

SDCDS STORY LINE

DECEMBER
2020

December 9
BINGO! You're Going
to be a Practice Owner

December 10
BLS Renewal

January 14
BLS Renewal

January 20
Ken Rubin Practice Sales

January 23
Dental Practice Act/
Infection Control

February 11
Professional Speed
Dating

**Online
Learning**
see page 23



San Diego County
DENTAL SOCIETY



cda cares
California Dental Association Foundation

Featured: Pamela MacPherson, DDS at the
special Long Beach Prosthodontics clinic

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CARLSBAD: 4 ops. Nearly new buildout in superb retail location. Next to Panera Bread. Motivated seller wants to downsize.

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AWARD WINNING FACTETS



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

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VOLUNTEERS NEEDED

Opportunities to volunteer will happen again after Covid, please email us to let us know you are interested in helping:

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and School Screenings:
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- Collections: \$1,200,000
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South County, San Diego: \$500,000

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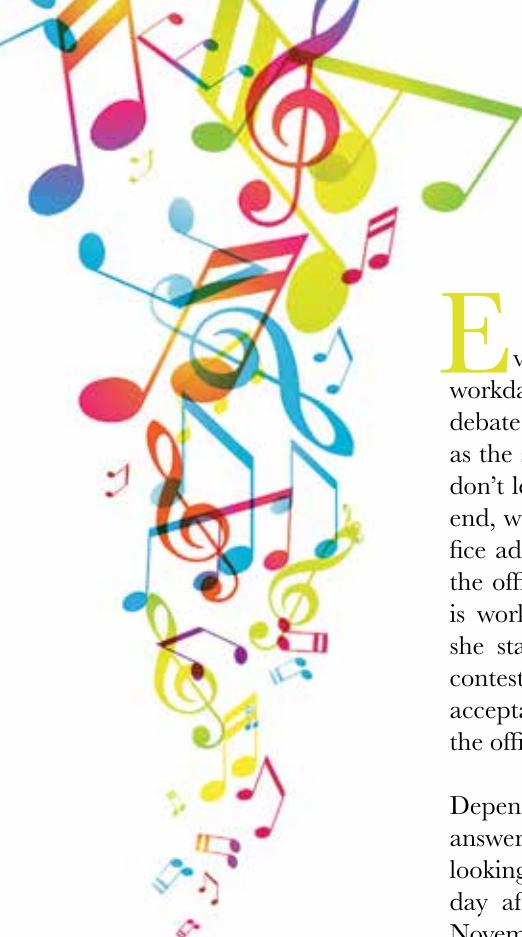


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Merry office

Every year in my office, typically the first workday after Halloween, the great annual debate begins. I'm usually in the minority, as the staff tends to side with my wife, but I don't let the numbers intimidate me. In the end, we just don't see eye-to-eye, and the office adopts one set of rules for when I'm in the office versus a second set when my wife is working. I stand by my principles, and she stands by her enthusiasm. The hotly contested argument, of course, is when is it acceptable to start playing holiday music in the office.

Depending on your source, the correct answer can be anywhere from October (I'm looking at you, department stores!), to the day after Halloween, or sometime in late November, or as late as December 1st. Some people like the seasonal music while perusing the Black Friday sales after Thanksgiving, while others want to find the station as soon as they feel the first chill in the air of Autumn.

With 2020 being as weird as it has been, some local radio stations started playing it REALLY early, back in March, as the quarantine lockdown was in full swing, in an effort to return people back to happier times we had back then during the holiday season. Local radio station KYXY radio, 96.5 FM, offered Christmas music seven days a week from noon to 1PM and also in evenings from 6PM to midnight, as people stayed home during the pandemic. Some even put their holiday decorations and lights back up. While this year's example may turn out to be an extreme outlier, retailers have steadily pushed the shopping season further back, year after year, to generate more revenue. They also play the requisite music, just to get you in the spending mood. On my way to a golf outing on November 1st, I heard no less than four Christmas songs while flipping through the radio stations.

Should this trend follow us to our dental offices? It is scientifically agreed upon that in general, music in the dental office is beneficial for both staff and the patients. A quick review of the available literature via a Google search finds music to be an effective

Brian Fabb, DDS



PRESIDENT'S PAGE

nonpharmacological intervention at reducing a patient's anxiety levels during routine dental treatments. Measured tension levels decrease, biofeedback such as pulse rate and blood pressure see benefits, and even job productivity increases among staff with repetitive-type jobs, according to studies. Music is believed to reduce anxiety by either having a relaxing or distraction effect, which in turn reduces activity of the neuroendocrine and sympathetic nervous system. Studies have tested various genres of music including both vocal and instrumental, and while not conclusive, classical music and reggae tend to have the most calming effects, although authors warn it can be dependent on the composition of the intended audience. As much as I love the relaxing effects of classical music, the benefits are drained out by complaints that it puts everyone to sleep, so I keep reggae as my go-to genre in my office.

On a fascinating sidenote, ever get a song stuck in your head and can't seem to shake it? Colloquially referred to as an earworm or stuck song syndrome, the scientific term is called Involuntary Musical Imagery. Earworms tend to have commonalities such as upbeat tempos, big leaps in notes jumping high to low/low to high, and can have memory triggers that start the endless loop in your brain. One of the worst earworms ever created recently became the most viewed video on YouTube with over 7 billion views and counting. For those of you with young children, you already know the answer, so I won't restart that kid's song in your head for the rest of the day* (answer below).

So what's the final answer to the debate of when can we hear Mariah start to warm up her pipes and kick off the holiday music? My answer is during the congratulatory handshakes after the last football game on Thanksgiving Day. Following that, it's fair game, and I'm then ready to simply be having a wonderful Christmas time with Sir Paul.

