

FACE TS



San Diego County
DENTAL SOCIETY

AUGUST
2018

August 24
Oral Pathology CE

August 30
BLS renewal

Sept 13
Dental MBA

Sept 20
New Dentist Seminar

Sept 27
New Dentist Mixer

Sept 29
Gala



Rock 'n Roll Dentists

'Novocaine' will perform at the 2nd Annual
Stars and Stripes Soiree Gala on September 29
on the USS Midway. Please join us!

- See page 7 & 10 -

PRACTICES FOR SALE

MENIFEE: 5 ops. 30 years of goodwill. On major street near freeway. High-tech. Oppty. to buy real estate also.

LA JOLLA: 4 ops. Fully renovated with high quality buildout. Top of the line equipment in each op. Street level location.

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VISTA: 4 ops. 35 years of goodwill. Stand alone dental building with good signage on busy street. Real Estate is also for sale. Great location and opportunity.

OCEANSIDE: 6ops. 34 years of goodwill. All fee for service. Many specialty procedures being referred out. No marketing being done.

PACIFIC BEACH: 3 ops. Oppty. to purchase dental building. Great street visibility. Low overhead. High profitability (50%).

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Page 15 Military Symposium.

VOLUNTEERS NEEDED

Community Events:

Dentists, hygienists and assistants to volunteer as needed at community events.

Adopt A Patient:

Dentists willing to "adopt" patients (adults and children) for immediate or emergency needs in their office.

Health Fairs and School Screenings:

Dentists, hygienists and assistants to provide and assist with screenings and education.

To Volunteer

Contact Ryan at 619.275.7188 or Ryan@sdcds.org



FACETS NEWSLETTER

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Chris Pham, DDS



PRESIDENT'S PAGE

Think differently about tomorrow

Dear Members,

Years ago, when I first un-holstered my handpiece and joined the dental society, I was asked to write some articles from the perspective of the new dentist. In one diatribe, I spoke about what my generation (Gen X) was looking for in the world of dentistry and private practice post-graduation. I proceeded to describe the landscape of our dental world circa 2005. The economy was in the toilet, retirement funds along with it, labor markets were soft and with it, patients were without both insurance and disposable income. Dentistry was finally feeling the effects of all of this and many practitioners extended their practice years to offset their 401k losses. Yellow pages continued to die as internet marketing took its place. This is all very clear now, as hindsight always tends to be.

In one article, I described how associates were eager and ready to purchase their own practices and carve their own paths. However, the industry-wide depression led to a lack of available practices and associates found themselves unable to find jobs. If they did, they found their transition to owner or partner took longer, leaving everyone frustrated. I made some recommendations to young dentists as they sought to start their careers on the right foot.

One particular "letter to the editor" response said I misunderstood the problem. He said that "new dentists didn't deserve anything easy". He said he had trouble keeping associates as they expected too much. I was told that he, himself, worked for years as an associate building his own patient base before moving forward with the "right" doctor. Then, with a handshake deal, it eventually grew into the present-day practice. "Associates needed to have some hardship and they don't deserve to walk into anything" was his basic message. While that is romantic and very reminiscent of fraternity hazing, I think we can all agree, this is no longer the norm. I am not saying it doesn't happen or doesn't have value, but nowadays, that it isn't the general experience of most dentists. The truth is, times have changed. Times always change and what we experience today will likely be very different tomorrow. So how do we let go of history just enough to keep it in context but not let it anchor our expectations?

Realize what has changed thus far. School debt is at an all-time high, especially in dentistry. And it's not just inflation related. If you think about the Toyota Camry, or the gasoline you might pump into it, tuition rates have outpaced the CPI basket of goods in a dramatic fashion. The population or rather, the generation, has changed! We live in a world owned and dominated by millennials, the largest generation in U.S. history. Not only have our patients changed, but what they want and how they see the world has changed. The dentists—your colleagues—have also changed. The value of time and money has shifted and thus, your younger cohorts will not likely appreciate the ease or sacrifices that were yours.

Over the next few Facets, I'd like to share my vision of our future with you. I'm an economist at heart. I only majored in Molecular Biology because at the time, DNA was sexy. Watson and Crick were my idols. I even made it a point to have a beer in the bar where they unveiled DNA at Cambridge. But I eventually had to turn my economics minor into a major, too. I enjoyed mapping human decisions just as much as human genetics. I enjoy thinking about optimization, equilibrium and market dynamics. We all unknowingly make millions of calculations taking all matters into account, and each of us have specific utility curves which ultimately dictate our decision point. We are a product of our environment, our resources and our preferences. In other words, we make choices based on what we have, what we need, and on how we perceive the value of it all.

The San Diego County Dental Society truly is unlike any other society. We have a strong membership base with an array of talent (resources) and we live in a travel destination (environment) that people all over the world love. But we need to understand the evolving preferences of the new world. Dentistry is currently at the late middle part of its economic revolution and if you're not paying attention, you'll be busy wondering why your Delta fees aren't going up long after all your patients are gone. In the next Facets article, I'd like to share why it's important to think about human preferences. The world will change without you.

I will end with one of my favorite fables. If you put a frog in a pot of water and gradually bring it to boil, the frog will slowly boil and die. But put a frog into boiling water and it will immediately jump out to save itself. If things start to heat up, discover what might be changing, and then do something about it. I'd like our dental society to be a hoppin' frog.

Thank you,
Chris Pham, DDS
President San Diego Dental Society



Practices Available

ENCINITAS – Great LOCATION along busy street and 1 block off freeway. Very well-established GENERAL Practice with 3 Ops. (2 equipped) and Digital X-Rays. Situated in strip center with CVS and Smart & Final as anchors.

OCEANSIDE – **JUST LISTED!!** Long-established GP situated in VERY busy retail center, with major anchors. 4 equipped Ops with computers and TVs. Digital X-Rays and IntraOral Cameras. Motivated Seller!

