

FACTS



San Diego County
DENTAL SOCIETY



**JAN/FEB
2020**

Jan 16
BLS Renewal

Jan 25
Dental Practice Act/
Infection Control

Jan 29
Dental Practice Transition

Feb 08
Restorative
Dentistry

Feb 22
Give Kids a Smile Event



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LA JOLLA: 5 ops. Over 40 years of goodwill. Mostly fee for service. Great location with easy freeway access.

VISTA: 5 ops. State of the art practice with Pano, Cerec, and digital xray. Low overhead. Easy access with fwy close location. Seller must move away for family.

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

SAN MARCOS: 6 ops. Highly coveted north county location in busy shopping center. Relatively new CT scan, digital xrays, and intraoral cameras. Invisalign and implants can be added.

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JANUARY & FEBRUARY 2020

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@sdcds.org



FACETS NEWSLETTER

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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?

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- ✓ **\$325,000**
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Welcome

Welcome to 2020! After an extended holiday break spent with family and friends, I'm honored and excited to begin the year in my new role as President of your San Diego County Dental Society. Originally from New York, I loved taking on leadership roles at NYU College of Dentistry as a student. And after moving to San Diego several years after graduation, I was fortunate enough to first become involved within our Society through a welcoming member. The warmth and camaraderie of this fantastic organization solidified my desire to volunteer in numerous capacities: first in our Member Recruitment & Retention, later in the Board of Directors and eventually in the Executive Committee.

I look forward to utilizing my previous experience to support the Society's mission: Providing resources to help member dentists succeed and enhance professionalism.

The challenges dentists face today are always changing, including learning new technologies and materials, networking with colleagues and specialists, practice management, and everyone's favorite, human resources. As a result, SDCDS must change to best serve our members. However, SDCDS has more member dentists within our San Diego — Imperial County boundaries than half of the other States do in their entire State's Dental Society! This creates an enviable wealth of diversity in our members in terms of location, experience, practice model and career stage, but at the same time, it is a daunting task to guess everyone's needs correctly.

To make truly meaningful change for our members, we need your input. Please take a moment to go to SDCDS.org website and familiarize yourself with our wonderful volunteers and staff members. By communicating your individual needs and practice issues to us, we can more accurately schedule lectures, activities and services for a more predictably successful and rewarding career for you. Our volunteers and elected leaders are an exceptional mix of veteran skills and knowledge balanced with fresh sets of eyes eager to provide a voice for the next generation of our member dentists. We love our profession and are ready to help! One important task we have coming up is revising our long-term Strategic Plan for the Society. Typically updated every three years and last revised in early 2018, we're looking to keep our plan relevant to the needs of our member dentists today. We are ahead of schedule in some goals, and others need to be more well-defined and measurable, so we'll be tackling this project a year early in one of our Board meetings. I believe it's extremely important to maintain a vision of where we'd like our Society to

go and we'll ensure we get there with proper guidance and self-evaluation. A copy of the 2020 Strategic Plan will be updated on the SDCDS website as soon as it's completed for all to see.

When you do visit our website, please log on to your member account and make sure all your information is current, including an email address you check regularly and a recent photo for our member directory. It is one of the means of making sure we can communicate effectively with our members, and we'd hate to see you miss a fun golf tournament, a mandatory continuing education course or networking opportunity because it's sitting in an old AOL account you haven't checked since you first heard about a CEREC. Keep an eye on the calendar of events so you don't miss a lecture from our *Dental MBA Business Series*, or a chance to join us at the *Day at the Ballpark* with the Padres. If you're the event planner type, you could even lend your expertise within our Member Recruitment and Retention Committee. An extensive list of committees for leadership and volunteer opportunities is available to become more active within your community in the member section on the website as well.

In summary, I urge you to be active to get the most benefits out of your membership. This is a wonderful time of collaboration and supporting each other in our profession, and I'd love to see each and every one of you succeed! I hope to see you at a networking happy hour, CE lecture, sporting event or *Shred-a-Thon*, and ask what we can do to serve you better. Let's enjoy our best year of practice together!•



Here I am on the left at the 2019 SDCDS Holiday party



Medicare and dental benefits Part One: Introduction

The 2019 CDA House of Delegates reconvened in Sacramento on November 15-16, 2019 to establish policy and set the strategic direction of our organization. SDCDS had 16 of the 209 delegates, which is apportioned by component membership numbers. Our fully engaged SDCDS group in Sacramento included our two CDA Board of Trustee members and our executive director. Of the three largest California dental societies in total membership, SDCDS (San Diego-Imperial Counties) fell to third place, just behind Orange County and Tri-County (Riverside-San Bernardino-Eastern portion of Los Angeles Counties) Dental Societies.

The House of Delegates wasn't all about secret handshakes, negotiations in smoke-filled rooms, nor was it just fun and games (although there was plenty of room for that at the President's Party held on the first night, see photos of your Roaring 20's delegates on page 15). Okay, time to get to the point.

