

# STUDIO LEAD

**DECEMBER**  
2019

**Dec 5**

Holiday Party

**Dec 6**

Risk Management  
(worth 5% discount)

**Dec 14**

How to Create a Healthy  
and Profitable Practice

**Jan 16**

BLS Renewal

**Jan 25**

Dental Practice Act/  
Infection Control



**San Diego County**  
DENTAL SOCIETY



Gala committee  
co-chairs, Drs. Trang  
and Matt Chessler  
were a big part of the  
success of our  
annual Gala event  
held this year on the  
USS Midway.  
See pages 10-14.

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### San Diego County Dental Foundation:

*The Charitable Arm of the Dental Society*

#### OFFICERS:

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## AWARD WINNING FACETS

The International College of Dentists — USA Section, awarded Facets these publication honors in Division 2:  
2018 Newsletter Award  
2017 Newsletter Award,  
Honorable Mention  
2016 Outstanding Cover



## 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@scdcs.org](mailto:support@scdcs.org)



## FACETS NEWSLETTER

FACETS PUBLISHED BY San Diego County Dental Society

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**Ryan Burgess:** Case & Development Coordinator

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# Thinking About Selling Your Dental Practice?



## Here Are Some Questions You May Be Asking Yourself?

- 1 Am I financially ready to retire or work less?
- 2 What is my practice worth?
- 3 How much will I net after paying off my practice debt, taxes, and transaction costs? Is that enough for me to retire?
- 4 How will I find a buyer that will take care of my patients and staff?
- 5 Should I keep the sale anonymous? If so, how can I do that?
- 6 Will I be able to continue practicing as an associate on a reduced schedule?



JOHN HALE

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#### Lower Pricing

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## Final words on the health of SDCDS

I've had the pleasure of meeting many of you throughout my term as President of this society, Chair of New Dentist and just being socially present at functions. I'd like to summarize my outlook for dentistry in San Diego as it pertains to the dental society. To leave you with an opinion, I think sharing a little about my background will help give you gain insight to my perspective.

I came from a Molecular Biology and Economics degree from my undergraduate education. Both appealed to me because both fields were very much about "How things work". These were not my original areas of study. I originally majored in Computer Science, but only to find in my last year that I didn't want "that" life. I'm happier for it, being in a field where I get to focus on helping others and interacting with our community in a personal way. I am the founder and managing partner of my pediatric dental group. I have spent many years volunteering. That is where I have always found the most reward. Some of that doing dentistry, leadership, and community philanthropic work, again deriving joy mostly from positively impacting the lives of others. I consider myself largely an entrepreneur and business person who lives by win-win principles, but if the other side wins a little more, there will be no doubt we will always succeed. I have had all too much experience through failure, but have enjoyed some successes as well. I'm excited by people who want to make a difference and are passionate. Forces which drive business and people will always fascinate me. I consider myself forever a student. I've spent the better part of the last few years focused on management, executive coaching, leadership, strategic planning and business processes. The more I learn, the dumber I seem to feel, but it's all part of the process. Here's what I know as a Dentist / Entrepreneur / Executive / Consultant / Financial Analyst / People-person and how I think the future of SDCDS looks for us through my eyes loupes.

I will use the framework I refer to in my own business to evaluate SDCDS. At the center of this is our organization, the dental society. All organizations are run and driven by the same factors, even your practice. It starts with issues, because if there weren't issues, it would be EASY and everyone would do it. All issues that arise can be solved by addressing it through the same channels. First and foremost, having a clear VISION is the entire reason we exist. When this vision is unclear, the purpose, or what Simon Sinek calls the "Why", no matter how much talent or resources you have in an organization, it will inevitably fail. SDCDS vision is not only clear, but it resonates and serves its members well. Second, organizations are driven by PEOPLE.

For those managing their practice, we all know too well how critical this component is to a business. I'm sure no one reading this has ever had a "people" problem (I'm being facetious). SDCDS not only has good people, but we have GREAT people. Jim Collins says you should only grow a business as fast as you can find great people and I couldn't agree more. Our society is in no shortage of great people, as mentioned in my last article. The third aspect is DATA. Do you have the information and answers needed to respond and react to changes and issues in your environment? In this arena, I say we are sound. SDCDS tracks membership, studies their desires, and listens to what members want in a very diligent way. While we are no tech company, we are engaged and educated about what keeps us healthy. There is certainly room for innovation and improvement here, but we are certainly not operating blind. We have the key gauges to monitor our health. We frequently take this data to our board of directors, where decisions and initiatives are made. That leads us to the fourth component of PROCESS. Our board and executive committee is run very well and orderly, with sound processes that allow our organization to work through issues and create solutions. Admittedly, it's not fast, but SDCDS gets things done in a diligent manner. When scoring our system on these five buckets, I give us an overall grade of "A". When these segments are in alignment and regularly given attention, organizations have traction and are able to level up, leaving it better for the next generation.

