

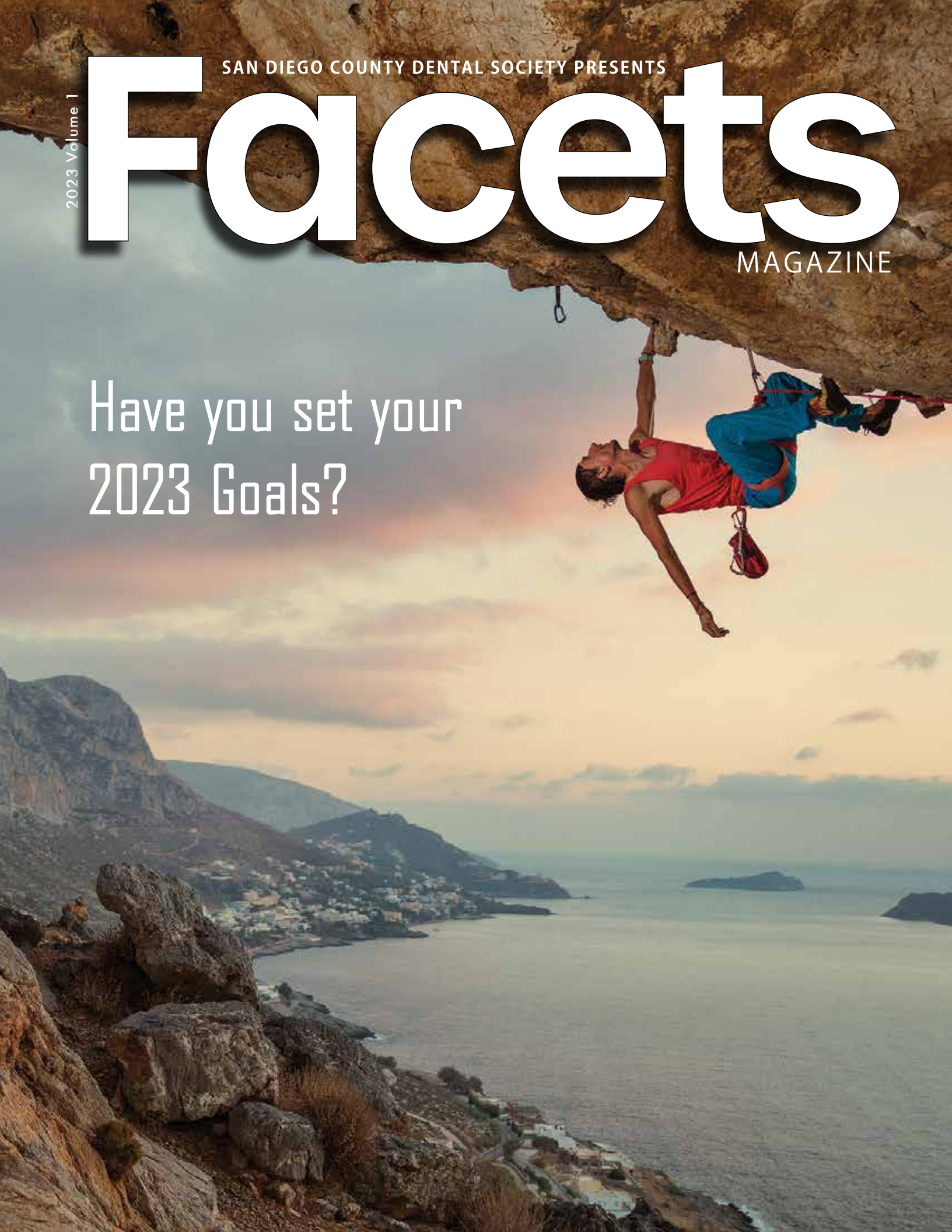
2023 Volume 1

SAN DIEGO COUNTY DENTAL SOCIETY PRESENTS

Facets

MAGAZINE

Have you set your
2023 Goals?



Welcome
new SDCDS
members



Michael Andersen, DDS
Univ. of Texas, San Antonio,
2009, Prosthodontics at Naval
Dental Center, Bethesda, 2015

Dustin Mccafferty, DDS
NYU, 2022

Lauren Frisch, DDS
UCSF, 2017,
Orthodontics at UCSF, 2020

Karen Merriweather, DDS
Univ. of Tennessee, 2019

Jessie Jiang, DDS
UCLA, 2020
Pediatric Dentistry U Penn., 2022

Chelsea Hope, DDS
Univ. of Texas, San Antonio, 2019

George Damerji, DDS
Univ. of IL at Chicago, 2010

Raymond Ngo, DMD
Roseman University, 2021

Samantha Best, DDS
Marquette University, 2019

Amanda Lacerda, DMD
Univ. of British Columbia, 2015

Liudmyla Kinal, DDS
LLU, 2020

Kalie Mcculloch, DDS
Harvard, 2018
Prosthodontics UCLA, 2022

Thanh Phan, DDS
UCSF, 2011

Hanan Ayoub, DDS
Midwestern University, 2022

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A MESSAGE FROM OUR PRESIDENT

Introducing San Diego County Dental Society's President for 2023

Making 2023 a Great Year!

Tyler Johnson, DDS
Dentist Anesthesiologist, Diplomat, American
Dental Board of Anesthesiology



Happy New Year to the members of the San Diego Dental Society! My name is Tyler Johnson, and I'm honored to be the newly installed President for 2023. Thank you for giving me the privilege and opportunity to make a positive impact within our dental community. I've already begun working with our Executive Director Angela Landsberg and I have already started outlining the many things we would like to accomplish together this year. I look forward to the updates and improvements we plan to make to elevate the Society's brand.

Here's a brief history of myself and how I ended up in Dentistry. I am a San Diego native with three generations of family living in El Cajon. After graduating from Granite Hills High School, I attended Grossmont Community College and took courses in Biology and Chemistry. I discovered a passion for these subjects and ended up transferring to the University of San Diego to pursue Chemistry. My initial plan was to go into medicine, but a college friend encouraged me to apply to dental school at Loma Linda University in my senior year. I am certainly glad I made the switch because dentistry has proven to be a great profession. I feel extremely blessed to have joined the ranks of such an intelligent and wonderful group of individuals. During rotations in dental school, I learned about the Anesthesiology Department at Loma Linda and its impressive surgery center. I found myself spending a lot of time chatting with the residents and becoming familiar with the idea of giving patients a painless dental ex-

perience. This was my calling, so I applied and received my training in the anesthesia residency program at Loma Linda before moving back to San Diego.

