

FACEBOOK



San Diego County
DENTAL SOCIETY

DECEMBER
2018

Dec 6
Holiday Party

Jan 17
BLS Renewal

Jan 26
Dental Practice Act

Feb 23
GKAS

Mar 21
BLS Renewal

Apr 12
Cone Beam



CDA House of Delegates in Anaheim , November 2018

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Dr. Tina Beck
Dr. Joel Berick
Dr. Thomas Brant
Dr. Douglas Christiansen
Dr. Alexander Corondoni
Dr. Robert Gandola
Dr. Robert Hanlon
Dr. Nicholas Marongiu
Dr. Susan Nguyen
Dr. Thomas Olinger

Dr. Melanie Parker
Dr. Lindsay Pfeffer
Dr. Kurt Stormberg
Dr. Scott Szotko
Dr. Paul Van Horne

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Dr. Linda Lukacs

Executive Director:

Mike Koonce

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San Diego County Dental Foundation: The Charitable Arm of the Dental Society

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<i>Mouth Guards</i>	Dr. Terrance C. Leary

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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

support@sdcds.org



2018
Health Fair

FACETS NEWSLETTER

FACETS PUBLISHED BY San Diego County Dental Society
1275-B West Morena Boulevard, San Diego, CA 92110
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Learning Resource Center described

A magical place, like Disneyland. Thanks to Dr. Linda Lukacs and Mike Koonce, they got the stone rolling and it has been gathering no moss. The idea of serving dentists in the best way possible, means developing tangible value for our local component. Your society leadership has been studying the needs of our membership. Pairing our data from what we know about future dentists and current millennial dentists, it is clear that the values of our modern dentist is a paradigm shift from previous generations. Overlay many surveys, focus groups and scrutiny, conducted by professional firms, it was clear that local membership is yearning for a dental panacea to fill a need not yet met.

Here is a summary of what you said when professionally surveyed. SDCDS members said they enjoyed being members (yay!). 90% of our members said they planned on continuing membership, citing value. Members had low satisfaction with clinical hands-on CE and wanted more support in practicing high ethics dentistry. Members stated that they did not have a regular CE source and as a result, multiple CE formats were used to fulfill CE needs. There was some dissatisfaction in the pertinence or appeal of the CE course offerings, but overall, courses were thought of as satisfying or members were “very satisfied”. Members overwhelmingly stated that they preferred half-day formats. Overall, there was strong interest and support for pursuit of a **Learning Resource Center** and this was seen as good use of SDCDS funds. Members believe a center like this would increase their CE attendance and engagement. Technology was of high importance to membership and seen as a critical feature of the learning center.

Overall, SDCDS members believed a Learning Resource Center would add value to their membership experience. CE courses focused on hands-on, practice management and specialty were most desirable, in that order. A call to offer more networking events, volunteer opportunities, mentoring programs and marketing assistance were all items of feedback from the study. Half of respondents were in solo practice, and a significant number of dentists were new to SDCDS.

Is this really all feasible? Undertakings like this are not taken lightly. This is a game changer and has potential to take our society to the next level. I believe our Society is entering its next evolution. With the San Diego County Dental Foundation as our “first” evolution, this could very well be our butterfly moment. It is my belief that we are at a critical moment in our local society’s history. There are many elite dental groups like Spears, Pankey and Kois thriving and filling the void of higher practical education. Having a comprehensive source for education and success in practice in your backyard will make San Diego County Dental Society like no other association, and a standout city for dental education. Having a center like this will not only bring revenue to help keep dues balanced, but also drive membership value in an innovative way. Because we ARE San Diego, I predict our courses and facilities to be one of major national draw and will be the foundation of the new era of the San Diego dental practice.

We have been moving forward. To be able to deliver on this front, SDCDS has been hard at work in the diligence phase. Space planners, construction professional, real estate brokers, architects and bankers have been consulted to forge a path toward bringing our membership more value. We have learned a lot and continue the diligence to deliver on our members’ request.

Associations across the US have never seen volatility like they do today in membership. Associations that have failed to clarify their value to their members, do not fare well. Not many associations are as strong as the San Diego County Dental Society or California Dental Association. We are in a position of strength and we must not let happen to us what has happened in other industries. We must not be like Taxi’s and get Uber’d, Brick and Mortar that got Amazon’d and Blockbuster that gets Netflix’d (without the chill). A Learning Center is our future towards maintaining a strong association, helping dentists succeed, fighting for the freedom to practice and deliver our best care. As the industry evolves and demographics change as discussed in my previous blurbs, this is a crucial moment. We cannot sit still and let these factors move on us. Even Sharks have to keep moving to stay alive.

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ADA House in Hawai'i

The ADA House of Delegates met in Honolulu on Oct. 19-22 for the 159th Annual Session, concurrent with ADA 2018: America's Dental Meeting. Dress code: business casual.

