

WINTER 2009

Vol. 4, No.1

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Our Spring Meeting Will Be in Beautiful Dallas!

DALLAS

Dallas' new slogan "Live Large. Think Big." describes the essence and vitality of a city built on big dreams, freshly blazed trails and an attitude that all things are possible. This richly diverse city offers a thriving culinary scene, leading arts district, countless luxury accommodations, professional sports, trendy entertainment districts and endless shopping opportunities.

Dining

Let Dallas be your next best meal. Our world re-knowned chefs will satisfy any palate.

Entertainment

Looking for family fun or an exciting night out on the town, we have just the ticket for you.

The Arts

Come see why Dallas' arts district is all the rave and experience the classics of Picasso and the new King Tut exhibit.

We look forward to seeing you at the 2009 JAWS Spring Conference!

Photo Credits:
Skyline 1: Miguel Casanova/Dallas CVB
Skyline 2: Dallas Convention & Visitors Bureau

As administrators of busy oral surgery practices, do you find that there are never enough hours in a day to complete every task or process every request made either by your staff or doctors? We juggle our schedules and prioritize; we take and return many important calls, schedule and attend important meetings, make time to listen to our staffs' and doctors' concerns, update and implement important changes, etc. Our responsibilities in running a successful OMS practice are endless. It is our responsibility as administrators/managers to make sure that every day runs smoothly, efficiently and harmoniously. We are responsible for so many of the "Behind the scenes" that require are immediate attention and warrant immediate action. This is what we do, this is who we are. I don't know about you but I wouldn't have it any other way. I am always up for the challenge and my staff and doctors both acknowledge and appreciate my position.

Our spring meeting is OUR time to meet with one another in a professional environment away from our offices to recharge our batteries. We professionals come together and share yet more important information concerning our practices at all levels. I truly look forward to our meetings for

several reasons; I get to have face-to-face discussions with my peers/colleagues who immediately relate to me as an OMS practice administrator/manager. I can discuss important issues and or concerns with someone who truly understands immediately and can relate to what I am referring to. I have the opportunity to attend courses that I can utilize and take back to my practice and have some time to relax and network with so many individuals in my profession. Being at these meetings is important to me because I am reminded that I am not isolated with the idea that I have no support or assistance. On the contrary, I have a tremendous amount of support from many JAWS members and it is such a great feeling to come together each year and thank people in person for their valuable input.

JAWS promises to deliver an excellent and exciting program this spring just as we have every year. Let your doctors know that this is money well worth spent and how important it is for you to attend; educational information, sharing of ideas in the OMS practice from other administrators/managers, networking and discussions of how we solve similar issues. This type of networking is invaluable to us all!

We hope that you will plan to join us this spring in Dallas!

— Ruben Martinez, President

Practice Highlight: University Oral and Maxillofacial Surgery (UOMS)

Location:

Charlotte, North Carolina.
There are four offices located throughout the Charlotte region.

Surgeons:

Daniel B. Spagnoli, DDS PhD
Myron R. Tucker, DDS
Todd E. Crowley, DDS
Robert J. Galup Jr, DDS
Dale J. Misiak, DMD
Brian B. Farrell, DDS, MD
Bart C. Farrell, DDS, MD

Practice Demographics:

The practice consists of 7 surgeons, 1 dental anesthesiologist, 1 fellow and 1 resident who work out of the four offices. We currently have around 50 employees who work between 30 and 40 hours per week and a few part time employees. The practice was established in 1987 and has grown in both size and scope of practice over the last 20 years. Two more surgeons will join the group in the summer of 2009 and two will be going to part time or retiring within the next year. Danny Ketola is the administrator and has been with the practice over 9 years.



What's unique about our practice?

UOMS is one of the few practices in the southeast that treats the full scope of the specialty. About 30% of gross revenues are derived from hospital based surgery which is unique in this day and age with managed care. Currently UOMS participates with one small medical carrier and 3 dental carriers. UOMS also takes a majority of the call for all the hospitals in the region.

UOMS also publishes in national and international journals and are authors of textbooks used in dental schools throughout the US and the world. Clinical research is important to the group as they are involved on many different levels.