"Thank you for giving
me the privilege
and opportunity to
make a positive
impact within our
dental community"

I have been practicing Dental Anesthesia throughout San Diego County for 14 years now. My job entails working with a different dental office every day, so I feel I have a general understanding of what the dental community needs. I currently live in Carlsbad with my wife and four children ages 16, 14, 10, and 8. I enjoy traveling, playing tennis with my kids, reading, and being outdoors.

As President, I'd like the next 12 months to be an open to the general membership. If you have any ideas or input on how the Dental Society can improve to meet your needs, feel free to contact me personally. My job is to ensure that the SDCDS continues to support member dentists so that their businesses operate smoothly and successfully. I am excited to work with all of you in making 2023 a great year!

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CURRENT LISTINGS

MISSION VALLEY: 8 ops, 43 years of goodwill. Busy shopping center location. Seller wants to retire but will associate back for 12-24 months. A beautiful office in a newly remodeled professional building.

EAST COUNTY: 5 ops with room for 2-3 more. 37 years of goodwill. Well trained long term loyal staff. Practice has all the latest technology including CT Scan, Cerec, Itero, Intraoral Cameras. High production, high net income office!

SAN DIEGO: 6 op perio practice. Top rated perio practice with 24 years of goodwill. Located in beautiful medical/dental plaza. Practice is flourishing but some room for growth with additional procedures. New CT Scan in place.

SANTEE: 4 ops. 32 years of goodwill. Located in busy strip mall. Strong and loyal patient base. Practice has room for growth with procedures being added. Very reasonable overhead.

EAST COUNTY: Ortho practice! 6 chairs. 28 years of goodwill. Great location with plenty of parking. Well trained and skillfull staff. San Diego Ortho opportunities are rare, dont miss out.

CHULA VISTA: 5 ops. Very nice well-kept modern office with top technology including Cerec, CT scan, 3D Printer, implant and endo equipment. Located in the heart of San Diego. Plenty of parking.

DEL MAR: 8 ops. All ops have views and lots of natural sunlight. Located in the heart of the action this practice has 4 dedicated parking spots and street parking for staff. Well equipped modern design.

ESCONDIDO: 12 ops. Recently remodeled. Medical plaza with plenty of parking. Many procedures being referred out. Great size for a multispecialty dental practice. fireplace.

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The San Diego County Dental FOUNDATION is the charitable arm of the San Diego County Dental SOCIETY.

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Brad Starkweather, Silver Creek Dental Partners



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Janie Munce

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OUR MEMBERS, DOING GREAT THINGS

FLYING SAMIARITANS

The predental students at SDSU organized a Flying Samaritans chapter and have a project across the border to assist disadvantaged families in the outskirts of Tijuana. I recently was asked to help, and believe me, it was an inspiring experience. They are needing more volunteers as they occasionally must cancel the once-a-month event with no professional help available. Transportation is provided, all you need is a passport or passport card (Sentri card is a huge advantage). Please consider devoting an occasional Sunday a few times a year to work with these amazing young people and receive the reward of satisfaction in helping others.



GET INVOLVED

You will be appreciated greatly!

– Ronald E. Fritz, DDS, MPH

Please contact me at
 ronaldefritz.dds@gmail.com
 or Victoria Vongkaysone at
 fsdentalsdsu@gmail.com



Yvette Carrillo DDS, MS

SDCDS Member Yvette is a Loma Linda University School of Dentistry graduate, owns a private Periodontal practice and teaches at various institutions. Dr. Carrillo enjoys blogging, working out, cooking, and spending time with her husband, Dr. Riley Garrett, a medical anesthesiologist.

New Year, New Robot

The end of December was interesting. As busy as we were in the office, so, it seemed were hackers. They took advantage of the hectic schedule of year end shoppers. I quickly caught a fraudulent Spotify charge on the office credit card. Spotify learned that the email was fraudulent and notified me. I then had the unfortunate pleasure of waiting on a few supply orders, as I had immediately frozen my card to prevent further charges. It took additional time to later change TV and Amazon subscriptions, pending supply orders etc. to the new office card. To my surprise, this attempt at stealing my information was followed by robot calls for the next 2-3 weeks that all eerily sounded very human.

Maybe they were human, but afterward I learned of an artificial intelligence robot that can create a life like portrait or photo of you given a few words; I wasn't sure if it was a robot who was eager to work for me or it was actually a hygienist looking to see if we had an opening... The latter seemed unlikely as hygienists are hard to come by these days. There was no office name stated in the voice-mail, no introduction, but the inflection and tone sounded human.

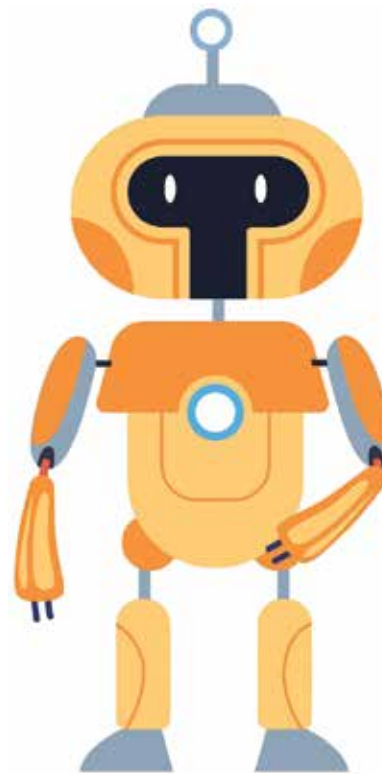
The second scam happened when I had just left a referring doctor's office and someone from my hometown area code called my cell phone. They were asking what my lab flow was like and if they could set up a lunch and learn with the office. "Sorry to call your cell phone," they said. As a periodontist and former lab technician my lab work is limited and usually done by me. I asked that they call the office and leave a message because I was driving & it was

raining. The office phone rang (it was also in my car) and this was a different number with a San Diego area code. When I had a moment to call the numbers back, to my surprise, a robot answered.

The last one was also surprising. A very pushy salesperson wanted to give me a great deal to advertise at the golf course across from my office. It seemed like a good idea, but I told them to speak to my front desk as I had an IV case about to start. The person kept calling while I was in surgery and asking for Yvette. Finally, at the end of the day when they called a third or fourth time, I asked how they received my office information. I was told that the chamber of commerce gave them my information. This was also unlikely due to being a start-from-scratch new business. I hung up and called the golf course directly, and no such person existed and, due to this being a public golf course they do not do advertising. Face palm.