In summary, have a clear vision, get great people, know your data, have a process for your issues and initiatives and you will see progress. Frankly, as this is my last article, I would be remiss if I didn't say this clearly. I don't understand why any dentists wouldn't want to be a member of our society. SDCDS is a high value organization bringing high return on investment to its members. If we dentists had exposure to well-run organizations and given opportunities to work within frameworks like SDCDS and helping them understand these 4 drivers, I believe life would be made simpler for all of us, not only in private practice, but also in personal life. If you are curious about what a well-run organization looks like, come volunteer with us and get involved. It's a win-win for you and for the body of membership. SDCDS has taught me a great deal about organizational leadership and provides a soft lesson for those interested. If you want to heighten and connect with serving others, a motive I believe all dentists are driven by, the dental society leadership is a great place to be. You will see how a well-managed organization serves others. I expect it will give you a new perspective for your own life and practice — as it has mine. We are all lucky to be a part of a winning enterprise. •





# empowered.

tdic

## The Dentists Insurance Company continues to innovate and grow.

With a heritage of 38 years and counting, TDIC now delivers dentist-focused protection to more than 19,000 dentists in 10 states – and we're growing to protect even more.

Our success is due in no small part to the collective strength of our company, the trust of our policyholders and focus of our dentist-led volunteer board of directors.

It's our privilege to serve a community of dentists who are engaged in the future of their profession. Together, we're stronger than ever.

## SAVE THE DATE! Friday, January 31<sup>st</sup> All level of golfers welcome.

Sea 'N Air Golf Course  
Naval Air Station, Coronado.  
8AM Shotgun format.  
Lunch, Raffle and Prizes.

Help support the UCSD free dental clinics and pre-dental society. Sponsored by Dr. Kenny & Patriots Study Club. Get ready with your friends to have a memorable, great day!! Donations welcome: Single \$125, Foursome \$495. Contact Dr. Kevin Kenny at (858) 349-6727



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## Science

SDCDS members Kennie Kwok, DMD and Nicholas Dovey, DMD served as judges at the 65th Annual Greater San Diego Science and Engineering Fair (GSDSEF) held March 12-17 at Balboa Park. They awarded the San Diego County Dental Foundation Alice C. Kinninger Professional Society award to two eighth grade students: Cielo Polanco of St. Rose of Lima (teacher E. Urbiztondo) with her project "Subscription to Infection: MD vs DDS" and Ethan Shakhman of Soille San Diego Hebrew Day School (teacher M. Bessler) with his project "Should You Bring Your Toothbrush Case on Your Next Trip?"

"It was interesting," Dr. Dovey said, "And it was great seeing all the hard work they put into these projects." He handled judging duties at the request of Roger Tubbesing, DDS, who had served as a judge for our society for many years. Dr. Kwok judged in 2017.

Dr. Dovey said Polanco's project found greater pathogenic material in the waiting room magazines of medical offices as compared to dental offices. Polanco, whose parents are both physicians, also won the SDCDF Professional Society award last year for her project "Subscription to Infection".

"It's interesting to see what research subjects these young minds have chosen," Dr. Kwok said. "For instance, I previously saw a dental implant project from a middle school student. To show that kind of interest in dentistry is great. And it is fun to have the students express and communicate the findings of their projects."

**The San Diego County Dental Foundation**, the charitable arm of our society, presents awards to two students each year, as well as an invitation for the students and their families to attend the professional meeting in May. Traditionally, it has been part of the San Diego Professional Military Symposium, which is co-hosted by SDCDS and members of the San Diego Region US Navy Dental Departments. The two winning students have the honor of presenting their projects alongside Navy dentists at the table clinics. This year's symposium was held at the Mission Valley Hilton on May 1.

The Professional Award has been recently named after **Alice C. Kinninger** (1909-1999) at the request of Dr. Mark Burgett. Dr. Kinninger was a GSDSEF judge for many years and was interested in oral health education for young people. According to a 1992 issue of The Angle Orthodontist, she was the first woman to teach orthodontics at USC.

Other interesting projects at this year's fair: "Is it okay to dip the chip?", "Boys vs. girls: Who has the grossest phone?", "Testing the effectiveness of oral disinfectants", "Soda's effect on bones", and "Does the dog or human mouth have more bacteria?" The GSDSEF ([www.gsdsef.org](http://www.gsdsef.org)) "started planning for its first Science Fair in 1954, and since then has provided an inspiring experience in science and engineering for thousands of San Diego and Imperial County students."•

## Workers' Compensation: Your Obligations as an Employer

The responsibilities of dental practice owners extend far beyond patient care. As an employer, you also have an obligation to ensure you are following workers' compensation laws. Workers' compensation insurance provides state-mandated benefits to employees who suffer an injury or illness that arose out of or occurred in the course and scope of employment. Your insurance carrier can help you determine the specific obligations in your state, such as compliance postings, statute of limitations and injury reporting requirements.

Other local, state and federal leave laws run parallel and at times intersect with workers' compensation laws. The Dentists Insurance Company offers workers' compensation coverage to California Dental Association members, and TDIC's Risk Management team has answered a wide range of questions that relate to workplace injuries and illnesses, leaves of absence, workplace accommodations and termination. The following are a few common scenarios related to workers' compensation that have been addressed by analysts.

### Scenario 1: Notification of a Workers' Compensation Injury by a Doctor

A front-office staff member was injured at work. The employee did not notify the dentist that she had sustained an injury, was currently receiving medical treatment or that she was scheduled for upcoming surgery. To compound the situation, the employee had performance issues that were well documented in her personnel file. The employee had been counseled on several occasions regarding her attendance and arriving late for work. On this occasion, the employee failed to show up for her scheduled shift. The office manager called the employee to determine why she hadn't arrived, but was unsuccessful in making contact with her. Later that day, the office received a fax from the office of an orthopedic surgeon advising that the employee would be off work for several months. Eventually, the office manager reached the employee, who stated that the communication from the orthopedic surgeon stemmed from a

back injury she sustained at work. The office manager and the dentist were shocked by the employee's assertion that she sustained a workplace injury, as she had not earlier provided any notice to the office. The office followed normal protocol in assisting the employee to file a claim for workers' compensation benefits. While the office attempted unsuccessfully to obtain more information regarding the employee's medical leave, the employee did send multiple text messages stating that she was unable to return and needed to extend her leave. The employee's absence created a strain on overall office operations, and the office ultimately decided to terminate her employment.