"The House of Delegates, as the legislative and governing body, is the supreme authority in the American Dental Association. As such, it speaks for more than 161,000 members of the Association and for the dental profession in the United States. The House of Delegates is composed of officially certified delegates of the 53 constituent dental societies; two officially certified delegates from each of the five federal dental services; and five student members of the American Student Dental Association (ASDA). Currently, the House of Delegates has 483 voting members."— the Manual.

SDCDS members serving at ADA HOD: Drs. Doug Cassat, Doug Christiansen, Bob Gandola, Robert Hanlon, Jr., Nick Marongiu, Brian Shue (Reference Committee on Dental Education, Science, and Related Matters), Scott Szotko, Tom Olinger (alternate).

Outgoing ADA President Joseph P. Crowley mentioned the new ADA vision statement: "Empowering dental professionals to achieve optimal health for all." He discussed ADA's leadership in addressing the opioid crisis, such as by "publicly backing mandatory continu-

ing education for all dentists so that we understand the issues around opioids", supporting prescription limits, and the use of prescription drug monitoring programs. He mentioned the new business model project from the ADA Business Innovative Group that *"will connect dentists who are looking to join a practice with owners who are seeking a partner, associate, or someone to purchase their practice. This can be a lucrative business in the dental marketplace – and our testing has confirmed that members are grateful that the ADA is entering this game"* in the form of a new subsidiary. Two practices will be purchased and transitioned in the first steps.

The ADA House voted Chad Gehani, 2nd District (New York) as President-Elect from a pool of four candidates, which included California's Lindsey Robinson. ADA House also elected Craig Herre, 12th Dist., as 2nd Vice-President and Ted Sherwin (16th Dist.) as ADA Treasurer.

Of note: Resolution 33RC passed, which will create a committee to review elder dental care including the possibility of a Medicare dental benefit and report back to the 2019 House.

Many entities are already strategizing how to add this, with or without input from ADA. Also, Resolution 36RC passed, which will fund the final year of the Find-A-Dentist pilot with ADA reserves. This project targets certain segments of the population to increase patient visits.

And finally, the American Association of Dental Editors and Journalists met in Honolulu on October 16-17. Facets won the International College of Dentists Newsletter Award, Division 2 for the January/February 2017 issue that focused on past SDCDS president Jack Kimbrough. It is given to the editor for demonstration of an overall quality of graphics, design and content. Congratulations is shared with graphic designer Mike Metzger, my co-author Dr. Malieka Johnson, as well as the usual solid technical insight by Dr. Garrett Guess and a column from former member Dr. Diana Nguyen for making that issue a success!



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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 section of Bonita with excellent visibility and parking. Office open 5 days and has 9 days of hyg./wk. 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 I/O Camera. The practice has 4 days of hyg./wk. and the Gross Receipts are \$738K and \$264K Adjusted Net Income on a 4 day/wk. 60 years of goodwill, 29 with current owner. Most specialty procedures referred out. Great location in which to live and work. #CA477

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, I/O 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 Adj. Net Income. #CA523



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Foundation Highlight

As the year's end approaches, the San Diego Dental Health Foundation would like to express our sincerest gratitude to you, our donors! We appreciate your trust, loyalty and continued support which has led to the raising of \$100,000 through our Stars & Stripes Soiree for the John Geis DDS Dental Clinic! Truly, it is through your generosity and volunteering that the San Diego Dental Health Foundation has been successful in its mission to provide free oral health education and access to the greater San Diego County. Cheers to you and here's looking to a bright and smiling new 2019 year!

This holiday season, give your share to show you care!

This fall consider making a charitable donation to the San Diego Dental Health Foundation. Your gift goes towards oral health for veterans, scholarships for dental school, children and other underserved populations! To learn more, volunteer or donate, go to sddhf.org.

Ensure your gift endures! Consider a Planned Gift – it provides lasting support and costs you nothing!



'Why We Give'

You might not know Melanie Parker by name, but you have almost certainly seen her work in San Diego. An Orthodontist who's actively involved with the San Diego County Dental Society for over nineteen years – serving both on the board and several committees – focuses her time, talent and passion for service by actively participating and giving back to the San Diego Dental Health Foundation.

"It's quite selfish, really," Dr Parker says of her involvement with SDDHF. Dr Parker supports the Foundation and many of the volunteer projects that are near and dear to her heart. It's in giving back and being of service to the underserved communities in San Diego which brings her the most satisfaction, saying, "Being an active member of the dental society in San Diego for many years is great, however the Foundation is one of the best things that we do!"

to donate or volunteer, go to sddhf.org

Year-End Update

If you check the back of your membership roster, on page 153, you'll find that we have eleven committees comprised of your fellow dentists who determine the services and benefits for our members. Are you interested in shaping the direction of our society in the future? You'll soon receive the new directory and along with it a request for you to join our leadership ranks whether by serving on a committee or perhaps even on our board of directors. Please give it some thought and let us know your interests. We'll get you involved in no time.