Stay well, stay safe, and thank you for letting me experience the joy of volunteering as your President in this most extraordinary year! •



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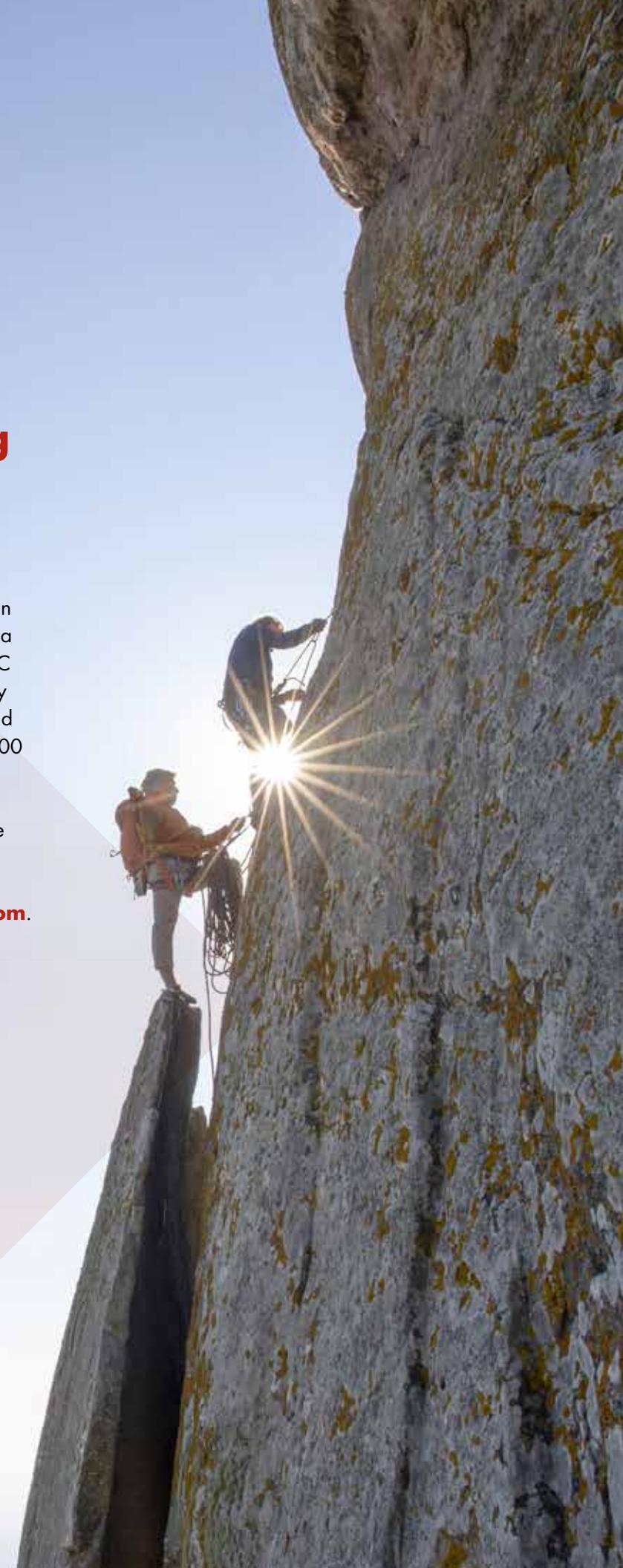
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The disease of microaggressions

It can basically undermine the trust inherent in the doctor-patient relationship

A person of color walks down a quiet street in a suburb. A passing car slows down to a crawl. The driver glares, shouts something unintelligible, then drives off. Was it a racial slur?

Or how about this? A person reads an article about COVID-19 in a professional journal which begins with the words: “The Chinese Coronavirus COVID-19. . .” Was that appropriate?

Those are true stories. Unfortunately, examples like those are becoming more common in the U.S. because of heightened racial tensions. After a White police officer killed a Black American named George Floyd, our country’s beliefs and actions have been challenged. Yet some types of racism are subtle. As the impact of the coronavirus is felt by our country, there are increased incidences of anger blaming Americans of Asian descent for causing COVID-19.¹

The World Health Organization created best practices on naming new diseases to avoid stigma and any possible negative impact to any groups or areas of society. Disease names such as Swine Flu or even Legionnaires Disease would not be permitted today.

So it is inexcusable when a news commentator or even a leader of a country refers to the COVID-19 disease as “Kung Flu.” Additionally, COVID-19 is caused by the coronavirus SARS-CoV-2, not “China virus” or “Chinese coronavirus.” That is racially insensitive. And it personally insults me.

The use of racially insensitive words is a form of “racial microaggression.” Microaggressions have been defined as commonplace verbal indignities. They are intentional or unintentional, hostile, derogatory insults that target a person.²

Microaggressions reduce inclusion. They increase divisiveness. They reinforce bias and prejudices. They decrease empathy. And they are deceptive and insidious. Microaggressions are more than just feeling slighted. It has been shown to lead to exhaustion and decreased mental, emotional, and physical well-being. Microaggression can be directed at any marginalized group, based on color, sex, religion or other characteristics. It’s not just about race. It’s about all of us.

Microaggressions are detrimental to providing healthcare. And they are pervasive. One study found microaggressions were seen or experienced by a majority of first year medical and dental students. Picture this scenario: a female dentist walks into an operatory. The patient declares, “You’re too young to be a doctor. I want a real doctor who knows what they’re doing. I want a doctor — who can speak English.” That is an example of an intentional microaggression.

Microaggressions can affect our dental practices. A study showed patients who experienced microaggressions from their medical provider had poorer compliance, more missed appointments and poorer health outcomes.

In treatment planning, microaggressions of a dentist could lead to different diagnoses for two patients with identical clinical presentation. It could influence treatment plan options provided and even the type of prescriptions written. It can basically undermine the trust inherent in the doctor-patient relationship. The patient may believe the dentist did not treat them like they would have treated someone else. As a result of a perceived microaggression, the patient may even seek care elsewhere. It could lead to negative reviews in social media. One’s reputation in the community could

be damaged. Untoward consequences could spring from a simple remark or action that was an unintentional microaggression. Not only is that patient gone, but their future referrals, as well.

Back on June 2, ADA president Chad P. Gehani, DDS addressed racial violence. He courageously said this:

“This is the moment to unravel from whatever personal biases we may harbor. To become allies. To have the hard conversations. To listen to voices that have long gone unheard. To speak up for those who have been disenfranchised. To commit to empathy and understanding. To be forces for change. To be agents of harmony. To call out wrong when we see it. And to do what’s right when we can”.