MISSION BAY – (Bay Park) – GENERAL Practice situated in very well-known Professional Bldg. Along busy thoroughfare and close to major freeway. Surrounding area comprised of business and residential. 5 Ops in approx. 2000 sq.ft. with NEW Chairs, Lights and Units. NEW Pan-Ceph, digital PA X-rays. PPO and Private Patients.

CHULA VISTA – Owner retiring from 35 year established GENERAL Practice, situated on corner of major thoroughfare. High Collections/High Net. 6 Ops in approx. 2000 sq.ft. with digital X-Rays. Softdent software updated 2016. Seller owns building and there is possible sale in the future.

SAN DIEGO – (South Bay) GENERAL Practice and BUILDING situated on busy thoroughfare near freeway. 4 Ops in approx. 1200 sq.ft. Substantial amount of dentistry referred out.

RANCHO BERNARDO – GENERAL Practice (established 6 yrs) situated in a Professional Bldg, located on the corner of a major intersection. 2 Doctor office; seller has 4 Ops. 2700 sq.ft. total. FFS and PPO.

SAN DIEGO – (San Carlos area) GENERAL Practice with 3 equipped Ops in approx. 1000sf.. Situated in Single story Professional Bldg in residential neighborhood along busy street. 18 years of Goodwill, FFS and PPO. **Very Motivated Seller!**

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What Your Colleagues Are Saying

Dear Mike and Bob,

I want to take this time to thank you both for an amazing "buyers" experience in the purchase of my practice. Moving across the country and buying a Dental Practice are very stress full events for anyone but because of all your support and professional help my experience was smooth and effortless. I really felt that I could trust both of you with any and all questions. It's not every day that you meet such an honest and professional team as San Diego Practice Sales.

All the best to you both.
My sincerest thanks!
Rod Strober, D.D.S

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Novocaine

(L to R) Dr. Russ McCalley, Dr. Randy Garland, Dr. Robert Bey, Dr. Dan Roberts and Dr. Curt McRae (not pictured: Craig Small).
Photos courtesy of Novocaine.

San Diego's dentist rock band *Novocaine* to headline at our SDDHF Gala

What are you doing September 29? Well, let's spend the night together, because, ladies and gentlemen, hit me with your best shot, it's time for *Novocaine*!

We aren't talking about your typical sodium channel blocker amino ester group, but San Diego's dentist-based rock group called *Novocaine*. They will perform rock 'n roll classics at the 2nd annual *Stars and Stripes Soiree* on the USS Midway in downtown San Diego on Saturday, September 29. This fundraiser by the San Diego County Dental Society and the San Diego Dental Health Foundation will benefit the John Geis DDS Dental Clinic at Veterans Village San Diego (see Soiree article by Dan Witcher, DDS on page 10).

This isn't your father's Novocaine. Not by a long shot. According to their website www.novocainerocks.com, "4 out of 5 dentists recommend listening to this band". Here are the active ingredients of *Novocaine*:

Guitar: Russ McCalley, DDS, USC '88, General Practice

Drums: Robert Bey, DDS, USC '88, General Practice

Lead vocals: Randy Garland, DDS, USC '88, Loma Linda '97, Endodontics

Guitar, keyboard: Curt McRae, DDS, USC '91, General Practice

Bass guitar: Dan Roberts, DDS, USC '82, Oregon Health Science Univ. '86, Periodontics

Congas/percussion: Craig Small

The members of the band not only belong to the San Diego County Dental Society, but they are all graduates of the USC Ostrow School of Dentistry. "With the exception of our conga player, Craig who is not a dentist," Russ clarified. "But his son is a new graduate from dental school."

Gala tickets:
call 619-275-7188 or
sdcdf.org/special-events.html

As documented in "Rock N' Roll Dentists" by Yasmine Pezeshpour in the Fall 2013 issue of the USC Alumni newsletter *Trodent*, the group's humble roots grew years ago from a San Diego study club. The members of this group took various trips and traveled with their instruments (musical, not dental) to jam. Although these musically-inclined members had been playing instruments individually for many years as well as together in dental school, Novocaine's first performance as a group came in 2010, when they played a small set at a gig with the all-dental Orange County group named *Open Wide*.

Since then, *Novocaine* has been very active and has played at venues that ranged from parties to the Belly Up Tavern. They will also perform at the upcoming Food, Wine & Brew Festival at the San Diego Zoo on September 22. Their sizable set list includes a wide variety of rock classics from the Allman Brothers Band to ZZ Top, Weezer, and STP, as well as some original tracks. They will "play that funky music", "rock and roll all night", but "keep your hands to yourself"—at least until the numbness wears off. Because as their website states, "if you can feel it ... you need more Novocaine!"

Bonus: *Novocaine* will dust off an oldie but goodie and promised to perform Stone Temple Pilot's family-friendly "Interstate Love Song". It will surely bring back purple memories. Are you comfortably numb?

And now for something kind of different ...

CURES and Opioid Pain Management

All dentists who are authorized to prescribe, order, administer, furnish or dispense controlled substances were required to register in the Controlled Substance Utilization Review and Evaluation System (CURES) by July 1, 2016, and must now have updated browsers to access the system. Dispensed controlled substance prescriptions are recorded in CURES, which allows prescribers to look up a patient's controlled substance current usage and past history.