As you already know, there is a significant nationwide focus and interest to include dental benefits in the Medicare program. The just released **CDA Medicare Task Force Report** was a major topic of discussion. Wait, did CDA just endorse adding dental benefits to Medicare? No, wait a second, hold on. Put your pitchforks and torches down. More importantly, I'm just the messenger. Just know that this topic isn't going away anytime soon.

The CDA House voted to file the CDA Medicare Task Force Report, which neither approves or disproves the findings of this report, but to the best of my understanding, it states the report was done and the findings can be released to the membership (with username and password, of course). This report was created by the authority of the 2018 CDA House. It was a fully objective and investigative report.

Let's first take a step backwards...

What is Medicare?

According to the glossary at www.Medicaid.gov: Medicare is the federal health insurance program for:

- People who are 65 or older
- Certain younger people with disabilities
- People with End-Stage Renal Disease

And regarding dental services, the website states:

Medicare doesn't cover most dental care, dental procedures, or supplies, like cleanings, fillings, tooth extractions, dentures, dental plates, or other dental devices. Medicare Part A (Hospital Insurance) will pay for certain dental services that you get when you're in a hospital. Part A can pay for inpatient hospital care if you need to have emergency or complicated dental procedures, even though the dental care isn't covered.

But under "things to know", it states "Some Medicare Advantage Plans (Part C) offer extra benefits that Original Medicare doesn't cover - like vision, hearing, or dental. Contact the plan for more information." Confused yet?

The CDA Report found that older Americans have a great interest in Medicare offering dental coverage, and this interest crosses political affiliations and many other categories, including dentists. Dr. Gary Herman, chair of the task force, stated 60 million Americans have Medicare coverage. Yet the ADA states 62.7% of those aged 65 and older do not have any dental benefits coverage. **Doing the math, that is about 37.6 million seniors without any dental insurance or coverage.**

The task force concluded a dental benefit added to Medicare can increase access to dental benefits and services, support better healthcare integration, decrease medical care costs and increase the opportunity for improved health outcomes for aging Americans. Other opportunities can arise in dentistry, but there are risks, as well, including the risk of doing nothing. These are subjects that we will present in the next segments on Medicare and dentistry.

BEWARE!

The task force strongly emphasized the following:

- there is common confusion about the difference between Medicare and Medicaid (Medi-Cal).
- if dental benefits are added to Medicare, "it does not mean that dentists will be required to participate" and that "participating is an active decision made by the dentist".

On the national front, ADA sent a letter called "ADA Letter on Medicare Dental Benefit" to the U.S. House of Representatives House Ways and Means Committee and also to the Health Subcommittee on October 16, 2019 to "provide the ADA Health Policy Institute's current research on the state of oral health care for our nation's seniors" and to "highlight key issues to consider for further policy discussion related to improving the oral health of older Americans, particularly those focused on access to dental care." You can read the full letter by typing the title of this letter in the ada.org search box. More to follow. But there is no mention of the Medicare dental benefit issue in the December 3, 2019 ADA Government and Public Affairs e-update.

Next issue: Part Two: More data. For those of you that would prefer to binge read the whole issue instead of having it spoonfed month-by-month, go to the new and improved CDA website at www.cda.org, click the "about us" button at the top of the screen, then scroll down and click on the "CDA Leadership: House of Delegates", go to "Meeting Materials" and download the "Resolution 7: CDA Medicare Task Force Report". Or email me at facets@sdcds.org and I'll send it over to you—once I verify your membership status.

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EAST COUNTY, EL CAJON: GP & Multi-Specialty, Great strip mall location. 14 Ops, 10 Equip, PPO/HMO/Denti-Cal. #CA647

ENCINITAS: 6 Ops, remodeled 5 years ago with new equipment and utilizes Dentrux, Digital X-rays, Pano, and Laser. Located in busy retail center. 4 hyg days/wk. 2018 GR \$813K. #CA574

MISSION VALLEY GENERAL & MULTI-SPECIALTY: Excellent opportunity to purchase a 24 Op, 18 Equip practice. ScanX Digital X-rays, EagleSoft Practice Management software and accepts both PPO and HMO insurance along with DentiCal. The practice is in an excellent location with great visibility. Seller is motivated for a quick sale. #CA638

NORTH COUNTY COASTAL ORTHO: *New Listing!* 4 Chairs + Consult Room, Desirable area, Digital Pan/Ceph, Excellent location. 2018 GR \$273K. #CA653

NORTH COUNTY PERIODONTAL: 4 Ops, 3 Equip. Newer equipment: CT Scanner, Digital X-rays and Dentrux. Excellent location in a well-maintained complex. Priced to sell quickly. 2018 GR \$269K. #CA605

POWAY: *New Listing!* 3 Ops, centrally located, busy strip center location with room to grow the practice. Practice features Digital X-rays, I/O Cam, Pano, and Laser. 2018 GR \$243K. #CA659

SAN DIEGO COUNTY ORTHODONTIC: Rare Opportunity in the San Diego County area, Established office with updated computer hardware. Paperless. Many years of Goodwill. Excellent location. This will sell quickly. 2018 GR \$707K. #CA615

SAN DIEGO EAST COUNTY: Spring Valley Area, family practice with 3 Ops located in a convenient smaller strip mall adjacent to a busy street. **SOLD** To HMO, Digital X-rays, EZ Dent practice software, excellent area of opportunity. Potential property ownership in future. 2018 GR \$466K. #CA636

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Marketing expertise is on the way

Our intrepid Recruitment & Retention Committee is responsible for making sure our members are getting what they want and need from our dental society. Not only do they organize lots of great events, but they keep an eye on which of our benefits and services are being utilized by our members. So when they came to me and asked for professional help, I listened.

