a general dental practice. She went on to run a dental clinic for a local family assistance group and teach dental assisting at a vocational school night program.

Shontz earned CDA certification in 1980. "I did it mostly for myself and the patients," Shontz says. "It's important to learn not only what to do but why you are doing it."

In 1983, Shontz went back to school and received a two-year applied science degree in dental lab technology, and from 1986 to 1987 she worked at a VA hospital dental clinic. In 1990, she

earned DANB's Certified Dental Practice Management Assistant (CDPMA) certification, working in a private practice where, as in her early training, she "did a little bit of everything," including the lab work that she enjoyed.

"The training I had at Grand Forks opened these many opportunities for a rewarding, wonderful career that I love," Shontz says. "I encourage all dental assistants to continue their education and take advantage of the opportunities offered by DANB, the DALE Foundation and the American Dental Assistants Association."

"I earned certification for myself and the patients. It's important to learn not only what to do but why you are doing it."

DANB's 2014 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 the individual does not renew 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, 2014.

December 1, 2013

A renewal notice is mailed to certificant.

January 15, 2014

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

January 16, 2014

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

February 28, 2014

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

March 31, 2014

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

April 16, 2014

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.

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 (e.g., 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 randomly selected 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 a renewal notice 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).

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

DANB-Accepted CPR, BLS and ACLS 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 for at least one certification 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 earn Emeritus status for all currently held certifications as long as the certificant maintained continuous current certification for at least one of the certifications 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 knowledge-based 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 knowledge-based 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 2014 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 and Other Dental-Related Exams	12	12	12	12	12	6
Volunteer Service or Scholarly Activity	3	3	3	3	3	3

Categories for CDE Credits

CATEGORY 1: CLINICAL PRACTICE

CDE earned in this category must be directly related to the clinical practice of dentistry or dental assisting. This category includes but is not limited to:

1. Attendance at or participation in clinical professional development lectures, courses (including online and home study courses) and/or table clinics that are directly related to clinical knowledge and chairside duties: dental materials, four-handed dentistry, infection control, radiology, expanded functions, behavior management (e.g., children, patients with learning disabilities), communication, canine and feline dentistry and others.

Proof: 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.

Credits: One (1) CDE credit for each clock hour that you attend/participate in a session.

2. Viewing video from dental meeting seminars on clinical topics.

Proof: A 250-word essay highlighting the meeting, course name and presenter.

Credits: Two (2) CDE credits for each 250-word video summary submitted.

3. Reading articles or textbooks on clinical topics.

Proof: A 250-word article or textbook summary, including the name of the article, author and source. Educators may submit a copy of a completed publisher's evaluation form for any materials evaluated for adoption.

Credits: Two (2) CDE credits for each 250-word article/book summary submitted.

4. Completing scientific-oriented college courses.

Proof: Official transcript or grade report, or letter from instructor on school or organization letterhead, verifying attendance.

Credits: For each scientific-oriented college credit/unit successfully completed:

- Three (3) college credits/units = twelve (12) CDE credits
- Two (2) college credits/units = eight (8) CDE credits
- One (1) college credit/unit = four (4) CDE credits

CATEGORY 2: DENTAL OFFICE MANAGEMENT

CDE earned in this category must be directly related to allowable duties for dental assistants. This category includes but is not limited to:

1. Attendance at or participation in dental office management lectures, courses (including online and home study courses) and/or table clinics that are directly related to dental practice management: dental practice acts, trends in dental assisting, practice management, risk management, HIPAA, patient motivation (e.g., keeping appointments) and staff motivation (e.g., leadership, goal setting), computer courses (e.g., college courses, software training), insurance, claims/billing, foreign language studies, American Sign Language, human resources, marketing (e.g., yourself, your office) and communication.

Proof: 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.

Credits: One (1) CDE credit for each clock hour that you attend and/or participate in a session.

2. View video from dental meeting seminars on dental office management topics.

Proof: A 250-word essay highlighting the meeting, course name and presenter.

Credits: Two (2) CDE credits for each 250-word video summary.

3. Read articles or textbooks on dental office management.

Proof: A 250-word article or textbook summary, including the name of the article, author and source. Educators may submit a copy of a completed publisher's evaluation form for any materials evaluated for adoption.

Credits: Two (2) CDE credits for each 250-word article/textbook summary

4. Complete dental office management-related college courses.

Proof: Official transcript or grade report, or letter from instructor on school or organization letterhead, verifying attendance.