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CHULA VISTA/BONITA AREA: Terrific opportunity. General Practice with 8 Fully Equipped Ops. Well-established practice in stand-alone building near busy area of Bonita with excellent visibility and parking. **SOLD** Practice operated with SoftDent and digitized with Dexis Sensors and utilizes a Panoramic X-Ray, I/O cameras, and Laser. Patient base of FFS, Indemnity, and PPO patients. Most specialty work referred out. Practice going to move quickly. #CA476

LA JOLLA: General Dentistry practice with 8 Operatories, 7 Equipped. Utilizes Dentrix software with Digital X-rays and an Intra-Oral Camera. The practice is open 7 days of Hygiene per week and the Gross Receipts are \$2.5M with \$264K Adjusted Net Income on a 4 day work week. 60 years of goodwill, 29 with current owner. Most specialty procedures referred out. This is a great location in which to live and work. #CA477 **SOLD**

NORTH COUNTY INLAND SAN DIEGO: NEW LISTING! 4 Operator Prosthetic Practice featuring Dentrix and Digital X-rays in a beautiful and spacious facility. In an excellent location with great curbside visibility and loyal referral sources nearby. Our seller is relocating. 2017 Gross Receipts of \$737K with \$182K Adj. Net Income. #CA524

SAN DIEGO: NEW LISTING! Family oriented general practice in a busy shopping area with great visibility, 3 Ops, EZ 2000 Software, Digital X-rays, Intra-oral Camera, PPO/FFS, Small amount of MediCal. Seller is Retiring. Excellent Opportunity for a new doctor or a 2nd office location. Gross Receipts of \$253K with \$129K Adjusted Net. #CA523

SAN DIEGO: NEW LISTING! Facility-Only Dental Practice: Beautiful and Modern, turnkey 3 Operator dental facility in the Del Mar Highlands area. Excellent and highly sought-after location. 1,056 sq. ft. Lease rate including CAM is \$6,138 per month. Excellent location for an Endodontist and/or a GP. Priced to sell quickly. #CA501



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CPA/PFS

Mentorship Program

We're up and running! Our members have requested a formalized mentorship program, and we're off to a great start. After our initial survey to members, nearly fifty responded to say they would like to be mentored, and twenty potential mentors signed up for the job. Of those twenty mentors, twelve participated in the first training, and we'll do a second round soon.

Dr. Douglas Disraeli has considerable experience with mentoring and he led the training session to give our mentors some guidelines and structure with which to begin. Our next stage is matching profiles. We'll use several criteria for matching including geography, and specific goals of the mentees. We'll have a ratio of one mentor to 3-5 mentees with a commitment of meeting over the course of at least one year. Each group will decide how often they'll meet, but we suggest once per month to start. Assignments will be given and "homework" is expected to be completed.

This is a fantastic opportunity for newer dentists to get real-time training from the experts in financial management, HR issues, clinical pearls and more. We're starting small, but expect this program to expand as more and more dentists request to be involved. If you didn't get in on the ground floor, but are interested in participating, please email Heather: membership@sdcds.org.



Annual Roosevelt Dinner

SDCDS members at the Hilton Bayfront on April 7.
(L-R) Attended by Dr. Budd Rubin, Dr. Coleman Meadows, Mike Koonce, and Drs. Lindsay Pfeffer, Malieka Johnson, Dana Baba, and Thomas Olinger.

Slate of officers 2019: Official Notice

A meeting of the SDCDS Nominating Committee was held on June 19th producing this slate of members to serve as officers, directors and delegates to the CDA House beginning on January 1, 2019. According to our By-laws, Chapter VII, Section 2: "Additional nominations may be made by petition if such petition is signed by twenty-five (25) or more members in good standing and provided the petition is filed with the Secretary of the Society forty (40) days before the noticed General Membership meeting. The Secretary shall verify the authenticity of the petitions: if verified, notification of the additional nominee(s) will be made by mail at least thirty (30) days before the General Membership Meeting." The Secretary, Directors, and Delegates to the CDA House of Delegates shall be elected at this meeting, on October 5, 2018 at the Admiral Baker Club, 2400 Admiral Baker Rd #3604, San Diego, CA. 92124

Secretary: Tina Beck, DDS

Directors 2019-2020:

Christine Altrock Fabb, DDS
Pamela MacPherson, DDS
Virginia Mattson, DMD
Tom Olinger, DDS
Scott Szotko, DDS
Kristen Whetsell, DDS

Delegates 2019-2021:

Christine Altrock Fabb, DDS
Hoa Audette, DDS
Tina Beck, DDS
Tom Brant, DDS
Douglas Cassat, DDS
Nick Marongiu, DDS
Susan Nguyen, DDS

Alternate Delegates 2019:

Kristen Whetsell, DDS
David Milder, DDS, MD
Robert Hanlon, DMD
Alex Corondoni, DDS

Welcome New Members

New Member	Address	City	Education
Jeremy Walker, DDS	No Primary Office		Univ. of Louisville, 2016
Ayman Naser, DDS	No Primary Office		NYU, 2015
Joseph Whitt, DDS	5190 Governor Dr. Ste 106	San Diego, 92122	Virginia Commonwealth, 1978
Ruth Garcia Rosas, DDS	2452 Fenton St.	Chula Vista, 91914	International, 2011
Ghazal Navab, DMD	No Primary Office		A.T. Still, 2018
Marisa Zarchy, DMD	No Primary Office		Harvard 2011, Temple 2013
Lisa Danh, DDS	No Primary Office		Roseman, 2018



Second Annual

STARS & STRIPES SOIREE

to benefit the Geis Clinic at VVSD

by Dan Witcher, DDS

SEP
29

On September 29, 2018, your San Diego County Dental Society (SDCDS), in conjunction with the San Diego Dental Health Foundation (SDDHF), will be holding the Second Annual Stars and Stripes Soiree to benefit the Geis Clinic at VVSD. For those that missed the event last year, the Soiree is a formal fundraising gala, complete with delicious food and drinks, a silent and live auction with amazing items to bid on, as well as a concert provided by a popular San Diego area music act. All that attended last year will tell you that the event was a ton of fun, but what they may not know is that the event raised over \$50,000 for the dental needs of San Diego's Veterans.