Our committees are made up of dentists. When they need help in their dental practices, they find those who have the right expertise. In the same way, when we realized we needed help “reading the minds” of our members, we decided to go to the people who do it best.

A few months ago, I sent out a request for proposal to nine market and research firms. We quickly narrowed the field down to three, and after carefully reviewing their proposals, we hired Whorton Marketing and Research. Whorton has worked with associations across the country including some dental societies. They provided a comprehensive plan

that includes surveying our members, conducting in-depth interviews, analyzing the results and creating a marketing plan. They will also provide information on the best ways to communicate with our members. We want you to get our messages – but not to irritate you with too much too often.

With this information, we hope to focus our efforts on the things that really matter to you and by doing so to increase your engagement and satisfaction. The schedule for our work with Whorton will run through the end of February. Many of you have already been interviewed. If you haven’t gotten our survey, expect to see it very soon. Please complete it. As you know, our data will only be significant if a large number of you respond. After they crunch the data, Whorton will provide a marketing and communications plan that we’ll implement through the remaining part of the year.

Again, please take part when Whorton reaches out to you. We want to know what you want. •

Welcome New Members

Danielle Johnson, DDS
University of Louisville, 2013

Daniel Charlton, DDS
UOP, 1988

Jonathan Amberg, DDS
University of Pennsylvania, 1999

Chance Bodini, DDS
University of Maryland, 2015

Paul Sokolowski, DDS
USC, 2001, 2003

Ray Neville, DMD
Medical Univ. of S. Carolina, 1987

Paulette O'Connor, DDS
University De La Salle, 2014

Edgar Reyes Garcia, DDS
Univ. Juarez del Estado de Durango, 1997

Carlos King, DDS
LLU, 2015

Adam Marre, DDS
UOP 2013, Univ. of Louisville 2019

Robert Frey, DDS
LLU, 2019

Nadia Razani, DMD
Roseman, 2019

No Such Thing as a Free Lunch

Letter to the editor:

The San Diego dental community can take great pride in the four Free Dental Clinics run by the UCSD Pre-Dental Society. Most dentists are aware of the dental clinic at Veteran Village San Diego, however, three other clinics function as a safety net providing free dental care to the citizens of the city who work but just can't afford the dentist. Most of us have experienced that chapter in life where money was tight and a fractured tooth or root canal would just break us. Everyone would love to volunteer their free time at the clinics. However, a practice loan, a school loan, a young family and then the question becomes: "What free time?" Many of us AARP members with an empty nest can fill in but there is no such thing as a free lunch.



The UCSD Pre-Dental students are a remarkable group of individuals with the hopes and dreams of becoming dentists. The problem is the free clinics run on money. Just like in private practice, there are lab bills, supply costs, and ongoing expenses. The past two years, our study club donated \$20,000 to keep the clinics open. If you don't have the

time to donate, would you donate the cost of one prophylaxis? Sure you could. Come join your fellow dentists and participate in the Charity Golf Tournament on Friday, Jan. 31 at Coronado (see the ad on page 17). If golf is not your thing, then just take a second and make a donation. For every donation over \$100, we will present a frameable Certificate of Appreciation which you could display and post on your website. Sponsor a golf hole for \$400 and we will do a personal presentation and photo op in your office. You will be happy about helping the patients and veterans in need, students, and being an active member in the dental community. It's great karma for your practice and the New Year. You can mail your tax deductible donation to Patriot Study Club, 813 G Ave, Coronado, CA 92118.

Thank again,
Kevin Kenny, DDS,
Patriots Club San Diego



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“I have met the enemy and he is I”

A personal perspective of my profession

By Steven Jaksha, DMD
Odontology, Oral Diseases, TMD/TMJ Disorders

After 37 years in the dental profession, I am now looking at retirement and am reminded of the Pogo cartoon quote, “We have met the enemy and he is us.” I have been blessed to be a part of an amazing profession where I am able to provide dental health care, enjoy my patients, and constantly learn new things every day. However, something has always gnawed at me when it comes to the perception of our great profession. Why do MD’s have a greater professional latitude than those with the DMD/DDS degrees? Don’t believe this? Please listen to my position.

Last time I heard, the mouth—the oral-dental complex—is attached to the body and is the beginning of the digestion system. Yet to a great degree, it is treated adversely by most MDs with a “that is for the dentist to worry about” attitude. The complexity of the oral-dental environment is a medical specialty in itself, but I see our profession in the shadows of our big brother, the MDs. We have been awarded the DDS/DMD degree that keeps us outside the MD umbrella. How did this happen?