Credits: For each dental office management-related college credit/unit successfully completed at the following levels:

- Two (2) college credits/units = eight (8) CDE credits
- One (1) college credit/unit = four (4) CDE credits

CATEGORY 3: DANB EXAMS AND OTHER DENTAL-RELATED EXAMS

1. Successful completion of any DANB-administered exam, excluding the first time a certification is passed. These exams include any DANB national exam or any DANB state or agency-contracted exam. Certificants can earn twelve (12) CDE credits for successful completion of any DANB Professional Development Examination Program (PDEP) module.

Proof: Provide the name and date of the DANB exam you successfully completed.

Credits: For successful completion of a DANB-developed and DANB-administered exam of at least 100 questions and for any DANB PDEP module, you will earn twelve (12) CDE credits. For successful completion of a DANB-developed and DANB-administered exam consisting of fewer than 100 questions, you will earn six (6) CDE credits.

2. Successful completion of non-DANB-developed, dental-related, professionally proctored exams consisting of at least 100 questions.

Proof: Provide the certificate or exam results of the exam you completed, along with a description of the exam from the organization that delivers the exam (must include the date the exam was taken and/or scored).

Credits: 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.

CATEGORY 4: VOLUNTEER SERVICE OR SCHOLARLY ACTIVITY

Certificants may earn a maximum three (3) CDE credits by participating in dental-related community volunteer service or by providing CDE.

1. 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.

Proof: Certificate of completion, letter of attendance/participation or similar documentation, on letterhead of the sponsoring service organization or including sponsoring organization contact information. DANB will verify participation of DANB Exam Committee members.

Credits: For each clock hour of participation in volunteer dental-related community service, you may earn one (1) CDE credit, for a maximum of three (3) CDE credits in this category.

2. 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 assisting journal.

Proof: Certificate of completion, letter of attendance/participation or similar documentation, on letterhead of the sponsoring service organization or including sponsoring service organization contact information. For proof of a published article, submit a copy of the article including the name of the journal in which it was published, the article title and date of publication.

Credits: Three (3) CDE credits will be earned for scholarly activities.

Dr. Frank Maggio: A leader in dentistry and champion of dental assistants

Frank Maggio, D.D.S., has been a leader in the dental field for more than 40 years. When asked what he enjoys most about dentistry, Dr. Maggio is quick to answer: "The people and being able to help them with their dental needs."

"I also value the opportunity to work with a team of dedicated individuals every day," he adds.

In the course of his career, Dr. Maggio has been involved with numerous professional organizations, including the American Dental Association, the American Academy of Periodontology, the American Association of Dental Boards, and the American Dental Education Association. He is also a Fellow in the American College of Dentists, the International College of Dentists, the Pierre Fauchard Academy and the Odontographic Society of Chicago.

Dr. Maggio is the 2012 recipient of the prestigious University of Illinois at Chicago (UIC) College of Dentistry's F. William Towner Organized Dentistry Activity Award, which is given to those who display significant and meritorious activity in organized dentistry. "I've enjoyed serving on committees at the local, state and national levels, and working with groups of talented people to be able to better serve our patients," he says.

As Chair of the DANB Board of Directors, Dr. Maggio is also a true supporter of dental assistants. "I encourage all of my assistants to earn DANB certification," Dr. Maggio says. "I feel that when a person holds DANB certification, it shows that he or she took the time to truly learn and study dental assisting, and that through the exam process they

successfully demonstrated the knowledge they need to best serve the patients they see."



"Dedication, the ability to care about the patients, and the desire to always be learning are traits I look for in a dental assistant."

As a dentist, Dr. Maggio says employing DANB certificants benefits his practice in numerous ways. "Hiring assistants who are already DANB-certified can reduce the training time because they already know proper procedures and protocol," he explains. "This translates into a cost-effective benefit to the dental office."

Dr. Maggio points out that when working with patients, DANB certificants often stand out. "Certified assistants grasp the procedures performed in the office and are more responsive to patients' needs," he notes.

DANB certification also brings personal benefits that others in the office can see. "Certificants have a much broader knowledge base — and as a result, they are more confident in performing their daily routines," Dr. Maggio says.

For those who may be looking for a new job, Dr. Maggio says passion can go a long way. "Dedication, the ability to care about the patients, and the desire to always be learning are traits I look for in a dental assistant," he says.

He also recommends relying on professional organizations and mentors to help find a career path. "At any stage of their career, dental assistants can turn to DANB and the DALE Foundation to get the tools they will always need and use in the profession," he explains. "I also encourage assistants to ask questions, find a CDA who can mentor you and guide you on your journey — and always remember that the rewards of helping people in this profession are great."