In California, even if an employee is terminated due to personnel issues, their workers' compensation claim can continue. TDIC's Risk Management analyst recommended that the office consult with an employment attorney for advice on how to proceed.

### If facing a similar scenario, TDIC recommends the following:

- Immediately notify your carrier of an injury involving an employee to begin the process of filing a workers' compensation claim.
- While workers' compensation laws vary from state to state, most states generally require employers to provide a workers' compensation claim form to the employee within one working day after becoming aware of the work-related injury or illness. In California, for example, once you have knowledge of the injury, you have 24 hours to provide your employee with a DWC-1 claim form. Additional information on state-specific workers' compensation laws are available on the U.S. Department of Labor's website. (go to: <https://www.dol.gov/owcp/dfec/reg/compliance/wc.htm> ).
- Continue to engage with your employee throughout their leave and attempt to check in with the employee every 30 to 45 days to obtain a work status report. The employee should also advise you of the date they expect to return to work. If the employee is not communicating with

your office, document your attempts in the employee's file.

### Scenario 2: Filing a Workers' Compensation Claim after Termination

A morning huddle at an office didn't begin well and actually ended with two employees arguing about a patient scheduling error. One of the employees left immediately after the meeting without notifying anyone. The office manager attempted to contact the employee, but the employee refused to speak to her and simply hung up. The employee did not return to work or notify the office for the remainder of the week. The following week, the office sent the employee a letter recounting her actions and informed her that they were therefore accepting her resignation. Several weeks later, the employer received a letter from a workers' compensation attorney representing the ex-employee. The letter advised that the employee was filing a cumulative trauma claim related to pain in her neck, shoulders and thigh, as well as mental stress.

### If facing a similar scenario, TDIC recommends the following:

Since our founding in 1887, we've come a long way. Back then we had a membership of seven. Now we have over 2000! We own our headquarters building and have a robust assortment of events, publications, and services. Most importantly, we have a dedicated staff and talented group of volunteer dentists who comprise our board and committees.

### This year we continued to offer many membership benefits:

- 24 CE meetings and seminars that ranged from hot clinical topics to practice management.
- 8 New Dentists Seminars and Mixers, where "Clinical Pearls" and "Speed Dating" were favorites.
- 10 Social Gatherings, including "A night with the Padres", a Women's Tea leadership conference and Oktoberfest. And don't forget our upcoming Holiday Party on December 5th at Bali Hai!
- Facets delivered current news and provided perspective on your profession.

We shredded your documents, kept you informed, connected you with friends and saved you money. Our job has been and will continue to be to protect the profession and patients - and in so doing, help you have a better practice. We hope that translates into having a better life. Congratulations on a great year! •

*See you in 2020*

## Welcome New Members

Lisa Lam, DMD  
Tufts Univ. 2014

Morgan Browne, DDS  
USC 2015

Victoria Mesolella, DDS  
SUNY 2016

Ken Garcia, DDS  
LLU 1989

Shevanthi Johnson, DDS  
LLU 2019

Leah Carroll, DMD  
Univ of Pittsburgh 2014

Daniel Stuardo, DMD  
AZ School of Dent. 2018

Rachel Dorfner, DDS  
Nova SE Univ. 2018

Samantha Melzer, DMD  
Tufts 2014

**General Practice - For Sale**  
Coastal South Orange County, CA

**Recent Practice Performance**  
2018 Revenues: \$1,105,000  
Business Valuation (BV): Pending

Year	Revenue (\$)
2016	~800,000
2017	~900,000
2018	~1,105,000
2019 YTD (Jan-Jun)	~950,000

Payer	Percentage
FFS	75%
PPO	25%

**Current Staff**

- 1 dentist
- 1 hygienist
- 2 Assistant
- 1 Administrative

**Key Strengths**

- 30 years of good will serving the community
- High standards and performance
- Strong Cash Flow
- Tenured/Stable staff

**Facility Overview**

- 4 operatories with room to expand
- Beach community practice
- Freestanding building with ample parking and opportunity for future purchase

**Transition Options**

- Retiring Doctor
- Seller is flexible to stay to assist in the transition
- Practice is available immediately

For more information on this practice, contact Jason Owens or Sean Sullivan  
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# Stars and Stripes Soiree

By Drs. Matt Chesler and Trang Chesler, Gala committee Co-Chairs

On September 21<sup>st</sup>, 369 attendees came dressed in their finest “Gatsby” attire for the Stars and Stripes Soiree on the USS Midway Museum to help the San Diego County Dental Foundation support their mission of providing access to care and dental education. The gala committee and SDCDF staff transformed the drab hangar bay into a scene of elegance, complete with towering centerpieces and a dance floor. Attendees were received aboard and directed to a sunset cocktail hour and silent auction on the historic flight deck. The evening then transitioned to the main event in the hangar bay where a three-course meal was enjoyed by all. Shortly thereafter, the live auction kicked off, featuring vacation stays from Mexico to Maui, a

private sailing charter, and collections of fine wine, among many other items offered. The “Fund the Need” that followed was also very successful, with many attendees generously contributing to the main cause of running the John Geis Dental Clinic at Veterans Village San Diego. In all, over \$81,000 was raised that night. Karen Becerra, DDS was given the Irvin Silverstein DDS Golden Heart Award for her service to the public. The evening concluded with “Novocaine”, the local dentist rock band, who succeeded in getting everyone up and on to the dance floor. For those of you who attended, we offer our most sincere thanks. For those of you who didn’t get a chance, make sure you join us next year, when the party shall continue!





