

# FACETS



San Diego County  
DENTAL SOCIETY

## JUNE & JULY 2018

June 1

Mini Golf Tournament

June 3

Day at the Ballpark

June 7

New DDS Seminar

June 8

Crown Lengthening CE

June 28

New DDS Mixer

July 13

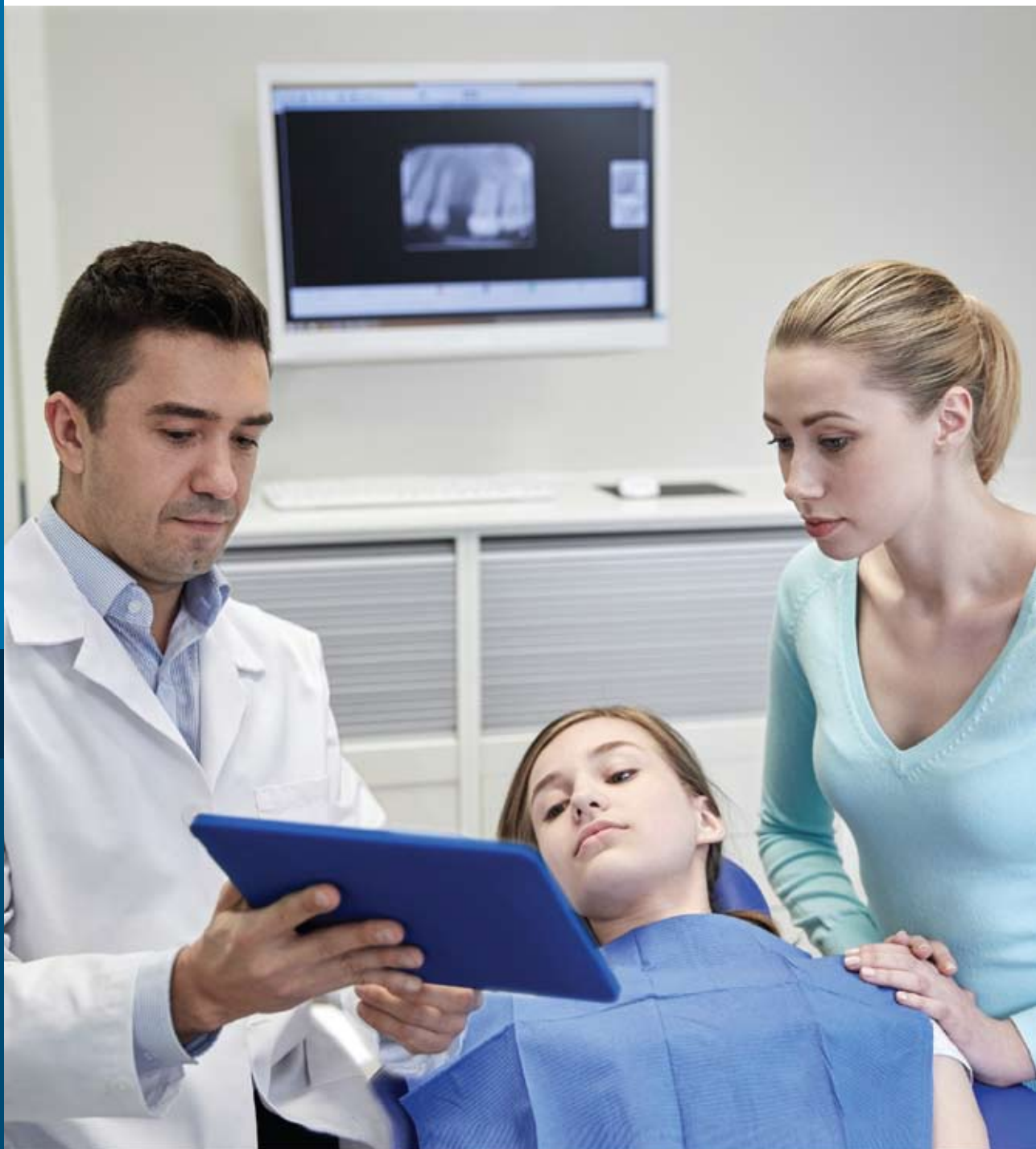
Soul Cycle Charity Event

July 19

Dental MBA Series

July 21

Scavenger Hunt



***“What dentists need to know about HPV,  
oropharyngeal cancer and immunization”***

***by Wai-Yin Chan, MS, DMD*** on page 10

This is a special collaboration between the County of San Diego Health and Human Services Agency and SDCDS to promote HPV vaccinations and oral cancer prevention



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## VOLUNTEERS NEEDED

### Community Events:

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

### Adopt A Patient:

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

### Health Fairs and School Screenings:

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

### To Volunteer

Contact Ryan at 619.275.7188 or Ryan@sdcds.org



## FACETS NEWSLETTER

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Members (619) 275-7188; 1-800-201-2811 Public (619) 275-0244; 1-800-201-0244

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

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

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

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

**UPCOMING!! Periodontal Practice**



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& Mike Hostler**  
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of Real Estate

Dear Members,

I’ve said it before, but I really mean it this time. This will be my last President’s article for Facets. It has been a pleasure to serve an additional 6 months as President. Mike Koonce and his staff make the job easy, running the day to day business of the Dental Society.