Higher earnings just one benefit of certification, U.S. Census Bureau study shows

For years, certificants have reflected the value of DANB certification in their responses to DANB salary surveys. Likewise, a recent U.S. Census Bureau study shows that professional certification has wide-reaching benefits across a number of fields.

The study, "Measuring Alternative Educational Credentials: 2012," reports that professional certification or license holders earned more than those without an alternative credential at every level of education below the bachelor's degree. The report shows that these credentials often provide a path to higher earnings and more job opportunities.

More than 50 million, or one in four, U.S. adults hold a professional certification, license or educa-

tional certificate apart from a postsecondary degree awarded by colleges and universities. People working in educational services, healthcare or social assistance were the most likely to hold an alternative credential.

Among full-time workers, monthly earnings were highest for those with a professional certification (like DANB certification) or state license, compared to those with only an educational certificate or no alternative credential at all.

Holding professional certification may improve employability. According to the study, people working full time had higher levels of professional certification or state licensure than those working part time.

The report also emphasized that traditional education is not the only route to a successful career — professional certification can lead to important knowledge that can translate into real market value. This is something that dental assistants have experienced firsthand — especially since many new DANB certificants are trained on the job.

This independent, national survey underscores the importance of holding professional certification. DANB certificants can be confident that maintaining certification will bring lifelong value to their careers.

To learn more, download the full report at <http://www.census.gov/prod/2014pubs/p70-138.pdf>.

Quick survey facts

- One in four U.S. adults hold a professional certification, license or educational certificate
- Professional certification or license holders earn more than those without an alternative credential
- People working full time had higher levels of professional certification or licensure than those working part time.

Source: U.S. Census Bureau, 2014

Coming Soon: 2014 ADA/DANB Scholarship

DANB is once again collaborating with the American Dental Assistants Association (ADAA) on the ADA/DANB Scholarship. DANB and the ADAA first launched the scholarship program in 2013, as a way to help dental assistants turn their professional development plans into reality.

The ADA/DANB Scholarship is open to all ADAA members in good standing.

The scholarship will be awarded to dental assistants who demonstrate a strong commitment to career growth and lifelong learning. The winner(s) will be able to use the scholarship funds for professional activities, such as continuing dental education, DANB exams or certification, some expenses associated with ADAA Fellowship or Mastership, or registration for a dental conference, among other possible activities.

Information on how to apply will be available this summer via email and on DANB's website at www.danb.org and the ADAA's website at www.dentalassistant.org.

DARW (cont. from p. 1)

celebrate this special day was so joyful and appreciative," noted Mirta Tursi, CDA, RDA.

Staff from **Advanced Care Endodontics in Stow, Ohio**, celebrated the dental professionals who refer patients to their practice by bringing the referring offices gift baskets full of lotions and bendable tooth pens. Staff members were also invited to share stories on Facebook highlighting exceptional co-workers and describing how they help make their office outstanding.



Stephanie Rujel chose to donate funds raised by Herzing University to Operation Smile.

Dental assisting students at **Herzing University in Minneapolis, Minn.**, raised \$1,855 for charity by selling home tooth-bleaching kits. Top seller Stephanie Rujel was asked to select the charity the money would go to; she opted to donate all the funds to Operation Smile.

The **Genesee District Dental Assistants Society in Michigan** asked members to describe in a Facebook comment why they are proud to be dental assistants. Five winners each received a \$15 gift card from Subway.

"I have been a dental assistant for nearly 10 years and I love it even more now than when I started," wrote Kelli Fedder, CDA. "I am proud to be an assistant because I love helping people, and the work we do every day is really valuable to the patients we see. We provide people with necessary dental care, a caring person to talk to and a dependable ally. We are their trusted partner during the dental journey, and we play a very big role in helping patients have a positive outcome."

The benefits of continuing education

While earning continuing education (CE) credit is a requirement to renew DANB certification, the value of CE extends beyond the number of hours earned.

DANB certificants say they enjoy earning CE for many reasons, including keeping up with changes in the oral healthcare industry and a love of lifelong learning.

Some dental offices look at staff development as a team-building opportunity. In a December 2013 poll (see article this page), the DALE Foundation found that of the offices that planned staff development opportunities for the team, more than 60% participated in dental meetings or CE courses.

There are numerous other benefits to offering CE opportunities to the dental team, such as improving day-to-day operations, increasing office efficiency, giving staff the opportunity to grow in their careers, and making team members feel appreciated and engaged.