As dentists, we must be readily available to the public. Most of our information is public knowledge, and we order supplies from many different companies, and because of this, company representatives and salespeople regularly collect our information.

It is unfortunate that some people (or robots) try and take advantage of small businesses. As artificial intelligence gets smarter, we must stay on top of protecting our businesses and patients. As a writer I also have to protect my thoughts because AI can now generate content in 60 seconds. Poems, essays, and songs. The bonus is this only took me about 60 seconds to generate. (Just kidding)





EDITOR
Megan Clarke, DDS

Life Lessons from the Ski Hill

Those who know me well know that I am an avid skier and spend a good amount of time in the mountains each winter. I wouldn't say that I ski at a professional level, but I do ski my share of black diamonds (though I prefer a nice, groomed run on a non-windy, preferably sunny day) and just really enjoy the whole experience. When I was still practicing and even now, there was nothing more that I looked forward to than a nice long weekend away in the mountains, the fresh air in my lungs and the chance to recharge my batteries. We are lucky in that our daughters have also caught the bug.

I learned to ski when I was 25 and in my last year of dental school. At the time, I was dating the man who would eventually become my husband, and I knew when I met him that he skied A LOT. I grew up at the base of the Sierras, so one would think that I had done it a lot. I didn't. It was and still is an expensive sport, and for a family like mine who didn't have a lot of money, skiing was the last thing on my family's agenda. I was always curious about it, seeing my elementary and high school classmates do it with some regularity. So, when the time came, I tried it.

The year was 2003. My husband, along with his brother, had brought their fiancés to Mammoth Mountain. My now sister-in-law was also brought up in a non-skiing family. We both knew that this was going to be a part of our lives, whether we liked it or not. I have since adopted it as a large part of my life. My sister-in-law, who lives in Toronto, Canada, and a long distance from any decent skiing, has not.

Over the years, I have come to see that skiing holds quite a few life lessons. These lessons are those that I have since taught my daughters in some capacity. And on a holiday ski trip, as I sat on a ski lift, my face getting blasted by the wet snow, I thought about how those lessons could be applied to many different scenarios, dentistry being one of them. So here goes.

Do something every day that scares you.

For me on the mountain in my beginning days, this took the form of going down that trail full of moguls, those bumps that form on the steeper of slopes after a heavy snowfall. Sometimes it meant taking a steeper slope than I had taken before, and in other instances, it was minimizing the number of turns I took so I could take up speed. It was just one thing that I did that took me out of my comfort zone each day that I was on the mountain. Through doing this, I grew as a skier and my confidence built from there. In dentistry, this could take the form of taking a continuing education course to build my confidence, or maybe talking to that patient a little longer as to why they had resisted necessary treatment, anything that took me away from my comfort zone. Same thing.

Be mindful of those around you and know that you can't control what they are doing, but you can control what you are doing.

As a skier, one does not have eyes in the back of their head, so they can't really see what is happening behind them. So, it is on the skier who is uphill to watch their own behavior and act accordingly. This is not to say that you can't hear the

snowboarder behind you and perhaps adjust your course, but it is on them as the uphill skier/rider to manage their own behavior. In dentistry, this can take the form of being aware of competition, but ultimately, one must mind their own practice. Focus on delivering quality dentistry and treat people well. This is something that you can control.

The conditions are always changing.

The trail that was easy yesterday when the snow was soft may have frozen over night and is now a treacherous ice field. Be mindful of the conditions and act accordingly. This is similar to the numerous changes going on in today's dental industry. Take your continuing education, read updates, pay attention.

There is always room for improvement.

Like dentistry, there is no perfect skier, just as there is no perfect prep. We can always improve from one day to the next.

If you can, take a lesson-get an outsider's view of how you're doing.

In skiing this takes the form of a lesson from an instructor. It's been a while for me since I took one, but I plan to on my next trip in a few weeks. In dentistry, find a mentor, hire a consultant, someone who can look at how you are doing with an objective viewpoint.

Upgrade your equipment from time to time.

I upgraded my skis for the first time in 14 years last winter. What I had before was still working and had long been paid for. How much difference could it possibly make? It turns out, after a day of demoing the newer style of equipment, quite a lot. I found that the newer equipment offered me a different, better experience, and I was able to glide over terrain that had previously been difficult. Maybe that impression material that has been your work horse and given you amazing results for years can be improved upon. (Or maybe not, it's up to you)

There is a given degree of discomfort in skiing.

One is often faced with blistering cold, winds that serve as a micro-derm abrasion. One does it anyway. Take protective measures and dress accordingly. In clinical practice, this takes the form of contorting ourselves in awkward positions to get that prep. Take care of your body and get regular massages if you can. There is a large degree of privilege.



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Your Foundation at Work

Since 1992 the SDCDF has funded a variety of projects that increase access to dental care. Your donations help to provide funding for...

Helping Students



Ashley Sofia Flachner

SDCDF Scholarship Recipient

In 2022, SDCDF awarded \$16,000 in scholarships to five service-minded pre-dental students.

What made you realize you want to be a dentist?

I started volunteering as a dental assistant, X-Ray technician, and Spanish-English translator at the UCSD Student-Run Free Dental Clinics. Being able to work alongside volunteer dentists to provide free, quality dental care to those who are experiencing homelessness and/or cannot afford insurance was such an eye opening experience for me. This was an opportunity of a lifetime that was the final push for me to commit to dentistry.

How did you use your scholarship funds?

The funds I received were used to pay for my dental loupes, and the rest went towards my first year dental kit.

Helping Community



Give Kids A Smile®

Locally

Each year, the **San Diego County Dental Foundation** partners with local dentists, community clinics, and local organizations to provide free oral health care to hundreds of kids in our region.

Nationally

The GKAS program, launched nationally in 2003, provides underserved children with free oral health care. Each year approximately 6,500 dentists and 30,000 dental team members volunteer nationally to provide free oral health education, screenings, and preventive and restorative treatment to over 300,000 children.



Helping Veterans



Changing Lives

This veteran required several extractions to restore his dental health, and the final phase of his treatment was to fabricate upper and lower partials. The **John Geis, DDS Dental Clinic** provided him with \$5,684 of free dental treatment.



