

Dental **PRODUCT
SHOPPER**

EASING THE BURDEN OF BEING PREPARED

With products, services, and training, HealthFirst is your partner in emergency readiness in the dental practice



 **HealthFirst**®

Readiness Is Your Responsibility

Medical emergencies can and do happen: Is your practice ready?



It's not a question of "if" a dental medical emergency will happen in your practice; it's a question of "when." Don't just take anyone's word for it: the proof is in the data. Most emergencies are stress-related — a result of dental phobia or a lack of adequate pain control — while others simply just happen. Regardless of the "why," dental practices must be prepared for "when" and "where." Dentists and staff members alike must be able to recognize and effectively manage medical emergencies.

First, it's important to know what constitutes a medical emergency in the dental practice. Dr. Stanley Malamed, the dental profession's leading expert on this topic, defines a medical emergency as "an event occurring to the patient in the chair that causes the doctor to stop 'doing' dentistry because they (the doctor) are now more concerned with the patient's life than with the patient's teeth."

It's also important to contextualize the prevalence of medical emergencies in the dental practice. Dr. Malamed conducted a survey of 4,307 North American dentists, and found that the vast majority, 94.9%, had encountered at least one medical emergency during their dental career (average length 14.7 years). A total of 30,608 emergencies were reported by these dentists, an average of 7.1 emergencies per doctor, or one emergency every two years of practice. Given that syncope (fainting) accounted for about half of the emergencies, an emergency situation other than syncope can be expected to occur

once every four years (see table).

However, it must be noted that Dr. Malamed's survey included persons other than the patient, such as persons waiting for the patient in the reception area as well as members of the staff. So rather than asking if a medical emergency will happen in your practice, the real question has to be restated: Is your practice equipped and your staff trained to handle the situation?

Occurrence of medical emergencies during dental career (14.7 years average) N = 4,307 respondents	
Emergency	Number (percentage)
Syncope	15,407 (50.3%)
Mild (non-life threatening) allergy	2,583 (8.4%)
Angina pectoris	2,552 (8.3%)
Postural hypotension	2,475 (8.1%)
Seizure	1,595 (5.2%)
Bronchospasm (acute asthmatic episode)	1,392 (4.5%)
Hyperventilation	1,326 (4.3%)
Epinephrine reaction	913 (3.0%)
Hypoglycemia	890 (2.9%)
Cardiac arrest	331 (1.1%)
Anaphylaxis	304 (1.0%)
Myocardial infarction	289 (0.9%)
Local anesthetic overdose	204 (0.7%)

Source: Malamed SF. Managing medical emergencies. J Am Dent Assoc 1993; 124:40-53

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DOES YOUR GENERAL DENTISTRY PRACTICE HAVE...

- ✓ Training for proper emergency response?
- ✓ Emergency drug kit with up-to-date medications?
- ✓ A response plan in place?
- ✓ Automated external defibrillator?
- ✓ Portable emergency oxygen

DID YOU KNOW? In the U.S., the average time from receipt of a 911 call to arrival of EMS at the scene of the emergency is approximately 10 minutes.

According to Dr. Malamed, there are four building blocks for emergency preparedness:

- 1. Basic life support (BLS)** - Staff training should occur in the dental office, with the manikin placed on the floor in the reception area as well as in the dental chair to simulate the real-life setting.
- 2. Office emergency response team** - The team consists of at least three persons: member #1 would be the first on the scene of the emergency, member #2 would procure emergency supplies and bring them to the scene, and member #3 would monitor and record vital signs, assist with BLS, activate EMS, and assist as necessary.
- 3. Access to emergency services (911)** - Many medical emergencies are easily diagnosed and managed without the need for outside assistance, including syncope, hyperventilation, bronchospasm (asthma), and angina. However, if the dentist is uncomfortable with the evolving situation, a call to EMS should be made as quickly as possible.

4. Equipment for medical emergencies -

This includes an oxygen delivery system with appropriately sized face masks, AEDs, and an emergency drug kit.

What's in the Kit?

A basic emergency medical kit, such as a kit in HealthFirst's SM Series kit, is designed for the general dental practice that wants to be prepared for medical emergencies. The contents include eight essential medications that help dentists meet the standard of care. These kits now also include naloxone HCl (i.e. NARCAN) for narcotic overdoses.

Do you ever treat pediatric patients at your practice?

⇒ If "yes", HealthFirst recommends both adult and pediatric epinephrine auto-injectors.