This year's Soiree promises to be even bigger and better than last year's event. With the reboot of Top Gun as our inspiration, the event will take place on the flight deck of the USS Midway, with the beautiful San Diego skyline at sunset as our backdrop. The items up for auction will be one-of-a-kind articles and experiences too amazing to be captured in the 600 words I was allotted for this article. You'll just have to attend the event to find out what they are! And if that weren't enough, we were lucky enough to lock down San Diego County's hottest all-dentist band, Novocaine, to play a private concert for all those in attendance.

Since its inception in late 2015, the John Geis DDS Dental Clinic at the Veteran's Village of San Diego (VVSD) has been a beacon of light for a very deserving and very in-need group of San Diego area veterans. Largely due to the generosity of you, the members of the San Diego County Dental Society, the Geis Clinic has treated over 1500 patients and provided over half a million dollars' worth of treatment in a little over two and a half years. It has taken over 1500 volunteer hours to make the dream of providing free dental care to the residents of VVSD a reality.

But it takes more than rolling up our sleeves and picking up a hand-piece or pair of forceps to keep VVSD running. Each year it costs over \$80,000 to cover the expenses of running a clinic of this magnitude in its current capacity. In addition, in 2018 the Geis Clinic will open its doors to San Diego veterans in need of dental care that don't live in VVSD. And while the additional treatment available will be a great service to our community, with it will come an increase in the funding needed to keep the clinic running. This is where the Geis Clinic desperately needs your help.

For those that attended last year, expect a new flare that will build on the amazing foundation that was provided by last year's event; and for those who didn't attend, prepare yourselves for a can't-miss experience. Best of all, all the proceeds will benefit a very deserving cause. If for some reason you can't attend, you can still contribute by donating to the Geis Clinic at the SDDHF's website (www.sdcdf.org/support-our-mission.html).

As we found out last year, an event of this magnitude can't be restricted to SDCDS members, and many of those in attendance who had the most fun weren't even dentists! So please feel free to share this event with all your non-dental family, friends, and acquaintances. Purchasing tickets is easy. You can either contact the dental society directly at 619-275-7188 or purchase tickets online: www.sdcdf.org/special-events.html. Our hope is that we can build the Soiree to an annual event that provides a lasting legacy that endures for years to come.

Gala tickets:
call 619-275-7188 or
sdcdf.org/special-events.html

YOUR OPPORTUNITY TO MAKE A DIFFERENCE

Annual Gala

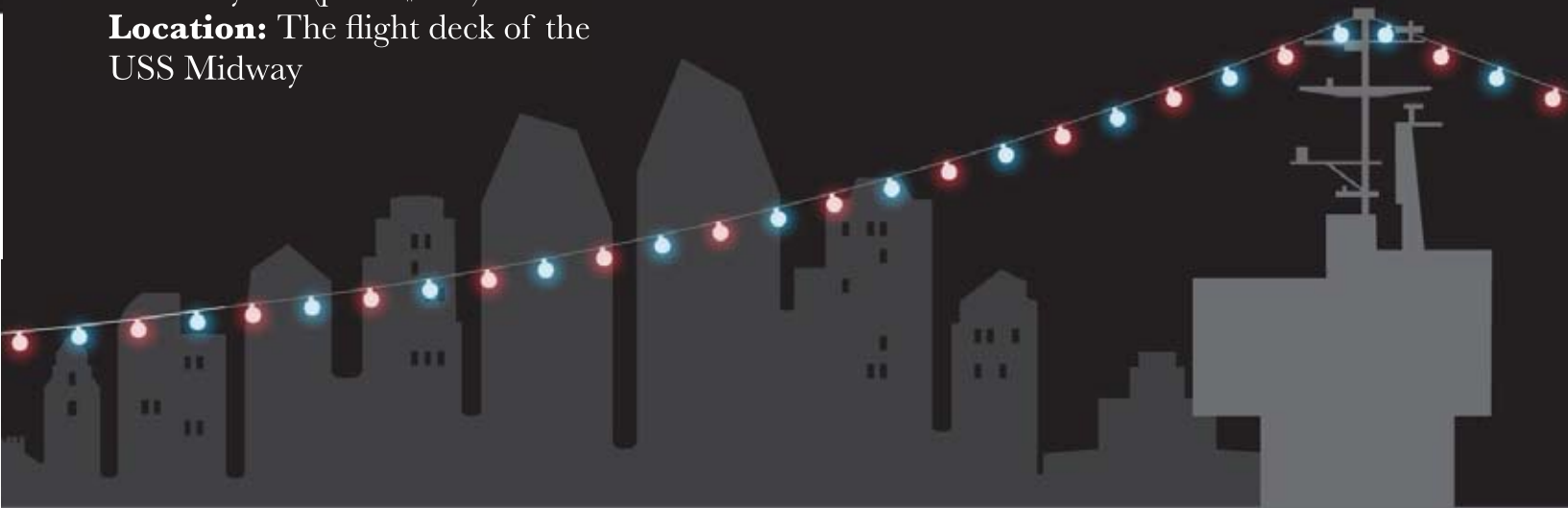
Date: September 29

Time: 6:30

Includes: Dinner and Live Music

Tickets: Tables will be available, \$135 per person, discount for students, military and new dentists under 5 years (price \$100).

Location: The flight deck of the USS Midway



This summer make a charitable donation to the San Diego Dental Health Foundation supporting the John Geis, DDS Dental Clinic at Veteran's Village. Your donation allows us to provide veterans with winning smiles. Help our heroes by being a hero and donating today! To learn more, to donate or to volunteer, go to sddhf.org



Tea Time!

By Malieka Johnson, D.D.S.

