

biting edge

We do more than build networks. We build relationships.™

biting edge is a quarterly publication produced by Ameritas Group, a division of Ameritas Life Insurance Corp., for dental professionals who take part in our Participating Provider Organization network.

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2012 PNR directory Ameritas Provider Network Representatives — Please detach and post for quick reference

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Facebook® — Several of our provider network representatives have Ameritas Group business pages on Facebook. If you're interested, visit facebook.com and look for the person's "first and last name - Ameritas Group" to see articles and event posts. (Example: Amie McGraham - Ameritas Group)

Promotion — Formerly a regional manager of provider networks, Kip Koll recently became national manager of field customer relations in our sales area. Congratulations!



VIP showcase

Congratulations to our VIP Award winners! The quarterly VIP Awards (Very Important Provider) recognize our network dentists for providing outstanding service to their patients. Ameritas PPO dental plan members cast votes for their favorite provider. The network doctors who receive the most nomination points win. Nomination ballots are mailed monthly, along with a customer feedback survey, to plan members who had a claim submitted that month. VIP showcase winners receive a custom VIP plaque and a beautiful gift basket. Be recognized for a job well done by the people who matter most — your patients.

Inland Dental Center

Inland Dental Center in California joined our network in September 2000. The company's mission is to serve patients with unparalleled excellence in dentistry, promote a philosophy of empowerment and accountability that allows team members to grow, adhere to sound social and ethical values and be the dental service company that competitors strive to emulate.



Dr. Boyd

Dr. Anthony Boyd joined Inland Dental's San Bernardino office in 1993 as an associate, then became a partner. In 2000, he purchased the practice and expanded a few years later with offices in Highland and Heritage Court in Indio. Dr. Boyd has been practicing dentistry in Southern California since he graduated from Loma Linda School of Dentistry in 1990.

He and his wife, Caroline, enjoy spending time with their son and twin daughters. Involved with school activities, Dr. Boyd serves on his son's school board. Dr. Boyd enjoys ultra-endurance cycling, in addition to water and snow skiing with his family. He is a member of the California Dental Association, Tri-County Dental Society, American Dental Association and American Academy of Dental Group Practice. He supports Canine Companions for Life and is a panel lecturer at Loma Linda School of Dentistry.

Dr. William Cox



Dr. Cox and Amber Sims, Ameritas provider network rep

Dr. William Cox of Franklin, Tenn., joined our network in March 1999. His service philosophy is to do only what needs to be done. He would never try to sell a patient dental services that he/she didn't need.

This philosophy goes hand in hand with his honesty, which he believes is what earned him VIP winner status. He is a member of the Better Business Bureau.

Dr. Andrew Ross

Dr. Andrew Ross of Ross Family Dental Clinic in Oxford, Miss., has been in our network since 2010. He and his staff strive to provide comprehensive, quality dental care for the entire family. Emphasizing health, education and prevention, he hopes his patients know that they and their families are always top priority.

Dr. Ross' practice works to create an enjoyable atmosphere that's reliable, efficient and compassionate. He belongs to the North Oxford Baptist Church, Oxford Chamber of Commerce, American Dental Association and Mississippi Dental Association.

"We love what we do!"



Dr. Ross

Dr. Cynthia Longoria



From left: Jennifer, Dr. David Longoria, Dr. Cynthia Longoria, Patty, Anabel

Jackson Creek Dental Center in Edinburg, Texas, is a family centered practice run by Dr. Cynthia Longoria and her husband, Dr. David Longoria. They have been network providers since June 2011.

The Longorias believe in getting to know and

understand each patient's dental concerns. And, their state-of-the-art facility allows them to make complete, comprehensive diagnoses. The staff provides thorough patient education and enjoys helping patients through the dental care process. Providing a comfortable atmosphere, the Longorias want their patients to feel welcome the moment they walk in the door.

They are members of the American Dental Association, Texas Dental Association, Rio Grande Valley District Society and Dentists Who Care, a local nonprofit dental organization that provides dental care to school-age children.

our heroes providers in action

Many of you contribute to the wellness of your communities. You also participate in, and lend your expertise to, national and international organizations that help others. We're interested in what you're doing. When you pay it forward by donating time, supplies and funds to others, you're using your talents and good fortune to improve the lives of others. No matter how you define it, helping others is heroic, and we believe it does make a difference.

Meet our hero, Dr. Bernard Fialkoff, who runs a thriving practice in Bayside, N.Y., specializing in modern dental implantology, periodontics and cosmetic laser surgery. He joined our network in March 2000. In addition to being a successful periodontist, Dr. Fialkoff is a born educator and mentor.

