



Dr. Wayne Halstrom

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Stay Connected With CDA Services

The future is electronic. This reality is becoming more apparent as dentists experience first-hand the growth of technology and its increasing influence on our personal and professional lives. From digital radiography to digital communications, the rapid pace of technology requires that today's practitioner remain connected and well informed to stay competitive.

Such forward thinking is also employed at CDA. With an eye locked firmly on the future, CDA has tailored its recent member benefits and services with the latest innovations and technology in mind. We want to ensure that CDA members have access to electronic resources and tools that can help you provide patients with the best oral health care possible. CDA has launched a number of new electronic-based member services in recent months designed for the modern dental office that is wired to the Internet.

First, there is the ITRANS claims and payment processing service. Using an Internet-based delivery system, ITRANS can perform claims transmissions, complete credit and debit card transactions and send digital x-rays to insurance companies or your fellow dentists. ITRANS is a superior technology that gives CDA members an e-business advantage through discounted rates on credit and debit card transactions. More and more dental offices are signing on to this fast and efficient claims transmission service — one that is included as part of your CDA membership.

Another member benefit brings up-to-date news and research right to your computer. The Electronic Table of Contents (eTOC) service sends table of contents information from over 250 dental, scientific and medical publications to your email inbox. The eTOC service delivers these publication details directly to your desktop computer as soon as they become available from CDA's Resource Centre.

Members can also stay informed by using the Lexi-Comp Online, CDA Edition, drug databases. This online tool gives you access to over 1,600 monographs on more than 8,000 medications. The databases include information on drug side effects as well as time-sensitive news and alerts that could affect the care of your patients. You can also customize patient education material, targeted at adults or children, in 18 different languages.

The newest addition to this suite of electronic-based services is WebAlive. This website building tool lets you create and update a professional website for your dental practice. The WebAlive software application lets you select from a variety of pre-formatted templates, designed specifically to meet dentists' needs. This tool is a cost-effective way to market your practice on the web, keeping current patients informed or attracting new ones.

These tools are a complement to the existing electronic-based resources that CDA offers members, including the *eJCDA*, *Editors' Choice* and *CDAalert* services. CDA sends emails to members informing them when the online version of this very Journal is posted on the *JCDA* website. Members who subscribe to *eJCDA* can click on article links and connect directly to the features, abstracts and full-text articles posted on the site.

Editors' Choice is an email service that highlights clinically oriented review articles from the dental and medical literature available on the web. *JCDA* editorial consultants choose a selection of articles they feel would be of interest to dentists and this selection is emailed to members. *CDAalert* email bulletins spotlight industry trends, relay best practices and convey time-sensitive information. For instance, earlier this year a Canadian tax court justice issued an inconsistent statement on GST claims eligibility in a case brought forward by a dentist in British Columbia. Several members responded to CDA, expressing their appreciation that the Association sends along this type of information.

CDA is dedicated to keeping our members connected to the latest information and activities about the Association and the world of dentistry. I would encourage you to visit the members' side of the CDA website, to see how these electronic-based services can become valuable additions to your practice.

Wayne Halstrom, BA, DDS
president@cda-adc.ca