## Gala sponsors

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Ms. Mary Maloney  
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Dr. Lindsay Pfeffer  
Drs. Leslie & Scott Strommer  
Dr. Kristen Whetsell  
San Diego Filipino Dental Association  
Hispanic Dental Association & Gary  
and Mary West Senior Dental Center

Thank you  
for your support!

Congratulations!



## Daniel Witcher, DDS awarded Global Outreach Program Grant

The American Association of Oral and Maxillofacial Surgeons (AAOMS) and the Henry Schein Cares Foundation awarded Daniel Witcher, DDS, a \$2,500 Global Outreach Program grant in support of his 2020 volunteer service with San Diego County Dental Foundation and the John Geis DDS Dental Clinic at Veterans Village.

"The AAOMS – Henry Schein Global Outreach Program provides financial and healthcare product grants to Oral and Maxillofacial Surgeons who volunteer their services as individual participants in a healthcare program overseen by a charitable or not-for-profit organization" according to the grant, and to: "Foster, support and promote the provision of oral and maxillofacial surgery care in underserved communities in the United States and around the world". Four grant awards were given for 2020. Awardees also can select up to \$2,000 in supplies and equipment from Henry Schein to fulfill their service.

The San Diego County Dental Foundation will use the funds for the dental clinic at Veterans Village of San Diego (VVSD). VVSD is a unique housing and service provider to formerly homeless veterans in San Diego, offering a full scope rehabilitation services that encompass physical and mental health, substance abuse treatment, job skills training, and reintegration into civilian society. Dental care among veterans is often negligible and hard to access; the VA typically only covers dental care related to injuries in service. When these men and women come home they are often without dental insurance of any kind. The John Geis DDS Dental Clinic provides much needed dental care such as upper and lower partials, dentures and full mouth restorations to the nearly 200 residents of Veterans Village of San Diego, and in the long term, other Veterans in the San Diego County area. Upon graduation from VVSD rehabilitation program, they can begin to search for jobs with their oral health fully restored.

The grant application noted that: "poor dental health is an impediment to day-to-day life, it often leads and exacerbates a myriad of other health problems including cardiovascular, respiratory diseases, diabetes and dementia."

In 2013, the San Diego County Dental Foundation (SDCDF) partnered with Veteran's Village of San Diego (VVSD) and the UCSD Free Dental Clinics (UCSD) to create the John Geis DDS Dental Clinic at Veterans Village. Opening its doors in November 2015, the state-of-the-art dental clinic has provided much needed free dental services. The John Geis DDS Dental Clinic utilizes Foundation volunteer dentists who donate their time to provide comprehensive, free dental care to the residents of VVSD. •



## Four reasons to stock up on equipment sooner

The Dentists Supply Company

When managing your day-to-day overhead, it can seem challenging to allocate spending to upgrade, enhance or expand your dental equipment. However, being strategic about when to purchase higher-dollar items can help you realize the most value. By filling your supply and equipment needs before the end of this year, you can categorize to your advantage before next year's tax time and get your practice running at peak efficiency.

### 1 Alleviate pain points.

Perform an equipment performance audit by asking yourself and your team:

- How often are we having poor-performing equipment serviced or repaired? At what cost?
- What has been the cost of not being able to treat patients during equipment downtime?
- How much time have we lost due to lack of or ineffective tools?
- Do any of our current tools compromise our patients' comfort?

### 2 Improve productivity.

To evaluate your return on investment in new equipment, it takes the full view of what your practice needs to achieve peak production. Ask these questions:

- What steps can we take to increase confidence in our equipment and decrease stress?
- Where would digital equipment streamline processes and save money over time?
- Have we missed potential revenue streams by not investing in new technology?

Acknowledge that value doesn't always mean the lowest price. Securing durable equipment from authorized vendors means that it will likely have a longer lifetime. Trusted products that are well-designed and properly maintained generally have a lower cost per use.

### 3 Leverage depreciation.

Professional equipment that has a "useful life" of one year or more may be tax-deductible. Dental equipment and technology is usually depreciated over a period of five years; furniture and fixtures (including dental cabinets) over seven years — reducing taxable income each year. A dental practice can deduct up to \$1 million in equipment purchases during 2019 as long as the total purchases of equipment during 2019 does not exceed \$2.5 million.

### 4 Accelerate deductions.

The Tax Cuts and Jobs Act of 2017 provides an opportunity to maximize savings and tap into tax deductions sooner. Section 179 of the IRS tax code allows businesses to now deduct the full price of qualifying equipment and/or off-the-shelf software purchased during the tax year. That means that if you buy dental equipment and put it into service in 2019, you can deduct 100% of the purchase price from your reported 2019 gross income.