The John Geis, DDS Dental Clinic

Our flagship project is the John Geis DDS Dental Clinic, which opened in 2015 and provides completely free dental care to formerly homeless veterans so they are enabled and empowered to live with purpose, confidence, and success. The state-of-the-art Dental Clinic, housed on the site of the Veterans Village of San Diego, champions oral health as part of a comprehensive rehabilitation program.

These programs would not be possible without the support of our generous donors. Thank you to those who continue to support our mission. If you'd like to become a supporter, please visit our website: <https://sdcds.org/sdcdf/donate-now/>. We are a charitable organization designated by the IRS as a 501(c)(3).

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BY THE
NUMBERS**

**\$1.5
million+**

in donated treatment
since opening in 2015

\$30K+

in donated
Dental care a month

55+

Appointments
each Month



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NEW EMPLOYMENT LAWS

AB 2693:

COVID-19

Exposure Notice Requirements
Under existing law, employers are required to provide written notice to employees who may have been exposed to COVID in the workplace. AB 2693 allows employers to satisfy the notice requirement by posting a notice within one business day of being informed of the positive COVID case in all places where other notices to employees about workplace rules or regulations are already posted. The notice must also be posted on an employee's existing employee portal if they have one. Employers must keep a log of the dates these notices were posted.

The exposure notice should include the information listed below and must remain posted for 15 days.

The dates on which an employee or contractor with a confirmed case of COVID-19 was at the workplace within the infectious period.

The location of the exposure (without information that would identify the infected person).

- Contact information for employees to receive information regarding available COVID-19 benefits.
- Contact information for employees to receive the employer's cleaning and disinfection plan.

Employers may choose to provide a written notice to employees instead of posting it by using the method the employer normally uses to communicate employment-related information. This may include, but is not limited to, personal service, email, or text message if it can reasonably be anticipated the employee will receive it within one business day of it being sent.

This new law removes the requirement that employers must notify the local public health agency within 48 hours of

a COVID 'outbreak' at the workplace. Local departments of public health may still require this notification therefore, employers should check their local requirements as well.

This law also extends the period in which employers must provide notices of exposure from January 1, 2023, to January 1, 2024.

SB 1162:

Pay Transparency and Pay Data Reporting

California employers are currently not allowed to ask applicants about their pay history and SB 1162 expands pay-related requirements effective Jan. 1, 2023. The provisions of this new law include the following:

- Employers with 15 or more employees must include the pay scale in any California job posting. Pay scale is defined as the "salary or hourly wage range that the employer reasonably expects to pay for the position."
- All employers must provide the pay scale to a current employee for their position when they request this information.
- Requires all employers with 100 or more employees to include pay data reports to the California Civil Rights Department regardless of whether they are required to submit an EEO-1 report to the EEOC. These pay data reports are due annually on the second Wednesday in May beginning on May 10th, 2023.
- Pay data information must include the median and mean hourly rate within each job category and for each combination of race, ethnicity, and sex.
- Employers with 100 or more employees hired through labor contractors must also submit a separate pay date report covering these employees.

SB 1044:

Emergency Conditions – Retaliation Prohibited

SB 1044 is effective January 1, 2023, and prohibits any employer from retaliating against an employee for refusing to report to work or for leaving work because the employee has a reasonable belief that the workplace is unsafe. In order for the workplace to be deemed unsafe, a reasonable person would conclude there is a real danger of death or serious injury if the person enters or remains on the premises. SB 1044 also prohibits an employer from preventing an employee from using the employee's mobile device for seeking emergency assistance, assessing the safety of the situation, or checking on the safety of another person. This law does not apply when the emergency conditions have ended. Check CDA for more info.

AB 1949:

Bereavement Leave

AB 1949 is effective January 1, 2023, and allows employees of employers with five or more employees to take up to five days of bereavement leave under the California Family Rights Act (CFRA). An employee is eligible if they have been employed for at least 30 days prior to the leave. The leave can be used for the death of a spouse, domestic partner, child, parent, sibling, grandparent, grandchild, or parent-in-law. Check CDA for more info.

AB 152:

COVID-19 Supplemental Paid Sick Leave Extension

This law, which applies to employers who have 26 or more employees, extends the amount of time employees can use their remaining COVID Supplemental Paid Sick Leave (SPSL) from September 30th, 2022 until December 31st, 2022. It does not grant a new bank of hours.



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Interviewed by
Malieka Johnson,
DDS

Let me introduce...
is an ongoing
column featured
in FACETS to
introduce us
to the many
members that
make up the depth
and breadth of the
San Diego County
Dental Society.

We hope you
enjoy getting
to know your
colleagues better.
Interested in
being interviewed?
contact:
director@sdcds.org

Let me introduce...

Dr. Paul Upatham

Dr. Paul Upatham is a family man and a forward-thinking orthodontist with practices in both Point Loma and La Jolla. It was a pleasure to conduct this interview and to learn more about him. Not to mention, he is the first orthodontist to be featured in this column, which is very exciting! He has a love for relationships, learning, and traveling, as many of us fellow dentists can relate to. Enjoy this interview, the photos, and getting to know him better. Please meet Dr. Upatham.

TELL US A LITTLE ABOUT YOURSELF...

Where are you from originally?

Where did you grow up?

My parents are originally from Thailand and came to the US for my father to complete his medical school residency. I was born in New York and moved to Texas when I was 2 years old. I grew up in a small town 50 miles NE of Dallas - Greenville, TX.

Are you from a big, medium-sized, or small family?

I am from a small family – just me and my younger brother, who lives in Dallas. My father also still lives in Dallas.

What was one of your favorite childhood memories or activities?

As a child, my family would go to Thailand every 3-4 years, and we would spend several weeks with relatives. There was also some time spent on the beautiful beaches as well. I still try to go every few years and take my family to visit. We try to go for one to two weeks.

Where did you complete your undergraduate studies? What did you major in?

I went to the University of California at Berkeley and studied Molecular and Cell Biology. I graduated in 1996. Go Bears!

What was your “aha” coming to dentistry moment? How did you choose this fine profession?

I never truly had an “aha” moment. I’ve always loved science, health care, and working with my hands. My father was an OB/GYN, and I saw the stress and hours he worked and knew that was not a lifestyle I wanted. My orthodontist was my neighbor, and my visits to his office were always so fun and full of



Liberty Station Orthodontics

good energy. I distinctly remember getting my braces off and how amazing that felt. I think the work/life balance of an orthodontist is so much better.

Where did you attend dental school?

What year did you graduate?