San Diego County Dental Society hosted the 4th Annual Afternoon Tea, Women in Leadership Conference on the festive St. Patrick's Day. The event was held at Parq West in Banker's Hill, which ironically, was formerly the San Diego Women's Club. Over 50 women joined together for an afternoon of continuing education, networking, personal and professional growth. We were extremely fortunate to have the partnership of eight sponsors this year. Without the generosity and shared vision of The Dentists Service Company, TDSC, a subsidiary of CDA, The Lucy Hobbs Project by Benco Dental, Crest (P&G), Westpac Wealth Partners, Eva Lu Acupuncture, Garfield Refinery, Integrity Practice Sales and Bank of America, we wouldn't have been able to once again offer this premier leadership event. We know from our evaluations that attendees find this event to be educational and valuable and this year was no different.

It is no secret, running a dental practice doesn't come easy to most and the average dental school does not adequately prepare dental students to own and operate a business and manage staff. While the task may look daunting and intimidating, with proper education, resources, tools and mind set we dentists can be successful at practice management. It doesn't matter if you own your own practice, associate, work for corporate dentistry or in a community health center, as a dentist you have an operation to oversee, a patient to care for, a procedure to conduct, insurance to consider and staff to manage. We all have daily, weekly, monthly and yearly goals to meet. How do we

stay mindful of and interactive with all of the pieces to this puzzle? It starts with gaining the education and then putting it into practice.

Lee Bentz, from TDSC, was our main speaker. He has 18 years of dental operations experience, on practice management and understanding dental benefit plans. He encouraged more utilization of data to gain insight on how and where to improve efficiency to ultimately reach our practice goals. Some of Lee's key points for management success:

- Consider using the words "dental benefit" instead of "dental insurance".
- Understand your payer mix and schedule accordingly.
- Run reports! Examples: New Patients, Patient Referrals, Daily Production, Collections, Uncompleted Treatment.
- Know your daily breakeven point.
- Be aware of how you present cases. A 75% acceptance rate is good.
- Designate a person to handle no shows, cancellations, and rescheduled appointments.
- Don't forget your re-care appointments. A Recall Retention Rate of 70% is good.

To further enhance our practice success, TDSC started its own supply company and launched the Marketplace last year. Visit www.tdsc.com where you will find 25,000 products, an average of 20% savings and everyday free shipping. Some of the comments from dentists indicate they experience significant savings, which

helps them keep their businesses running lean. With a well-oiled lean mean dental machine of a practice, we can focus on the most important part—our patients.

Eva Lu, an acupuncturist, taught us holistic methods of treating patients using acupuncture and essential oils. According to Eva, our posture can affect our TMJ position and acupuncture can be an effective treatment for TMJ Disorder. Eva suggests we use this natural option to help manage our patient's anxiety and stress in the dental office. Having a patient breathe in scents such as lavender, peppermint or citrus on a cotton swab or gauze, prior to treatment, has a calming effect. When our patients are calm and relaxed it definitely creates a better experience for them and the entire dental team and increases the likelihood that they will return to us for more care and hopefully refer family and friends.

Throughout the event we had time to visit with and hear from the other sponsors as well as network with one another. For many it was another opportunity to simply catch up with old friends. We ended the event with feedback surveys and raffled off a few gifts. The evaluations, as with prior events, indicate that attendees enjoyed this annual event and want it to continue. As long as we have the interest of dentists and continued partnership from sponsors, we should be able to do so. It is true indeed that, iron sharpens iron, and together we learn more and become better professionals. Until next year, continue believing, achieving and leading.



UCSD Pre-Dental Society and Student-Run Free Dental Clinic Project holds annual Honors Banquet

By Jonathan Wong, Clinic Manager,
UCSD Student-Run Free Dental Clinic Project

On April 14th, 2018, the UCSD Pre-Dental Society and Student-Run Free Dental Clinic Project hosted their Annual Honors Banquet at the 94th Aero Squadron Restaurant. Over 100 professionals and students attended and honored individuals for their exemplary service to the Free Clinics and the community.

Dr. Melanie Parker, orthodontist, received the Community Partner award. She has been involved with the Student-Run Free Dental Clinic Project since the very beginning and continues to provide orthodontic care. Dr. David Milder, oral and maxillo-facial surgeon, received the Community Caregiver and Mentor award. He has been with the Free Dental Clinics for many years and also has treated many of our clinic patients with complicated conditions at no charge within his private practice. This award is given to one who has helped the community and mentored students for many years. Dr. David Smith received the Dan Kershner Volunteer Faculty award. A volunteer at the Pacific Beach Clinic for several years, this year marks his 55th year in dentistry (editor's special note: Dr. Smith has been a member of SDCDS for 50 years). The award is named in honor of Dr. Dan Kershner, one of the original founders of the Free Clinics, who sadly died at an early age due to a brain tumor.

Two students also received a Dan Kershner Recognition award: Sandy Wang, a four-year volunteer, held many leadership roles within our organization, and will attend the University of

Detroit Mercy School of Dentistry; Jonathan Wong, seven-year volunteer, has been a clinic manager, Coordinator for Special Events and the Feeding the Families Project as well as Coordinator and team lead for our organization on both the USNS Comfort and USNS Mercy hospital ships, and will attend the Roseman University School of Dentistry in Utah.

Three students, who have served in many leadership positions, received the Scott Perry award: Enrique Corona, who will attend dental school at the University of Pennsylvania; Brian Luong, known for novel fundraising ideas, who will attend the College of Dental Medicine at Western University of Health Sciences in Pomona; Teerarat Neal Phuattrakoonm, who will attend the Roseman University School of Dentistry. This award was named after Scott Perry, who tragically passed away in 2007.