In the old days, there was little separation of dentist/doctors, all having a terrible reputation of delivering horrible potions to drink, cutting off limbs, and extracting teeth on patients being physically restrained. The mouth was considered the foci-of-infection, with bad breath and decayed, aching teeth being thought of as the cause of general somatic ailments. As such, the attitude was to extract symptomatic teeth early and often. The doctors of the day had a terrible reputation of inflicting as much pain as the ailments themselves. Then came 1846. The year when everything changed, and dentistry failed as a profession.

William T.G. Morton, DDS was the first to demonstrate the use of ether as a surgical anesthetic while performing a painless tooth extraction at Boston’s Massachusetts General Hospital surgical amphitheater. Attending this event were both general and dental surgeons. Everyone was amazed, especially surgeon John Warren, MD who later arranged for ether to be used in the painless removal of a neck tumor from a patient. News of this successful use of ether for general surgery spread rapidly around the world. All the medical surgeons grasped the benefit of painless surgery, raising the public’s MD perception from painful to painless. The dental surgeons did little to embrace this medical technology where their public perception remained “painful”. Vestiges of this dentist public perception can still be seen today, over 170 years later.

The birth of a medical specialty, anesthesiology, began here. Medical schools began to teach the use of anesthesia where physicians became specialists in new types of anesthesia. In time, the medical community realized that their profession had many other areas of specialized medicine, teaching them as residencies under the big medical umbrella. What did the dental surgeons do? Almost nothing, continually extracting teeth painfully, opening offices outside this big medical umbrella.

Dentists, still doctors, began to have less and less professional connections with their medical physician counterparts. The public governing, licensing and credentialing bodies began to have the perception that the medical profession was stronger than the less-organized dentists. Don’t believe this? Look how these governing bodies view the dental profes-

sion with this one simple example: Medical Doctors enjoy a medical prescription writing environment far beyond that of the DDS/DMD. Try to write a prescription for birth control Ortho-Novum and it will not be filled because this script is “outside the scope” of the DDS/DMD degree. Yet an MD psychiatrist, who does not have an OB-GYN or general medicine practice, will have it filled quickly and without question just because of the MD degree. Again, it is a general medical perception that MDs are more organized under that big medical umbrella with many, many specialties often administered at centralized hospitals, something the dental profession historically never grasped early.

Now, many may yell at me: “Hey, we’re just as good. We’re specialists, too.” I would agree 100%, but would argue that we failed to stay within that early medical umbrella. In reality, and in football terms, we successfully performed a professional end run around medicine, but at a cost. Just as in an end run, everyone has their eyes on another part of the field where they think the ball is, yet it is already headed down field in another direction. With this dental end run, medicine has lost sight of dentistry’s exclusion from the big medical umbrella. This exclusion has everyone losing.

Medicine fails to see that dentistry is a specialty within medicine, called Odontology. Dentistry failed early on to promote itself as a specialty to be included and taught within medical schools that would have ultimately had dentistry under that medical umbrella. Had that happened, our profession today would have the same professional latitude as our MD counterparts. Finally, the public is the biggest loser, as for years, medical-

dental literature failed to acknowledge the strong correlation between oral bacteria disease states and systemic inflammatory process. Only recently have we been able to successfully demonstrate the correlation between oral infection and diseases of the heart, lungs, and other organ systems.

A perfect example of this would be a patient with a significant skin infection, visibly apparent and confirmed via a high WBC count lab value, being quickly treated by a MD. Adverse periodontal disease conditions can cause the same amount of inflammation, but medical doctors rarely look in the mouth as a part of their exam. The mouth is still a part of the body, and I feel it should be a major aspect of any general medical exam. Just as there are cardiologists, endocrinologists, dermatologists, and nephrologists, there should also be odontologists to complete the patient specialty treatment cycle.

Just as the above medical specialists have sub-specialties/credentialing, odontologists have the same that could easily be incorporated under that big medical umbrella. Since odontology is not under the medical umbrella yet, the medical profession has the potential to be on the cusp of a major issue with regards to medical malpractice liabilities.

When will a case come up where a patient suffers a significant cardiac event, a complication of pregnancy, or a respiratory issue due to an undetected oral/periodontal infection that could have been easily detected during a general medical exam?

At the same time, when will a well-versed attorney file a malpractice suit against that MD who missed the oral infection, ultimately causing his client a medical problem that could have been averted had the

MD properly examined the oral condition and/or referred this patient to an odontologist? When will the dentist, (odontologist) be called into court to provide expert testimony stating that the MD failed to catch this very apparent oral infection during a medical examination?

I started out with my opinion quoting Pogo: “We have met the enemy and he is us” because we, as dentists, have failed historically to get under this medical umbrella as odontologists where the present-day public and governmental body’s perception of our profession is solely our responsibility. The MD professional has also failed enormously to recognize this historical professional error which has the potential for enormous malpractice problems.

So what can I do after 37 years? What can our newest generation of dental professionals do? My career is soon coming to a close but I will continue to be active in trying to improve our professional perception. Come to my office. Outside my door, my signage and on my business cards state, “Steven Jaksha DMD, Odontology.” All said, may our youngest generation of professionals pursue a stronger professional attitude that we are the medical specialty of ODONTOLOGY.