To manage your tax brackets and leverage deduction benefits, you could choose to use the Section 179 accelerated deduction for part of an equipment's purchase price and depreciate the remainder over five years.

However, it's important to know that you cannot use Section 179 deductions to lower your income below \$0 and create a loss. This can prove to be a "trap" for dentists using **S Corporations** who do not have sufficient owner's equity (basis) to realize the benefits of expensing equipment.

Through the year 2026, Section 168(k) also allows business owners to take an additional first year depreciation deduction in the placed-in-service year of qualified property. There are no dollar limits, and you can create losses if you desire. But, S Corporations do have the same basis limitations related to losses.

There are, of course, complexities and limitations to claiming deductions. And different practices and different dentists' spending habits will yield different results. A dentistry-specific CPA can provide in-depth expertise on the many important tax considerations associated with purchasing large equipment or renovating your office.

#### Stock up for success in 2020.

When it is time to buy, know that there are resources to help members of organized dentistry secure the best deals. Through **The Dentists Supply Company**, association members benefit from negotiated discounts and free shipping on an expansive online catalog from authorized vendors.

Don't delay in purchasing items that can improve your practice's total productivity. Explore, compare and save at [TDSC.com](http://TDSC.com). For assistance getting your practice set up to shop, call **888.253.1223** or email [support@tdsc.com](mailto:support@tdsc.com).



## 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 is the President of the San Diego AGD component. She is a regular contributor to the AGD's Daily Grind blog.

## Year End Reflections

Now that we are in the thick of the holiday season, I love hearing patients' responses to how they will spend their time, where they plan to travel or whether they will just skip the family gatherings in favor of a personal getaway. The holiday season typically carries different meaning to different people. Some relish every moment and literally radiate with joy at this time of the year. Some would rather close their eyes knowing January couldn't come soon enough. But one thing we all do in some capacity is look back and reflect on the year passed and look forward to the year ahead of us. In my world, family and friends aside, patients amaze me in how that can be done.

Good or bad, the bygone year cannot be brought back. All it becomes is a collection of months that comprise memories, events and experiences that ultimately make up a chapter in the book of our lives. We then talk about these chapters over future family Thanksgiving dinner tables, sky high in a flight or even chair side with our dentists. While I listen to my patients' stories about the past year or what they envision for the next one, I often think about my own past and future. Most of all, it reminds me that at the end of a year, no matter all the hardships, gratitude is where I like to end it.

Call it the glass half-full view- ultimately I've learned over the course of many years to be grateful for what I have gained and not what I have lost. Easier said than done, perhaps, but that is exactly what my patients help me remember when I ask them about their year. Our patients can teach us what we can achieve in life, what we can be thankful for and more importantly, who we can become at the very core. The simple question "How was 2019 for you?" can unleash answers that have the ability to stun, inspire, or humble us. Similarly, the question "What are your plans for 2020" can open a great conversation into viewing the future as a blank canvas and seeing what goal setting can accomplish (resolution naysayers may want to have an open mind here).

So aside from office Christmas parties, family gatherings, and flight delays, let's remember to ask our patients how their year was and listen to their tales of their own twelve-month journey into 2020. It might reinforce why gratitude has so much value no matter how the year ended or what we experienced. It doesn't matter if we're holiday junkies or choose not to celebrate; what matters is how grateful we are for what we have, just as one year closes its doors and before another year—with endless possibilities—opens its own. •

## Senators Christine Kehoe and Toni Atkins honored by San Diego Historical Society

By Donna Silverstein, PhD

It was a special night in San Diego on March 23, 2019 at the San Diego Historical Museum in Balboa Park. Two of our groundbreaking community leaders, former Senator Christine Kehoe and Senator Pro Tempore, Toni Atkins were honored by the San Diego Historical Society. Both women have achieved many accomplishments in San Diego and opened the path for women and LGBT+ individuals.

Many leaders from the San Diego County Dental Society were there to show support for this recognition. It was a nice night to hear from other leaders in San Diego about the accomplishments of these two individuals. We had notable people such as congresswoman Susan Davis, Assemblyman Todd Gloria and others in politics, education and community organizations to honor these two people.

The San Diego Historical Society has a wonderful museum in Balboa Park that chronicles the achievements of San Diego residents and our city's past accomplishments and regularly changes its main exhibit. The museum is definitely a worthwhile trip.



L-R: Drs. Brian Shue, Lester Machado, Tom Olinger, Brian Fabb, Harriet Seldin, Tina Beck, Mr. Mike Koonce, Christine Altrock, Robert Hanlon, Jr., Chris Pham, and Irvin Silverstein.



L-R: Dr. Donna Silverstein, Senator Christine Kehoe, and Dr. Irvin Silverstein

## Members volunteered at the Los Medicos Voladores health fair in Thermal, CA

The Southern California Chapter of Los Medicos Voladores (The Flying Doctors) and the Coachella Valley Medical Volunteers held their 47th Oasis Health Fair on September 28, 2019 at Desert Mirage High School in Thermal to provide healthcare and dental services like restorations, extractions, prophylaxes, and emergency care. SDCDS dentists Carlos Espana, DDS, Ron Fritz, DDS, and Brian Shue, DDS joined a group of volunteer dentists from throughout California to provide the care.