We most likely won’t see or be exposed to racial violence in our profession. But microaggressions are more likely to happen. And we can do something about it.

We must do our best to send the right messages in our practices and in our professional lives to our patients. And to our peers. It is our responsibility to treat all our patients respectfully. We must communicate with our patients without judgement or our own negative personal bias. Sue, et al, states it is important to first understand one’s own racial identity in our society. Then look at one’s opinions about other racial groups. That can lead to recognizing one’s own prejudices and bias. One needs to recognize microaggressions exist. Then look at how these can impact patients. And then do what is possible to correct one’s own actions.²

Full disclosure: I am Chinese American. And the true stories mentioned above?

continued on page 16



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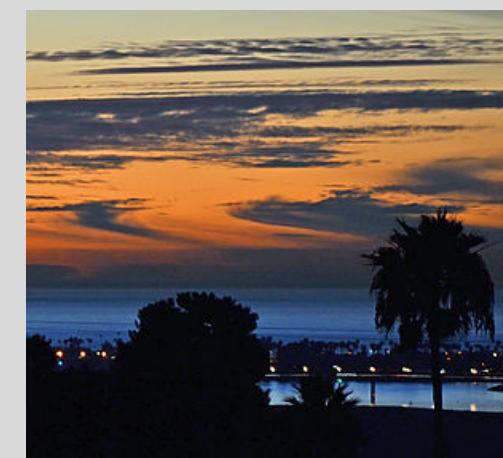
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Associations are made for times like these...

In mid-March of this year I sat at my desk in mild shock after hearing that our governor had issued a shelter-in-place order. I think I was in denial for a few minutes, thinking that he couldn't be serious – that the order wasn't really meant for us. But a few minutes was all I had. As I sat there, I started thinking about the implications for dentists who would have to close their offices and stop delivering care to patients. That was all it took to jolt me from my stupor and into action.

I wasn't alone. All across the country, my dental association colleagues were going through exactly the same thing. To one degree or another, all our members were going to have to close shop, and do... what? And for how long? What about patients who were in the middle of a treatment plan or who had accidents that broke teeth? What would practice owners do about their staff and how would they pay their vendors? There were so many questions, and I quickly realized dentists would be looking to organized dentistry for answers.

Fortunately, this kind of emergency is one of the very things associations are built for. Within hours of these orders, the ADA, the CDA and our local dental society were coordinating on actions to

take for our members. Information was key, and directives from our state and local health departments were of utmost importance. We decided early on to issue Updates on a daily basis to give dentists the best information available.

ADA, CDA and we have created hard earned relationships with legislators which, in the tumultuous early days of this crisis, were more important than ever. We lobbied hard to be sure dentists and their teams were deemed essential. It assured two important things: that you could continue to treat patients with urgent need, and that stay-at-home restrictions were lifted sooner for dental teams than many other businesses. At the national level it also meant that dentists would be eligible to apply for emergency small business loans – many of which would be forgiven.

You know what came next. With Covid-19 being an airborne virus, the need for PPE was like the water in the Mohave. That ADA and CDA come up with small quantities of free PPE eventually, and our local society put it in your hands from the start. We had KN95s in your hands almost immediately. And then because of our relationship with the County of San Diego, we were able to

get our hands on N95s, face shields, and gowns in the tens of thousands. All told we have distributed over \$1,000,000 in PPE over the last six months.

Market research tells us that roughly 80% of dental patients are comfortable to go back to the dentist for routine and emergency care. That means our job now is to help convince that remaining 20%. Currently we are busy connecting with local TV and print media companies to schedule time for our dentist members to write articles and do live interviews with local network affiliates. The public needs to hear from you that, given all the protocols and precautions you are following every day, it's very safe to go back to the dentist.

It's December now and hopefully this is the last time I'll be writing about the scourge of 2020. However, we know that we're not out of the woods yet. We know that times are tough, but we can help you get through the toughest of times. We're here to continue to support you. As you think about your membership for next year, remember you can depend on us to help you in whatever way necessary to get you back to doing business in a way that is safe, effective and profitable. We look forward to seeing you in 2021. •

Welcome NEW San Diego County Dental Society Members

Sascha Zandevakili, DDS: UOP 2016, Oral & Maxillofacial Surgery at Emory Univ. 2020

Christina Kulyk, DDS: UCLA 2018, Pediatric Dentistry at NYU, 2020

Jessica Vergel de Dios, DMD: Western University of Health Sciences 2017

Sara Siraj, DDS: Univ. of Oklahoma 2020

Lily Neskin, DDS: LLU 2020



Dr. MacPherson has been a Lab Lead for CDA Cares since 2014 and has worked at the CDA Cares clinics since 2013. She, along with Dr. Rossopoulos and Dr. Peter Soderstrom, is one of the training doctors for the denture procedures that are used at the CDA Cares Events. She is a Board-Certified Prosthodontist practicing in San Diego and is on the SDCDS Board of Directors.

CDA Cares Long Beach

CDA still cares!

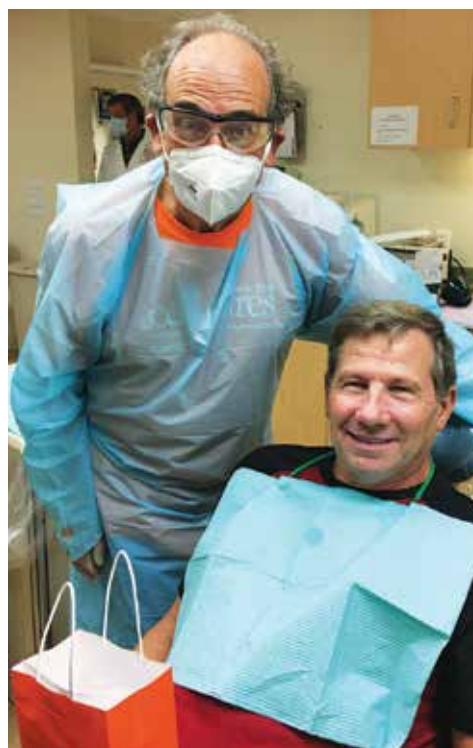
By Pamela A. MacPherson, DDS, FACP

Full mouth extractions and dentures are just two of the treatments available at CDA Cares events, which provides dental services at no charge to those in need. In fact, CDA Cares patients that have their teeth removed at one event are kept on a special list to be invited to the next event to receive dentures. We want to restore these edentulous patients.