Help is one call away.

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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The right supplies to comply with EPA standards

Will your practice be in compliance in 2020? Multiple state and federal agencies are charged with regulating dental practices, and it can seem challenging to stay ahead of regulatory compliance processes. As you shop and prepare for the year ahead, it's critical to be informed of environmental regulations that impact your practice.

A 2017 mandate by the Environmental Protection Agency specified pretreatment standards for discharges into publicly owned treatment works, which means that most dental practices nationwide are required to control amalgam waste through the use of ISO-certified amalgam separators by July 14, 2020. New dental facilities that started operations after July 14, 2017, were required to comply immediately.

If your practice still needs to purchase or install an amalgam separator, here are a few factors to keep in mind:

- Adding the cost of a separator and scrap disposal services to your budget
- Choosing a model that's easy to install without the aid of a technician
- Determining the right capacity/quantity for your number of chairs
- Ensuring the separator meets or exceeds the ISO efficiency standard
- Securing a convenient service to recycle the scrap that's not collected
- Ensuring proper recordkeeping for disposal, recycling & monthly checks

While the checklist can appear complex, dental association members may be able to simplify the compliance process while also reducing overhead costs. One option is to bundle the purchase of an amalgam separator and recycling services through a single, trusted source. Check to see if your association endorses a vetted vendor for separators and services.

Amalgam waste is just one of many areas of compliance for which members can find support and savings. Take wa-

terlines, for example. The CDC recommends that dental unit water used in nonsurgical procedures measure less than or equal to 500 colony forming units of heterotrophic bacteria per milliliter (≤ 500 CFU/mL) of water, the standard set for drinking water by the EPA. So, it's essential to clean dental unit waterlines according to manufacturers' guidance and monitor water quality according to the recommended schedules. Through TDSC.com, members benefit from up to 21% average savings* and free shipping on waterline cleaning, filtering and testing kits from trusted brands like Sterisil and ProEdge Dental Water Labs.

Stock up now for 2020

Know that there are resources and experts to help members of organized dentistry comply with environmental regulations. Don't delay in investing in the items that can ensure your practice stays ahead of EPA regulations. Explore, compare and save on supplies and small equipment at TDSC.com. For assistance getting your practice set up to shop, call 888.253.1223 or email support@tdsc.com. 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.

- Be familiar with employer-required postings and employee notifications, as you are required to ensure your employees are aware of workers' compensation and the benefits it may provide.
- 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.

- 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.
- Engage in an interactive discussion with your employee to determine if you can accommodate temporary work restrictions and provide transitional work (light duty) while the employee heals from the injury. Document your discussions in writing, as the notes could be used as part of the claim process and determination of benefits.

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) a benefit to TDIC policyholders. To schedule a confidential consultation with an experienced risk management analyst, visit tdicinsurance.com/RMconsult or call 800.733.0633.



2019 CDA House of Delegates



2019 CDA House of Delegates

By Brian Shue, DDS, CDE

SDCDS attended the CDA House of Delegates in Sacramento on Nov.15-16, 2019. We learned about dental benefits and Medicare, economics, a little bit about millennials, moving forward together and how every single vote counts. Together there are no limits.

Our group attended the CDA President's Party with a Roaring 20's theme. On the floor of the House, all delegates put on special CDA caps and sunglasses and began an early celebration of the 150th anniversary of CDA, which began in 1870. Back then, the newly created California State Dental Association resolved to do three things: to bring dental licensure to California, to create the first West Coast dental college, and to create a California dental journal. CDA not only miserably failed on all of these accounts, but in doing so, it created a hullabaloo not seen often in a 19th Century dental associations. The details will appear in a future CDA Journal editorial called "The good, the bad, and the not good-looking."

OUR SDCDS GROUP:

Delegates:

Drs. Christine Altrock, Tina Beck, Joel Berick, Brian Fabb, Robert Gandola, Tyler Johnson, Pamela MacPherson, Nicholas Marongiu, Hoa Nguyen, Susan Nguyen, Thomas Olinger, Lindsay Pfeffer, Chris Pham, Brian Shue, Paul Van Horne, and Kristen Whetsell.

CDA Trustees:

Drs. Misako Hirota, Linda Lukacs.

Our Executive Director:

Mike Koonce.



