

the bridge



the bridge Magazine
2024 Advertisers Package

the bridge



BCDA™

The Voice of BC Dentists

About the British Columbia Dental Association

The British Columbia Dental Association (BCDA) champions dentists' role as health care professionals through leadership and services that support a strong, unified dental community that serves all British Columbians. BCDA exists to **serve, represent and advocate for our over 4,000 members** — the dentists of BC.

The Association is **governed by dentists, for dentists** by a Board comprised of 15 elected and 2 appointed members.

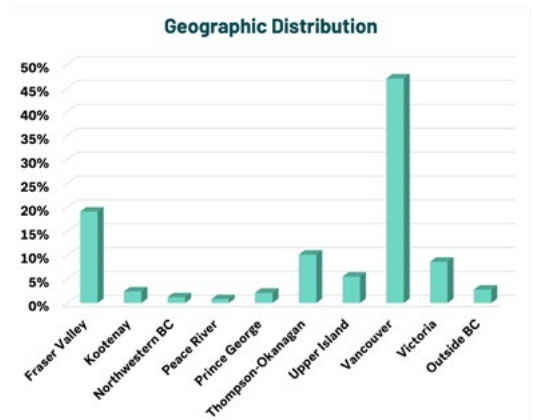
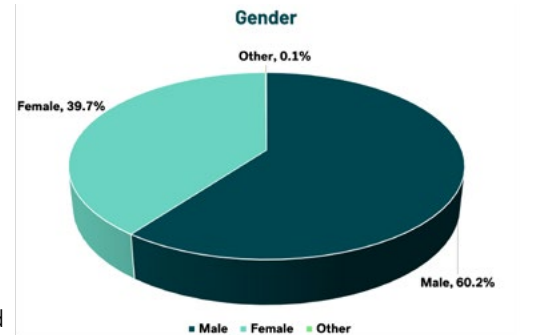
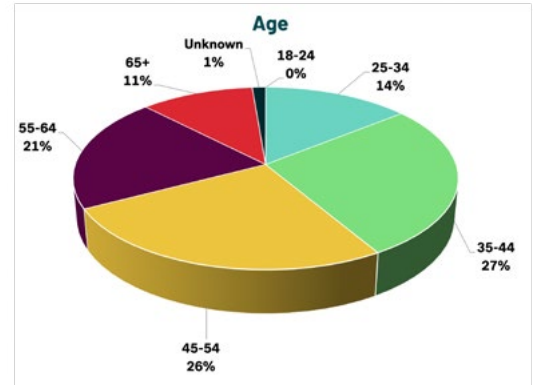
About the bridge

the bridge is BCDA's official print and online member publication and is published three times a year in winter, spring, and fall to over 3,900 active dentists, including practice owners, associate members and students. Supported by an Editorial Board comprised of dentists from around the province, *the bridge* delivers timely and relevant information intended to support members in their practice.

Highlights of the bridge include:

- in-depth feature articles providing key insights into issues affecting dentists in BC
- topical dental news and regular updates on issues impacting the profession
- insights from inside the BCDA through the President's message
- feature columns from dentists around the province and industry experts
- digital version published simultaneously with the printed version, offering fully searchable and clickable ads, delivering a direct connection between your ad and readers

If you're looking to reach the dental community, then *the bridge* delivers you a prime advertising opportunity. Overseen by dentists, written for dentists and read by dentists, *the bridge* is your connection to BC dentists.



the bridge is the trusted information source for BC's dental community, reaching over 92.8% of licensed dentists in the province.

the bridge



The Voice of BC Dentists

Issues & Closing Dates 2024*

| Issue | Space | Material & Payment | Inserts | Publication |
|-------------|--------------|--------------------|----------------|--------------|
| Winter 2024 | Sep 25, 2023 | Nov 17, 2023 | Dec 18, 2023 | Jan 3, 2024 |
| Spring 2024 | Jan 8, 2024 | Mar 15, 2024 | April 29, 2024 | May 6, 2024 |
| Fall 2024 | Jul 29, 2024 | Sep 9, 2024 | Oct 11, 2024 | Oct 16, 2024 |

*Subject to change

2024 Ad Rates & Dimensions - All Ads Are 4 Colour (CMYK)

| Inserts | 1x | 3x |
|-----------------------------|--------|--------|
| 1 Pg single or double-sided | \$2195 | \$1895 |

Must fit inside a 9" x 12" envelope.