Accordingly, the pandemic indefinitely postponed the Long Beach CDA Cares Event, originally scheduled for July 17-18, 2020. Leadership at the CDA Foundation were concerned about the patients that previously had all their teeth removed at the last CDA Cares event in San Bernardino. The loyal volunteers were sad to see the event postponed. Corporate sponsors were still willing to provide support, and there was a general outpouring for the affected patients, particularly with the recent passing of former CDA President Dr. Andrew Soderstrom, who was the “father” of the CDA Cares clinics.

As a result, earlier this year the CDA Foundation reached out to the CDA Cares denture laboratory leads, including me, to think of a way that we can serve the previous CDA Cares patients that we knew needed dentures. Gathering as a team throughout the next few months on regular Zoom meetings and emails, we got to work on finding a way to treat these patients in need. First, we determined that we would dedicate this event to Dr. Andrew Soderstrom (his brother, Dr. Peter Soderstrom, is another CDA Cares denture lab leads). Next, we identified a dental clinic at the Long Beach Memorial Hospital complex that we could utilize. Then we contacted and coordinated with patients to have impressions made at private practice offices throughout Southern California. Finally, September 26, 2020 was chosen as the day to hold this special CDA Cares denture clinic. Special CDA Cares shirts were made in Dr. Soderstrom’s honor that had his initials on the left sleeve.

On the day of the clinic, we delivered a total of 19 dentures to 11 grateful patients, making the event a great success! This was only possible with the tremendous team effort from all who were involved, including three prosthodontists, three lab technicians and multiple support staff and volunteer dentists from CDA and the dental clinic. It was an honor to be a part of this memorable day.



CDA Foundation: making a difference

The COVID-19 pandemic has disrupted many of the events and programs that bring needed care to underserved communities in California. The CDA Foundation made the difficult decision to postpone the CDA Cares volunteer dental clinic planned for Long Beach due to current state and federal public health guidance related to COVID-19.

Previous CDA Cares denture patients received follow-up care at a small clinic in Long Beach. All the patients had been fully or partially edentulous for almost exactly a year, but at the small clinic, eight patients received full dentures and three received upper dentures. The safety of patients and volunteers was a top priority.

Through the generosity of countless volunteers and donors, the CDA Foundation has helped so many Californians in need through its two flagship programs: **CDA Cares** and the **Student Loan Repayment Grant**. In addition, the CDA Foundation has provided Dental Materials and Supplies Grants to community-based organizations to help provide access to care for California’s most vulnerable citizens. Go to cdafoundation.org for more information about these programs.

The CDA Foundation’s mission is to improve the oral health of all Californians by supporting the dental profession in its efforts to meet community needs. Oral health is critical to the total health and well-being of an individual. For young children, it means they won’t live with pain or miss school. For adults, it can enhance employment outcomes, improve their overall health and quality of life and, for many, restore dignity.

That’s why CDAF is tireless in its efforts to provide CDA Cares events and grant opportunities to community-based organizations and individuals all reducing barriers to care in underserved populations. CDAF represents the dental profession and its philanthropic values as it generously gives back to help meet the needs of Californians.

Recognition is deserved for Andrew Soderstrom, DDS, CDA past president and a co-founder of CDA Cares, the CDA Foundation’s volunteer dental clinic, who died April 29, following complications after a fall at his home in Modesto, California. He was 65. Soderstrom was instrumental in launching CDA Cares, which provides no-cost dental services to individuals throughout California who face barriers to care.

source: CDAFoundation.org



Carol J. Pilmer, RDA, graduated from Elkhart University of Medical and Dental Technique. She co-owns and operates R Dental Ceramics dental lab with her husband, Bill in Solana Beach. She has been a CDA Allied Dental Health Professional Member since 2007, served as the first CDA Board of Trustees ADHP Guest Member, CDA HOD ADHP Guest, CDA COM Member and many other volunteer opportunities and appointments. She can be reached at r dentalceramics@gmail.com

CDA Cares Long Beach

Prosthetic perspective at CDA Cares

By Carol J. Pilmer, RDA

On September 26, 2020 a special CDA Cares Prosthodontic care event was held with the support of CDA Secretary, Dr. John Blake, and his Long Beach Children's Dental Health Clinic team. Eleven patients were treated.

The patients originally had their teeth extracted several months earlier at the CDA Cares San Bernardino and were scheduled to have their dentures delivered at the CDA Cares Long Beach, which was postponed. The CDA Foundation felt it was important to honor the commitment of providing new dentures for these patients.

It was also a way to honor the memory and work of Dr. Andrew Soderstrom, past CDA President and Co-Founder of CDA Cares, who died earlier this year. The CDA Cares Prosthetic team consisted of: Drs. Evangelos Rossopoulous, Peter Soderstrom, and Pamela MacPherson (Volunteer Lead Clinicians), Stoney Couto (CDA Cares Chairside Assistant), Eric Wright, Alan Wareham, and Bob Slayton, Dr. Gary Glasband (CDA Cares Dental Lab Techs), Carrie Harcharik (CDA Foundation), Jasmine Cuellar (CDA Foundations Staff Member), Missy Wareham and myself (Dental Lab Tech Leads).

This small event was coordinated by CDA foundation staff member, Jasmine Cuellar, who contacted and scheduled each of these patients. This event was such a contrast to other CDA Cares event, where we usually would be caught up in the organized "chaos", but we found ourselves enjoying the calm and quiet atmosphere of the space. Also, we were able to enjoy each other's company over lunch, which rarely happens at other CDA Cares events.

This Long Beach event marked my 15th CDA Cares Event participation. Dental Lab Tech Leads were originally recruited in 2012 to encourage technicians to volunteer their time and talents to fabricate stayplates, repair dentures and assist clinicians with the services they were providing. We would see approximately 200 prosthetic patients at each CDA event.