We're about to wrap up our continuing education series for this year, but not to worry; we have a robust selection of courses for next year as well. There will be courses on implants, radiology, pharmacology and more. We'll also have a number of seminars to help you hone your business and practice management skills.

As for networking and just having fun, look for outings like Padres and Gulls games, picnics on the bay, and evenings at local watering holes. Our shredathon will be back too, so plan to come with your old files and electronics. We'll take care of it all.

The California Dental Association has just completed its annual House of Delegates – the body that makes policy for member dentists in the State of CA. Our San Diego component took sixteen delegates and two trustees to the three-day event. The final day of our meeting happened to fall on Veterans Day, and we took the time to recognize members of the House who had served in our armed forces. Our component had eight – the

most of any in CA (pictured here). In closing, I would like to take a moment to recognize their service to this country, and now to the dental profession. Thank you!

To wrap this year up, don't forget to join us at our Holiday Party on December 6th at USD's Gran Terraza from 5:30 – 8:30. We'll see you there.



These members of our delegation to the 2018 CDA House are all veterans. Thank you for your service

Welcome New Members

New Member	Address	City	Education
Anu Mohan, DDS	2939 Alta View Dr.	San Diego	USC, 2014
Thong Duong, DDS	4448 Univeristy Ave. Ste	San Diego	USC, 2002
Naz Haque, DDS	2925 El Camino Real.	Tustin	NYU, 1987
Shawna Fariba, DDS	No Primary office		UOP, 2015
Sierra Ferreira, DDS	1537 Rosecrans St. Ste I,	San Diego	AZ School of Dentistry& Oral Health, 2018
Albert Soriano, DDS	605 Cassidy St.	Oceanside	Cebu Doctors College, Philippines, 1994
Jonathan Blinstrub, DDS	No Primary office		UCSF, 2014
Jinyoung Yoo, DDS	4205 Fairmount Ave	San Diego,	NYU, 2018
Sean Gardner, DDS	145 Cedar Rd. Ste A	Vista	USC, 2013
Erik Balinghasay, DDS	12750 Carmel Cntry Rd #201	San Diego	UCLA, 2016 2013



The art of giving back:

Changing lives with kindness, care, and dentistry

Roland E. Fritz, DDS, MPH

One of the greatest benefits of being in the dental profession is the opportunity to help some of the needy people of the world. The responsibility to give assistance to those who have needs far greater than what we have in this comfortable country is a life-changing opportunity.

Even as a dental student in the late 60s (1967-72) at Loma Linda University, we were given the opportunity to travel to Monument Valley, Utah, for a four or six week off-campus session to work in the dental clinic of the Monument Valley Hospital and help the great dental needs of the Navajo people. The LLU faculty gave us much freedom in our diagnoses and treatment activities with the patients, so much so that when I look back today, it is easily the best experience I had in dental school. For the first time in my life, I was able to feel the glow of satisfaction from giving to others without the expectation of anything in return.

There is no monetary payback, but a more rewarding sensation of the feeding of my soul through this.

During my dental school years, I was on the list for appointment to an overseas location somewhere in the world where there was a severe need. I looked forward to a three-year term in Ile-Ife, Nigeria, then Addis Ababa, Ethiopia, or Nairobi, Kenya. When none of these locations worked out, I was switched to a polyclinic (multi-specialty clinic) for Bella Vista Hospital in Mayagüez, Puerto Rico. I finished my dental and public health programs at Loma Linda in May of

1972, and on a warm, sunny afternoon in June, I received both my MPH and DDS degrees. After receiving the notice that I had passed the licensure exam two months later, I found myself living in the Caribbean with my wife and cat, starting my project to learn Spanish and trying to adjust to living in a culture different than to what I was accustomed.

After six months of struggling with this, I was ready to pack up and leave. But being a patient person, I gave myself a little more time to adjust. Miraculously, something happened to me in that next six months. The Puerto Ricans call it “La Mancha del Platano,” or “the stain of the banana.” You see, if you get any juice on a shirt sleeve while cutting a stalk of bananas off the tree, the stain never comes out of the clothing no matter what you do. It is there for the lifetime of the garment. Through giving and the kindness and appreciation of the patients, I was able to successfully adjust; I felt needed and loved, and I’ve never been the same since. To this day I still travel to Puerto Rico and offer my help as a doctor. So the saying turned out to be true: “Tengo la mancha del platano!” The banana stain never came out!