Cura Smiles dental clinic informational night

January 23, 6PM
At Liberty Station Orthodontics

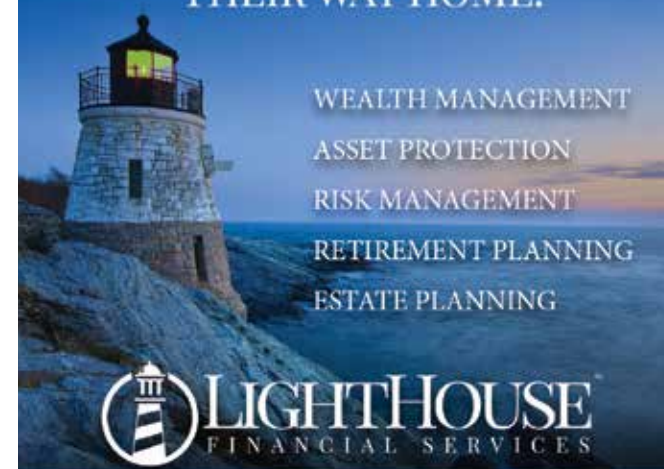
Cura Smiles exists to expand sustainable dental services to underserved communities both locally and globally. As 1 of 3 non-profits providing free dental services in the County of San Diego, Cura Smiles is excited to open their first clinic in City Heights, a community marked by its richness of ethnic diversity, but that is tremendously limited in access to much needed dental services. We invite all dental professionals to join us for an exciting informational night with food and drinks! For more information please contact: Curasmiles@gmail.com or go to www.curasmiles.org.

San-D-PAC needs you

The San Diego County Dental Society Political Action Committee was established in 1975. The primary mission of San-D-PAC is to promote the oral health of the people of San Diego County. We accomplish this goal primarily by meeting with and establishing relationships with leaders and decision makers educating them about issues that are important to dentistry. Our success depends upon contributions by our members which can be paid for at our website page found at www.sdcds.org or by checking the box on your dues statement.

“Currently, out of over 2,000 members, only about 60 dentists are dues paying members of San-D-PAC,” said D. Douglas Cassat, DDS, San-D-PAC chair. “That clearly doesn’t provide us with the funds we need to perform the critical education and promotion necessary to move the needle on oral health. There are 4 state senators and 7 assemblymembers that we need to have discussions with every year and support during their election year. We can’t do it without your help, so please contribute in any way you feel you can. You will be glad that you did.” Please consider a small investment in the future of dentistry!

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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.



Play ball!

Those of you who have been reading my blog know that I love sports. And as someone who has always been involved, in some way or another, in sports and athletics, one of my favorite things to do is to talk about professional sports with my patients. Sports talk has always been a passion of mine, until, that is, I relocated from Boston to San Diego and realized that others might not necessarily appreciate my passion for New England athletics.

So the question became: do I now support California teams or will my allegiance belong forever with Boston, better known as “Title Town”?

As I brought up sports with my San Diego patients, it came as a surprise that few were fans of the Padres, the Chargers, or even the LA basketball teams. It seemed that most rooted for teams they simply enjoyed watching and many supported teams that they had been supporting long before they moved to San Diego.

This makes conversations about rival teams quite enjoyable and brings out the essence of following professional sports as a fan. And therein lies the fun. The historic rivalries are so amusing to chat about - the New York Yankees vs. the Boston Red Sox, the New England Patriots vs. the entire nation, and so on. And then there are the California fans that genuinely support California teams. Out of that, the east vs. west coast team comparisons come alive.

Truthfully though, it’s about more than simply rooting for a particular team. When most genuine sports fans talk about their teams, they also share stories about the stadiums and arenas they’ve visited (which in some cases may or may not be around anymore) or childhood memories of seeing great rivalries take place during their heyday.

At the end of the day, watching sports can be a big part of our time we spend with our kids or family or co-workers. As those are memories we always retain. I enjoy the privilege of hearing these stories. For instance, I recall my very first baseball game. Soon after graduating from college, my brother and I caught a game at Fenway Park where the Yankees were playing the Red Sox. Although the Red Sox lost the game, it won a special place in my life as a sports fan. Since then, I have watched Boston win many sports titles. Those memories carry on with me as well.

However, that didn’t stop me from attending Padres games after moving to San Diego, or watching the Chargers on TV or even rooting for my new “other favorite basketball team”: the Golden State Warriors. Some say you can’t have 2 favorite teams, but I disagree. My patients might have a New England sports fan as their dentist, but one that is also happy rooting for local teams. After all, I’m essentially creating great memories with the California teams and will gladly share them with patients who are sports enthusiasts, regardless of their allegiance. •

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General Practice – For Sale San Diego / Clairemont, CA



Current Staff

- One dentist
- 2 hygienists (4 days/wk)
- 2 Assistant
- 2 Administrative

Facility Overview

- 5 Treatment rooms
- Consultation room, staff lounge, & Dr’s private office
- Finely appointed with warm finishes
- Natural light and high ceilings

Key Strengths

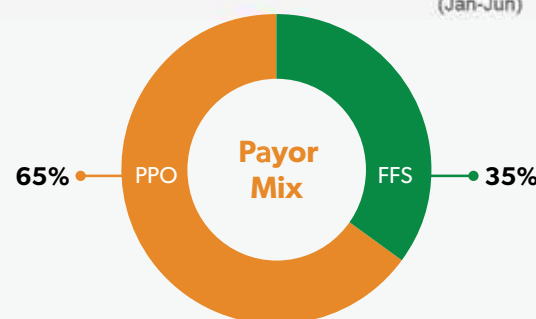
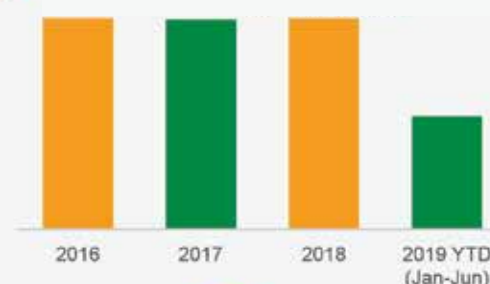
- Well trained and high performing staff
- A welcoming culture with high standards of personalized service
- Process and systems driven