The Los Medicos Voladores is an "all-volunteer based, non-religious, non-profit 501c3 organization that aims to improve the health and well-being of geographically diverse peoples through education and the provision of no-cost, high-quality medical, dental, and optometry clinics. Since 1975 LMV has offered short-term medical, dental, optometry, and other healthcare clinics, treating thousands of patients per year to places like Mexico, Guatemala, Haiti and underserved areas of California". — [www.flyingdocs.org](http://www.flyingdocs.org)

Ron Fritz, DDS (top photo)

Carlos Espana, DDS (middle photo)

Desert Mirage High School in Thermal, CA, site of health fair (bottom photo)



Dr. Lindsay Pfeffer



**SAN DIEGO COUNTY DENTAL FOUNDATION**  
EDUCATION. ACCESS AND ADVOCACY

## Why I Give

As a board member for the San Diego County Dental Society and member of several SDCDS committees, Dr. Lindsay Pfeffer finds it important for her volunteering to go beyond the profession, and directly onto the patient. As a Delegate for the CDA house she works on issues related to access to care while furthering her outreach by providing free care to multiple organizations such as Health and Human Services, Give Kids a Smile, Team Smile, First 5 San Diego and Stand Down for Homeless Veterans. She also serves as faculty for the UCSD Free Clinic in Lemon Grove where she helps those in need get the access to care. In addition to SDCDS she has helped the San Diego County Dental Foundation, by helping its Gala raise funds needed to treat homeless Veterans in need. Coming from a family of dentists who served in the military and volunteered, it is important for her to continue this tradition and help those in need. Providing resources to the poor and homeless by helping them find the care they deserve, is her greatest mission. She is known for always saying yes to a need and giving back whenever she can. "Children in these clinics are homeless and sleeping in cars, it's absolutely heartbreaking! I donate not just money, but my whole heart to those who need it most. The foundation is such an incredible organization, reaching every facet of need in our city. They are not only helping those who otherwise would suffer, they are teaching and breeding future health care volunteers, while improving an area of crisis. The Foundation is an inspiration to our profession and an organization that directly betters the lives of those less fortunate. With increasing funds, we are able to pay for the supplies so that our clinics which are run almost entirely by volunteers can succeed."

If you are interested in learning more about SDCDF or would like to volunteer or donate, please visit [sdcdf.org](http://sdcdf.org)

**For Sale/Lease**

**Attention Dental Practice Buyers!**  
We've sold over 350 San Diego dental practices since 2004. 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 [www.krpracticesales.com](http://www.krpracticesales.com)

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**Dental Practice/Bldg For Sale**

Santee, CA 4600 Sq Ft Bldg, 17,000 Sq Ft lot. Multi-use property great for group or solo practice. Grand entrance with large office space. 7 ops, doctors office w/full bath. High pop. growth area. Must see, Call Chris 619.742.5555

**Practice For Sale**

Central San Diego - quality general practice. PPO/FFS only. 35 yrs good will. Excellent patient base. Easy freeway access. 4 ops. Coll. \$675,000K. on 4 day week. Principles only. E-mail - [dentoffice22@gmail.com](mailto:dentoffice22@gmail.com)



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**Partnership**

General dentist with 16 years experience practicing orthodontics in a specialty group practice in Utah. Looking to partner in a general practice in the Chula Vista or SD area. 801.380.0283, [jespy\\_73@hotmail.com](mailto:jespy_73@hotmail.com)

**DDS**

Immediate opening for an Endodontist position for our friendly office located in Carlsbad, CA. One day a week. Please send your resume to [ddsedward@hotmail.com](mailto:ddsedward@hotmail.com) or call 760.707.3444

**Support Services****Anesthesia Associates**

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DENTAL SOCIETY**

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**Feb. 5th – 8th:** Seattle Study Club 27th National Symposium - Biltmore • Phoenix, AZ

**Feb. 11th:** 6pm/Scripps Mercy Hospital/Workshop for Sleep Disturbance- Nicole Goldfarb, Myofunctional Therapist

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*Happy  
Holidays!*

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**The CDA Well-Being Program**

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



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# Obituaries



## Lorenz F. de Julien, Jr., DDS

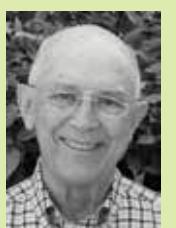
(Aug. 15, 1930 - July 13, 2019)  
Escondido

Lorenz "D.J." Frederick de Julien, Jr., DDS was born in Seattle, Washington on August 15, 1930. Later the family moved to San Diego where his father was a professor at San Diego State College in the Department of Business Administration. His mother's maiden name was Tacie Adele Parry.

"D.J." graduated from Grossmont High School in 1947. His pre-dental studies were completed at San Diego State College (now University) in 1947-49, and he graduated from the University of California at San Francisco Dental College in 1953. He served in the US Navy Reserve in 1953-56. He did post-graduate work at the University of Pacific Dental College 1956-59 and had research and teaching experience at UOP and the University of California, San Diego. He practiced in Oak Harbor, Washington 1954-56 and in Oakland, California 1956-59. From there he moved his practice of oral and maxillofacial surgery to Escondido.

Dr. de Julien served several years on the board of directors of SDCDS, as secretary for one year and as president in 1970. He served on the Judicial Council of Southern California Dental Association 1966-68. He was CDA trustee for six years. He was an Insurance Council member and was chairman of the board of directors and president of The Dentist's Insurance Company, 1981-83 (from our history book SDCDS 1887-1987 by Dr. Thomas Baumann).