This initiation into cross-cultural service

so early on has been a blessing in my life. I am involved with local service by helping in nearby Mexico on a regular basis, whether it’s a group of students, our local Flying Samaritans, or my church group from Oceanside. In addition, I have tried to take a major international mission trip each year to offer my services in some needy area. Some of the locations our groups have been able to visit are: Ecuador, the Dominican Republic, Galapagos Islands, Peru, Bolivia, St. Kitts (Caribbean), Mexico, Trinidad, China, Brazil, and India. All the locations were different. In India my group and I set up a one-chair operatory and screened kids under 14 years old, all orphans. In China, on the other hand, there is a three-chair clinic in one location where we worked at the U.S.-China Christian Institute. We went to the outskirts of Beijing and worked at a school to treat students using a biology lab to lay the patients down and work on them with flashlights.

Unfortunately in most cases where we go, there is no easy or readily available access to care. In cases where care is available, most people still have to travel great distances to receive treatment. In November I am scheduled to travel to a village in Ethiopia where the closest



dentist is 600 miles away. The biggest cause of suicide there is toothache. We will teach RN’s the technique of tooth removal by extraction.

In Pohnpei, Micronesia, there were many extremely impoverished people with oral conditions so bad that most of the group’s work was extractions. One very poor woman came back after her treatment to give us a thank you gift. She struggled to express the enormity of her gratitude.

There are many inconveniences of traveling to other countries, as everyone can imagine; however, the good experiences outweigh the tough ones, such as the exotic food, music, and culture of different places. Travel, photography, beautiful beaches, clear water, and excellent diving are only some of the enticements you can enjoy. I have found that when I am far away from my daily routines, viewing the world and life from this distance, it becomes easy to realign my sights with a

much better order of priority as to what should be important in my life.

As I said at the outset, I believe it is an opportunity, but also a responsibility, to give to the needy of our world. I recently wrote a tidbit for the San Diego County Dental Society’s newsletter, Facets:

The Art of Giving Back

We often hear the term, “giving back,” but what is it referring to? It is knowing, loving, and serving that segment of humanity to whom fortune has been less kind. Moreover, by loving and serving others, there’s no better way to remind ourselves that we have the ability and duty to reach out and help our neighbors in need – whether they live across town or across the world. My good friend and classmate, both in dentistry and public health, Dr. David Brodeur, told me at a point when I needed his assistance that, “I have always believed that we are on this earth to help each other.” Whether it is millions of children in developing

countries dying from preventable diseases, the global HIV epidemic, or the destruction of teeth from caries or periodontal infections right here in the U.S., we can all respond to a crisis that resonates with every one of us.

Martin Luther King, Jr. once said that life’s most urgent question is “What are you doing for others?” To put another way, sympathy is nice, but empathy and taking action is even better. Or as my dad used to say, “Don’t just sit there, do something!”

I encourage each of you to look for an opportunity and take the responsibility to help where there is a need. The rewards are priceless and medicine for your soul.

Reprinted from the International College of Dentists Key 2018 annual newsletter, p.26-29.

Dr. Ronald E. Fritz graduated from Loma Linda University and Loma Linda University School of Dentistry in 1972, simultaneously receiving both a Master’s degree in Public Health and a DDS degree. He is Vice President for Education, Academy of Dentistry International and Chair, USA Section, Academy of Dentistry International. In addition to running his own private practice and serving as an assistant professor at Loma Linda School of Dentistry, Dr. Fritz has dedicated his life to volunteering around the world. Though now semiretired, he continues to travel across the globe providing dental care to those in need.

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.



Digital Versus Paper:

Preserving the Tradition of Reading Paper Dental Publications

When I was a dental student, my class was among the first to have the option of purchasing digital textbooks. It sounded so futuristic. Some of us marveled at the possibility of liberating ourselves from carrying enough books to put any strength-training program to shame. Others, like myself, continued to buy conventional paper textbooks at the expense of our backs. While some classmates highlighted digitally, I used colored pens, sticky bookmarks and highlighters of all colors.

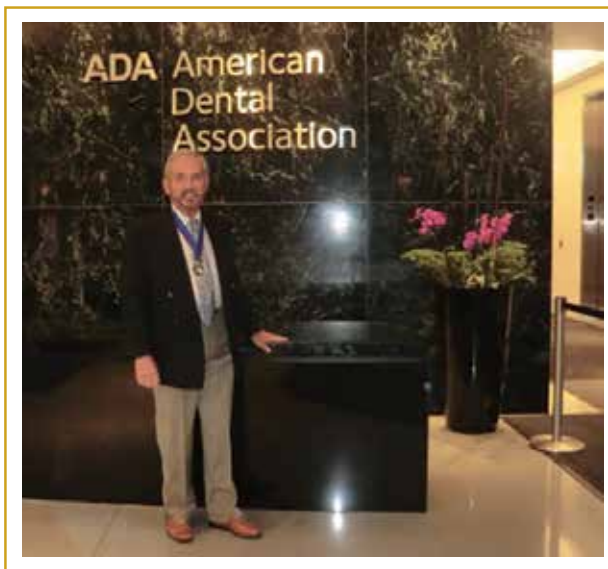
I thought of those times at work the other day while I was reviewing a medical history form that resembled a page from my dental school textbooks. I could barely make out the words scribbled in the margins; some of it was highlighted. It made me feel grateful that we now have a digital option for important patient documents. No more squeezing words into tiny spaces. No more highlighting that can obstruct text after photocopying or faxing. No more illegible scribbles that we have to call multiple staff members to decipher. I made the leap from paper to digital and will never look back. Recording health care history digitally and charting electronically can come with software issues, but these records have become reliable, legible and efficient substitutes to pen and paper.