Major surgical operatories are located at three of the four locations and many of the orthognathic procedures on done in an office based setting. Our practice is the only oral surgery practice in the greater Charlotte area accredited by the Accreditation Association for Ambulatory Healthcare (AAAH).

Submitted by Danny Ketola



One Size Fits All Won't Work To Motivate Employees

Princeton, N.J., Wednesday January 14, 2009

SHL, a provider of talent assessment solutions, recently issued research that found that there are striking differences in what motivates different employees. For instance, **only a quarter (25 percent) of employees find their manager motivational all or some of the time.** The findings offer a cautionary note to employers who rely on a broad-brush approach when it comes to encouraging employee productivity.

For example, according to the SHL research, **men are much more likely to be demotivated by poor senior management (38 percent) and poor line management (29 percent).** **Women, on the other hand, are more affected by criticism (17 percent) and poor relationships with colleagues (19 percent) than their male counterparts.**

Age also can have an impact on motivation, with young employees (aged 18 to 34) more likely to be demotivated by uninteresting work (37 percent) than those older than 35 (26 percent). Young workers also are more motivated by company culture and their work environment than older colleagues.

Surprisingly, almost one-third (31 percent) of those surveyed said they rarely or never find their manager motivational. Managers in the legal, financial and banking industries fare the worst (39 percent), with those in media, marketing and advertising faring the best (19 percent).

"Low motivation can have destructive effects in the workplace," said Dr. Hennie Kriek, president of SHL Americas. "The majority of respondents (46 percent) said that low motivation leads to stress, while a large number find it causes procrastination (43

percent). And almost one-third (30 percent) agree that it would result in them looking for a new job."

The current economic situation does not appear to have the expected negative effect. Fifteen percent of respondents said they are more motivated as a result of the economic downturn; reasons for this include fear of redundancy (53 percent) and increased workload (41 percent). Almost two-thirds (63 percent) said the economic situation has not had any effect on their motivation, while another 15 percent admitted it has made them less motivated.

"Some people are motivated by money, competition and high pressure, while others prefer encouragement, team working and being appreciated by colleagues. Getting it wrong can lead to unenthusiastic and unproductive employees, which can have a devastating effect on the bottom line."

For more info: <http://www.shl.com>

We know that this is a critical topic for managers today and we plan to devote a session on Improving and Developing Morale at the Annual Jaws Meeting in Dallas, April 2 – 3, 2009. Please join us at the meeting for a more detailed educational session.

JAWS Membership Continues to Grow

Our JAWS membership continues to grow. As of February 11, 2009, we have a total of 64 members! We look forward to seeing many of these members at our meeting in Dallas in April 2009. Being able to consult with your colleagues in oral and maxillofacial surgery is critical to the success of your practice. Asking other practice managers about how they have solved problems or developed their practice is an invaluable benefit for our members.

We encourage you to talk to other practice managers to educate them about the benefits of joining the JAWS Society. The Board is hoping to get members involved at the local level to educate the doctors that are part of their state Oral & Maxillofacial Society about all the benefits of our organization and encourage them to join.

So help us spread the word about the JAWS Society – the camaraderie, support, education, and resources that are specific to our specialty are growing and developing with each year. The more members we have to share information, the better our organization will be.

Contact any of our Board Member with questions.

Respectfully submitted,

Monique Corcoran, FACMPE, JAWS Vice President



Thank you to the JAWS organization for its support of my new comprehensive OMS management consulting business. I look forward to seeing you all in April.

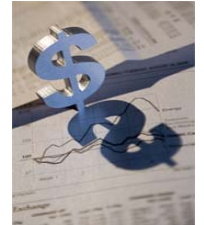
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JAWS Society Treasurer's Report As of February 6, 2009



Account Balance: \$14,465.81

We would like to extend a "thank you" to all members for being proactive and renewing your dues for 2009. As of February 2009, 50 members have renewed their membership. Because of your continuing support, we are able to continue our endeavor of improving our organization for the administrators we unite.

Each year we set new goals and with your help we can accomplish much. With our Spring Conference approaching fast, we are looking forward to an increased in funds from additional membership renewals, registration fees and sponsorships. We have also planned an exceptional meeting. Therefore, please register today. *Phyllis Langley, Treasurer*

If your dream is to...