As the Dental Lab Tech Lead at CDA Cares events, my responsibility is to recruit volunteers, create removable dental lab workflow systems, and to optimize production. It is the most perfect volunteer opportunity I have ever been given and it is an honor and privilege to share my time and talents to help create smiles and be a part of the CDA Cares clinic nicknamed the "Happiest Place at CDA Cares".



A message from... the San Diego County Dental Society Alliance

Dear SDCDS members,

In 1963, when my husband, Frank Wellington, began practicing dentistry in San Diego, I joined the Women's Auxiliary to the San Diego County Dental Society. The organization was active with well over 100 members at its peak in the mid 70s. We gathered for social-fundraising events. Our activities included luncheons, bay cruises, a day at the races at Agua Caliente and Del Mar, collection of amalgam, Smile San Diego 10K, and fashion shows. Occasionally we would connect with other auxiliaries throughout California.

A small group of us visited elementary schools to talk with kindergarten and first grade students about dental health. With a stuffed character, Jerry Mahoney, and a metal cabinet full of teaching supplies, we loaded our cars and each of us would visit 1-2 classrooms a week, to show children how to brush their teeth.

Over the years I made many friends and enjoyed volunteering and connecting socially. I served as President of the Auxiliary multiple times. Our primary goal was always to provide funding for The Children's Dental Health Clinic, where many of our husbands volunteered. One of our primary fundraisers was the annual holiday greeting card, where SDCDS members were invited to donate \$30 to have their name added to the card. I have continued the holiday card for the past 30+ years, on my own. 2019 was the first year that this lost money. The card program is now discontinued.

In the 80's, when many women began working in their husband's offices or choosing to pursue a career of their own, the auxiliary slowly began to shrink. We joined forces with the Northern California group to become the Dental Society Alliance. Together we lobbied in Sacramento to get fluoride added to the water and promote other dental health issues. I have served in the role of President of the San Diego Auxiliary and then San Diego Alliance for over 20 years. Now there are no longer any active members. It is time to dissolve the Alliance. Diane Stratigopoulos will continue to monitor the bequests from the estate of Dr. J. C. Almy Harding, to further support The Children's Dental Health Clinic.

Thank you to the members of the San Diego County Dental Society that continued to support our efforts over the years.

Sincerely,
Sally Wellington

We thank you,
Sally Wellington,
for all your years
of service!!
— SDCDS
Board of Directors



History of the Alliance

Once called the 'Auxiliary', the Alliance was organized May 22, 1938 by dental wives who were stimulated to do so when they learned that SDCDS was to host the 41st Annual Convention of the Southern California Dental Association at the Hotel del Coronado the following September. Mrs. Cecil (Thelma) Neff was one of the organizers. She continued to be very active for 50 years until she died in August 1988. Mrs. John Helk was the first president.

During the convention, the women entertained the visiting spouses with city-wide tours, boat trips, tennis, golf and luncheons. The auxiliary was assisted by the hygienists and assistants who served as hostesses. The following year the auxiliary celebrated its first birthday on May 22, 1939 at the U.S. Grant Hotel. The hotel presented them with a birthday cake.

— recorded by 1967 SDCDS
Pres. Thomas Baumann, DDS



Happy Memories before the pandemic



Family Day at the Bay



SDCDS President Dr. Brian Fabb
and SDCDS Secretary Dr. Christine
Altrock at the Del Mar Fair



San Diego County Dental Foundation
Gala Fundraiser on the Midway



SDCDS Holiday party 2019, eating inside a restaurant



A busy office

Stressful Memories from a challenging year



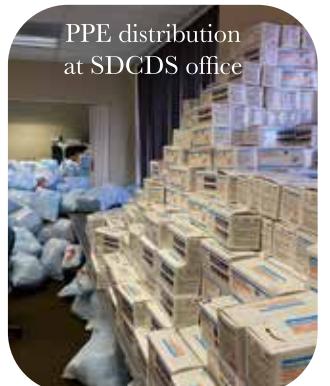
Fit testing at SDCDS
President Elect Dr.
Tina Beck's office



Another Zoom meeting: American Association of Dental
Editors and Journalists meet with ADA leadership



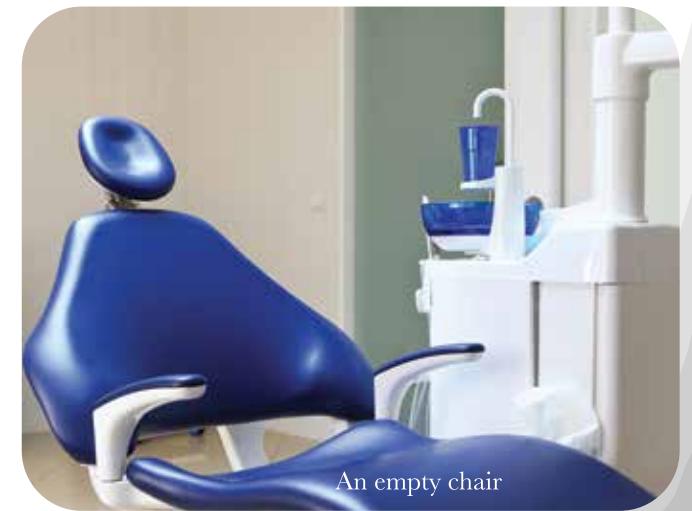
No more TP



PPE distribution
at SDCDS office



Netflix, banana bread and take out



An empty chair

As we prepare for New Year's Eve,
sheltered in place,
we can't wait to say bye-bye to 2020



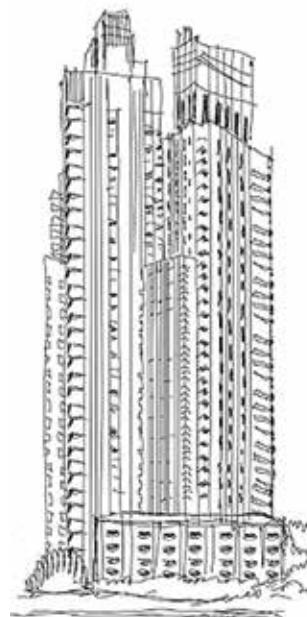
Shaken, not broken in 2020

The year is coming to an end. Conversations with patients at the start of the year were on resolutions, new jobs, vacations and much more. They have since revolved around how tumultuous 2020 has been for all of us. Plans got crossed off one at a time.