I would also like to thank Brian Shue for the fine job he does as editor of Facets. It is a lot of work for very little recognition and I appreciate his efforts.

Just as a reminder, Chris Pham will be taking over as President for the next 18 months and Brian Fabb will be President Elect. Chris has an excellent background in finance as well as experience in building out offices, so he is the right guy to lead the Dental Society if we move forward with the learning center.

Later this summer you will be receiving a save the date card for our 2nd Dental Foundation Gala which will be held once again on the Midway Museum on September 29. We are looking to grow the event to at least 400 people to raise money once again for the John Geis Dental Clinic at Veterans Village. Since November 2015, we have completed 1,344 patient visits and volunteer dentists have contributed over 1,257 hours in treatments. In total over \$509,000 has been provided in care. We are asking your help to keep the clinic going for years to come. Last year was a terrific event with great food and music, so don’t miss the next one.

Lastly, I would like to once again encourage our members to give back in some way, to keep dentistry among one of the top professions to be a part of. We have a great dental community in San Diego and if we each do a small part to volunteer our time, we can make a big difference in our community.

Thank you,

Tom Brant DDS  
President San Diego Dental Society



18th hole at Pebble Beach





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## CDA really cares

Patients braved long lines and wait times to receive free walk-in dental care that ranged from basic restorations to full dentures at the latest CDA Cares held April 27-28 at the Anaheim Convention Center (ACC). The CDA Foundation assembled a large group of volunteer dentists and staff for this event, as well as sponsors and donors.

I signed up for the first day's 6:15AM – 12:30PM restorative dentistry shift. By 5:30AM, close to 150 patients already lined both sides of the long interior hallway leading up to the entrance. Each year, I am used to seeing the ACC full of dental exhibitors during CDA Presents; that morning, it looked completely different. There were about 30 restorative operatories arranged in a large group, without walls or barriers. Other stations at the event included every type of primary dental care.

After a brief orientation at 6AM, I proceeded to set up in chair #59. I found the usual restorative armamentarium including articaine, my favorite #330's, and, of course, hand sanitizing gels. Not everything was included though, as there were no assistant operator stools. I also brought my own curing light, as per recommendations. A continuous hum of compressor and vacuum units loudly rumbled in the background as patients arrived at the makeshift restorative waiting area.

Each patient had a paper chart with the health history, copy of radiographs, a treatment plan from a colleague that diagnosed the procedure(s) to be performed, and another note if local anesthetic was administered at a prior station.

The written restorative protocol stated "our goal is to relieve pain, eliminate infection, and address the most urgent need(s)." And that's what I did. I placed a #14-MODL amalgam on my first patient and ended my shift with #3 MOLB and #30-MOB composites on my final patient, with many multi-surface anterior and posterior restorations placed in between. One of my patients examined my newly-placed restorations in the patient mirror and burst into tears. Luckily for me, they were tears of joy — the patient could not stop thanking me afterwards. I worked with great support staff one at a time: Germain (RDAEF), Brady (SD Mesa College), & Hilda (RDA).

"When I found out CDA Cares was coming to Anaheim, I just had to close my office so I could participate," Hoa Audette, DDS of Chula Vista told me. At the restorative floor, I met dentists from the Bay Area, and even from as far as Fairfax (California, not Virginia). I also met several retired dentists who just enjoy giving back and networking with their peers. That morning, I saw some "orange-shirted" team leaders from San Diego, including David Richards, DDS at periodontics, and

Pam MacPherson, DDS and Carol Pilmer at prosthodontics. It was great to see many other familiar SDCDS members providing care, and I'm sure there were even more from our society that volunteered in the three other clinic shifts over the two days.

CDA Cares events occur semi-annually at locations throughout California. You may recall the fourth-ever CDA Cares event held was at the Del Mar Fairgrounds on December 7-8, 2013, which was the first CDA Cares to be held in Southern California. It was a success, in part from our many local volunteers and coordination by San Diego Clinic Co-Chairs Joel Berick, DDS and Misako Hirota, DMD. CDA Cares Del Mar provided more than \$1.6 million in charitable dental services to over 2,200 patients, with over 1,700 total volunteers, including over 900 dental professionals.

For whatever reason each individual had for not going to a dentist earlier, or for what barriers existed, CDA Cares provided a brief reprieve for many. However, it cannot be overemphasized that the combination of refined sugars, anaerobic gram positive organisms, poor oral hygiene, and lack of adequate dental care yields terrible results. There were no simple buccal pit or premolar occlusal lesions in my patients, only severely broken and deeply decayed teeth.

In my opinion, the limited care I provided to these patients that morning may have fixed some immediate needs, but considering their many other dental needs, CDA Cares can't really make much of a long term impact for them — unless they can be immediately guided into a proper dental home. And that is what CDA Cares does. Each patient received resources to help them seek permanent dental care and information on how to get needed assistance, such as Denti-Cal.