Interested in Advertising?

Cindria Riches

criches@bcdental.org | 604-736-7202

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

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

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

Production Specifications:

- **Magazine Trim Size: 8.5" x 11"**
- **Resolution:** High-resolution PDF file preferred (flattened, 300 dpi).
 - Other acceptable formats are EPS or AI.
- **Colour:** Must be full colour CMYK colour space. Do not include spot, RGB or Pantone colours.
- **Size:** Please make sure your ad is sized to the correct dimensions; refer to table.
- **Border:** If your ad has a white or light coloured background, BCDA may add a border to provide visual separation from surrounding content.

BCDA Image Guidelines for Health Professionals in Dental Offices:

Clinical and non-clinical photos are welcome. However, if portraying a dental professional or dental office setting, the image should depict proper infection control, and all regulatory guidelines that apply should be followed, including but not limited to:

- **Gloves** on all health care workers
- **Masks** on all health care workers
- **Goggles or glasses** on both health care workers and patients
- **No watches or bracelets** on all health care workers
- **No dangling earrings** on all health care workers
- **Long sleeves preferred**

BCDA Member Support is available to assist you when choosing an image.

FULL TERMS & CONDITIONS OUTLINED IN CONTRACT

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

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

1/4 Pg Horizontal
7.50" x 2.2825"

1/3 Pg Horizontal
7.50" x 3.1272"

1/2 Pg Horizontal
7.50" x 4.8125"

1/2 Pg Vertical
3.625" x 9.8744"

1/3 Pg Vertical
6.495" x 3.625"

1/4 Pg Vertical
3.625" x 4.8125"



Building Community One Member at a Time



Dr. Samson Ng
President
British Columbia Dental Association

We're now in the third year of living with COVID-19 in British Columbia, and it has become clear that the virus and its future variants will have lasting effects on our world, in many aspects of life. The challenge for us in the future will be how we all live, work, and grow as the virus becomes endemic. We need to mend the rifts and polarization between friends, families, and colleagues. I send my sincere best wishes for the continued success of our dental community as we make our way out of the pandemic. You are truly health care champions. I also call upon the profession to reach out in support of the people and communities impacted by the terrible conflict in Ukraine.

BC Dental Association (BCDA) and Canadian Dental Association (CDA) are working cooperatively with provincial and federal governments in response to the March 22 announcement of a national dental care plan. Rest assured, BCDA is working to ensure that its implementation for BC's dental community meshes with existing provincial plans. Read more in the sidebar.

A Fresh Start
Moving forward, there is one division that cannot be avoided, and that is the full separation of BCDA and the College of Dental Surgeons of BC (CDSBC). As shared over the past months, BCDA begins its new membership and fiscal year on June 1, 2022 and will collect membership dues directly from members. Until February 28, 2022, College license renewal fees included a portion representing both BCDA and CDA membership dues. This is why you may have noticed that your CDSBC license fee was less this year.

Now, each dentist in BC must voluntarily activate or renew their membership with the BCDA by June 1 to ensure uninterrupted access to the many programs, resources, and benefits BCDA provides.

Do You Really Need the BCDA?

Being a dentist can be somewhat isolating, despite having wonderful, dedicated teams in place to support us. As clinicians, we spend much of our time immersed in the details of the oral cavity. BCDA not only enhances our knowledge through clinical resources and continuing education opportunities, but also provides us with high-level benefits such as CDAnet, ITRANS and Secure Send, government advocacy, reputation & practice management, legislative advice, and arguably, the most important—a safe and collegial community where we can share our ideas and aspirations.

Navigating the Changing Regulatory Landscape

The other major change affecting our profession this coming year is the amalgamation of the four oral health colleges (College of Dental Hygienists of BC, College of Dental Technicians of BC, College of Dental Surgeons of BC, and College of Denturists of BC) into a single oral health regulator. This will fundamentally affect the regulatory and disciplinary process for dentists, and BCDA is working to ensure that our members' interests are strongly represented.