And as we end this year, I'm reminded of how we ended 2019. I recalled (and wrote in a blog) that rather than resolving to have a list of do's and don'ts for the new year, it may be best to simply reflect on the year past. I don't doubt many of us will either do this with a heavy heart or simply cast 2020 aside as one we'd rather forget.

But remembering this year may be exactly what we need to do. How can we emerge strong and resilient if we don't reflect on how we overcame challenges and difficulties? This year was a personal proof of how our characters, our businesses, our patients, our organizations and of course, our loved ones all were tested with the unexpected. When many of us launched into 2020, we had a list of resolutions we were resolving to follow and grand plans for the year. And when they fell apart, how did we react? When things didn't go our way in our practices or in our personal lives, how did we maneuver around those obstacles?

Personally, to have patients who genuinely cared about my practice and my wellbeing was incredibly humbling. That in and of itself gave me the strength to push through the challenges COVID



The disease of microaggressions...continued from page 7

Those involved me. I was that person walking in my neighborhood. Did I confront that driver? No. And the person that read the offensive editorial? That was also me. I contacted the writer who used the racially insensitive wording. We had an open and honest discussion. The writer said there was no intention to offend and would have removed it if the writer knew it was hurtful. That is a signature characteristic of a microaggression. The organization (not SDCDS) immediately retracted the article from the publication. Writing about this subject

even made me recall events that I have not thought about for decades.

Microaggressions, especially noticeable during this pandemic, can have negative effects. We need to be self-aware of our personal bias. They should not be allowed to affect our ability to provide the best dental care possible to vulnerable populations. This can greatly affect our standing in our communities and the success of our practices. Understanding microaggressions and recognizing they exist in our everyday interactions is a first step. •

Reprinted from the November 2020 CDA Journal.

Sources

1 Castaneda L. Hundreds of anti-Asian American hate incidents reported in California during pandemic. The Mercury News, July 2, 2020.

2 Sue DW, Capodilupo CM, et al. Racial Microaggressions in Everyday Life: Implications for Clinical Practice. American Psychologist. 62(4),271-286. May/June 2007.



OKAY Boomer

Bridging the gap between Baby Boomers and Millennials can be tough. Especially when these two generations are speaking totally different languages. We're waiting for the wifi password, and they're waiting for the dial tone. They think we're lazy and don't want to work... and we think we're overworked and underpaid. They don't understand social media and technology, and we don't understand how to work a dial tone phone.

Most boomers went to college, bought houses, got married, raised families...and in that exact sequential order. Most millennials, however, are still renting apartments, swimming in student loan debt, and too busy traveling to start a family. Our social media bio's are treated like CV's and don't forget how proud we are showing off our hashtag fur babies. #dogmom

I interviewed a few baby boomers as well as millennials to try and get to the bottom of what causes the divide and misconceptions. I noticed a common theme with both millennials and baby boomers. •

We just don't speak the same languages. As millennials, we tend to be more outspoken, demand higher pay, and put off having families and buying homes in order to: travel more, eat good food, and savor our life journeys. We value our youth, mental health, life experiences, and education. Unfortunately, this gets misconstrued and we are often mislabeled as lazy snowflakes.

Regardless if you agree or not on how millennials view the world, we have to come to an understanding with baby boomers.

And here's why!

The problem is when a baby boomer is getting ready to retire, and the likely interested buyer is a millennial. How will this practice transaction go smoothly? What are millennials looking for when searching for an office? Or if and when a new associate joins the practice... hate to say it but the stack of resumes sitting on your desk are probably filled with millennial CV's, how

will this person fit into the dental practice that has been running smoothly for years. So, although comparing millennials to baby boomers is like comparing apples to cats, we need to find a way to come together and understand each other.

Here is what's important:

We are looking for mentors. We are searching for solutions to our student debt crisis. The problem is we are looking for answers on social media, the internet, and our peers. Baby boomers might have the answers, but they are likely not using any of said avenues to communicate, search for associates, or sell their well-established practices.

So millennials, what do we do?

Should we buy the newspaper, stop searching google for answers, and instead search the classified ads? No, both boomers and millennials need to understand that though the way we learn, the way we market, the way we communicate with patients, and also (and most importantly) the economy is very different...one thing remains the same. Regardless of our differences, the commonality between boomers and millennials is that we are all trying to do right by our patients. If we keep that in mind, the mentorship that baby boomers can offer millennials might save the snowflake in us after all.

Disclaimer: I am totally biased, because I am a typical millennial. BUT — I am hoping that by shedding some faint light on how millennials view the world, we can put our differences aside, and come together and make the dental world a better place. •

Yvette Carrillo DDS, MS graduated from Loma Linda Univ. School of Dentistry 2015 & 2018 respectively. She is a diplomate of the American Academy of Periodontics. In addition to private practice, she is an adjunct faculty member at various teaching institutions. Dr. Carrillo enjoys blogging, working out, cooking, and spending time with her fiancé, Dr. Riley Garrett, a medical anesthesiologist practicing in San Diego.



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"Cultivating Excellence in Comprehensive Dentistry"
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December 8: Jameson Speaks: Carrie Webber. Zoom at 6pm
7 Case Presentation Stumbling Blocks & How to Overcome Them

January 12: Treatment Planning-Live Patient, 6 pm Place TBD

January 29 – January 31: Seattle Study Club
27th Symposium/Virtual

February 9: Jonathan Rudin, DDS, MS, MPH.
OSHA/CA Infection Control

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Practices for sale directly by owner

Sqft & 2019 Collections - Kearny Mesa: 4,000; \$622K, North County: 3,500; \$246K, El Cajon: 4,500; \$970K, Chula Vista: 2,500; \$450K. Contact: sdcadentist@gmail.com

Practices for sale in North County 4 Ops

Fully Equipped Laser, Air Vac, Pulse Oximeter, Ozone Machine 24 Yrs Goodwill AND in South Bay in a rapidly growing area 5 Ops New Building 35+ Goodwill Low Overhead DrSamHeals@gmail.com

General dental practice for sale in Bonita, CA

Approx. 1,100 SQ FT. 3 Plumbed operatories, reception area, private bathroom, sterilization area and office. Practice collected approx. 350k in 2019. Please contact Tim Miller for more info: tim@integritypracticesales.com or 714.272.8408.