However, I can't let go of other forms of paper — dental journals and newspapers. No matter how beautiful the online dental journals are on a screen, I prefer paper copies and pulling out my highlighters, pens and sticky notes to make notes or mark important points or questions. Escaping screen fatigue, I sit back with a cup of coffee and read a dental publication. In this moment, I'm comfortably disconnected from email, social media or other online distractions and can focus on the journal content.

During the week, my newspaper reading is online, which means I'm able to use bookmarks and read with ink-free hands, but I look forward to having a newspaper delivered every weekend. I read it without any interruptions. I can bring my newspaper almost anywhere (except where wind is a factor) and read without glancing at computer notifications.

The art of reading without distraction seems to have faded over time, and paper books, newspapers and dental publications may belong to a bygone era. However, as more of our professional lives move into the digital realm, I hold on to the tradition of reading a physical newspaper — smelling of fresh ink — and dental journals I can color and mark as I please — just like the good old days of dental school.

Reprinted from AGD 9/24/18



International Volunteer Dental Projects: Best Practices

By Ronald E. Fritz, DDS, MPH

After nearly a year of work and planning by Dr. Frank Serio (2015 ADA Humanitarian) and our ADA planning committee, the “International Volunteer Dental Projects: Best Practices” meeting occurred on May 11, 2018 at the ADA building in Chicago. Volunteering colleagues from across the country and some internationally attended this first-time event.

The total registration count was 75 (68 attending), where perhaps 25 or 30 were expected, well exceeding expectations. It is almost unanimous that this should become a regularly scheduled event, perhaps annually, which will grow and perhaps include guest speakers.

Sponsors for our event included, ADA Foundation (ADAF), Academy of Dentistry International (ADI), Aseptico, Henry Schein Cares (HSC), and the International College of Dentists (ICD). Besides dental volunteer colleagues, ADAF staff were invited, along with representatives from interested organizations like Health Volunteers Overseas (HVO) from D.C., Global Dental Relief (GDR) from Denver, and various interested universities; Dr. Doyle Nick and I represented Loma Linda University, who was probably the first to pioneer such international trips with Chiapas soon after the School started in 1953.

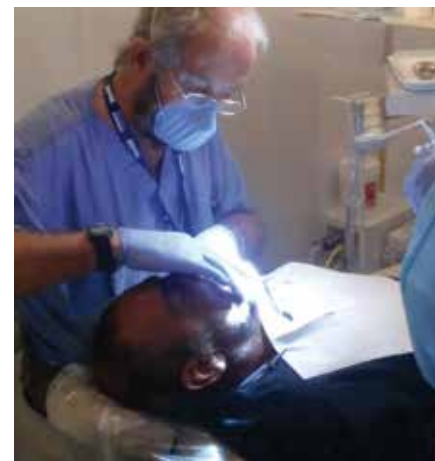
The main purpose of the workshop was not only networking with others doing the same thing to compare notes and methods, but to develop further the Best Practices for how we perform during these projects. In the words of Dr. Serio presenting his morning keynote address:

“Your charge is to make the day a success. As you leave this afternoon, best practices for selected topics of interest should be defined. There may be more than one way to do something but finding the best way will be of great value. This means that for some, your favorite approach may not be the best approach. Be open to allow the best practice to be brought to the fore. The results of this workshop can be a tremendous resource for those new to volunteering or those who have been at it for many years.”

A huge benefit was found in networking and meeting others very involved in helping around the world. Connections were made and new friendships developed rendering mutual support, enthusiasm, and encouragement. It was amazing to see so many colleagues involved in similar projects: Indeed, there is strength in numbers!

To get involved, go to:

www.adafoundation.org/en/adaf-international-programs



International College of Dentists awards Distinguished Humanitarian Award to Dr. Fritz in Annual meeting

In October, the USA Section of the International College of Dentists awarded the 2018 Distinguished Humanitarian Award to Ronald E. Fritz, DDS, MPH at the annual meeting held in Honolulu. In a letter to Dr. Fritz, the ICD stated: “Your superb humanitarian contributions have been many; therefore the USA Section has chosen a special event to recognize these achievements.”