[Click here to learn more about your options.](#)

Partnering Up for Preparedness

Practices have said that the challenge of medical emergency preparedness goes beyond simply having a kit. The staff needs to be trained and medications need to be kept up to date. HealthFirst responded with the Practice Partner Program (PPP), offering a fixed price for training and all medication shipments throughout the year, plus no additional costs for shipping. These services are useful to independent practices as well as for growing group practices and DSOs:



Training with CE Credit - The PPP includes multiple online CE courses. Emergency Medical Kit Training

covers the proper use of medications in a basic emergency medical kit as well as emergency oxygen. Other courses review common patient conditions, including hypertension, diabetes and cardiovascular conditions. Bloodborne Pathogens Training helps fulfill OSHA requirements.



OnTraq - HealthFirst's online application saves you time and simplifies managing emergency preparedness, practice readiness, and compliance.



Auto-Replenishment Service - Don't worry about checking expiration dates and reordering medications. HealthFirst's automated service will do that for you.



Dr. Malamed graduated from the New York University College of Dentistry in 1969. He then completed a dental internship and residency in anesthesiology at Montefiore Hospital and Medical Center in the Bronx, New York before serving for two years in the U.S. Army Dental Corps at Ft. Knox, Kentucky. In 1973, Dr. Malamed joined the faculty of the Herman Ostrow School of Dentistry at USC in Los Angeles, where he taught for 40 years. Dr. Malamed is a Diplomate of the American Dental Board of Anesthesiology, as well as a recipient of the Heidebrink Award from the American Dental Society of Anesthesiology and the Horace Wells Award from the International Federation of Dental Anesthesia Societies. He has authored more than 140 scientific papers and 17 chapters in various medical and dental journals and textbooks in the areas of physical evaluation, emergency medicine, local anesthesia, sedation, and general anesthesia.



Stanley Malamed, DDS

The Evolution of Emergency Readiness

WITH STANLEY MALAMED, DDS

Q: How has emergency readiness in dental practices evolved over the course of your career?

A: When I arrived at the University of Southern California School of Dentistry in 1973, basic life support and CPR were not being taught to dental students. One of the first things we initiated was to ensure all dental students were trained, including hygienists. By the time I left the school in 2013, freshman were trained in CPR within the first week of dental school. Today, dentists in most states must show a currently valid CPR card to renew their license. These were major accomplishments.

Q: Have you noticed any significant changes in practice readiness in the last few years?

A: Yes, especially with the introduction of digital platforms. A recent app from the American Dental Society of Anesthesiology is "10 Minutes Saves a Life."

Q: When you're lecturing on emergency readiness, is there something that you find dentists don't know and should?

A: The thought of going to a dental office and dying is so alien to everybody, and that includes many dentists... When I finish my course

on medical emergencies I say, "Now this is a little bit different than most other dental courses because nothing you learned here today do you ever want to use." Or, you hope that you never need to use this. It's a weird concept but it's true. We want to be prepared, we know it can happen, but we hope it never does happen.

Q: You've lectured extensively about the four pillars of emergency preparedness in the dental practice. As a point of clarification: When should the dentist call 911?

A: When to seek emergency assistance in a medical emergency is really quite simple. The minute you think that you need help, call for it immediately. Don't hesitate. It is better to call for help right away and have the patient to recover before 911 arrives than to think you can handle it yourself and to make that call too late.

Q: How did your relationship with HealthFirst begin?

A: I wrote a textbook that was published in 1980 on medical emergencies, and I had what I considered to be the bare bones basic emergency kit. Mine was a little bit different than what HealthFirst had so they changed their kit... I became

a consultant to HealthFirst and when questions came up, either from a dentist who contacted them or they had questions about the contents of the kit, they would ask me.

Q: Dentists might be thinking, "Why not just make my own emergency medical kit? Is that a good idea?"

A: There are certain advantages of making your own kit. Personally, I think that if you go through the trouble of purchasing each drug individually, you will be able to use it better, and it costs less money. However, since we hope we never use the kit, and we don't use it, the drugs expire. Even when you do need to use the kit and the drugs are expired, they should not be used. You have to keep the kit up to date on your own.

The advantage of the HealthFirst kit is that when you buy it, they track your expiration dates, and they ship you a fresh supply of each drug before it expires. So that's a major advantage right there. They're doing the worrying for you, and the system works very, very well.

Q: What does the future of emergency preparedness look like?

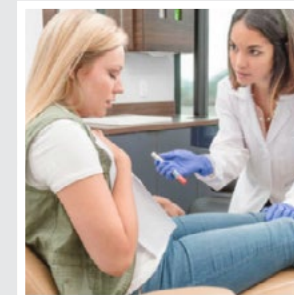
A: First, states should make it mandatory for everybody in the office to be trained in CPR on a regular basis. Also, it should be mandatory to have an automated external defibrillator (AED) in the dental office. Not every state currently requires it.