It should also be underscored that the purpose of this free clinic isn't just to address some unmet dental needs of these individual patients, but the bigger picture is to show the public and the policymakers the reality of the state of dental care in California. That was accomplished, as I saw solid press coverage with live camera feeds throughout the event, and individual tours given for the policymakers. The bottom line: there is still much to be done to improve the oral health of Californians. It takes commitment. It takes financing. It takes the will of our legislators to recognize the importance of oral health in our overall well-being. Recent changes can have a significant impact, such as the full restoration of adult Denti-Cal benefits and the Proposition 56 Supplemental Denti-Cal payments that increased provider reimbursement. That's a start. And finally, of course, it takes the patient to make the decision to go to the dentist.





## Our Diversity Makes Us Stronger

In my ten years at the dental society, I haven't shared much about my background. I'm from a small town in NC, and I'm about as WASPy as they come. But I hope I'm not as narrow as that sounds. I won't bore you with my wanderings around the world, except to say that I have lived in several different countries and visited even more – last count was about 50. When I was in grad school, I found myself in a classroom with peers from Pakistan, Nepal, Japan, France, Canada and more. Much of our work there was intentionally done in teams. While we were learning hard management skills, we were also learning how to communicate effectively across cultures. That practice solidified my belief that we gather strength from a diversity in viewpoints, in attitudes, and experience.

So it is with our dental society. When I look at our member directory, the variety in faces and names makes me smile. There is a cultural richness among our female and male dentists that didn't exist a few short years ago. Our committees and

our board are now made up of individuals with backgrounds from around the world. In fact, our strategic plan calls for us to embrace and celebrate our diversity. Only in this way will we fully meet the needs of our entire community of member dentists.

Besides our dental society, there are ethnic dental groups. Locally, we have strong Filipino, Hispanic, and Vietnamese associations. And while each of those groups has a valid purpose and do great work, I thank their members for also belonging to our all-encompassing San Diego County Dental Society. As a group of one, with many voices, we are stronger. We have a stronger voice in advocating for dentists' concerns, and a stronger ability to serve our community's oral health needs. If one of your colleagues is not currently a member of our society, please let them know that they are more than welcome. They are needed!

### Welcome New Members

| New Member                      | Address                    | City              | Education                             |
|---------------------------------|----------------------------|-------------------|---------------------------------------|
| Gina Petrarca, DDS              | 7509 Draper Ave, Ste B     | La Jolla CA 92037 | Marquette, 2017                       |
| James Correa, DDS               | No Primary Office          |                   | UCLA, 1979                            |
| Kathleen Kalagian-Minaghan, DDS | No Primary Office          |                   | Univ. of Chicago, 1986                |
| Oscar Picache, DMD              | 2764 Valleycreek Dr.       | Chula Vista       | International, 1999                   |
| Husam Aldairi, DDS              | 6175 El Cajon Blvd         | San Diego         | International, 1988                   |
| Faisal Suleiman, DMD            | 3900 5TH Ave.              | San Diego         | UT Roseman, 2017                      |
| Sonny Arayan, DDS               | 4501 Mission Bay Dr Ste 2e | San Diego         | UCSF, 2013                            |
| Rina Patel, DDS                 | No Primary Office          |                   | Midwestern, 2013                      |
| Matthew Kanter, DDS             | No Primary Office          |                   | Indiana, Naval Medical Ctr 2012, 2013 |
| Kathrina Sarmiento, DDS         | No Primary Office          |                   | USC, 2014                             |



## San Diego Dental Health Foundation

Spring is here so donate today and spread some cheer! This spring make a charitable donation to the San Diego Dental Health Foundation supporting the John Geis, DDS Dental Clinic at Veteran's Village. Your donation allows us to provide veterans with winning smiles. Help our heroes by being a hero and donating today!

To learn more or to donate or volunteer, go to [sddhf.org](http://sddhf.org)



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**CHULA VISTA/BONITA AREA:** Terrific opportunity. General Practice with 8 Fully Equipped Ops. Well-established practice in stand-alone building near busy section of Bonita with excellent visibility and parking. (Call for details) 5 days and has 9 days of hygiene/wk. Practice operated with SoftDent and digitized with Dexis Sensors and utilizes a Panoramic X-Ray, I/O cameras, and Laser. Patient base of FFS, Indemnity, and PPO patients. Most specialty work referred out. Practice going to move quickly. #CA476

**INLAND NORTH COUNTY, SAN DIEGO:** 5 Operatories. General/Pros. Practice. EagleSoft, Digital, 2D Digital Pano, E4D, and on-site Prosthodontic lab. 26 years of Goodwill. 2016 Gross Receipts of \$802K with \$316K Adj. Net. #CA432

**LA JOLLA:** General Dentistry practice with 8 Operatories, 7 Equipped. Utilizes Dentrix software with Digital X-rays and an Intra-Oral Camera. The practice has 4 days of Hygiene per week and the Gross Receipts are \$738K with \$264K Adjusted Net Income on a 4 day work week. 60 years of goodwill, 29 with current owner. Most specialty procedures referred out. This is a great location in which to live and work. #CA477 - *In Escrow!*

**NORTH COUNTY SAN DIEGO: PRICE REDUCED - SELLER MOTIVATED!** This General Dentistry Practice is located in a retail center on a busy corner. 6 Operatories, Digital X-rays, CT Machine, and Dentrix in a 2,400 sq. ft. suite. Retiring doctor has 17 years of Goodwill in the community and also does Ortho, Cosmetic Dentistry, and Implants as well as bread and butter dental procedures. 2016 Gross Receipts of \$1.3M+ with 6 days of hygiene per week. #CA468

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# A HEALTHY MOUTH: GUIDING PATIENTS TOWARDS CANCER PREVENTION

Human Papillomavirus (HPV) is a common virus. The most dangerous types can cause some oropharyngeal cancers.