Dr. Fritz received the award at the annual dinner, with his wife Vickie present, at the Hilton Hawaiian Village Luau. On October 18, Dr. Fritz also gave a presentation on volunteerism called “Service is our calling”, designed for “dentists, dental hygienists, and other interested parties who want to learn more about volunteering around the world or around the block. Topics included the nature of volunteer activities, cross-cultural issues, comparison of service and teaching projects, how to get started either at home or abroad, the nuts and bolts of volunteering overseas and at home, as well as where to find these volunteer opportunities.”

The ICD is an “honorary international organization with membership composed of men and women who are not only outstanding practicing dentists, but also leaders serving others in dental societies, dental education, dental research, and community affairs in all fifty states, Puerto Rico, the Federal Services and in over 120 countries worldwide.



Oral Pathology CE Aug 24

Our Oral Pathology: ‘Lumps, Bumps and Lesions’ CE Course on August 24th at Admiral Baker Golf Course was a success! Drs. Alan Dovigi & Austin Davies gave a great review of oral pathology for our attendees.

Infection Control/DPA Oct. 5th

Nancy Dewhirst joined us once again to lead the Dental Practice Act & Infection Control Courses on Oct. 5th at Admiral Baker Golf Course. Thanks to Nancy, dentists and their staff were able to stay up to date on these important topics!



Oktoberfest Oct. 3rd

This year's Oktoberfest was held Oct. 3rd at Coronado Brewing Company. Members enjoyed traditional German fair and local brews for a night of fun.



CDA House of Delegates 2018

Our SDCDS leaders got a mix of serious issues and serious fun at the November 9-11 meeting held in Anaheim. The annual meeting included a rock-themed celebration..





New Fellows of the American College of Dentists

The following SDCDS members became new Fellows of the American College of Dentists at the ACD annual meeting held in October in Honolulu: Drs. Steven Lockwood, Thomas Brant, and Parvathi Pokola (with another fellow). According to the ACD website, "The American College of Dentists is the oldest major honorary organization for dentists. It was founded August 20, 1920. The College was founded "to elevate the standards of dentistry, to encourage graduate study, and to grant Fellowship to those who have done meritorious work." The mission of the American College of Dentists is to advance excellence, ethics, professionalism, and leadership in dentistry.

Academy of General Dentistry met in Chicago

San Diego Drs. Erika Kullberg, Jay Thompson and Harriet Seldin with California AGD President Dr. Kirk Hobock. They served as delegates to the Academy of General Dentistry in Chicago on November 1-4, 2018.



Facets receives International College of Dentists Newsletter Award

International College of Dentists leaders give the Newsletter Award, Division 2 to Dr. Brian Shue, SDCDS Editor at the American Association of Dental Editors and Journalists annual meeting held in Honolulu. The award was for the January/February 2017 issue that featured 1960 SDCDS President Jack Kimbrough. Additionally, Dr. Shue was elected AADEJ Vice President.



Cybersecurity Awareness

You might have noticed that October 2018 was "National Cybersecurity Awareness Month" which is a collaborative effort between government and industry as well as end computer users to help Americans stay safer and more secure online. One of the main themes or messages from this event is that cybersecurity is a shared responsibility, from the average smartphone user to the industrial tech expert. That includes us as practicing dentists utilizing the internet and computer technology to more efficiently and hopefully securely, manage our daily and professional lives. Because the Internet ties all critical and noncritical systems together, it is very important that we do our part to keep cyber-attacks from potentially threatening the entire system.

Identity Theft:

Illegal use of someone's information to obtain money or credit.

Steps to protect your online identity:

- Locking and password protecting your computer and cell phone.
- Not sharing specific personal information online such as your full name or birthday.
- Setting proper privacy settings on social networking sites.

Fraud and Phishing:

Fraud is the intentional alteration of the truth in order to induce someone to part with something of value or surrender a legal right. Phishing is an email scam where a user is fooled into revealing personal or confidential information that the scammer can utilize fraudulently or illicitly. Fraud and phishing attacks often take the form of authentic-looking emails or websites.

Steps to secure yourself from fraud and phishing attacks:

- Turn off the option to automatically download attachments in email and web browser apps.
- Save and scan all attachments before actually opening or executing them.
- Before providing any information via email, call and verify that the requester is actually the one who sent the email. This is an effective form of two-factor authentication used to identify someone else.

Cyber Bullying:

The electronic posting of mean-spirited messages about a person which can occur anonymously and frequently in the cases of teens and children, from their own peers.

Points to keep in mind:

- Personal ethical values should exist online just as they should in person: have kindness, take responsibility for online actions, treat people as you would in a face to face interaction.
- This issue is particularly impactful due to the rapid or "viral" information spread that is possible.

Cyber Predators:

This is where people search online for other people to use, control or cause harm in some way, mostly affecting teens and young adults.

Protect yourself or family members with the following tips:

- Be aware as you never know who is behind the screen.
- In this age of internet "friends" that people know little about, many seem to have forgotten the adage from 80's singer Rick Springfield, "Don't Talk To Strangers"!