Transition Options

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

Recent Practice Performance

2018 Revenues: \$1,127,000
Business Valuation (BV): \$975,000



For more information on this practice, contact Sean Sullivan
ssullivan@ddsmatch.com • 855-546-0044 • CaIDRE #02084505

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

For Sale/Lease a Medical or Dental related practice suite or business in a small boutique office space located in the center of beautiful La Jolla, CA: Perfect opportunity for psychiatrist, psychologist, counselor, dentist, physician, surgeon, any dental or medical related occupation welcome. Located in medical dental building. Come join these great practices. 612 sq feet, classy second floor suite with elevator. Perfect for entrepreneur. Partially equipped for dental practice, surgical practice. Terrific opportunity. Purchase price: \$450,000. Questions call Kevin Gott, 760.525.2203 or Email Dynamold@aol.com

Del Mar Sublease

2100 sq ft office space in professional bldg. Great opportunity in a desirable area. Ideal for start-up or satellite location. Available Tuesday/Wednesday/Saturday call 858.342.3104 khanda_ta@yahoo.com

Dental Practice/Blding 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 – High quality general practice. PPO/FFS only. 35 yrs good will. Excellent patient base. Easy freeway access. 4 ops. Coll. \$650,000+. on 4 day week. Principles only. E-mail: dentoffice22@gmail.com

Two Location Practice

\$1,657,000 Collections, Locations worked 2 day/wk. No marketing, great growth opportunity! Loc 1-2019-\$978,647, 4 ops(3 equipped), Loc 2-2019-\$678,808, 4 equipped ops. Dr retiring, 39 yrs GREATwill. Loc 2 can be purchased separately. Both Locs high income residential areas. 619.723.1833 tom@thetransitionadvisors.com

Highly Profitable Practice in La Costa Area!

Dr is retiring. \$2 mil in collections with 55% overhead. High traffic, high end area. Be in the black your first month. 6 equipped operatories, Office is updated, professional and ready for the new owner to take it to \$3 mil. 619.723.1833 tom@thetransitionadvisors.com

Dental Suites for Lease

2 suites in La Mesa on high traffic corner, 1 is 2490 SF with 7 ops, 2 is 1800 SF with 4 ops. El Cajon Blvd, 2298 SF 5 ops, beautiful woodwork and finish, Escondido, 1000 SF, 3 ops with chairs, all suites are at fair market. Plumbed & ready for production! 619.723.1833 tom@thetransitionadvisors.com

Business Opportunities

Rent/share/sublease space or operatory in your office

Lease is up, need to move near La Mesa (3 mi). Have my own staff, supplies, lab etc. 2 day/wk,flex hrs. Can help with office maint., financial responsibility, new ideas can be a plus for both 619.995.0121 or onebbmom@aol.com

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Orthodontist Wanted

High quality, busy, multi-doctor ortho/pedo office seeking an orthodontist to join our team. Please email your CV to Linda at linda@kidsdentistsandiego.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

Associate General Dentist

57 year old, semi-retired, looking for a PT associate position in North County only due to the restrictive covenant or a position for nonprofit organizations. 25 years of experience with all phases of dentistry including dental implants. james.baik.dds@gmail.com 201.417.4053

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Dear Colleagues,

The San Diego County Dental Foundation has made significant strides since its early days. Yet, none of this dynamic change would be possible without your generosity, commitment and dedication of our Foundation and supporting our mission. This past year, in particular, has been a year of philanthropic growth and, most importantly, of continuing our work and giving back to the greater San Diego County – a community we all call home. We take great pride and care in knowing where our Foundation dollars are invested, and want to share what that investment has made possible the past year.

2019 Foundation Project Initiatives:

- Donated 600 toothbrushes and over 300 screenings at 8 community outreach & resource fairs efforts
- Awarded \$15,000 for 5 Pre-Dental Students from University of California, San Diego, San Diego State University and Point Loma Nazarene University.
- Provided 300 kids with Fluoride Varnish and placed 753 Sealants at Give Kids A Smile
- Treated 118 veterans with full service dental care at the John Geis DDS Dental Clinic
- Supported Children’s Dental Health Association & Migrant Ed

Our flagship program is the John Geis DDS Dental Clinic at Veteran’s Village of San Diego. The clinic has successfully completed comprehensive treatment for 396 veterans while steadily increasing our monthly visits with current and future program members. To date, we have provided over \$1,128,627 worth of dental treatment.