Q: Did you witness a dental emergency while you, yourself, were treating a patient?

A: Yes, during my first year in clinic at NYU School of Dentistry in 1967. One of my first patients, who happened to be a priest, fainted in the chair, and I didn't have any idea what to do. Luckily, the faculty did. I was involved with many medical emergencies over the course of 40 years as a faculty member at USC. However, it was the priest in the dental chair, getting an injection from third-year dental student Stanley Malamed, that I remember the most.

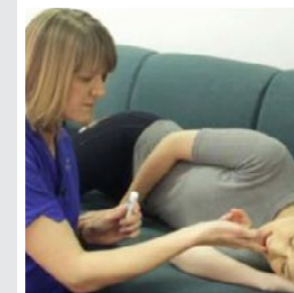
REAL-LIFE CASE STUDIES

Explore these real-life case studies through the lens of the industry's expert, Dr. Stanley Malamed.



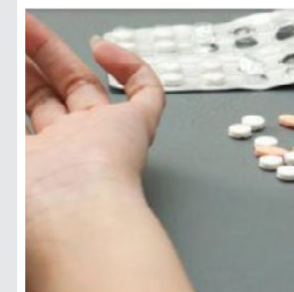
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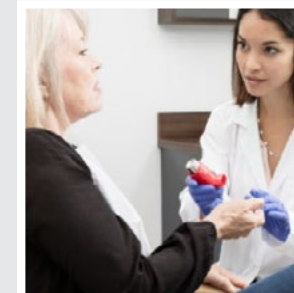
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ABOUT ERIC WELLER, DDS

Dr. Weller is a graduate of the University of Washington School of Dentistry. He has been recognized in *Seattle Met* magazine's annual "Top Dentist" issue every year since 2011. Dr. Weller maintains a private practice, Canyon Park Dental, in Bothell, WA.

SM Series Kit

AUTO-REPLENISHMENT OF MEDICATIONS, TRAINING, RELIABLE SOLUTIONS, PEACE OF MIND



A HealthFirst emergency medical kit is something that Dr. Eric Weller has had on hand since joining his practice in 1999. In one case, he administered a medication in the kit to a patient. In the other, he found himself in need of the kit. In both cases, staff members knew exactly what to do thanks to the training and services provided by HealthFirst. Here, Dr. Weller describes how HealthFirst helps him have one less thing to worry about.

Every year, our practice has a safety meeting during which we review our emergency readiness protocols: Does everyone know where the oxygen is, does everyone know where the AED is, does everyone know where the emergency drug kit is? It's why each time a new employee starts, we have them go to the HealthFirst training website and take Dr. Malamed's video course on medical emergencies in the dental office.

I like that HealthFirst is a one-stop solutions provider for our practice readiness needs. In addition to using their training portal, we have their SM Series emergency medical kit with the recommended medications for a general dentist. HealthFirst services the kit so we're always up to date. When a medication is about to expire, they send a replacement right on time. We track our kit and medications through their OnTraq application. It's easy to log in to see the expiration dates and what's been shipped. HealthFirst simplifies staying on top of emergency readiness.

One of the things HealthFirst does really well is provide a full suite of emergency readiness products such as oxygen. We've had a couple people faint in the dental chair. When that happens, we can turn on the nitrous and go full oxygen. But, if they faint in the hallway or the waiting room, then we can easily grab the portable oxygen tank and masks.

TRAINING IN ACTION

Twice, we've had to use our SM Series kit, which contains the medications a general dentist needs. The first item that we ever used from it was Insta-Glucose because a patient was having a diabetic episode. On another occasion, I found myself in need of the kit. I was suddenly feeling clammy and cold, and my heart was racing. I had to sit down. Because of our emergency readiness training, my assistant immediately recognized the situation, knew where the kit was, and administered aspirin. Thankfully, it wasn't a heart attack, and it was just a mild panic attack. Both of these emergency scenarios proved that our training, facilitated by HealthFirst, actually worked.

THE TAKEAWAY

I know some other dentists who go through a different company or their distributor and buy each individual drug. But with shipping and handling, it gets to be more expensive. The other challenge is trying to stay on top of expiration dates. We have a big, busy practice, including six hygienists and three dentists. The last thing I need to worry about is the emergency medical kit.

Working with HealthFirst takes a load off of my mind. It's just one less thing that we have to worry about, and it lets us focus on providing excellent patient care.