Garrett Guess, DDS

Dr. Guess (pictured here with his family) is a Diplomate of the American Board of Endodontics, with a private endodontic practice in the La Jolla/UTC area. He developed EndoTrak, an endodontic practice management software program. Email: endo@drguess.com.



Cybersecurity is something all computing device users need to be aware of and implement appropriate precautions accordingly. As dental practitioners we not only are responsible for our personal information cybersecurity, but we have a greater responsibility protecting the health information of our patients.

For Sale/Lease

Attention Dental Practice Buyers!

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 krpracticesales.com

North County Excellent Location Great Price

Remodeled with new chairs. Available for sublease 3 days a week, great parking. 3 operatories, lab, sterilization, utilities and maintenance included. Please email: bitadds88@gmail.com 760.791.9356.

Medical/Dental Space For Lease/For Sale in La Jolla

Medical or Dental related Practice suite or business in a small boutique office space located in the center of beautiful La Jolla, CA. Perfect opportunity for psychiatrist, psychologist, counselor, dentist, physician, surgeon, any dental or medical related occupation welcome. Located in medical dental building. Come join these great practices. 612 sq feet, classy second floor suite with elevator. Perfect for entrepreneur. Partially equipped for dental practice, surgical practice. Terrific opportunity. \$4.90/sf per month triple net lease. Contact: Kevin Gott, dynamold@aol.com

PB Dental office for sale. Leaseholds

Price Reduction -- Dental office for sale in PB. Remodeled office, equipment is 2 years old. 2 dental ops fully equipped. Sedation equipment and machine available. 35k OBO. call 425.306.2579 or delisledds@gmail.com

Equip'd Encinitas Dental Condo-Share space or Lease

Encinitas-Lease or share space; 4 ops- all equip'd, each w/x-ray, N2O, flat screens. Vac/compressor. 1520 sf (opt'l CBCT lease). Easy I-5 access. Lots of free parking. Contact: EncinitasWestwinds@gmail.com or 858.481.5511.

Practice For Sale by Owner

Only \$199,000. High end practice with 25 yrs of Goodwill, no HMO, no PPO except one, refers out, lots of room for growth, beautifully built condo priced to sell as well in the South Bay. drsamheals@gmail.com

Class "A" Dental Condo for Sale or Lease

San Marcos - 1,873 SF - 4 ops - Brand new! First class finishes. Centrally located off SR-78 near major retail & schools. Prominent building-top & monument signage. Contact: Paul Braun 858.410.6388 (RE Lic#00891709)

General Dentistry Practice and Real Estate For Sale

Established General Dental Practice and 780 sq ft building and 200 sq ft of storage or sale. Great visibility with 2 ops working 3 days a week with average of \$390 past 3 years. Private insurance, PPO and Cash, No HMO's. Be your own boss and landlord! brassington@cox.net.

Business Opportunities

Need Dental Office Space to Share

Specialty Care Dentist looking to share dental office space 2-3 days/month. Doctor established in Orange County looking to rent space in San Diego, Oceanside, Carlsbad, Vista, and La Jolla, not restricted to the above areas. 323.639.3469, info@goto.dental.

Support Services

Dental Equipment Repairs

All makes and models, 35 years experience. U.S. Navy retired Dental Equipment Repairman. San Diego Dental Equipment Service and Sales. Steve at 619.200.2023

Anesthesia Associates

I.V. Sedation and General Anesthesia in your office. Board Certified Drs. Marco Savittieri and Carl (Chip) Miller. Providing 18+ years of anesthesia services to San Diego Dental Society Members. Call Brigitte 760.451.0582 or 760.419.4187. *We thank you for your continued support!*

Dental Computer Training

Specializing in Dentrix, EagleSoft, SoftDent and OpenDental, Academy of Dental Practice Careers caters to anyone who needs more dental office computer training. Instruction is offered in two forms, In-Office, at your location, or at the ADPC training facility in Kearny Mesa. Call Becky Gerber, 858.274.4777 or DentalPracticeCareers.com

Successful Invisalign Day Consulting

Free 2 Hour Consultation to see how you can earn up to \$50K in one day. Learn how to start 10-15 cases in 1 day. Coordination & Implementation of Invisalign Day. In-Office Training Session, Complete Protocol Manual, Unlimited Email, Phone, ClinCheck Assistance for 3 Months. 858.461.9010 clearconsultdoc@gmail.com

General Anesthesia or IV Sedation

General Anesthesia or IV Sedation for your patients. Both adult and pediatric patients welcome. Dr. Lee has been practicing for over 20 years. Please call 858.472.3024. Thank you

Office Based Dental Anesthesia

Board-certified, licensed, insured. Anesthesiologist available to provide general anesthesia (or IV sedation) to patients in your office, pediatric or adult. Please contact me for more info or questions. Contact 206.948.2468 or 40winksanes@gmail.com

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Misch Implant Institute Faculty; available 1-4 days/mo, including evenings and Saturdays. Implant placement; grafting; extractions. 25+ years of private practice and in-house surgical experience. 818.359.2076, See website, inhouseimplantdentistry.com for additional details and dentist testimonials.