Did you complete a Residency?

I went back home to Texas to attend dental school at Baylor College of Dentistry (now Texas A&M) and graduated in 2001. I immediately went into orthodontic residency at the University of Southern California School of Dentistry and graduated in 2004.

What do you love most about dentistry?

I truly love the relationships we build with our patients/parents and referring doctors, and also, the continuing education needed to provide the best care. In addition to orthodontic CE, I’ve been a member of the

Spear Study Club for the last 12 years. I particularly enjoy reviewing complex cases, sharing practice management ideas, and the camaraderie. I must give a shout out to our group leader, Dr. Janette Larsen. She is very dedicated and does an amazing job leading the study club.

Do you own your own practice?

I was very fortunate to meet Dr. Richard McLaughlin while at USC, and he invited me to join his practice in San Diego when I graduated. We practiced together for 16 years. He is a friend, father-figure, and mentor all in one. I am so grateful! I am in private practice in Point Loma (Liberty Station Orthodontics) and La Jolla (La Jolla Village Orthodontics). Dr. Katherine Wong is my partner now and a fellow Trojan – Fight On!



Me in my happy place: Torrey Pines



Me and my mentor,
Dr. McLaughlin



Tweed wire
bending course
with my
co-residents.



My youngest when
he was 4 y/o. Future
orthodontist?



Picture with
Dr. McLaughlin
when I was first
starting.



My little best
friend's name
is Bailey

CONTINUED
Let me introduce

Paul Upatham, DDS, MS

Are you married? Do you have kids?
Yes, I married my college sweetheart, An. She is from LA and ended up going to pharmacy school at UCSF while I was at USC for ortho residency. We have 3 children, two boys and a girl. Two are in high school and one is in middle school.

What do you enjoy doing outside of dentistry?
I love spending time with my family and traveling to new places. If it's tropical, even better. This past summer we went to Europe. We visited London, Paris, Cambridge and attended Wimbledon. I also enjoy golf and tennis.

What is one thing on your life bucket list that you have fulfilled and one thing yet to be fulfilled?
In 2017, I went to Superbowl LI - one of the greatest Superbowl's of all time. New England come from behind win against Atlanta. I am still waiting to go to a Dallas Cowboys Superbowl. It's been a long wait.

Do you volunteer in dentistry? Are you involved in the dental society or other form of organized dentistry or dental missions?
I volunteered as a part-time clinical faculty at USC for 12 years. Life got busy and the commute was brutal. Once the kids are out of the house, I hope to get back into teaching.

Do people ever tell you that you look like someone famous?
Tiger Woods – ha-ha! I think it's because he's half Thai.

Do you have a favorite or life quote?
My life motto is to be kind and treat people well.

If a fellow dentist wants to reach out to you can they email you?
Yes, upatham@libertystationortho.com.



The more we learn about one another and the more we come together around our commonalities, and our diversities, the more we grow and thrive as a community. That's how we build not only our collegial network but it is one way we can build friendships. We hope you like this series. Enjoy getting to know someone new each issue. We are indeed better together! – Malieka Johnson, DDS

COMMITTEES

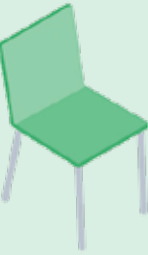
Please take a Seat...
...on one of our amazing SDCDS committees



Continuing Education
Plan CE course offerings that focus on new procedures, equipment and management techniques.



Editorial Board
Contribute professional expertise and personal stories for our communication outlets; Facets, website, blog and social media.



Ethics Committee
Offers dental professionals and patients an avenue to express ethical complaints & concerns about our members & have them reviewed and mediated



Recruitment & Retention
Bring new members and serve our existing members. Plan social events and special seminars designed for new dentists

Get involved

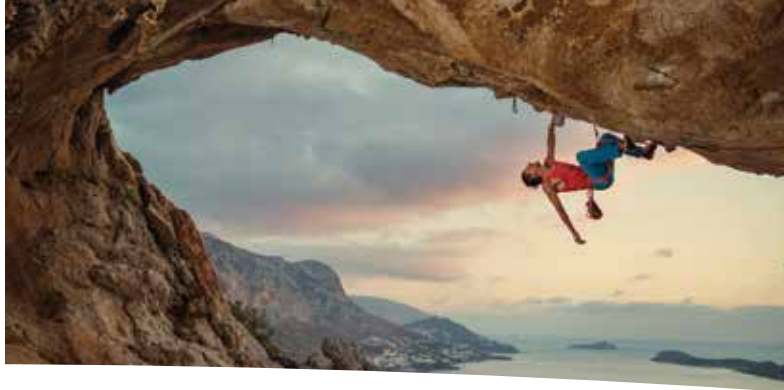
Just attend two meetings a year and SDCDS events



Dedicating your time and skills to your local society is one of the most important benefits of membership. By getting involved, you have a direct influence on the overall direction of the SDCDS. Our many committees listed above have open seats to fill! SDCDS-specific leadership applications are open until April 30th, 2023.

SDCDS prides ourselves on the leadership and skills our members contribute that make us such a strong organization. If you are interested in being involved at any level to help in creating a resilient community that advances the dental profession, please complete the form here: <https://sdcds.org/leadership-volunteer-opportunities/> or simply use the QRcode above.

Goals



By Dr. Megan Clarke, Editor

The prospect of setting goals is a necessity in any business setting and is no less important within the field of dentistry. Setting goals allows us to get from point A to point B and serves as a road map for both the business as well as the staff who are involved within the business. In the past, dentists have found themselves setting year-end goals that may or may not be reached, illustrating that there is a process to both designing our goals but also setting our strategies to achieving them.

For the purposes of this article, I discussed goal setting with 3 dental consultants, whose approach to goal setting are as different as their biographies. As our dental society has a wide range of members, having a few different perspectives is important.

First, I spoke with Dr. Hendrick Lai, a dentist who was educated in Australia. His career began as a clinician, and he quickly moved away from clinical dentistry, as he felt drawn to the greater business world beyond dentistry. He came to the United States and has worked in a vast array of businesses before eventually returning to dentistry. He runs Sage Dental Consulting, a dental consulting firm which focusses on developing optimal business systems within the dental practice.

I also spoke with Maritza Duran, owner of MDent Consulting, a consulting firm which focuses specifically on startup dental practices and recent dental practice acquisitions. Maritza made her start in the dental world as an assistant and worked her way toward managing 15 practices, before eventually going out on her own with her own consulting firm, also a startup.