Everyone who attended this Honors Banquet enjoyed the food, camaraderie and ambience. If you were unable to attend this year, we hope you will join us in the future. We have now provided over \$9.4 million in services, over 32,000 patient visits, over 12,000 patients seen, over 21,000 professional volunteer hours. If you would like to help us with this project by either volunteering or contributing a monetary donation, please contact us at dsilverstein22@cox.net. To learn more about our program, please visit our website at ucsdps.org.



(L-R): Drs. Melanie Parker, Donna Silverstein, David Milder (Community Caregiver and Mentor Award), Sussi Yamaguchi, student Sandy Wang (Dan Kershner award), Dr. Irv Silverstein, students Teerarat Neal Phuattrakoonm (Scott Perry award), Jonathan Wong (Dan Kershner award), Enrique Corona (Scott Perry award), and Brian Luong (Scott Perry award).

(L-R): Drs. Donna Silverstein, Irv Silverstein, Melanie Parker (Community Partner award), David Smith (Dan Kershner Volunteer Faculty award), and Sussi Yamaguchi.



2018 Military Dental Symposium



Science Fair Award given to Cielo Polanco. (L-R): Dr. Lester Machado, Cielo Polanco, Drs. Tracy & Leticia Polanco



Sandy Wang, Enrique Corona, Lt. Ryan Takeda, Jazmin Jones



Dr. Donna Silverstein, Jazmin Jones, Enrique Corona, Sandy Wang, Benson Delos Reyes, Jonina Capino, Uju Nwizu, Lt. Ryan Takeda,



(L-R) Drs. Alan Patch, Thomas Brant, Irv Silverstein, LCDR Grant Rutherford, Kevin Kenny, and Antonis Chaniotis (symposium speaker).



Dr. David Milder, Dr. Melissa Milder



Uju Nwizu, Lt. Ryan Takeda, Enrique Corona, Dr. Irv Silverstein, Jazmin Jones, Jonina Capino, Benson Delos Reyes.

The 61st Annual Military Dental Symposium was held April 23 in Mission Valley. Endodontist Dr. Chaniotis gave the symposium's presentation "Making the endodontic management of complicated canal systems simple, safe and predictable".

Longtime SDCDS member Dr. Roger Tubbesing judged the science fair dental category. Two junior high school students at the 64th annual Greater San Diego Science and Engineering Fair won top awards: Cielo Polanco of Rose of Lima School,

Project: *Subscription to Infection*; and Elizabeth Thacker of Rhoades School, **Project:** *Effectiveness of Silver Ion Antimicrobial Fabric in Hand-Drying Methods*.

SDDHF also gave Pre-Dental Student Scholarships to the following, who will be entering dental school this fall: Jonina Capino, Jazmine Jones, Sandy Wang, Enrique Corona, Benson Delos Reyes, and Uju Nwizu.

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Applying Dr. Gawande's Checklist in Dentistry

Have you ever sat down to a dental procedure only to be frustrated by not having relevant instruments or materials nearby? Or have you had an intra-op complication that could have been prevented if there was a pre-op review done with the team? If so, then Dr. Atul Gawande's Checklist Manifesto is the book you must read.

Dr. Atul Gawande, is a phenomenal writer and surgeon based in Boston, Massachusetts and who is world renowned in the field of public health. Not only was his book eye opening, it resonated with me as I entered my operatory ready to prep for crowns and composite fillings.

One of the best applications of a checklist is in the aviation industry. Pilots are known for developing and continuously improving their pre-flight checklists and yes, actually referring to them in crisis situations. And remarkably, when a failure or accident occurs, the industry moves swiftly into action and modifies its flying practices and of course, their checklists. Dr. Gawande investigates why the checklist is so crucial to safe flying and more

importantly, to seamless communication between pilots, co-pilots and the crew, in times of disaster. His goal (and primarily, that of the World Health Organization's) was to reduce preventable surgical complications and to streamline team communication within the operating room. Ultimately, he developed his own checklist in his own operating room and succeeded in having surgical hospitals around the world adopt checklists as universal standards for surgery. He described how on several occasions, he might never have met his surgical team prior to a surgery and explains how his pre-surgical checklist involves introductions, reviews of the case as a team in order to catch any missed details, and "pause points" to ensure all are on the same page.

As I read through the fascinating but terrifying realities and difficulties of modern medicine, aviation, and even skyscraper construction, I quickly drew parallels with dentistry. Dentistry has its own complexities. We sometimes have special patient situations such as the inability to recline, gag reflexes to contend with, or medically compromised patients

and pre-medications, not to mention the plethora of material or instrument options earmarked for specific procedures. And unlike surgeons, we actually have to leave the room and our patients at least once during a procedure. So I wonder how many of us use checklists and run through our day with our team and plan for the expected as well as the unexpected? Or do we mostly just wing it and see how things go?

There is a reason why our morning team huddles exist and if done correctly, work well. Thankfully most of us have been working with our dental teams for years, but while staff may stay consistent, dentistry and patients don't. Checklists can be customized and refined as needed in our field and we should never feel we are too experienced to use them. As treatment standards evolve and patient difficulties increase, we should be more prudent than ever to rely not on chance but to cohesively prepare as much as possible for what lies ahead. After all, if our pilots and surgeons rely on checklists, why shouldn't we?

Zeynep Barakat, DMD, FAGD

Dr. Barakat graduated from Boston Univ. School of Dental Medicine, completed an AEGD residency in Detroit and practiced in New England before moving to San Diego. She is currently in private practice and recently joined the board of the San Diego AGD component. She is a regular contributor to the AGD's Daily Grind blog.