He served as a clinical instructor at Flushing Hospital Medical Center and became a featured lecturer for Spanish American Medical Congresses, Queens Academy of General Dentistry meetings and the State University of New York Stony Brook Dental School. He also was secretary of the Spanish American Study Club and held a two-day implant/periodontology surgical course for the Dominican Republic Study Group. In 1995, Dr. Fialkoff founded Fialkoff Queens Dental Study Club. He is director of the club's implant certainty training program, offering attending practitioners the opportunity for CE credits.



Dr. Fialkoff (right) with his daughter and business associate Meghan Fialkoff

Dr. Fialkoff and his study club participants have long considered embarking on a humanitarian trip. So last year, after some discussion, they decided on Havana, Cuba. To prepare, Dr. Fialkoff and his daughter, Meghan, director of the U.S.-Cuba Dental Humanitarian Trip, visited the University of Havana Dental School this spring. Dr. Fialkoff has always dreamed of going back to Havana. His parents left Russia during World War II and settled in Havana, where he was born. Then when Dr. Fialkoff was about 10 years old, they moved to Connecticut.

With U.S. travel restrictions to Cuba, the Fialkoffs had to apply for a humanitarian project license through the U.S. Treasury Department for the trip, which can take months. In the mean time, they ventured to Havana to meet with the Ministry of Health and University of Havana Dental School to learn more about how to bring donations to the country. Global Health Partners helped arrange the trip, having brought medical groups and donations to Cuba for decades. Cuba is the most populated country in the Caribbean with more than 11 million people, and the majority of Cubans speak Spanish. In addition to the rich culture and architecture, many Cubans drive cars from the 1950s. After the U.S. trade embargo on Cuba in the late '50s, trade was very difficult, so Cubans smartly cared for these cars and still drive them today.

A meeting of the minds (from left): Dr. Jorge Gonzalez Perez, rector of Havana's University of Medical Sciences; Dr. Ileana Grau Leon, dean of University of Havana Dental School; Dr. Oviedo Perez Perez, oral surgeon at the University of Havana; Dr. Bernard Fialkoff; Bob Schwartz, executive director of Disarm Education Fund and founding director of Global Health Partners; Dr. Juan Portilla Garcia, representative from the Ministry of Health



When the official trip is scheduled, at least 30 dental practitioners and staff volunteers will travel to Havana, with visas in hand, to provide dental supply donations and help those in need. Now all they need are supplies — a lot of supplies — everything from gloves and masks to portable units and drills. A dental supply manufacturing company recently pledged to donate supplies, but there's still a long way to go. The amount of care the volunteer dentists can provide to the Havana community hinges on the amount of donated supplies they can bring from the U.S. Although health care, medical technology and education in Cuba are highly ranked, there is still a U.S. trade embargo, the government still rations goods and supplies are always in demand.

Dr. Fialkoff shares that, *"Helping each other and realizing we're all on the same ship called Earth is a great way of looking at life. Sometimes you can get lost in the hecticness and busy pace of just trying to survive, but I think it's always very important to realize that without our fellow man, very little would ever exist."*

"That's why we have a purpose in our office to help not only with teeth, but with humanitarian efforts and mankind in general. Hopefully, when you read this you will decide to do the same. Thank you."

His numerous awards include an Operative Dentistry Award, American Academy of Endodontics Award and American Academy of Periodontology Award. He belongs to the American Academy of Periodontology, American Academy of Laser Dentistry and American Dental Association. Dr. Fialkoff is a new dental expert at sharecare.com, an interactive social Q&A platform.



Dr. Howard Stean (right) from London presents Dr. Fialkoff with an honorary membership pin to the British study club, ADAPT (Aesthetic Dentistry and Professional Testing), making Dr. Fialkoff the club's first American dentist member



Dr. Grannum of Interfaith Medical Center (right) presents Dr. Fialkoff with the center's prestigious Leadership in Dental Education Award

During National Children's Dental Health Month in February, he made an appearance at the Flushing YMCA to educate and entertain students about brushing techniques. Dr. Fialkoff also runs the Foundation for a Drug Free World's drug education program and his staff has conducted more than 30 events at local schools in the New York City boroughs.

His website, baysidedentist.com, includes colorful photos, a wealth of knowledge, a news blog and videos. Dr. Fialkoff also posts educational videos on YouTube®.

"...without our fellow man, very little would ever exist."