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2023-2024**

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9724 KINGSTON PIKE  
KNOXVILLE, TN. 37922  
(865) 690-5858

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PRESIDENT-ELECT  
2276 VALLEY VISTA RD.  
KNOXVILLE, TN  
(865) 518-6288

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TREASURER  
121 PARLIAMENT DR.  
MARYVILLE, TN. 37804  
(865) 977-8700

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SECRETARY  
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FARRAGUT, TN. 37934  
(865) 777-5700

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101 SHERLAKE LN.  
KNOXVILLE, TN. 37922  
(865) 247-6250

**DR. BEN SCOTT**  
PAST PRESIDENT  
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KNOXVILLE, TN. 37919  
(865) 560-1996

**DR. HOPE WATSON**  
TDA TRUSTEE &  
ALTERNATE DELEGATE  
632 SMITHVIEW DR.  
MARYVILLE, TN. 37803  
(865) 977-8877

**DR. JAMES CURTISS**  
ADA DELEGATE  
1507 E LAMAR ALEXANDER  
PKWY.  
MARYVILLE, TN. 37804  
(865)-984-3211

**DR. CHRIS LEE**  
200 NORTH A ST.  
LENOIR CITY, TN. 37771  
(865)986-3514

**ALLYSON RHODES**  
EXECUTIVE DIRECTOR  
125 LAKEVIEW ESTATES RD.  
VONORE, TN. 37885  
(865) 919-6464

# Second District Dental Society Newsletter

Friday, October 27, 2023

Sign In 8:00 a.m. Program 8:30 - 4:00

The Annual Earl Henry Memorial Clinic & Luncheon

Dr. Michael Sonick

*“Treating People not Patients” Transformational Insights on Hospitality & Human Connection to Provide High Quality Care Experiences for People and Practitioners*

**Chemical Dependency: Lt. Josh Shaffer**

**Drug Abuse & Overdose Problem in the East Tennessee Region**

Location: The Venue at Lenoir City

7690 Creekwood Park Blvd. Lenoir City, TN. 37772

Ideal dental and medical care involve treatment of the entire patient. However, this is not always the case. Health care providers, including both dentists and physicians, are often taught to perform procedures, not comprehensive patient care. Dental school training oftentimes focuses on the mastery of individual skills and technical procedures (remember dental school requirements).

The upshot of the current dental model is a reduced acceptance of treatment that is not in the patient's and the health care provider's best interest. Our mission is to establish healthy relationships based on trust and shared decision-making among the patient, doctor, and staff.

Achieving acceptance of treatment that is in the patient's best interest and that aligns with their goals involves an approach that differs greatly from the traditional report of findings and list of procedures. Dr Sonick will review the important patient communication techniques that have allowed him to build a successful practice where over 90% of his patients say yes to comprehensive dental treatment. His fee for service practice is routinely booked 2-3 months in advance. Decades of experience and study allow him to present intriguing cases, but equally importantly, he will guide you through aspects of office design and team-building that are essential to a patient-centered environment.

At the end of this day participants will know:

- How to establish Rapport, Trust and Engagement with the patient  
Become a master communicator through story
- NLP (NeuroLinguistic Programming) Models for Communication, Framing, Utilizing Motivation Triggers  
Learn how to create a first-class impeccable office environment  
Build a servant hearted team that provides a WOW experience



Dr. Micheal Sonick

**Michael Sonick, DMD**, is an internationally known, highly regarded authority in the field of dental implantology and periodontology. A full-time practicing periodontist in Fairfield, Connecticut, he is also a frequent guest lecturer in the international program at New York University School of Dentistry and the University of Connecticut School of Dental Medicine. He lectures worldwide on the subject of esthetic implants, periodontal plastic surgery, guided bone regeneration, comprehensive treatment planning and the delivery of exceptional customer service. He is the author of the book **Treating People Not Patients** and co-editor of the multi-language textbook, **Implant Site Development**.

He serves on the editorial boards of numerous journals including the Compendium of Continuing Education, the Journal of Cosmetic Dentistry, Inside Dentistry, Dentistry Today and also writes and publishes numerous papers in peer-reviewed journals. Dr. Sonick is a diplomate of the American Board of Periodontology, a diplomate of the International Congress of Oral Implantology, a fellow of the International Team for Implantology, a fellow of the International Society of Periodontal Plastic Surgeons, and an Eagle Scout. His mission is to improve the quality of patients' lives as well as the lives of everyone he meets



Sponsors



## Notes from the President



Christina Honey

Dear Colleagues,

Dear Colleagues,

I want to thank everyone in attendance at the August meeting. We enjoyed “Meeting Our Specialists” as we were able to strengthen existing relationships while making new introductions. This inaugural event was well attended, and we certainly came away with several ideas to improve the experience in the years to come. We always

welcome your direct or indirect comments and recommendations.

Despite the heat, it is evident that fall is just around the corner. This could only mean that “It’s Football Time in Tennessee” and time to get behind our beloved Vols and the Annual Earl Henry Memorial Clinic and Luncheon is our featured meeting on October 27<sup>th</sup> to be held at The Venue in Lenoir City. This legacy event honoring Dr. Henry will feature Dr. Michael Sonick who will speak enlightening us on his ideas on “Treating People not Patients” and Transformational Insights on Hospitality and Human Connection. We will also be offering a session during the luncheon, to fulfil the requirements for Chemical Dependency training featuring Lt. Josh Shaffner. Special recognition goes to Dr. Campbell, Gotcher, and LoCascio for their dedication in procuring excellent speakers. I encourage you to register as soon as possible.