And finally, I spoke with Samantha Jones, owner of Compass Practice Solutions, a dental consulting firm devoted to a wide range of consulting services for dental practices and has a wealth of videos for training purposes.

Like Maritza, Samantha also began her career in the dental world as an assistant and made her way to treatment coordinator and was eventually the manager of over 10 dental practices before starting her own consulting company.

So, first things first, a few basics.

Having attended many continuing education classes over the years, our members are certainly familiar with the acronym SMART when it comes to setting goals, **SMART** meaning specific, measurable, achievable, realistic, and time bound. I will review this concept here briefly for the few who are not familiar, but others before me have written about this at length and most certainly in a far superior way. **Specific:** By being specific, it means to name the goal. What is it? Is it increasing production? By being specific one must name how much. Is it increasing patient referrals? Again, how much. By specifying the goal, it leaves little doubt for what the goal is. **Measurable:** allows for one to quantify the effectiveness of goal reaching behavior and adjust accordingly. **Attainable:** By applying this step, the goal setter must reckon with the feasibility of achieving the goal. **Relevant:** Is the goal meaningful for the organization? **Time-Bound:** Can the stated goal be achieved in the time frame desired?

In the business world, goal setting is done using 2 different methodologies, Objectives and Key Results (OKR) and Key Performance Indicators (KPI). OKR is a goal-setting framework that uses concrete, action-oriented steps to achieve the objective, or stated goal and this is usually used in the short term. KPI measures the health of a given business initiative, such as customer satisfaction, employee satisfaction, etc. OKR is the more commonly used goal setting methodology used in dental practices, and for the purpose of this article, what I will use

to describe goal setting. Beyond the **practice** of goal setting, there are some other, equally important concepts to examine before undergoing such an effort.

Get in touch with your core values

Ultimately, a goal cannot be achieved without a thorough understanding of one's values and how that goal is to be found within that value system. What is important to you? Why is it important? And are these values at odds with my stated goal? It is often the mismatch between these values and the goal that can stand in the way of the goal being achieved. Be honest with yourself about what is truly important to you and formulate your goals around that. We all want to achieve high production goals, but what if achieving those stands in the way of something that is more important, such as spending time with our family? Or does having that goal stand in the way of being able to do the things you love? How can you reformulate your strategy around those? As Maritza Duran says, find out "what pulls you up and what pulls you down." And if you have limiting beliefs, what are they? Identify what in the future will keep you going.

Start with the end in mind

This is usually where people may start and may seem like an obvious notion. One can't get from point A to Point B without a direction toward the end-result. Keeping the end in mind will allow one to formulate a long-term strategy toward the end goal of retirement. "As Sun Tzu says, 'Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.' Dentists are quite good at developing operations and efficiency. All tactics need to support our overarching strategy," as Hendrick Lai says.

However, which is the end you are evaluating? Is it the practice? Is it within the individual? And how interrelated are the two? "One should look at their practice as a vehicle for personal growth," says Maritza Duran. Far too often we place more value on the practice than on our personal lives. Our end goals need to start with an honest evaluation about what our personal end goals are. Do we want to retire early? Do we want to start a family and build a practice or career that will allow for this? And what entity will we eventually sell our practice to? Is it an associate? A DSO? Working through these questions can help one develop a strategy with which to work.

“
A goal properly set
is halfway reached.”

– Zig Ziglar

Keep the goal simple

Setting goals should be easy if we keep them simple. (But not too simple-I'll get to that) Doing the above steps "may feel at times like it is just one more thing on your to-do list," says Samantha Jones. "It has to be motivating. By keeping them simple, there becomes an attainability to it." One's mindset is so important. In the field of Positive Psychology, when one accomplishes their goals, regardless of the size of them, this feeds into

one's sense of wellbeing. This sense of accomplishment even for the smaller goals encourages one to reach further toward larger goals.

For larger goals, break them down into a series of smaller goals

Samantha Jones recommends taking baby steps to reach a larger goal. "What can you do in the next 30, 60, 90 days to achieve that larger goal? Break down the big goal into smaller goals...If a dentist wants to collect \$4 million. That's a great goal but how are you going to get there?" By having shorter term goals allows the dentist to incrementally advance toward the larger goal. Think about

continued on next page

Goals

continued from the previous page

small chapters in a book. It is easier to get through the smaller chapters than it is the longer. By working in smaller increments one can complete the goal.

Our goals may change

It is important to stop and reassess. Decisions are made with the information we have at that time. It is okay to change the goal mid-stream. It is important to be honest with yourself (and transparent with the team) about the reasons for the change.

There must be a challenge to it

There should be a bit of friction or resistance to achieve the goal. Again, this ties in with having a sense of accomplishment at having achieved the goal. If the goal achieved is too simple, one comes away with a sense of having not really accomplished anything.

Involve your team in the process.

Because dentists cannot achieve their practice goals by themselves, it is important to involve your staff in the goal-making process. "The staff then has a moral commitment to helping create the goals, which increases the buy-in with them," says Maritza Duran. "It is important to hire those who share the same vision for the practice. They will most likely have their own goals, but to be successful the practice goals and their own goals must be similar." By involving staff, they have more trust in both the end goal as well as the doctor. This increases a sense of having a greater sense of importance in the practice, and ultimately, will make the practice more successful.

Reward those goals when they are achieved!

This ties in with the sense of accomplishment. I have heard of practices where, when the goal is achieved, the doctor tells the staff, "Nice job!" and that is the end of it. (And in one case, the doctor increased the goal the next time around!) This is both insufficient and often detrimental to the long-term motivation and commitment of the team. It doesn't always have to be an extravagant reward. (I worked with an office where the staff member was happy to receive a \$5 Starbucks gift card-something tangible) Which leads me to the next point.

Understand what motivates the people around you

Be aware of what incentivizes staff members toward reaching goals. "One's commitment is determined by extrinsic motivators (financial rewards, title, praise) and intrinsic motivators (value, role)." Says Hendrick Lai. Financial rewards are what are most used to motivate our staff, but tangible rewards are not always effective. It can also come in the form of recognition, feeling like they are part of something more important, belonging in the organization, stability, and in some cases, staff members need to feel like they are having a positive effect on the greater good.