Farewell To Kartik Bharadwa

In January, Kartik Bharadwa, Director of HR & Operations, left

BCDA to take on the role of Vice President of Human Resources at Capilano University. Since joining us in December 2020, Kartik helped build a strong HR and Operations foundation, spearheaded recruitment efforts, took on the technology update project, and delivered training on Equity, Diversity, and Inclusion. We wish Kartik the best.

Welcome to Alina Aradei

In late January, Alina Aradei joined as the new Director of HR & Operations. Alina is a seasoned operations professional and strategic business leader, having led organizations through change and growth. She has significant experience in finance and risk management, human resources, administration, IT and board governance. Alina brings advanced leadership skills and can communicate at all organizational levels. Alina also has a CGA/CPA designation as well as other significant academic achievements including a BA in Finance and an HR certificate from SFU. Welcome, Alina!

Giving Thanks

This is likely the final article I will write in the bridge as Board President. I want to thank the BCDA members, Board, and staff led by Jocelyn Johnston for supporting me in this role. I am humbled by your generosity and kindness. I also thank CDSPI for the important role they play in our members' ongoing wellness. As part of our community, CDSPI provides products, services and support benefits to BCDA members found nowhere else. ■

Reach Dr. Samson Ng at drcs.ng@bcodental.org

National Dental Plan Announced

On April 7, the federal government outlined a national dental plan to be initiated by year's end. The first phase of the three-year plan, due this year, covers children under 12 and families whose income is under \$90K, and will expand in 2023 to seniors and people with disabilities, with full roll out to all people with family incomes below \$90K. The median income for BC families in 2020 was over \$90K, potentially representing two million British Columbians, depending on the program criteria.

BCDA's position is that the plan must ensure existing provincial programs are fully funded to reflect the actual costs of providing care, and they are comprehensive enough to meet the oral health needs of these vulnerable populations. BCDA supports efforts to improve access to oral health care for vulnerable people and is working in partnership with the Canadian Dental Association (CDA), and have reached out to our government partners.

TOGETHER WE'RE ALL STRONGER

The British Columbia Dental Association and CDSPI proudly work together to help you achieve professional and personal goals.

MEMBER BENEFITS FOR THE DENTAL COMMUNITY

Personal and Practice Protection

Specialized and competitive insurance for your practice, income, life, home and travel.

Growing Your Wealth

Advice from financial planning experts at CDSPI Advisory Services Inc., private wealth management services, and a family of low-fee investment funds managed by world-class fund managers.

Support of the Profession

Sponsorship of the no-cost insurance program for dental students, mentorship programs, educational presentations and community care initiatives.

Contact an Investment Planning Advisor

Brian Buirs, CFP®, FMA
1.800.561.9401 ext. 6855
bbuirs@cdspi.com

Penny Hall, CFP®
1.800.561.9401 ext. 6858
phall@cdspi.com



What's in a Smile?

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



Oral health is a vital part of overall health. This well-established statement is not only true of physical health, but of mental health as well. The WHO defines health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

As dentists we diagnose, treat, and manage oral diseases and conditions. Depending on the severity and nature of the condition, the associated treatment can have various implications on quality of life. According to the US Surgeon General's report on oral health, Oral Health Related Quality of Life is "a multidimensional construct that reflects (among other things) people's comfort when eating, sleeping, and engaging in social interaction; their self-esteem; and their satisfaction with respect to their oral health."

The British Columbia Dental Association's (BCDA) purpose is to champion dentists' roles as health care professionals through leadership and services that support a strong, unified dental community that serves all British Columbians. As the established representative of dentistry in BC, BCDA has been allocated government funds to administer two essential prosthodontic programs: the Prosthodontic Management of Severe Dentofacial Anomalies (PMSDA) Program and the Cleft Lip and Palate Prosthodontic Program (CLPPP).

Prosthodontic Management of Severe Dentofacial Anomalies Program

The PMSDA Program provides treatment to support individuals who require complex maxillofacial surgery and prosthetic rehabilitation for severe dentofacial trauma or non-malignant craniofacial anomalies. These patients have experienced significant and life-altering trauma or disease. Their journeys from diagnosis to restoration are complex and emotional. The emotional trauma of losing not only teeth but, in some cases, half the mandible, is difficult to cope with. When you add to this the financial investment that is required to regain function, it's all-consuming and not possible for many patients. The PMSDA Program, administered by BCDA, was established to assist these patients in accessing essential care that can help to restore function and improve quality of life.