I would like to invite you to get involved in organized dentistry. If you are interested in serving, there are various committees that would offer you the opportunity. You may contact any of the SDDS Executive Committee members or go to the TDA Website and in the Member Center there is a “Get Involved” page and you can complete the form or just explore the descriptions of the various committees. Looking for to meeting you for the first time or building on existing relationships!

Go VOLS!

Christina Honey

### To Register for the Earl Henry Memorial Clinic

1. Scan the QR code with your cell phone camera
2. Select register for “myself”
3. Choose your profile type
4. Enter **WORKING** Email Address & Full Name
5. Select “Register for the event”
6. Select save & continue
7. Select Final Steps to enter into the payment options
8. Select “Pay Now” & enter payment information
9. You will receive an email conformation after payment has been processed.

Please note **ALL** meetings **MUST** be paid for prior to attending!





Hope Watson

Dear SDDS Members,

As summer winds down and fall approaches, I can't help but still get those feelings of renewed discipline and wanting to get things organized and rolling for the year ahead. Maybe it is all our years of schooling, but the beginning of September feels like the new year to me.

This is going to be an exciting year ahead for organized dentistry in our state. We will be putting together a plan to help give us choices regarding how we want to be paid, limitations on down coding and bundling, and giving our patients more transparency in how their dental premiums are utilized. Dentists have a strong voice, and we need to join together to make our voices heard. I have just returned from the first TDA Legislative Advocacy Workshop in Nashville. Any member dentist in the state is welcome to attend. I feel reaffirmed that collectively we can make a difference for our profession, but we ALL need to be involved. Legislation does not move forward without support. As the full action plan of our legislative initiative evolves, please make sure that you are reading TDA updates, and moreover, if you are interested in helping to move these initiatives forward, PLEASE reach out to me or our leaders on the state level. There is a place for everyone to be involved in organized dentistry and it is vital for the future of our profession.

I'm looking forward to seeing everyone soon.

Here's to our great profession!

Hope E. Watson, DMD  
TDA Second District Trustee



*In Memoriam.....*

Dr. John "Jack" William Burns Jr, age 85, Tellico Village, TN.

A member of the ADA/TDA/SDDS passed away on July 18, 2023.

**Non-Profit Org.**  
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**SECOND DISTRICT DENTAL SOCIETY**

**ELECTED COMMITTEES**

<b>Dental Health Program</b>	<b>Chairman</b>	Jack Crotcher	<b>Co-Chairman</b>	Josh Campbell—Knox
LeAnn Horvath 2024		Suevon LoCascio		Newsum Baker—
Mike Musinger 2024		Bill Smartt		Blount
Susan Overick Barnes 2024		Matt Heaton		Vicki Gaffey—Knox
Denny Chanko 2024		Wes Mullins		Mark McKenna—Hamblen
Chris O'Rourke 2024		Chip Webb		Thomas Myers—Anderson
<b>Karl Henry Memorial</b>	<b>Chairman</b>	Josh Campbell		Mark Crumpton—Knox
Josh Campbell 2024		Hope Watson		Bennett Kizer—Knox
Mike Musinger 2024		Suevon Brock		Gibbs (Mac) Prevost—Knox
Louis Bowman 2024		<b>Neurology</b>	<b>Chairman</b>	Marsha Hickey—Knox
Jim Curtis 2024		Reuben Palot		Blount
Angie Burns 2024		John Barry		Ben Scott—Knox
Stephon Malone 2024		Vicki Gaffey		Reuben Palot—Knox
Denny Chanko 2024		Christian Honey		LeeAnn Horvath—Knox
Tim McConnell 2024		Lindsay Nagy		Anderson
<b>Constitution &amp; Bylaws</b>	<b>Chairman</b>	Stephon Malone		Bill Morgan—Knox
Susan O Barnes 2024		Taylor Jarrell		Steven Brock—Knox
Josh Campbell 2024		Denny Chanko		William Proffitt—
Richard Bowles 2024		<b>Subcommittee New Dentist</b>		
Denny Chanko 2024		John Coulter		
<b>Dental Care Benefits</b>	<b>Chairman</b>	Jason Bowman		
Brend White 2024		Taylor Jarrell		
Taylor Jarrell 2024		Doni Barnes		
Jim Brownbush 2024		Spencer Jackson		
Hope Watson 2024		Jessie Tucker		
Hope Watson 2024		Chris Lee		
<b>Peer Review</b>	<b>Chairman</b>	<b>Awards</b>		
William Fomosa 2024		Newsum Baker		
Pablo Fomosa 2024		Hope Watson		
William Davis 2024		Mike Musinger		
Gibbs Mac Prevost 2024		Vicki Gaffey		
John Stewart 2024		Josh Campbell		
Mesha Hickey 2024		Ben Scott		
LeAnn Cox 2024		Paul White		
<b>Advisory Committee</b>	<b>Chairman</b>	Tim McConnell		
Jim Curtis 2024				
Ben Scott 2024				
Suevon Brock 2024				
Susan Overick Barnes 2024				
Josh Campbell 2024				
Jack Galtner 2024				
Hope Watson 2024				
Alyson Landers Rhodes				

**THANK YOU to the following  
SDDS Sponsors**



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 President Elect—Ryan Bowles  
 Vice President—Joshua Hethcox  
 Treasurer—Drew Osborn  
 Secretary—Joseph Hicks  
 Past President—Ben Scott  
**TDA Trustee & ADA Delegate**  
 Hope Watson  
**ADA Delegate & Parliamentarian**  
 James Curtis