Dentist/Associate

Newly remodeled (6) op Dental Office One dentist, one hygienist, digital, paperless environment. Space available for established dentist with patient base or start up practice. Hours: M-F flexible hours. No start up expense. E-mail jberrydds@yahoo.com or contact Marian at 858.571.3534. Cost will be established on percentage of collection determined by type of expense sharing, if any that you want to do.

Dental office in Scripps Ranch for lease

Existing Dental Office to be vacated at end of year. Approx. 1,500sf to become available for lease Jan 1st 2021 in Scripps Ranch Supermarket Anchored Center. For info. please call Reg Kobzi | 858.546.4604 | Lic. 00917639 | CBRE

Dental office space to share

Dentist must have an established patient base. Office will cover all expenses except marketing. Dentist will receive 40% of collections. Contact office for additional details. Email: marcosortegaiii@gmail.com Bankers Hill/Hillcrest area. 306 Walnut Professional Building

Pacific Beach Dental Office for Lease

3 ops, 900+sf, vaulted ceiling. Windows on all 4 sides! Security gates and ample parking. Best location in PB next to Trader Joes. Available Dec. 1, 2020. Contact Dr. Fallon 619.379.3771.

Coming soon 12/1/2020 in Oceanside!

1,600 sq ft dental office space located in Walmart and Vons anchored power center. For more information please contact Reg Kobzi | CBRE | Lic. 00917639 | T+1 858.546.4604 | reg.kobzi@cbre.com

\$330,000+ on 2 days!

Great location in Kearny Mesa, Retiring Doctor had a 4 op office with good lease and fantastic patient base. 5 day schedule can be filled up easily with current demand. Take advantage of this well priced opportunity! Contact: Tom Herrington 619.723.1833.

Dental Office in San Diego for Sale

Asking \$98K or Best Offer! Strip mall. Corner lot close to SDSU trade area. Collections ~\$140K (1-2 days/week). ~1,820sf 2 eq. ops. + 2 plumbed. Reasonable Rent. Call Loc Pham, BRE #01875780. 714.550.7494. Practice@lcffin.com.

Central Texas Dental Practice for Sale

Free standing (3,000 sf) single purpose building (optional). Practice located in prestigious location with superior demographic distribution and high growth potential. Serious inquiries welcome. Contact Victor Larsen at 210.393.8642 or e-mail smartlivin@yahoo.com

SPACE NEEDED**Need a temporary dental office relocation**

Looking for a dental office or space to share in Oceanside, Carlsbad, or Vista area for a temp lease for 6-12 months while my building is under remodeling. Minimum 3 days/week and 3 ops. Call me at 760.586.2347.

AVAILABLE FOR HIRE**In-house implant surgeon/prosthodontist**

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. See website, inhouseimplantdentistry.com for additional details and dentist testimonials. 818.359.2076

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GP DDS 40+ Years (26 Navy). Need a break? Vacation? Sick? Steven Jaksha, DMD / hrdrwrk@gmail.com

SUPPORT SERVICES**Anesthesia associates**

I.V. sedation & general anesthesia in your office. Board certified Drs. Marco Savittieri and Carl (Chip) Miller. Providing 26 years of anesthesia services to San Diego County Dental Society members. Call Brigitte at 760.451.0582 or 760.419.4187. *We thank you for your continued support!*

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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. 40winksanes@gmail.com or 206.948.2468



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When a dental professional is suffering from alcohol and chemical dependency, the practice, patients and peers are suffering, too. Make a connection to receive support, treatment and recovery today.



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San Diego

619.275.7190

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to encourage the next generation of doctors

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**HELP WANTED****Dentist and Pediatric dentist**

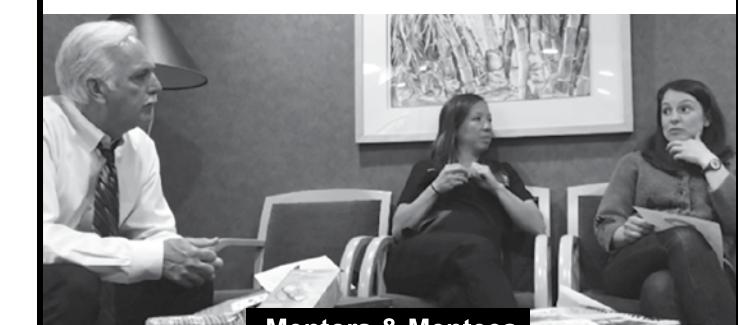
Private Group seeks: 1) GP & 2) Pediatric Dentist / GP + enjoys kids. PT to FT Send CV to dentalSDteam@gmail.com. And please state desired position you're applying for in subj:

General Dentist for Kids

We are looking for a dentist interested in treating children. No screamers. No problem children. This is a fee for service practice. We have a pedo RDA on staff. We will schedule your patients for you. We are located in Imperial County. Join our team. 760.960.5181.

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Full page: \$1050
1/2: \$578 1/4: \$400
1/8: \$200

Deadline: Feb. 1, 2021 for March 2021 issue. 619.275.7188,
admin@scds.org. Your ad posts here & online at SDCDS.org

Go online for more info or to apply: scds.org/mentorship-program/
Please contact Meg Hamrick, our Membership Coordinator, with
any questions membership@scds.org or (619) 275-7188

You won't even need to leave the comfort of your own office!




Give Kids A Smile
Countywide Sealant & Varnish Event



GKAS




**Give Kids a Smile is coming in 2021,
but it will look a little different!**

Are you in?

We are recruiting dentists in private practice and community clinics who are interested in applying fluoride varnish and dental sealants to kids under the age of 18 – for FREE!

Here are some of the details.

The program will run between the dates of **February 22 – March 19**.