In summary, goals are a crucial element of our lives. They ultimately matter because, by going through the act of setting a goal, an evaluation is done to determine what gives meaning to our lives. And from this, we can go about achieving it!

for more information

These are the dental consultants I interviewed, see as follows...
Dr. Hendrick Lai can be found at sagedentalconsulting.com
Maritza Duran can be found at <https://mdentcs.com>
Samantha Jones can be found at <https://compassdps.com>

it is important to
involve your staff in the
goal-making process

Travel Tips

by Rob Frey, DDS, MPH

Traveling can be very hard physically, as well as, mentally, but I have found a few tricks that have made my travel escapades a little easier.

As a precaution, please take all of my recommendations with a grain of salt. Sometimes it works and sometimes it doesn't and some of the tips that I will be sharing may not be valid by the time you read this article.

I would say I travel at least couple of times a year both domestically and internationally. As the many miles I have flown, I learned some things along the way that have made me a better traveler and enjoy the traveling process... yes, I said enjoy.

First thing first, the dreadful TSA line. We always wait in line, take off our jackets and shoes, and then get radiated.... low dose of radiation. Whenever I am in a long TSA line, I feel like I'm at a slaughterhouse getting ready for the kill.

Tip #1 - Get TSA pre-check. This is a game changer in expediting the TSA line. Many luxury credit cards come with it as a benefit. Just apply for it and do it! What are you waiting for?! TSA precheck allows you to streamline your TSA process. No more taking your shoes off! :) You also get a dedicated TSA Precheck line.

Tip #2 - Try to get in lines that don't have the old x-ray scanner. Many air-

ports now have CBCTs that they use. For those, you don't have to take anything out of your bags. It makes the process much faster. Look for a blue/grey large box with the name "Smiths Detection".

Tip #3 - Get CLEAR. CLEAR is a private company that uses biometric data to verify who you are. You can combine both CLEAR and TSA precheck to expedite your TSA process.

Using some of these tips have made my wait time in TSA literally 5 minutes. No more waiting in line! Let's be better travelers!

For more tips, keep tuning in to Dr. Rob's Travel Tips.



Contact Stephanie Legault at
communications@sdcds.org with your stories and travel tips



A joyful holiday party and a happy new year!



SDCDS's
2022 Annual Holiday Party
was held on December 1st, 2022 at
Morgan Run Club and Resort in Rancho
Santa Fe. Members enjoyed dinner and
drinks, trivia and tunes from DJ Track Star Staci!
Thank you to all who celebrated with us.

Thank you to 'Provide' and 'Union Bank'
for their generous support.





IMPORTANT NOTICE:

Changes to Continuing Education Courses Required for License Renewal

Effective January 1, 2023

Approval of Consolidated Continuing Education Rulemaking

On September 7, 2022, the Office of Administrative Law approved amendments to California Code of Regulations (CCR), title 16, sections 1016 and 1017 and the adoption of section 1016.2, which will become effective on January 1, 2023. This regulatory action will expand the current continuing education (CE) requirements and includes a new mandatory course for dentist license renewal on the responsibilities and requirements of prescribing Schedule II opioid drugs.

Changes to CE Requirements

As part of the CE coursework required for license renewal, dentists and dental auxiliaries must complete certain mandatory courses. Mandatory courses include Infection Control and California Dental Practice Act courses approved by the Dental Board of California (Board) and Basic Life Support (BLS).

The mandatory requirement for certification in BLS shall be met by completion of an American Red Cross (ARC) or American Heart Association (AHA) BLS course or a BLS course approved by the American Dental Association's Continuing Education Recognition Program (CERP) or the Academy of General Dentistry's Program Approval for Continuing Education (PACE). (CCR, tit. 16, § 1016, subs. (b)(1)(C).) In addition, effective January 1, 2023, a BLS course taught by a provider approved by the American Safety and Health Institute (ASHI) will be accepted to fulfill the mandatory certification in BLS. (CCR, tit. 16, § 1016, subs. (b)(1)(C)(iii).)

Beginning January 1, 2023, the Board will accept for CE compliance courses related to sexual harassment prevention. (CCR, tit. 16, § 1016, subs. (b)(2)(F).)

Certain courses considered to be primarily to the benefit of the licensee are limited to a maximum of 20% of the licensee's total required course unit credits for each license or permit renewal period. (CCR, tit. 16, § 1016, subs. (b)(3).) Beginning January 1, 2023, courses in business planning and operations will be accepted as part of the maximum of 20% licensee's course units. (CCR, tit. 16, § 1016 (b)(3)(B).)

Courses considered to be of direct benefit to the licensee or outside the scope of dental practice in California shall not be recognized for CE credit. (CCR, tit. 16, § 1016, subs. (b)(4).) Such courses include money management, the licensee's personal finances or personal matters, such as financial or estate planning, and personal investments. CCR, title 16, section 1016, subsection (b)(4), provides a sample list of courses that shall not be recognized for CE credit.

CE Course Changes Specific to Dentists

Effective January 1, 2023, dentists must complete a Board-approved course on the responsibilities and requirements of prescribing Schedule II opioids. (CCR, tit. 16, § 1016, subs. (b)(1)(D).) At minimum, this course shall include the practices for pain management in dentistry, regulatory requirements for prescribers and dispensers, and dental office procedures for managing vulnerable or substance use disorder patients.

To verify if a Registered Provider has been granted approval to offer the required course on the responsibilities and requirements of prescribing Schedule II opioids, please contact the Board staff by phone at (877) 729-7789, (916) 263-2300, or by email at DentalBoard@dca.ca.gov.

Beginning January 1, 2023, dentists who provide direct patient care as an unpaid volunteer at a free public health care event or non-profit community health clinic can earn up to three (3) units of continuing education at a rate of one unit per hour. (CCR, tit. 16, § 1017, subs. (i).) Units of credit may be issued in half hour increments.

New CE Requirement for Retired Dentists

Beginning January 1, 2023, CE for retired dentists in only uncompensated practice shall include the mandatory courses and courses directly related to the delivery of dental services and shall be no less than 30 units. (CCR, tit. 16, § 1017, subs. (u).)

A MESSAGE FROM THE EXECUTIVE DIRECTOR

Puzzling Clarity

Once a year I do a jigsaw puzzle. It's a way for me to slow down and focus on one thing at a time. I find that I learn something new each time I complete a puzzle. Puzzles are a great reminder that we need to look at the big picture. Getting stuck on one piece will only lead to frustration. Puzzles provide small victories that lead to bigger accomplishments. Puzzles are easier when we work with others. This year when I was working on my puzzle, I was reminded of how the process shared similarities with some of the work I do at the San Diego County Dental Society.