Approximately 40,000 people were diagnosed with HPV-related cancer in 2014 in the United States

Each person represents approximately 500 people affected by HPV-related cancer

Colored figures represent oropharyngeal cancers (42%)



AFFECTED  
POPULATIONS

HPV-related  
cancers affect all  
genders



PREVENTION

Proper  
immunization can  
prevent cancer  
caused by HPV



DENTAL  
PRACTITIONERS

Encourage HPV  
immunization to  
prevent cancer

Chair-side  
Suggestions

- Ask about immunizations during medical history updates
- Ask early and continue asking (immunizations are effective as early as 9 years old and as late as 26 years old)
- Focus on promoting cancer prevention - the conversation may deviate but focus on the facts and what you know

## Oral cancer prevention has evolved:

What dentists need to know about HPV, oropharyngeal cancer and immunization

By Wai-Yin Chan, MS, DMD

### (Mostly) Instant gratification

There are a lot of reasons why we each decided to pursue dentistry. Direct and instant problem solving is high up on the list for me. A typical day in dental practice is filled with instant gratification for a practitioner. For example, a patient's tooth hurts, so we give them medications to manage pain or infection and then send them to an endodontist. Or, in a pediatric office, a patient's tooth has abscessed, so we extract the tooth and the patient will be on their way back to school, maybe even that day. Sometimes with prosthodontics or orthodontics, we have the opportunity to shape our patient's smile and oral health over the course of several months or years.

At each level here, there is an opportunity to make an impact in our patients' lives, and the majority of it occurs in a relatively short time frame. For that, I am eternally grateful for my job satisfaction! However, I want to share with you what I've learned about an issue that has begun to gain traction in our profession: Human Papillomavirus (HPV) immunization awareness. If you take it on, I can't promise you instant gratification like delivering a CAD/CAM crown, but I can offer that if you start to promote this in your practice, you can impact your patient's lives for several decades, even long after you've retired.

### What we know about HPV and oral cancer

HPV is an extremely common family of viruses that spreads through skin and mucous membrane contact and infects epithelial cells, including those of the oral cavity. The CDC estimates that 14 million Americans are newly infected each

year with HPV. Some of the hallmark features of an HPV-related oral lesion include terms like "finger-like projections" and an image (Figure 1, page 13) comes to mind.

Not all HPV infections are the same. There are about a dozen types (including HPV 16 and 18) which are 'high risk', meaning, they have a higher potential to cause cancers. These HPV infections have the potential to cause cancer years after the initial infection. The cancer types include cervical, anal, vaginal and "oropharyngeal" cancers. The CDC and NIH include under the category of "oropharyngeal" cancers the middle of throat, base of tongue, tonsils and soft palate—these are all definitely in the dentists' domain.

Each year, approximately 40,000 Americans are diagnosed with an HPV-related cancer. Of those HPV-related cancers, around 17,000 cases occur in oropharyngeal sites (Figure 2, page 13). HPV-related oropharyngeal cancers are substantially more common in men (~14,000) but do still occur in women (~3,300).

### Current trends in oral cancer

When we think of our role in oral cancer prevention, anti-tobacco counseling is now a standard of care in the dental office. Think of how many pamphlets you have given and displayed throughout your time in practice. As a whole, Americans are experiencing lower rates of tobacco use. Despite America's successes in reducing smoking and tobacco use, oral cancer rates are still on the rise. That's because HPV-related oral cancers are now on the rise (Figure 3, page 14).

While we cut down on tobacco use, we experienced a short-lived reduction in oral cancer rates in the early 1990s. However, the decline in overall oropharyngeal cancer rates was followed almost immediately by the rise of HPV-related cancers. By the late 1990s, HPV oropharyngeal cancers outpaced non-HPV oropharyngeal cancers. Experts now predict that if trends hold steady, by 2030 almost half of all head and neck cancers will be HPV-related oropharyngeal cancers.

### Primer on HPV immunization

There are presently two vaccines available and both have been tested extensively and considered safe. They protect against the two highest cancer risk HPV subtypes (16 & 18) in addition to other HPV subtypes. Protection against HPV is long-lasting and at this time, no booster is recommended to maintain immunity. Like all vaccines, there may be side effects including injection-site reactions, dizziness, fainting, nausea, and headache. Lastly, there is no evidence that vaccination impacts fertility; however, there is ample evidence that persistent HPV infection, cancer and its treatment may render women unable to have children.