CHAIRSIDE MUSINGS



Look for a new Article next issue of Facets from our Technology Editor Garrett Guess, DDS



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September 11th
 6pm/San Diego Yacht Club
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SDCDS Member Milestone Anniversaries

check out future issues for your name as we go from 5 to 65 years as a SDCDS member

5 year anniversary

Ryan Abelowitz, DDS	Richard J. Gill, DDS	Ian R. Murray, DMD	Margi Shah, DDS
Christine N. Altroch, DDS	Taravat Haghollahi, DMD	Brian T. Nagai, DDS	Parmis S. Sionit, DDS, MSD
Maung M. Aye, BDS	Najmeh Hannanvash, DDS	Jana Osmolinski, DDS	Jane Vu Svec, DDS
Todd P. Brilliant, DDS	Jonathan G. Haynie, DDS	William C. Patterson, DDS	Robert Y. Takano, DDS
Justin J. Carl, DDS	Malieka T. Johnson, DDS	Scott K. Perkins, DDS	Gloria J. Tengonciang, DMD
Kurt A. Christensen, DDS	Alev C. Koryurek, DDS	Heather E. Preber, DDS	Lorenia L. Vaughn, DDS
Nathan F. Christensen, DDS	Nathan H. Le, DMD	Constantine N. Reppas, DMD	Kristen L. Whetsell, DDS
Farhad Dena, DDS	Terrance C. Leary, DDS	Brian K. Ritter, DDS	Daniel S. Witcher, DDS
Robert C. Drury, DDS	Chelsea J. Liu, DDS	Evelyn L. Salazar, DMD	Alek A. Zand, DDS
Matthew E. Durschlag, DDS	Melissa H. Lomahan, DMD	Roberto Salazar, DDS	Sameen Zarrabi, DMD, MS
Naeill K. Elhussiny, BDS	Alexis L. Louie, DMD	Robert K. Schaffer, DDS	
Peggy Fard, DDS	Mohammed Marzouk, DDS	Bruce E. Schwandt, DDS	
Paul C. Fjeldsted, DDS	Jenna K. McDonald, DDS	Nikki S. Shafiei, DDS	

10 year anniversary

Rene R. Alingog, DDS	Joanne R. Copps, DDS	Tim K. Le, DDS	D. Young Pham, DDS
Patricio N. Andres, DDS	Anna V. Durkin, DDS	H. Jonathan Lee, DMD	Blanca S. Ramos, DDS
Sasha Shekhar Bhor, BDS	Nader Ehsani, DDS	Vanessa M. Lee, DDS	Michelle K. Sandler, DMD
Sandra M. Bojorquez, DDS	Tim D. Encarnacion, DDS	Kimberly J. Lugtu, DDS	Alan G. Shelhamer, DDS
Robert Bosworth, DDS, MS	Michael W. Gable, DDS	Derek L. Martin, DMD	Jose M. Sosa, DDS
Leticia C. Bowen, DDS	Jaime Gonzalez, DDS	Roxana Mashoon, DDS	Christopher N. Tong, DDS
Shay M. Brannan, DDS	Shanti Gopalan, DDS	Christopher Maulik, DMD, MDS	Huy Tran, DDS
Jon M. Campbell, Jr., DMD	Edithann J. Graham, DMD	Grant B. McGann, DDS	Kenny T. Tran, DDS, MSD
Vivian K. Cavan, DMD	Jeffrey C. Gray, DDS	Jodi A. McGrady, DMD, MS	Phuong K. Tran, DDS
Stuart D. Chang, DDS	Tracy C. Hagan, DDS	John S. McHale, Jr., DDS	Maribel D. Vicente, DMD
Behnaz Cheikh, DDS	Michael P. Hassey, DDS	Mary G. Mendoza, DMD	Jennifer T. Xa, DDS
Katherine Cheneweth, DDS	Anthony D. John, DDS	Natalie G. Miller, DDS	Joseph C. Yang, DDS
Timothy C. Christian, DDS	Candice Kaminski, DDS, MS	Allison A. Milliner, DDS	Mansoureh Yavari, DMD
John A. Coleman, III, DDS	Wanda Kauffman, DMD	Dean V. Nguyen, DDS	



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Our Dental Practices for Sale are listed on the inside cover page of this issue. Attention Buyers: Most of our listings are sold in less than 30 days. Get added to our Buyer Notification List so you can find out about our newest listings before they appear in ads. Ken Rubin Practice Sales, Inc. Call 619.299.6161 or kpracticesales.com

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why we give

Dr Yuri Kaneda's collaboration with the San Diego Dental Health Foundation started more than twenty years ago. It was due to her mentor, Dr Thomas Abts, who saw the potential in both her and in organized dentistry that inspired Dr Kaneda to heed the call to service. Dr Kaneda recalls "I feel it is worthwhile to contribute to a cause. We are blessed by our profession and it's important to pass those blessings forward."

There was a lot happening during that time and, just like today, The San Diego Dental Health Foundation has been able to act quickly and address the needs of the dental profession by providing educational and outreach opportunities. Seeing how successful the organization has become has inspired Dr Kaneda to serve the community and to give philanthropically from her distinguished professional background. "Moving forward, I'd like to see more scholarships for local dental students" says Dr Kaneda and with continued support through our annual appeals, the foundation was able to award six pre-dental scholarships this year to students from California State University San Marcos, University of California San Diego & University of San Diego.



to donate or volunteer, go to sddhf.org

Obituaries

Jan Steven Drake, (07/08/1940 - 05/19/2018), El Cajon

Ernest L Casares, Jr., DDS (12/24/1946 – 4/27/2018) San Diego. Dr. Casares attended SDSU and graduated from the Ostrow School of Dentistry at USC. He once practiced with his father, who was SDCDS president in 1956.

Richard I. Dick Disraeli, DDS (2/26/1926 – 4/25/2018) San Diego. Dr. Richard Disraeli was born in Los Angeles served in the US Army Air Corps and attended the Ostrow School of Dentistry at USC beginning in 1948. He practiced in San Diego for almost 50 years. Dick was president of many organizations, including the USC Sigma Alpha Mu Fraternity, Hillcrest Optimists Club, Mission Hills Little League, Southwestern Yacht Club and the International Order of the Blue Gavel. Dr. Disraeli was the first dentist for the San Diego Chargers when they relocated to San Diego in 1961.