De Julien, Jr. on TDIC: CDA established TDIC in July 1980, funded initial-



## Dr. Paul J. Rehg

(April 15, 1934 – Sept. 24, 2019)  
Rancho Bernardo

Paul Joseph Rehg of Rancho Bernardo died from the effects of Alzheimer's disease. Paul was born in St. Louis, Missouri, received his DDS from St. Louis University School of Dentistry and received his Master's degree in Prosthodontics from the University of Michigan. He practiced dentistry first in the US Air Force and then in private practice in Rancho Bernardo in 1982 until he retired in 1997. Paul served in the US Air Force for 24 years, providing dental care to the airmen and women on bases across the United States, in Germany and in Saudi Arabia.

ly with a \$50 assessment of every CDA member and a line of credit with "Crocker Bank". It was "the first dentist-owned and dentist-run insurance subsidiary of a state dental association." De Julien wrote in 1989. "The dental community did not feel that the commercial carriers were acting in their best interests, that they charged too much, and did not adequately share data with dentistry so that programs could be instituted to combat losses. The term "Risk Management" had not yet been invented, but the need was there and there was a perception that it was not being adequately met." He added TDIC: "is actively used to design risk management seminars to educate participant dentists, raise the overall awareness to conditions of the real world in which we practice dentistry, and resultantly to lower the legal losses of dentistry through upgrading the overall standards of care in the dental profession." (J of the American College of Dentists, Winter 1989, p.28-29).



## Blake N. Synowski, DMD

(Dec. 27, 1956 – Sept. 17, 2019)  
San Diego

Dr. Blake N. Synowski was born in Salem, Oregon. He obtained his Bachelor of Science degree at Oregon College of Education. Blake had an enormous heart for others. While attending Oral Roberts Dental School, he followed in his dad's footsteps by joining him on dental missions to Belize and Mexico. As a sophomore, he was chosen from 60 dental schools as Feature Editor of the American Student Dental Association Publication. He was also the graduate editor of the ORU yearbook.

He completed his General Practice Residency with the US Air Force in 1984 and was Chief of Periodontics at Norton AFB the next two years. In 1989 he completed post-doctoral training in Periodontics at Loma Linda School of Dentistry. The next year he opened his practice in San Diego and became a member of the American Academy of Periodontology, with a special interest in implants, guided tissue regeneration and connective tissue grafting. As a professional, Blake continued to seek opportunities to serve those in need. He helped found the Hillcrest Dental Clinic for HIV infected dental patients.

Blake also initiated the STREET PETS project, which provides free basic veterinary care for pets, with a focus on dogs belonging to the homeless. He was also recognized for outstanding support of Canine Companions for Independence for disabled individuals.

Blake was a long time SDCDS editorial board member and will be missed.

## Breach frequency

There is much talk about data breaches in the news today, and this subject makes up a large number of the articles that I write for the dental society. Is the popularity of this subject warranted? Due to media reporting, you may not realize that data breach incidents are not just a devastating problem for large companies like Target, Sony or Anthem, which recently had very large breaches resulting in an average breach cost of \$4M. Data breach incidents affecting small businesses, like a dental practice, are extremely high. A 2015 digital industry report indicated that 74% of small business reported a data breach incident, and what's scary is that high percentage still does not represent businesses that did not report a data breach event. And another statistic from a report from the US Securities and Exchange in 2015 that is of concern, is that more than half of all small and medium sized businesses that suffered a cyberattack or data breach, go out of business within 6 months of the breach incident. Do you feel your practice is at risk of a devastating data breach event? A recent survey indicates that most business owners, 82% of them, believe they are not at risk of a cyber-

### Why are dental practices such easy targets for cyberattacks? The main reasons are because:

- Practices have lax security standards
- They don't monitor server networks and data on a regular basis
- Most practices assume they won't be attacked
- Few practices have an IT specialist review their systems
- Many practices operate on an unsecure Wi-Fi network
- Most practices don't spend the necessary time to train and re-train their employees on cyber security best practices

*continued from page 8 "TDIC Workers' Comp"*

Every claim is unique and based on the specific facts and events leading up to the employee's workplace injury. After filing a workers' compensation claim, be sure to stay in contact with your carrier so you may better understand regulations, processes and your role as an employer.

- Do not treat employees who file workers' compensation claims (and those returning to work after an injury or claim) differently than other employees. This will eliminate the potential for an allegation of discrimination based upon filing a workers' compensation claim.
- Notify your carrier or third-party administrator within 24 hours of your notification of the work-related injury so a claim can be set up immediately.
- Provide the state-required forms to your employee after first notice of injury.
- Contact your carrier to determine

where you can send your employee for their first medical visit and subsequent care. In the event your employee needs immediate medical care, do not hesitate to call 911 or send the employee to the nearest emergency room.

TDIC can provide guidance specific to your situation. You may be referred to an employment attorney for matters dealing with personnel issues and termination. If your employee seeks legal representation, your workers' compensation carrier should obtain a workers' compensation attorney to defend your case. If you have questions about your policy or coverage options, contact your carrier directly.

TDIC's Risk Management Advice Line ([www.tdicinsurance.com/advice-line](http://www.tdicinsurance.com/advice-line)) a benefit to TDIC policyholders. To schedule a confidential consultation with an experienced risk management analyst, visit [tdicinsurance.com/RMconsult](http://tdicinsurance.com/RMconsult) or call 800.733.0633.