Wai-Yin Chan, MS, DMD

Wai-Yin Chan is a pediatric dentist in San Diego who trained at Harvard School of Dental Medicine and the University of Washington. Dr. Chan is pursuing a Masters degree in Public Health at the UC Berkeley. She volunteered as an intern with San Diego County working on HPV immunization promotion efforts. Email: waiyinchan@berkeley.edu



This is a special collaboration between the County of San Diego Health and Human Services Agency and SDCDS to promote HPV vaccinations and oral cancer prevention



## KNOW THE FACTS

### HPV AND CANCER TRENDS

- In the U.S., approximately 23,700 women and 17,300 men were diagnosed with cancer caused by an HPV infection in 2014
- In the U.S., 14,000 men were diagnosed with oropharyngeal cancer caused by HPV in 2014
- It is projected that by 2020, HPV-related oral cancers will outpace non-HPV related oral cancers
- HPV immunization rates have been poor. As of 2014, only 57.3% of females and 34.6% of males had completed more than one dose of HPV vaccination
- Only 27% of physicians strongly recommend HPV vaccination and 39% are hesitant to recommend it for boys - dentists and dental personnel can fill the information void!

- HPV vaccines protect against several HPV types which are attributed to 81% of HPV-related cancers
- HPV vaccination is part of routine immunization schedules (Centers for Disease Control and Prevention-CDC)
- Completion of immunization requires a two-dose or three-dose series to be effective; the number of doses depends on the patient's age at their initial dose
- Vaccination is recommended for 11-12 year olds (boys and girls) but can be administered as early as 9 years old or as late as 26 years old in some cases
- HPV vaccination is covered by all insurances
- HPV vaccines are available at doctors' offices, community clinics, and many retail pharmacies
- For children under 18 years old who are uninsured or Medicaid-eligible, Vaccines for Children (VFC) provides vaccines at no cost ([www.cdc.gov/Features/VFCprogram](http://www.cdc.gov/Features/VFCprogram)). People without medical insurance can get vaccinated at one of the seven County locations. Go to: [bit.ly/sdizclinics](http://bit.ly/sdizclinics); or call 2-1-1 for a location nearest you.

### HPV PREVENTION

### ROLE OF THE PRACTITIONER

- Oral cancer prevention, screening, referral and disease management are standards of care in dentistry
- Promote oral cancer prevention by discussing HPV immunization
- Remind patients to complete two-dose and three-dose series to provide maximum efficacy
- Educate and encourage patients to get themselves and/or their children vaccinated
- Patients and their parents may have questions; direct patients to resources ([www.cdc.gov/hpv/](http://www.cdc.gov/hpv/)).



**Figure 1**  
Common Wart - exophytic lesion with fingerlike projections

(Permission to use image given on April 2017 from UNC School of Dentistry Dean Scott De Rossi, DMD)  
Source: Ciarrocca K, Jackson LL, De Rossi SS. Human papillomavirus: the fundamentals of HPV for oral health care providers. J Calif Dent Assoc. 2013 May;41(5):349-55.

#### CDC Guidelines for HPV immunization include the following:

- Two or three doses (depending on age of immunization) are required for complete protection
- Both girls and boys are encouraged to be vaccinated
- Ideally administered around 11 to 12 years old, but can be administered as young as 9 years old and up to 26 years old

#### An awkward conversation

For some practitioners, including medical doctors, the topic of HPV immunization is difficult. I've danced lightly around the fact that HPV carries the stigma of being a sexually transmitted infection. Counseling on safe practice and sexual health are not topics I have extensive experience with but at the end of the day, I am a health practitioner - it comes with the territory. I can't deny the potential for an awkward situation, but this is what we do!

For many of you, this is a huge barrier to overcome and you may very well be the same practitioners who don't counsel their patients at all against risky behaviors. I encourage you to attend continuing education courses on and read more on the topic. When you're ready (which is hopefully sooner rather than later), return to this essay to help prepare yourself

for a dialogue with patients. For the rest who are on the fence, I have suggestions on how to start trying to have the conversation. In recent years, the CDC and the ADA have started promoting HPV immunization as a cancer prevention tool. **I suggest you do the same in your dialogue:**

*"Are you/your child up to date on your vaccines? There's a newer one called 'HPV' - it actually protects against cancer."*

*"Has your physician suggested the HPV vaccine for you/your child? I would vaccinate my loved one as soon as possible since it protects them from certain types of cancer."*

*"Have you completed the HPV series? It takes two-three shots depending on you/your child's age to protect against certain cancer types."*

**If the patient reports that they haven't gotten their HPV immunization, ask an open-ended question:**

*"What made you decline that HPV vaccine?"*

*"What are your thoughts on the HPV vaccine?"*

I had the unique experience of trying this with a parent of a pre-adolescent patient just last week. I happened to have access to the patient's medical chart and saw that they received their standard 12 year old shots but declined the HPV vaccine. The conversation was about a minute long and went like this:

**Me:** "Are your child's shots up to date?"

**Parent:** "Yes - we just got them a month ago."

**Me:** "That's right - I saw on your chart that you declined the HPV vaccine. Why is that?"

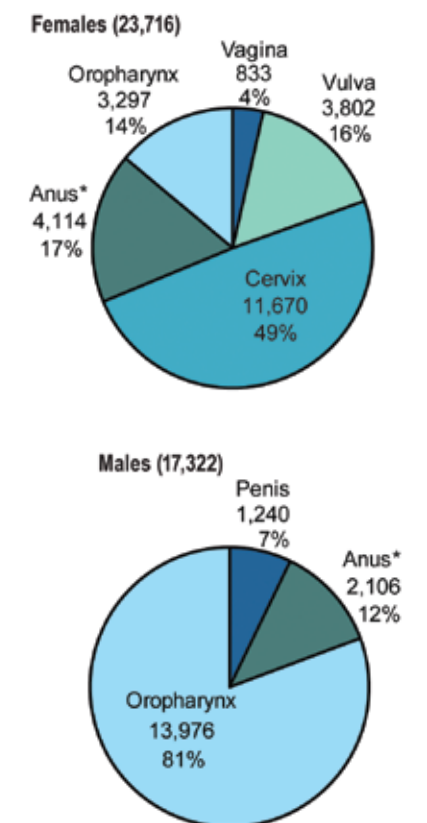
**Parent:** "I didn't know what it was."

**Me:** "It's very important for your child to get this vaccine - it protects them from getting certain types of cancer in the future. Some of these cancers are in the mouth and can be very dangerous."

**Parent:** "Oh, wow, I didn't know that. I'll get an appointment scheduled."

Admittedly, perhaps this patient's parent saw the intervention coming and just played along. Based on their demeanor though, I'd like to believe that they were genuinely unaware of the benefits of HPV vaccination. Perhaps the mom didn't schedule the appointment right away, or maybe even promptly forgot after leaving our office... but maybe the next time they do go to the pediatrician, she'll remember this conversation and be more motivated to have her child immunized.

#### Distribution of cases by sex and cancer type



**Figure 2**  
Trends in HPV-associated cancers in the United States categorized by gender

Source: Centers for Disease Control and Prevention. Cancers associated with human papillomavirus, United States - 2010-2014. USCS data brief, no. 1. Atlanta, GA: Centers for Disease Control and Prevention, 2017. <https://www.cdc.gov/cancer/hpv/pdf/USCS-DataBrief-No1-December2017-508.pdf>



Zeynep Barakat, DMD, FAGD

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



## Lend an ear to a fellow dentist

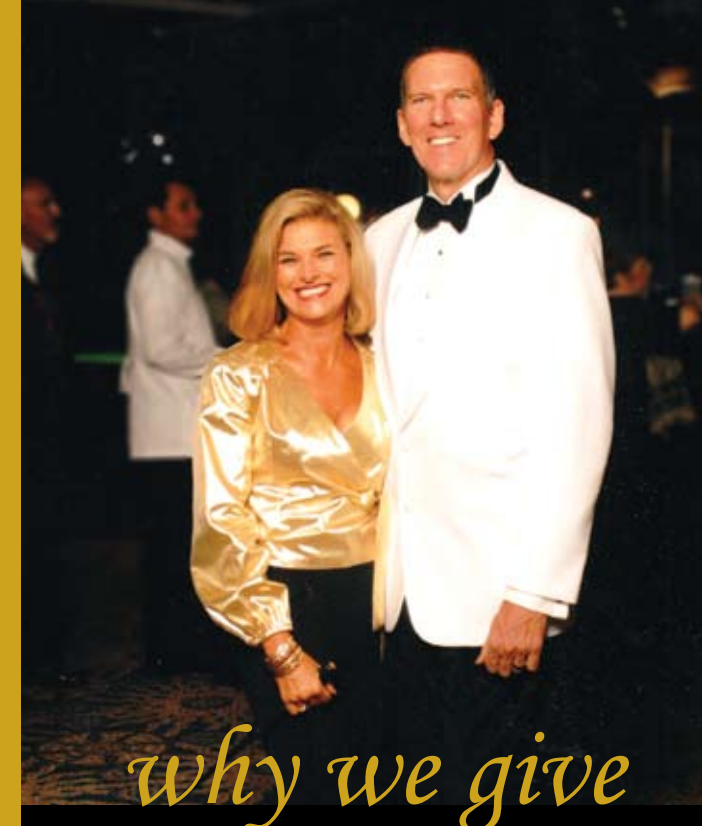
It's midweek, and you have a schedule that somehow just went way south. A staff member just informed you of a situation that will affect your schedule. An insurance claim denial waits on your desk to be appealed. Oh, and you just remembered you're up for CPR renewal, and darn it, that model trimmer is still leaking. You know, it's a typical day in our field. Needless to say, the drive home can sometimes be pretty serene despite the Google traffic GPS map showing dense red lines everywhere.

But what happens when you get through the door at home? It must be nice to have a spouse or partner or parent who is a dentist and "gets it" when we narrate the ups and downs of our day. (Though, I'll admit it's refreshing to delve into the day of someone far removed from my tooth world.) What if we don't have dentists waiting at home to hear us out? Do they find our stories boring? Repetitive? My favorite response to my own animated description of dental practice was, "Well, you wanted to be a dentist," when I used to have my mother as my audience. And that was if my day was bad; when I was ecstatic about a case outcome or felt good that day, my joy might have only been my own. She always smiled and, with good intention, replied with nice comments, but did she get it?