But with so many ways to earn CE, it can be tough to decide what courses to take. To maximize the benefits of CE, it's important to select courses that are interesting but also challenging.

Of course, cost and convenience also factor into the overall value of CE. It's not always possible to take time out of the workweek to attend a dental meeting or CE course; in these cases, e-learning courses, like those offered through the DALE Foundation, may be the answer.

To learn what the dental assisting and CE requirements are in each state, visit www.dalefoundation.org > Resources and State Requirements.

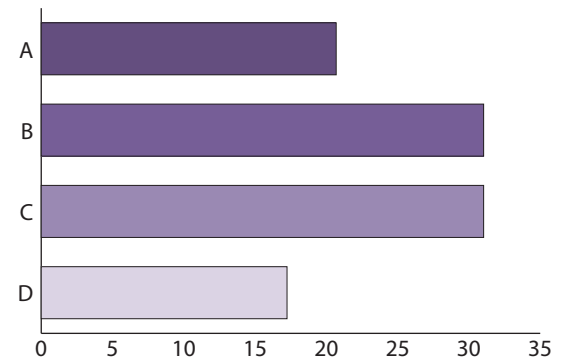
What's important to look for when selecting a CE course? This handy checklist can help.

- Does the course meet state CE requirements?
- Is the course offered by an ADA CERP or AGD PACE approved provider?
- Are the learning objectives displayed?
- Is the course topic of interest?
- Is the course challenging?
- Is the course engaging and interactive?
- Is the course within the office's budget?
- Is the course offered at a convenient time and place?
- If you are DANB certified, do the CE credits to be earned meet the DANB Recertification Requirements category you need (clinical or non-clinical)?

The DALE Foundation wants to hear from you!

In December, the DALE Foundation asked what types of staff development your office takes part in as a team. According to the poll results, most dental offices attend professional dental meetings or continuing education courses as a team.

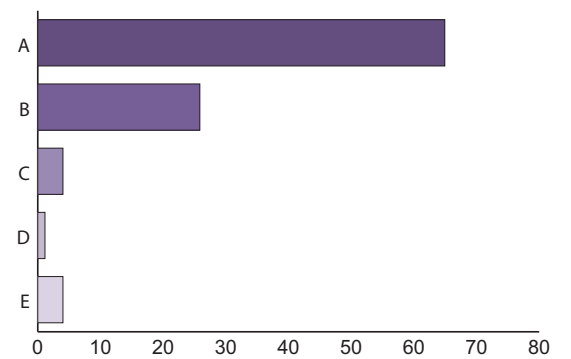
What types of staff development does your office take part in as a team? (Can choose more than one answer.)



- A. Participating in team-building workshops or exercises (21%)
- B. Attending professional dental meetings (31%)
- C. Attending continuing education courses (31%)
- D. Matching new employees with staff mentors (17%)

In January's poll, the DALE Foundation asked: "What is your career goal for 2014?" According to the poll results, earning a DANB certification or state credential is your top priority this year.

What is your career goal for 2014?



- A. Earn DANB certification or state credential (65%)
- B. Take CE courses (26%)
- C. Volunteer (4%)
- D. Attend a dental meeting (1%)
- E. Other (4%)

Go to www.dalefoundation.org and cast your vote in the current poll.

Considering CRFDA certification? The DANB AMP Practice Test can help

The DALE Foundation recently launched its newest online study aid, the DANB AMP Practice Test. The DANB AMP Practice Test helps learners prepare for DANB's Anatomy, Morphology and Physiology (AMP) exam, one of the six component exams that make up DANB's Certified Restorative Functions Dental Assistant (CRFDA) certification program.

DANB's CRFDA certification program was introduced in 2013 and so far, certificants in more than 30 different states have earned the credential.

DANB certificants listed many reasons for earning CRFDA certification — such as demonstrating commitment to and professionalism in their field, setting an example to others and maintaining a professional edge.

Julie Davis, CDA, CPFDA, CRFDA, says her certifications are an asset to the office and a point of pride when working with patients. "I felt it was really important to demonstrate to my patients that I go the extra mile," she explains. "It's a way for me to improve myself and benefit the office. I learned so much in the studying process."

Many dental assisting educators and program directors said CRFDA certification was something they felt they had the responsibility to earn — for themselves, their programs and their students. "I decided to earn CRFDA certification to further my professional career and show my students what is out there and how much they can achieve," says Kim Plate, CDA, CPFDA, CRFDA.