- Advance your career.
- Be respected as the expert you are.
- Earn more money than you thought possible, doing something you love to do.

Then now is the time to **"take the jump"** from being an exceptional Administrator to becoming a successful management consultant.

"The Consulting U taught me how to take the knowledge and skills I had as an Administrator and turn them into a successful career as a management consultant. The coaching I received from Debbie and Virginia was invaluable in helping me make the transition from 'employee' to 'consultant'."

The Consulting U is by far the best career decision I have ever made. I would encourage anyone with a sincere desire to become a successful management consultant to consider attending The Consulting U.

Terri Bradley, Terri Bradley Consulting

You can find more information, and view a video message from TCU Founders Debbie Castagna and Virginia Moore, by visiting our website.

The next class of The Consulting U starts in April. Contact us today and let's get you started on the lifestyle of your dreams!



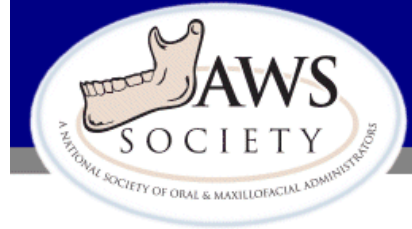
TCU Founders and Faculty Members
Debbie Castagna and Virginia Moore

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MGMA Project SwipeIT

Many of you may have already heard about MGMA's National Campaign for Project SwipeIT. Project SwipeIT is an industry-wide initiative meant to advance the adoption of standardized patient identification (ID) cards containing WEDI compliant, machine-readable information by January 1, 2010.

MGMA estimates that machine-readable patient ID cards could save physician offices and hospitals as much as \$1 billion a year by eliminating unnecessary administrative efforts and denied claims. The transition to machine-readable patient ID cards cannot happen without practices having the capability to interface their administrative systems with these cards. Some states have already pledged their support, but we need all states behind this initiative. Humana and UnitedHealthGroup have already pledged to issue standardized cards. By having MGMA-Missouri members and individual practices throughout the nation pledge support for Project SwipeIT, we believe that additional insurance companies will also issue standardized machine-readable cards.

In addition, widespread support from state MGMA's will encourage practice/hospital management systems to develop low cost software upgrades to accommodate standardized patient ID cards.

MGMA is encouraging you to pledge your support of Project SwipeIT. To pledge, send an email to swipeit@mgma.com with your organization's name and contact information. With the help of state MGMA chapters and MGMA national/state members, we can move the industry forward with this important initiative.

If you have any questions regarding this initiative, please contact Lisa Goldstein, JD, MGMA Government Affairs Representative at 877.275.6462, ext. 1300.



Basic Overview of Various Strategic Planning Models

Model Four - Scenario Planning

This approach might be used in conjunction with other models to ensure planners truly undertake strategic thinking. The model may be useful, particularly in identifying strategic issues and goals.

1. Select several external forces and imagine related changes which might influence the organization, e.g., change in regulations, demographic changes, etc. Scanning the newspaper for key headlines often suggests potential changes that might effect the organization.
2. For each change in a force, discuss three different future organizational scenarios (including best case, worst case, and OK/reasonable case) which might arise with the organization as a result of each change. Reviewing the worst-case scenario often provokes strong motivation to change the organization.
3. Suggest what the organization might do, or potential strategies, in each of the three scenarios to respond to each change.
4. Planners soon detect common considerations or strategies that must be addressed to respond to possible external changes.
5. Select the most likely external changes to effect the organization, e.g., over the next three to five years, and identify the most reasonable strategies the organization can undertake to respond to the change.

Mission Statement

Promote the professional development of the Oral and Maxillofacial Surgery Administrator/Office Manager through peer interaction and educational programs.

Vision Statement

The Jaws Society, Inc. will provide its members the opportunity to belong to an organization recognized as the leading national authority on all aspects of Oral and Maxillofacial Surgery practice management.

Business Card Size Ad

**Specs: 4 issues for \$130
2 x 3 1/2 inches,
Vertical or horizontal
PDF format, full color preferred**

Submit file to jawssociety@sbcglobal.net