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A CLOSER LOOK:

Practice Partner Program

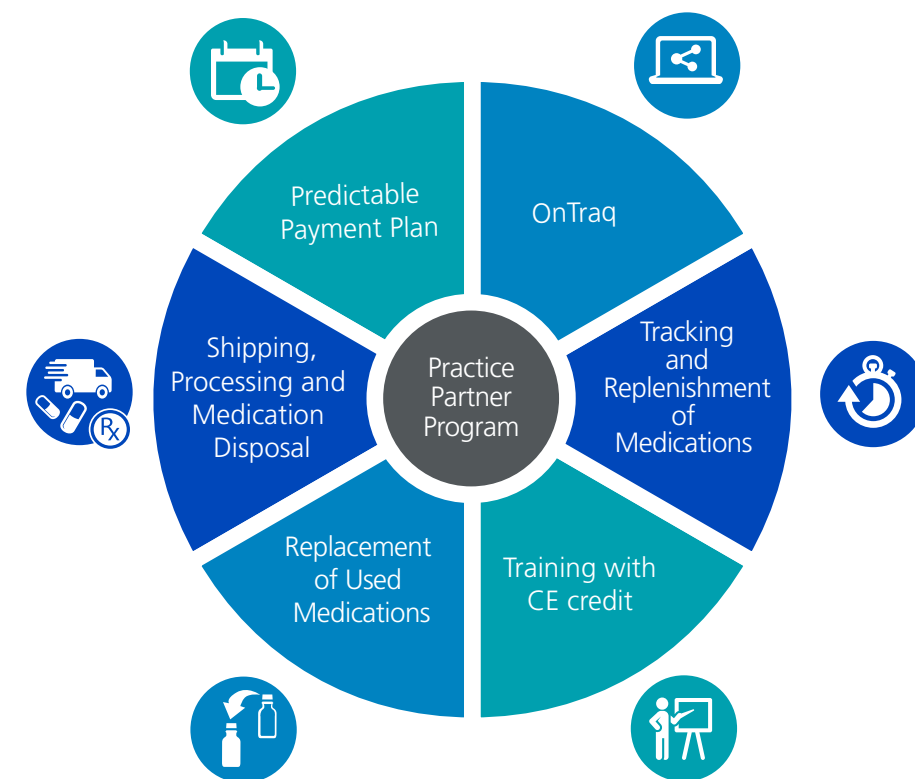
A comprehensive service provides an emergency medical kit, ongoing medication replenishment, training and more — all at one fixed price. PPP components (clockwise):

OnTraq – Reduce the risk, headaches, and cost of managing emergency preparedness and regulatory compliance with the OnTraq application. Simplify your work with dashboards, reports, and task management.

Tracking and replenishment of medications - Don't worry about checking expiration dates and reordering medications. HealthFirst will manage those tasks so you can save time.

CE Training – The PPP includes multiple online CE courses. Emergency Medical Kit Training covers the proper use of medications in a basic emergency medical kit as well as emergency oxygen. Other courses review common patient conditions, including hypertension, diabetes and cardiovascular conditions. Bloodborne Pathogens Training helps fulfill OSHA requirements. The program also offers a \$100 discount on Dr. Malamed's Emergency Medicine in the Dental Office.

Replacement of Used Medications – If you use a kit medication to respond to an emergency, HealthFirst will replace it at no additional cost.



Shipping, processing, and medication disposal – PPP covers all fees for shipping your regular medication replenishments. At no extra charge, each shipment includes an envelope to process and dispose of expired medications.

Predictable Payment Plan – Emergency medications can be subject to price increases and shorter-than-expected shelf lives. With PPP, you pay the same price no matter how frequently HealthFirst must replace your medications.

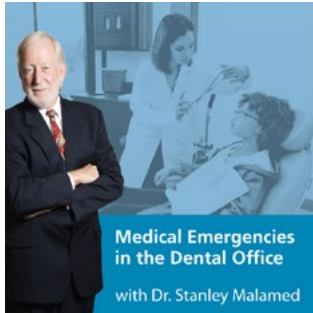
LEARN MORE about simplifying emergency readiness by visiting www.healthfirst.com/practice-partner

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Training

Included with the Practice Partner Program

MEDICAL EMERGENCIES IN THE DENTAL OFFICE



In this online video training with Dr. Stanley Malamed, you'll learn how to identify and respond to medical emergencies, including everything from syncope to sudden cardiac arrest. Available to Practice Partner members for \$100 off regular purchase price.

BLOODBORNE PATHOGENS TRAINING



This interactive video course, including a certificate of completion, is available online 24/7. It provides annual OSHA training for you and your entire staff.

EMERGENCY MEDICAL KIT TRAINING



This course demonstrates proper use of medications and devices contained in a dental office basic emergency medical kit and the use of portable emergency oxygen systems.

Online Resources

YOUTUBE



[Subscribe to HealthFirst's channel](#) for how-tos and FAQs.