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](mailto:endo@drguess.com).

tack, which may be why small businesses are currently the primary targets for cyberattacks worldwide. You read that correctly: businesses like dental practices are the most popular hacking targets.

While all of those points above are important, I have always felt that the last point is probably the most crucial one for preventing a data breach or cyberattack in a dental practice situation. Given the statistics mentioned above, significant effort needs to be devoted to not only properly setting up your computers and the network they communicate on, but in training the staff members to prevent them from unknowingly opening the door to potential cyber attacks or causing a data breach event. Since we as dentists are usually working in the back office and not doing computer work as our primary task, it's our front office staff that we must depend on to avoid making costly mistakes that could result in a devastating situation due to a cyber attack. Only with adequate, thorough and ongoing training can we depend on our staff to keep our practices safe in this very risky environment!



of the claim process and determination of benefits.

**THURSDAY**

**Dec 05**

**Holiday Party**

**Summary:** Come for food, drinks, fun and celebrate the season with us

**Time:** 5:30-8:30pm

**Includes:** small bites and drinks

**Location:** Bali Hai Restaurant  
2230 Shelter Island Drive

**Register:** 619-275-7188,  
sdcds.org or membership@sdcds.org

**Pricing:** Free, open to member dentists and one guest.













**FRIDAY**

**Dec 06**

**Risk Management**  
worth 5% discount  
on TDIC Insurance

**Summary:** 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.

**Time:** 9-12 pm

**Location:** Hilton Mission Valley,  
901 Camino del Rio South

**Register:** www.tdicinsurance.com/seminars/current-seminar

**Pricing:** Member Dentist: \$50,  
TDIC Policyholder: \$50,  
Part-time TDIC Policyholder: \$25,  
New TDIC policyholder within their first year: FREE





**3CE units**

**4CE units**

**SATURDAY**

**Jan 25**

**Dental Practice Act/  
Infection Control**

**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.

**Time:** 8am-12:30pm (7am check-in)

**Includes:** Cont. breakfast, (please indicate special dietary needs when registering).

**Location:** Handlery Hotel, 950 Hotel Circle North

**Register:** sdcds.org, 619.275.7188 or admin@sdcds.org

**Pricing:** member/staff \$75 | nonmember \$99



**Speaker:**  
Diane Arns





**SATURDAY**

**Dec 14**

**Dental MBA Business Series**  
*How to Create a Healthy and Profitable Practice*

**Summary:** What does it take to grow a healthy and profitable practice? If you are feeling like you have reached the top of your game and are tired of working through lunches or getting home late, here is your first-class ticket to up-leveling your career, dramatically increasing your income and skyrocketing your satisfaction – personally and professionally.

**Time:** 8:30am-1pm (check-in 8am)

**Includes:** Breakfast and Lunch, (please indicate special dietary needs when registering).

**Location:** SDCDS Office

**Register:** sdcds.org, 619-275-7188, admin@sdcds.org

**Pricing:** members: free  
non-members: \$50

**Hosted by:** Citibank



**Speaker:**  
Gary Kadi, CEO  
NextLevel  
Practice & Gabeworks

**THURSDAY**

**Jan 16**

**BLS Renewal for Healthcare Providers**  
FREE CE\*

**Summary:** Register early if your CPR card is expiring; limited spaces available.

**Time:** 5:30-9:30pm (5pm check-in)

**Includes:** Pizza and salad, (please indicate special dietary needs when registering).

**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 2020.  
nonmember \$60 | staff \$50





**4CE units**

**SATURDAY**

**Feb 22**

**Give Kids A Smile**  
Countywide Sealant & Varnish Event



**Volunteers Needed**

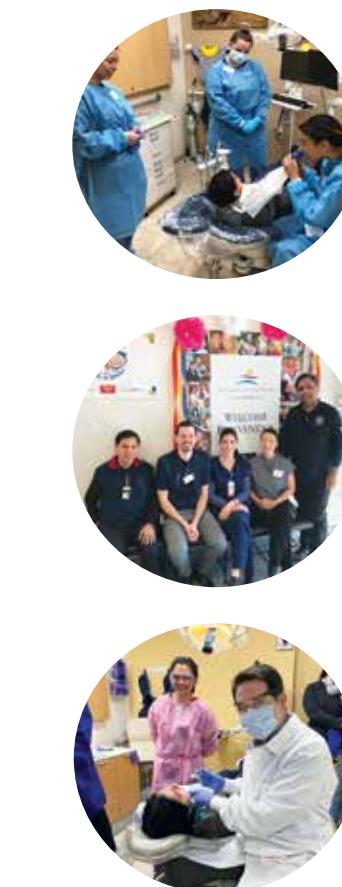
Dental Professionals, Dentists, RDHs, RDHAPs, & RDAs needed. California license and liability insurance required by all dentists and hygienists who place sealants.

**Time: 8:30am-12:00pm**

American Dental Association's annual 'Give Kids A Smile' is quickly approaching. This is an excellent opportunity to positively impact the community through providing oral screenings and oral health education. This event impacts the lives of over 400 kids and families by providing them with free dental services including dental screenings, placing dental sealants and fluoride varnish application. All participating clinics will be provided with materials, forms, supplies and training to ensure each site has a successful event. We hope you can participate!

**Please RSVP:**

For more info or to sign up, Ryan at 619-275-7190 or support@sdcds.org



  
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*Child Health*

  
**OPERATION SAMAHAN**

  
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