As dentists, we carry a plethora of burdens. We must be mini-specialists (my coined phrase) in business administration, law and ethics, staff management, insurance policies, human resources, risk management, and on and on. Almost all of these things, I might add, we had to learn on our own. We are not only responsible for our own work and income, but that of our staff as well. That is a hefty burden on our shoulders. Who would empathize with us better than other dentists?

This is why camaraderie is so important in this profession. It provides us with constructive support that our loved ones or staff members may not be able to provide. I find that study clubs, dental meetings, board meetings and courses are venues where we can vent about our highs and lows and seek genuine empathy alongside sincere praise. Call me naive; perhaps dentists are more competitive with one another. But the most beloved listeners to my good and bad have been those who have walked in my shoes — because they get it.

Reprinted with permission from the Academy of General Dentistry, Daily Grind Blog June 5, 2017.

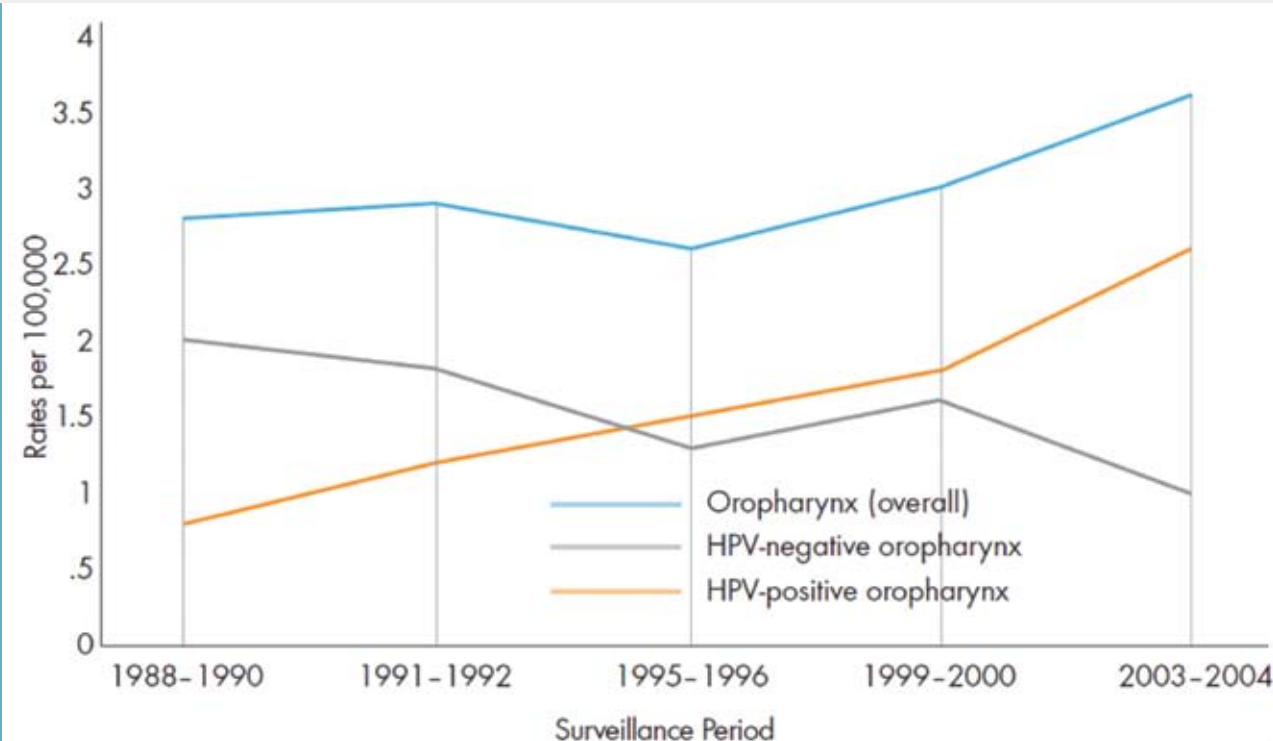


One of our most active members, Dr. Douglas Christiansen, and his wife, Michelle, recall becoming involved with the San Diego Dental Health Foundation "as a way to give back to our community. The Foundation helps to strengthen the ties between our dental society and the general population comprised of the patients we treat." The conscientious dentist wants to make sure support for a cause and community he is passionate about will carry on. That cause is helping educate children about the tremendous lifelong benefits of maintaining healthy dentition and providing increased dental treatment and education opportunities to the greater San Diego and Imperial Counties.

Not only an engaged board member and past-president, Dr Christiansen and Michelle are generous donors known for their commitment to service. His involvement with the Foundation board has been crucial to the Foundation's growth over the years. Having seen the great work the Foundation does, Dr Christiansen feels tremendously confident about the future of oral health in our community. "When I retire, I would love to see dentistry as high or even higher a trusted profession than when I began practicing. The Foundation has become a trusted source for dental health and education and is always looking to increase and build upon that esteem."



*to donate or volunteer, go to [sddhf.org](http://sddhf.org)*



**Figure 3**  
**Incidence rate for oropharyngeal cancer and HPV- and non-HPV related cancers.**  
Source: Younai, FS. Current Trends in the Incidence and Presentation of Oropharyngeal Cancer. J Calif Dent Assoc. 2016 Feb;44(2):93-100. Copyright © 2016 by California Dental Association.