Working Together Yields Greater Success

For most of my career I have been involved in work that relies on committee participation. Committees are the backbone of organizations. Our SDCDS committees are responsible for many of the successes seen at SDCDS over the years. We are taking steps to infuse our committees with new members to continue this important work. We will be reaching out through emails, social media and even phone calls to recruit new members. This is a great way to give back, get involved and make an impact. Please see our website for more info – [SDCDS.org](https://sdcds.org)

Different Perspectives Add to the Experience

The award winning publication, Facets, is one of our greatest benefits. We have made a few small changes to the magazine that we hope will be appreciated. You will notice the new layout in this issue as well as a few added features. We will be creating 6 engaging issues each year. Not only will you receive Facets in your mailbox, but it will be available for you to easily access on our website. We are also asking for more stories. If you have something to share, please send us an email and let us know. We know that our members are doing many amazing things. If you care to share what you are doing, we'd love to include it in Facets. Please contact me with your story. – director@sdcds.org

Angela Landsberg
Executive Director
director@sdcds.org



Each Individual Piece is Critical to the Overall Success

Our members are the reason why we exist. In an effort to increase accessibility to all of our members, we have created an online member directory. This new directory is available 24/7 on our website and has many features, such as a search by specialty, location and many other great features. Unlike a printed directory, the online version will be updated weekly so you can be assured that the information is relevant and precise. – [SDCDS.org](https://sdcds.org)

All of the Pieces Must be Visible and Easy to See

Providing our members with up-to-date information and resources is a critical function of our organization. Keep your eyes on our website as we update its look and functions. We will be adding a blog and including images with easy-to-find links to all the information that you need.

While comparing a jigsaw puzzle to our work at SDCDS may be an oversimplification, it is true that there is great satisfaction in both situations. Patience, foresight and vision are necessary skills. And both require that I remember where I put my glasses!



Financial Strategies for San Diego County Dental Society

Speakers

Stephanie Tsang, CFP®, ChFC®, CEPA and Mikaela Doe - Financial Advisors at North Star Resource Group

Join us on March, 21st at 6:30 pm!
1275 W Morena Blvd B, San Diego, CA 92110

Dinner will be provided!

Discussion Topics:

- Prioritizing Financial Needs
- Debt Management Strategies
- Retirement Preparation
- Common Investing Mistakes
- Asset Protection Strategies

Contact Stephanie: Stephanie.Tsang@northstarfinancial.com or (480) 712-7056

Contact Mikaela: Mikaela.Doe@northstarfinancial.com or (619) 839-7711

www.northstarfinancial.com

Mikaela and Stephanie are registered representatives and investment advisor representatives of Securian Financial Services, Inc. Member FINRA/SIPC. North Star Resource Group is independently owned and operated. 4913954 / DOFU 09-2022



NORTH STAR
Resource Group



Reserve your spot!



**Tell
us your
story.**



As we begin the new year, we are in the process of assigning topics for the coming year. We will be writing an article about balancing family life with careers in dentistry, and if you want to share your story of how you did/are doing it, please reach out! And as always, if there is a topic that you would like to see discussed or explored in depth, please don't hesitate to contact me at facets@sdcds.org

Happy
New Year !

Megan Clarke,
DDS &
Facets Editor

Advertise in Facets

Display Ads

Advertise here in our next issue and reach nearly 3000 Dental Professionals.
Deadline: March 1st
Prices:

Full page: \$1300

1/2 page: \$700

1/4 page: \$500

communications@sdcds.org
619.275.7188

Retiring?

**Are you retiring
in 2023?**

Please contact Meg Hamrick, Membership Coordinator, to update your membership status by March 24th!
membership@sdcds.org
619.275.7189

Dues due!

**Membership renewal
for 2023 is open!**

Please check your account via cda.org to pay in full or set up convenient monthly auto-payments. If you have questions, please contact Meg Hamrick, Membership Coordinator at membership@sdcds.org 619.275.7189

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Cal DRE #02084505



JASON OWENS
Cal DRE #02037346

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dentist's present with their future.*

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Calendar

FEB 2



Saving & Investing for Retirement

Speakers: Abiy Fisseha, CFP, CPC Retirement Plan Advisor, VP Newfront and Elizabeth Clark, CEO AIF California Dentists' Guild

Our speakers will help you evaluate your retirement goals and guide you on how to get there.

CE Units: 2

FEB 16

Professional Speed Dating

Are you in the dental industry looking to network with other dentists and practices? Register for this Professional Speed Dating event kindly sponsored by Patterson Dental.



FEB 25

The Modern Prosthodontic Practice

Speakers: Dr. Jean Wu, DDS

CE Units: 6

This lecture will discuss topics such as prosthodontic principles from diagnosis, sequencing, and treatment execution will be shared to facilitate the best treatment outcome for the complex patient.

Event Sponsors: Dentsply Sirona, California Dentists' Guild, Ken Rubin Practice Sales, Fortune Management, General Refining Corporation, Garfield Refining, Total PC, Haleon

MAR 16

BLS Renewal for Healthcare Providers

Review and stay up to date on new basic life support practices and techniques. All office personnel is welcome to participate and receive their AHA CPR Card.

CE Units: 4



MAR 21



Financial Strategies for Dentists

Speakers: Stephanie Tsang CFP, CHFC, CEPA, Financial Advisor & Mikaela Doe, Financial Advisor.

This presentation will help alleviate the pain points of financial insecurity, empower you to take control of your financial circumstances, and more.

APR 20

BLS Renewal for Healthcare Providers

Review and stay up to date on new basic life support practices and techniques. All office personnel is welcome to participate and receive their AHA CPR Card.

CE Units: 4



APR 22

Shred-A-Thon

Join us for this exclusive members-only event while we lighten your office load! We will accept up to 10 boxes per member. Certified destruction will occur offsite. Sponsored by Ken Rubin Practice Sales, Inc. and Total PC



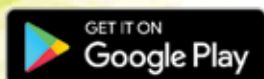
COMING SOON

Afternoon Tea at Women In Leadership Seminar

Stay tuned for more details on this upcoming event in late April.



SDCDS APP 101 GUIDE



Scan the QR code with the camera on your cell phone and follow the link.



Login Button & Member Profile

Log in using the email you that was uploaded to the system.

Carousel/Banner Image(s)

These rotating images can be clicked on to access additional information related to your organization.

Feature Buttons

Click on these buttons to access the core information about your organization.

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