We will supply

varnish and sealant material to participating dentists.

You will have the flexibility

to choose when patients are seen – all on one day, or interspersed in your schedule.



- You will make your own appointments.
- We will help to promote the event with flyers and a website.
- In addition to technical assistance, there will be training for interested offices in January
- Glass ionomer sealants will be used.
- Some PPE will be provided to participating offices.
- You will report on numbers of kids seen and treatment rendered.
- You don't have to be a pediatric dentist to participate.

Please contact us for more information.

Please join us for this nation-wide **Give Kids a Smile** event. We have the opportunity to treat hundreds of kids and to help them find a dental home. Contact us at 619-275-7188 or admin@sdcds.org to register.



**CALENDAR
2020-2021
SDCDS EVENTS**

turn next page
or go online to SDCDS.org

Dec 6
How to Identify Your Perfect Practice, PPO Insights & BINGO

Dec 10
BLS Renewal for Healthcare Providers

Jan 14
BLS Renewal for Healthcare Providers

Jan 20
2021 Annual Practice Transition Seminar for Sellers

Jan 23
Dental Practice Act and Infection Control

Feb 11
Professional Speed Dating for matching practice buyers and sellers

Feb 22 - Mar 19
GKAS (details page 20)

ARE YOU READY?

TO SELL YOUR PRACTICE & READJUST YOUR FOCUS?

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Let's start one to see how we
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WEDNESDAY
DEC 09

How to Identify Your Perfect Practice, PPO Insights & BINGO



Summary: PPO Advisors will be focusing on the impact of the Delta Premier / PPO reality with a plan of action to overcome the reimbursement deficit. Bank of America & DDS Match will share how young professionals can best prepare themselves to identify the ideal office to purchase and how to qualify for the financing. Then you'll get a chance to win some great prizes with BINGO

Time: Lecture & Q&A 6-7pm, BINGO 7-8pm

Location: Online (zoom), Details will be sent out on Dec. 8th.

Register: sdcds.org, 619.275.7188 or membership@sdcds.org

Pricing: FREE for members, **Sponsored:** DDS Match, PPO Advisors & Bank of America

It's a WIN, WIN!



THURSDAY
DEC 10

BLS Renewal for Healthcare Providers



FREE CE*

Summary: Register early if your CPR card is expiring; ONLY 12 SPACES AVAILABLE!

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

Location: SDCDS Office, [Covid guidelines adhere]

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

Pricing: member \$40... (or use your *1 free member benefit CE for 2020). nonmember \$60, member staff \$50

Sponsor: Kunau & Cline



4CE units

THURSDAY
JAN 14

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)

Location: SDCDS Office, [Covid guidelines adhere]

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

Pricing: member \$40... (or use your *1 free member benefit CE for 2021). nonmember \$60, member staff \$50



4CE units

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DED 08 **Simplified Same-Day Cosmetic Dentistry**
- Dr. Landon Albrecht

DEC 08 **Cutting Wedge Technology: In-Depth Look at the Importance of Wedges in Direct Composite Restoration**
- Dr. Matthew Burton

DEC 09 **A New Era in Dentures! But Who Benefits?**
- Dr. Faraj Edher

DEC 10 **Integration of BioActive Materials to Grow Your Practice**
- Dr. Brittany Bergeron

DEC 14 **Mastering Today's Crown Prep: Practical Tips to Improve Accuracy and Efficiency**
- Dr. Lori Trost

DEC 15 **The Role of Bioceramics in Treatment of the Pediatric and Mature Vital Tooth**
- Dr. Martin Trope

DEC 22 **Conservative Endodontic Instrumentation Using Reciprocating Motion**
- Dr. Ali Nasseh

Earn 1 Interactive CEU per class

STEP 1 sd.dentalsocietyce.com

STEP 2 Log in top right hand corner

STEP 3 **Username** your ADA number (note: if it starts with a 0, drop it)

STEP 4 **Temporary Password:** onlinece.sdcds.org
Trouble logging in? Contact CE Coordinator Fernanda at (619) 275-7188 or admin@sdcds.org

WEDNESDAY
JAN 20

2021 Annual Practice Transition Seminar for Sellers



Summary: Just as rapidly as dentistry is changing, so is the environment for dental practice sales. If you are considering selling your practice anytime in the next 5 years, you will find this content-rich seminar to be extremely valuable.

Time: 6-9pm

Location: Online Webinar

Register: Please RSVP Vanessa vanessa@krpracticesales.com.

Pricing: FREE

Sponsor: Ken Rubin Practice Sales



Speakers:
Jonathan Ingalls and Ken Rubin, CPA





SATURDAY
JAN 23

Dental Practice Act and Infection Control



Webinar

4CE units

Summary: Course targets information and updates to the DPA regulations, and mandates relating to the practice of dentistry in California. This course combines information from DBC, CDC and Cal/OSHA to provide a relevant, in depth and up-to-date examination of Infection Control guidelines and recommendations to prevent the spread of disease in any healthcare facility.

Time: 8am - 12:30pm

Location: Online Webinar

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

Meeting ID, password and handouts will be emailed on Jan. 15.

Pricing: member/staff \$35, (or use your *1 Free CE for 2021). nonmember/staff \$50



Speakers:
Diane Arns

WEDNESDAY
FEB 11

Professional Speed Dating



Summary: Are you thinking about selling your practice? Or looking to buy a practice? On the hunt for your next job? Looking for new associates? If so, this is the event for you! Come and meet your perfect match at Professional Speed Dating!

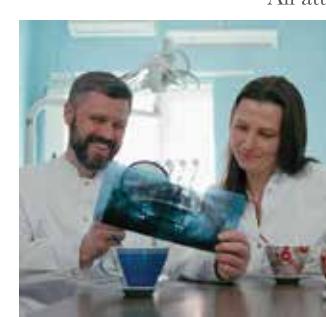
Time: 6 - 8 PM

Location: Online (zoom)

Pricing: FREE for members only - All attendees will receive a Grubhub gift card to enjoy a meal and drinks during this event.

Register: sdcds.org, 619.275.7188 or membership@sdcds.org

Sponsors: Patterson Dental & Well Fargo





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