"A routine dental appointment led to a diagnosis of a large fibroma. After having half of my lower jaw removed, I faced years of recovery and reconstruction to be able to eat and speak normally. This was not a cosmetic procedure and I was surprised that there was no medical coverage to assist in my reconstruction of my jaw. The stress and costs of seeing many different specialists and multiple procedures to prepare for the final prosthesis were astronomical. Without the support of the PMSDA our family would have faced serious and significant financial hardship. My sincere hope is that this program continues to be available for those people who have to face a similar journey."

-Former PMSDA patient

The Surgical and Prosthetic treatment received by these patients helps to restore what was physically lost and gives the person a sense of normalcy by restoring their ability to eat, speak and smile. It's said that "laughter is the best medicine" but equally important is the smile. A smile can uplift, encourage, and restore one's positive outlook on life. Likewise, loss of function and esthetics can negatively impact one's sense of self-worth.

"I am nearing the end of a 3-year long journey to regain my lower teeth after the discovery of an ameloblastoma in my lower jaw and its removal. The Oral Surgeon has installed 5 implants and the prosthodontist will collaborate to put in a more secure prosthesis so I will be able to chew more normally. The dentists involved in my care have been extremely instrumental in my dental recovery as well as my mental well-being. I'm looking forward to my new teeth and eating all my favorite foods that I have been missing. I am very grateful for the excellent care they have provided me."

-Current PMSDA patient

Cleft Lip and Palate Prosthetic Program

Families of children born with a cleft lip and/or palate are well supported by the BC Government's Cleft Lip and Palate Severe Craniofacial Anomalies Program, which funds the surgical and orthodontic phases of care. The cleft is surgically closed and orthodontic treatment, which often requires orthognathic surgery, is completed to address the resulting malocclusion at no cost to the young family. After a long road of reconstruction, frequently requiring multiple surgeries starting in infancy, many of these families then face another complication when their child reaches early adulthood – definitive restoration of the edentulous spaces resulting from the cleft. For many families, placement of implant supported crowns for ideal restoration of the edentulous space is not financially feasible.

The CLPPP provides financial support for replacement of congenitally missing teeth to children born with a cleft lip and/or palate. This final stage of restorative care is one of the multiple milestones in the child's journey. They can finally discard the retainer with its attached denture teeth. It's truly a pleasure to see the difference in the pre-op and post-op patient photographs. The authentic joy in the post-op smile is contagious.

In order to receive BCDA funding, an application must be submitted for consideration by the PMSDA and CLPPP committees. Both committees are comprised of a team of dental specialists, general practitioners, and consultants that review each case in detail to determine eligibility. Records submitted must be of diagnostic quality to be evaluated. All approvals are subject to the availability of funds and all patients must be approved before any treatment has commenced. Treatment that has been started or completed prior to application will not be considered for funding.

The PMSDA and CLPPP have contributed to improving the oral health-related quality of life of the patients that they serve. These patients were robbed of their smiles, but through the support of the PMSDA and CLPPP administered by BCDA and the exceptional skill of the dental practitioners involved, these patients are smiling again. In the wise words of William Shakespeare, "the robbed that smiles, steals something from the thief." Living through these experiences is challenging but being able to function and smile again helps these patients on their journey back to health – "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

If you have a patient who you believe may be eligible for either of these prosthodontic programs, contact BCDA Member Support at 604-736-7202.

Reach Dr. Michelle Lauwers at drlauwers@bcodental.org or 604-736-7202. ■

DISCOVER THE VALUE IN YOUR PRACTICE!

We can help you identify and unlock all the potential value that you may be missing.

Whether you are deciding to add a family member to your corporation, or you need to stop practicing for medical reasons, you should have a practice valuation.

One thing is certain, your patients are your greatest asset, and only Tier Three uses Advanced Patient Metrics™ to identify and unlock value that other methods simply miss.

Contact any one of our Sales Representatives to discuss your transition!

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To get started on your practice valuation or schedule a complimentary, confidential consultation, call us today.

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