2019 Funds Raised:

- \$ 111,500 in private Foundation Grants
- \$ 25,000 in In-Kind supplies
- \$ 90,400 through our annual Stars & Stripes Soiree
- \$ 4,300 through Community Sponsorships
- \$ 11,600 through Individual Giving
- \$ 2,379 through Membership Dues Renewal
- \$ 3,000 through Annual Giving Campaigns
- \$ 113,780 through rental income
- \$ 361,959 total funds raised

As we look forward to a new year and continue our journey, our Foundation board, the staff, and the San Diegans who count on our dental clinic, we thank you and invite you to join us on this journey of transformation for greater community impact.



With Gratitude,
Leslie Strommer, DDS
President, San Diego County Dental Foundation

Donate today by going to sdcdf.org or call Ryan at 619-275-7190 to learn more

Garrett Guess, DDS

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



2020: Here’s to a futuristic and secure year ahead!

2019 is behind us and oddly, I must be old enough to think that the year 2020 sounds like a very futuristic period in time, not just the current year! The Technology Topics I wrote about in 2019 appeared to focus primarily around data security, one of the most challenging aspects of trusting technology to keep the data of our lives and our patient’s care secure. The following topics and summary points from 2019 can help us continue to move forward successfully in this technology rich field we practice in:

Cyber-attack frequency is on the rise: Small businesses make up the majority of cyber-attacks due to having lax security, no monitoring of their systems, no IT specialist to consult with, and lack of user training.

Ransomware risks are real and represent a true threat to dental practices, as evidenced by the DDS Safe backup service hacking event.

BYOD (bring your own device) policies in your practice must be well monitored: Doing practice and patient management on a home computer and/or portable device has significant data breach risks.

Staff turnover creates a breach risk: When staff are given privileges as part of their duties and when they are terminated, steps to remove their access must be performed. Change passwords not just on local computers, but on claim submission websites, E-prescribing access on computers and mobile devices, CURES access, and any other area where they may have had access privileges, including things like your Wi-Fi network.

Maintain frequent, functional, and detached remote/backups: Only backups that are not plugged in to any computer are safe

from hacking and ransomware. And only recent and functional backups are truly useful backups.

A well trained staff is your front-line to preventing data breach events, and preventing phishing or malware execution by mistake. One back click can truly bring your office operations to a halt.

Don’t forget training staff about PCI (payment card industry) data security in your practice: Proper handling of credit card financial data, proper training and delegation of staff who are qualified to accept credit cards and use the terminal, are essential. Proper vigilance to not let just anyone access your physical credit card terminal is necessary, as is protecting access to any online virtual terminals used by the practice.

E-prescribing and its mandates are coming and hopefully the current burdensome process that requires multiple devices and applications will be streamlined before the current January 1, 2022 E-prescribing deadline for all medications.

The updated Security Risk Assessment Tool published by the federal government’s Office of the National Coordinator for Health IT was discussed and is essential for properly conducting and documenting a risk assessment process as part of your practice’s security plan. Download the tool here:

<https://www.healthit.gov/topic/privacy-security-and-hipaa/security-risk-assessment-tool>

Thank you all for reading my articles, and my family and I wish everyone a Happy and Healthy New Year! •



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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
Mar. 24th: 6pm/Scripps Mercy Hospital/Specialty Showcase: Prosthodontics.

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THURSDAY

Jan 16

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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



SATURDAY

Jan 25

4CE units

Dental Practice Act/ Infection Control



Speaker:
Diane Arns, BS



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

Sponsors: Fortune Management and Garfield Refinery

WEDNESDAY

Jan 29

3CE units

Everything you need to know about dental practice transition

FREE



Speakers:
Ken Rubin & Jonathan Ingalls



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 (5:30pm check-in/dinner)

Location: SDCDS Office

Pricing: Complimentary (includes dinner)

RSVP: with Vanessa 619.299.6161 vanessa@kenrubincpa.com

Hosted by: Ken Rubin Practice Sales

SATURDAY

Feb 08

6.5CE units

Restorative Dentistry Update 2020

Practical Tips for Clinical Excellence



Speakers:
Richard Gray Stevenson III, DDS, FAGD, FACD, ABOD



Summary: This course will provide a comprehensive overview of innovations and essential techniques for success in restorative dentistry.

Time: 9am-4pm (8am check-in)

Location: Handlery Hotel 950 Hotel Circle North

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

Pricing: member/staff \$75, nonmember \$99

Includes: Continental breakfast during check-in, lunch & light refreshments (please indicate special dietary needs when registering).

Sponsors: Fortune Mgmt. & Garfield Refining

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



Grossmont/Spring Valley Family Health Center

8788 Jamacha Rd.
Spring Valley, CA 91977



Mountain Health

1388 Buckman Springs Rd.
Campo, CA 91906



Neighborhood Healthcare

425 N. Date St.
Escondido, CA 92025



San Ysidro Health

330-340 E. 8th St.
National City, CA 91950



Samahan Health Centers

9855 Erma Rd., Suite 105
San Diego, CA 92025



San Diego American Indian Health Center

2630 First Ave.
San Diego, CA 92130



Vista Community Clinic

1000 Vale Terrace Dr.
Vista, CA 92084



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SDCDS is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. SDCDS designates each activity for a specified number of C.E. Units.



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