Melissa Gacek, CDA, CPFDA, CRFDA, agrees: "As a program director and instructor at a CODA-accredited dental assisting program in Florida, I feel it is my responsibility to have the highest level of certification possible."

There are many ways to develop a study plan for DANB exams, and each person takes a unique ap-

proach. However, many of the DANB certificants who earned CRFDA certification recommended some tried-and-true strategies, such as reviewing exam blueprints, studying textbooks and creating flashcards.

The DALE Foundation's DANB AMP Practice Test is another tool to supplement any CRFDA study plan. The practice test consists of 200 questions based on DANB's AMP exam blueprint. You can review the questions on any computer, tablet or mobile phone.

Although questions do not come directly from DANB's AMP exam, the DALE Foundation's DANB AMP Practice Test is a great way to familiarize yourself with content you might expect to be covered on exam day and improve your test-taking skills.

The DANB AMP Practice Test offers multiple ways to adjust question feedback and time settings to complete a set of questions that fits your needs and study preferences. Learners can review by exam content area, star questions to create their own set, view random questions or see all questions at once. A six-month access period allows you to use the material as much as you like to check progress, work on trouble spots and make sure you're ready for the exam.

"We're excited to introduce another study aid to help applicants prepare for DANB exams," says Cindy Durlley, M.Ed., MBA, Executive Director of DANB and the DALE Foundation. "The DALE Foundation's DANB AMP Practice Test can also be used to brush up on your general knowledge of dental anatomy, morphology and physiology."

To learn more about the DANB AMP Practice Test, go to www.dalefoundation.org and click on Courses & Study Aids > Product Catalog Search.



Access the DANB AMP Practice Test on your phone, computer or tablet.

The DALE Foundation celebrates at Nation's Capital

In March, the DALE Foundation hosted a reception during the 82nd Annual Nation's Capital Mid-Atlantic Dental Meeting. The event included a raffle for three e-learning courses and an American Express gift card.

The next DALE Foundation reception will be held during the American Dental Association's Annual Session, Oct. 10, 2014, from 5:30-7:00 p.m. at the Westin Riverwalk hotel in San Antonio. To attend, RSVP to Lstevens@dalefoundation.org.



Raffle winners (l to r): Katty Hoyle, CDA; Scherrie Chisman; Noura Moussa; and Jerrold Neeff.

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Contact DANB

444 N. Michigan Ave., Suite 900
Chicago, IL 60611
1-800-367-3262
Fax: 312-642-8507

Client Services

danbmail@danb.org; 1-800-367-3262

Recertification/Audit/CDE

dbridgeman@danb.org; ext. 451

Marketing

marketing@danb.org; ext. 419

Certified Press

communications@danb.org; ext. 419

Exam Application/Document Review

khotsenpiller@danb.org; ext. 452

Test Administration

kslagoski@danb.org; ext. 444

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akuenster@danb.org; ext. 420

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kcapuano@danb.org; ext. 463

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klandsberg@danb.org; ext. 431

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Dental Assisting National Board, Inc.

444 N. Michigan Ave., Suite 900
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You could be next!

Congratulations to Jacquelyn A. Clancy, CDA, Plymouth, Mass., and Tammy Nathan, CDA, COA, Millsboro, Del., who recognized their DANB certification numbers in *Certified Press*.

If your certification number matches one of the randomly selected numbers below, you can win a \$50 prize.

130319	200003
115509	135070
204042	039631

Notify the DANB Marketing Department at communications@danb.org within 30 days to claim your \$50 prize. Be sure to include your name, address and certification number.

RSVP to the DALE Foundation reception at ADA Annual Session

Join your fellow dental assistants, dental office managers and educators at the DALE Foundation's reception during the 2014 American Dental Association Annual Session in San Antonio.

The reception will take place Oct. 10 from 5:30-7:00 p.m. at the Westin Riverwalk hotel. Attendees can try out e-learning courses and study aids, enjoy light refreshments and open bar, network with fellow dental professionals and enter to win raffle prizes.

Attendees must RSVP by Oct. 6, 2014, to lstevens@dalefoundation.org.

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.

Pacific Northwest Dental Conference
June 12-13, Bellevue, WA
www.wsda.org/pndc/

Academy of General Dentistry Annual Meeting & Exhibits
June 26-29, Detroit, MI
www.agd.org/education-events/2014-annual-meeting-exhibits.aspx

AADOM's Dental Managers Conference
Sept. 4-6, San Diego, CA
www.dentalmanagersconference.com

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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.