Help Wanted

Dentist/Associate

Looking for part time associate for Kearny Mesa and National City Office. Newly remodeled (6) op Dental Office. One dentist, one hygienist, digital, paperless environment. E-mail jberrydds@yahoo.com or contact Marian at 858.571.3534.

Dentist Associate Position Available

For Wednesday's and future Tuesday's in a well established Premier Private Multi-Specialty Group Dental Practice in the fastest growing area of Carmel Valley, S.D. Great opportunity. Send resume for consideration to torreydelmardds@gmail.com.

Advertise in Facets:

Classified Ads: "Classified Ads" start at \$40. Ad posts here & online at SDCDS.org, ad deadline for the March issue is February 1, 2019 - 619-275-7188 or advertising@sdcds.org

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DISPLAY ADS
2018 Ad Pricing

Eighth: \$200 Quarter: \$400
Half: \$578 Full page: \$1050

SAN DIEGO ADVANCED STUDY GROUP
A Seattle Study Club
"Cultivating Excellence in Comprehensive Dentistry"
RSVP for events to Vicki Ball 619-298-2200 Ext. 121

December 11, 2018: 6pm/ Scripps Mercy Hospital.
Laurie Owens "Medical Billing for Dental Practices"

January 22, 2019: 6pm/ Scripps Mercy Hospital.
Live Patient Single Case Presentation

January 23-26, 2019: Seattle Study Club National Symposium. Ritz Carlton/Amelia Island, FL.

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If someone you know or love may have an alcohol or chemical dependency problem, contact a support person near you for 24-hour confidential assistance.

San Diego Well-Being Committee
858.692.4862 (cell)

San Diego County Dental Society
619.275.0244

California Dental Association
800.232.7645

cda



CALENDAR PLANNER
2018-2019 SDCDS EVENTS

- Dec 06** THURSDAY Holiday Party
- Jan 17** THURSDAY BLS Renwal
- Jan 26** SATURDAY Dental Practice Act
- Feb 23** SATURDAY GKAS
- Mar 21** THURSDAY BLS Renewal
- Apr 12** FRIDAY Cone Beam
- Apr 27** SATURDAY Ethics in Denistry
- May 2** THURSDAY BLS Renewal BLS Renewal

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

THURSDAY

JAN 17 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
Register: sdcds.org 619.275.7188 or admin@sdcds.org
Pricing: member \$40 or take advantage of your 1 free member benefit CE for 2018. nonmember \$60 | staff \$50



SATURDAY

JAN 26 4CE units

**Dental
Practice
Act and
Infection
Control**



Speaker:
Nancy Dewhirst



Summary: This course reviews the DPA topics and regulations that are required for re-licensure. Then review CDC Guidelines and State regulations for Infection Control. Updates include ATD's and resistant pathogens. Minimize the risk of transmitting diseases.
Time: 8am-12:30pm(7am check-in)
Includes: Cont. breakfast, (please indicate special dietary needs when signing up for workshop).
Location: Handlery Hotel 950 Hotel Circle North
Register: sdcds.org 619.275.7188 or admin@sdcds.org
Pricing: member/staff \$75 nonmember \$99
Sponsored by: Garfield Refinery

THURSDAY

DEC 06

**Holiday
Party**



Summary: Come celebrate the Holiday Season with fellow Dentists
Time: 5:30pm-8:30pm
Includes: Drinks and appetizers
Location: La Gran Terraza on the USD campus
Pricing: Free to members and 1 guest
Register: sdcds.org 619.275.7188 or membership@sdcds.org

SATURDAY

FEB 23

**ANNUAL
Give Kids A Smile**

Free Dental Screenings, Sealants and Flouride Varnish



Summary: We need volunteers to help us make this a great event. If you have never done this before this is a good year to give back. San Diego has shone brighter and brighter each year we participate in this huge event and no volunteer had ever regretted the experience. If you have some time you can give to help, then our chair people will help make it an easy and rewarding experience for you.
Time: 8:30am -12pm
Register: sdcds.org 619.275.7190 & support@sdcds.org



This years locations:



Vista Community Clinic
1000 Vale Terrace Dr., Vista 92084



Neighborhood Healthcare
425 N. Date St., Escondido 92025



Operation Samahan, Inc.
9855 Erma Rd. #105, San Diego 92131



San Ysidro Health
330-340 E. 8th St., National City 91950



Mountain Health and Community Services
1372 Buchman Springs Rd., Campo 91906



**Grossmont/Spring Valley
Family Health Center**
8788 Jamacha Rd., Spring Valley, CA 91977



La Maestra Community Health Centers
4305 University Ave. #120, San Diego, CA 92105



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