TDIC Risk Management Seminar:

Pain & Perception: Reducing nerve injury risks

Friday, December 14

9 AM — Noon, Credits: 3 ADA CERP

Marriott Mission Valley — San Diego

TDIC identifies nerve injury claims resulting from extraction, endodontic treatment, implant placement and other invasive procedures as rating among the highest in severity and frequency. However, a complaint of paresthesia does not by itself indicate negligent treatment. Miscommunication, unexpected outcomes, failure to fully inform and insufficient documentation can all lead to unfavorable situations.

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After course completion, you will better understand how to:

- Institute protocols for communicating when multiple dentists are involved in treating a patient to improve continuity of care.
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- Communicate unexpected treatment outcome with the patient and know when to refer.
- Understand that informed consent is a process, not a form.

For fees and registration, go to "seminars" at: <http://www.tdicinsurance.com>

Advertise in Facets: Classified Ads: "Classified Ads" start at \$40. Ad posts here & online at SDCDS.org, ad deadline for the October issue is September 1, 2017 – 619-275-7188 or advertising@sdcds.org

CALENDAR PLANNER
2018 SDCDS EVENTS

August 24 **FRIDAY** Oral Patholgy CE

August 30 **THURSDAY** BLS renewal

Sept 13 **THURSDAY** Dental MBA

Sept 20 **THURSDAY** New Dentist Seminar

Sept 27 **THURSDAY** New Dentist Mixer

Sept 29 **SATURDAY** Gala

Oct 05 **FRIDAY** Infection Control/DPA

Oct 18 **THURSDAY** Retirement Strategies

More info about these courses and more
on our events page at sdcds.org

FRIDAY

**AUG
24**

6CE
units

**Oral
Pathology
Lumps, Bumps
and Lesions**



Speaker:
Allan Dovigi, DDS



Speaker:
Austin Davies, DDS



Summary: To better understand HPV in the oral cavity and oropharynx exam and how to triage a lesion found. Learn about diseases commonly seen, such as: desquamative, submucosal, and pediatric pathology.
Time: 9am-4pm (8am check-in)
Includes: Cont. breakfast & lunch
Location: Admiral Baker Golf Course Clubhouse
Please Note: Please indicate special dietary needs when signing up | Refunds available until Aug 22
Pricing: member \$75 nonmember \$99 | staff \$75
Register: sdcds.org | Meg 619.275.7188 or admin@sdcds.org
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THURSDAY

**AUG
30**

3CE
units

**BLS
Renewal**



FREE CE*

Summary: Register early if your CPR card is expiring; limited spaces available.
Time: 6-9pm (5:30pm check-in)
Includes: Pizza and salad
Location: SDCDS Office
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Pricing: member \$35 or take advantage of your 1 free member benefit CE for 2018, nonmember \$55 | staff \$45
Sponsored by: Westpac Wealth Partners



THURSDAY

**SEP
13**

3CE
units

**Dental
MBA
Business Series
Part 4 of 4
"Transition guide"**



Speaker:
Teri Mcaviney,



Speaker:
Bob Affleck



Learning Objectives: A complete transition guide for your practice set up and key indicators for buying or selling your practice.
Time: 6-9pm (5:30pm check-in)
Includes: Light Dinner
Location: SDCDS office
Please Note: Please indicate special dietary needs when signing up for workshop.
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Free Course: SDCDS members only.
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THURSDAY

**Sep
20**

3CE
units

**Free Events
for New
Dentists
Seminar and Mixer**



SAVE THE DATES

Sept 20 Seminar: Transitions: The Art of the Purchase, with speaker Dr. Chris Pham
Location: SDCDS Office
Hosted by: Burkhardt

**Sep
27**

Sept 27 Mixer: TBA, join your fellow dentists for socializing
Register and get up to date info: sdcds.org/events
Hosted by: Patterson



SATURDAY

**SEP
29**

Gala



Summary: San Diego Dental Health Foundation Gala
Includes: Dinner and music
Pricing: \$135 per person, Tables will be available, discount for students, military and new dentists under 5 years (price \$100)
Location: The flight deck of the USS Midway
RSVP: contact Ryan 619.275.7188 or support@sdcds.org



FRIDAY

**OCT
05**

4CE
units

**Infection
Control/
DPA**



Summary: An update on regulations concerning the DPA and Infection Controls and how they are enforced. CDC guidelines, ATD's and resistant pathogens.
Time: 8am-12:30pm (7am check-in)
Includes: Cont. breakfast & lunch
Location: Admiral Baker Golf Course Clubhouse
Please Note: Please indicate special dietary needs when signing up | No refunds after Oct 3
Pricing: member \$75 nonmember \$95 | staff \$75
Eligible for 1 free member benefit
Register: sdcds.org | Meg 619.275.7188 or admin@sdcds.org
Sponsored by: The Doctor's Insurance Broker, Citibank, Garfield Refinery, Ken Rubin Practice Sales

Speaker:
Nancy Dewhirst



MONDAY

**OCT
18**

3CE
units

**Strategies
for Retiring
When You're
Behind in the
Savings Game**



Summary: How to save larger sums of money without breaking the bank for employees. How to accumulate \$1M or more in 10 years or less. How to enjoy tax deferred and tax free cash in retirement
Time: 6pm-9pm (5:30pm check-in)
Includes: light dinner
Location: SDCDS office
Pricing: Free to SDCDS members, nonmember \$50
Register: sdcds.org | Meg 619.275.7188 or admin@sdcds.org
Hosted by: Westpac Wealth Partners

Speaker:
Rod Crews



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