## What other ways can I start the conversation in my office?

For those looking for materials to open up the conversation, I propose utilizing materials which were developed to promote the message of cancer prevention in dental patients. A patient brochure appeared in May Facets and a quick reference guide appears in this issue. These materials are free for download through the dental society's website (see "Resources" below). The target audience includes parents, young adults still eligible for immunization and preteens who are the best age for immunization protection. Having these in your office and waiting room area will help to raise the subject of HPV immunization with patients.

Additionally, here are some chairside suggestions for promoting HPV immunization awareness and adherence:

- 1) Ask about immunization against HPV during new patient exams
- 2) Ask about immunizations during annual medical history updates
- 3) Start asking early (immunizations can be administered as early as 9 years old) and continue asking (immunizations can be effective as late as 26 years old)
  - a) For general practitioners inheriting pre-teen patients, inquire at the first visit
  - b) For pediatric practitioners, inquire as patients 'graduate' from your office
- 4) Focus on promoting cancer prevention – the conversation may deviate but focus on the facts and what you know
- 5) Patients and their parents may have questions – direct patients to resources on [www.cdc.gov/hpv/](http://www.cdc.gov/hpv/)

Immunizing against HPV will benefit patients with far less overall cost than oral cancer screening adjuncts that serve to detect the disease after it has developed. The actual treatment for oral cancer is infinitely more invasive than having an honest conversation with a patient (or a patient's parent) about a cancer preventing vaccine.

### Helpful resources:

\*San Diego Immunization Coalition HPV Initiative: <http://www.sdzcoalition.org/hpvinitiative>

\*Brochures for patients (printed in May Facets): <https://sdcas.org/public-oral-health/>

\*Quick reference guide for dental health practitioners (printed in this issue).

\*"How I Recommend": CDC's video demonstrations on how to engage patients and parents on the benefits of HPV immunization; <https://www.cdc.gov/hpv/hcp/how-i-recommend.html>

Team Maureen (Massachusetts-based HPV Awareness Campaign) offers a "Dental Toolkit": [teammaureen.org](http://teammaureen.org)



# say hello

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## Focus on finding savings for your most-used supplies

Also known as “the law of the vital few,” the Pareto principle, named after an Italian economist, is often expressed as 80% of effects coming from 20% of causes. You’ve likely observed this phenomenon in your own practice — whether it’s a large percentage of revenue coming from a relatively small number of procedures or a high percentage of new patients coming in from one of your many marketing efforts. However, one of the areas in which the Pareto principle is most evident is in your dental supply budget.

While the percentage of overhead allocated to supplies continues to rise in response to innovative tools and tech, roughly 20% of your inventory is still used 80% of the time. Lower-dollar products that are used in large quantities can add up significantly over the year.

The **TDSC Marketplace**, an online source for dental supply savings designed specifically for CDA members, sees disposables and infection control at the top of both its most-searched and best-selling product rankings. To date, Marketplace shoppers have ordered more than half a million dollars in infection control products alone. They continue to see big savings in the supplies they use in high volume.

Powder-free gloves that retail for \$6.49 are only \$3.59 through the site — a 45 percent savings. In fact, glove category savings are up to 58% off manufacturers’ suggested retail prices. Ear-

loop masks that retail for \$6.99 are only \$2.98 — a 57% savings. And savings in the mask category are as high as 60% on some products. By multiplying this level of discounts across your practice’s usage level, you can calculate aggregate savings that make a real difference.

**Here are a few steps you can take to make your hardworking everyday supplies more affordable and efficient:**

- Compile your current invoices and identify supplies used in highest volume. Visit [tdsc.com](https://tdsc.com), search for your current essentials and see opportunities to save. The site’s quick-compare feature will allow you to easily evaluate features and pricing between similar products, so you may be able to find new favorites at even more savings.

- After identifying your most-used items, you can create one or multiple saved lists at [tdsc.com](https://tdsc.com) to make reordering fast and easy. If you tend to order the same gloves, wipes and sterilization pouches regularly, this can reduce the process to a couple of minutes and clicks.

- “Stockpiling” treatment areas may lead to inefficiency in overall inventory control. It impedes a clear view of on-hand quantities, can result in the waste of products with expiry dates and a reluctance to try new supplies. Keep central inventory adequately stocked and conveniently reorder with free shipping and fast delivery so you don’t run out of essentials or incur unnecessary fees.

- Remember that economization should never compromise infection control protocol. Get your whole team on board with your practice’s expectations around appropriate supply use and safe disposal. Reduce the supply cost per patient through savvy shopping and efficient sterilization processing without impacting care.

Set aside time to evaluate the 20% of dental supplies you rely on every day. By reducing costs on high-volume products, you’ll gain more control over your practice’s overhead.



Explore the Marketplace, compare products and see savings at [tdsc.com](https://tdsc.com).

For assistance getting your practice set up to shop, contact TDSC Sales Representative Ashley Reich at 916.554.5378.





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Help is one call away.

The CDA Well-Being Program

Concerned that you or a dental professional you know may have an alcohol or chemical dependency problem? Support is available.

San Diego Well-Being Committee  
619.275.7180

San Diego County Dental Society  
619.275.0244

California Dental Association  
800.232.7645



San Diego County  
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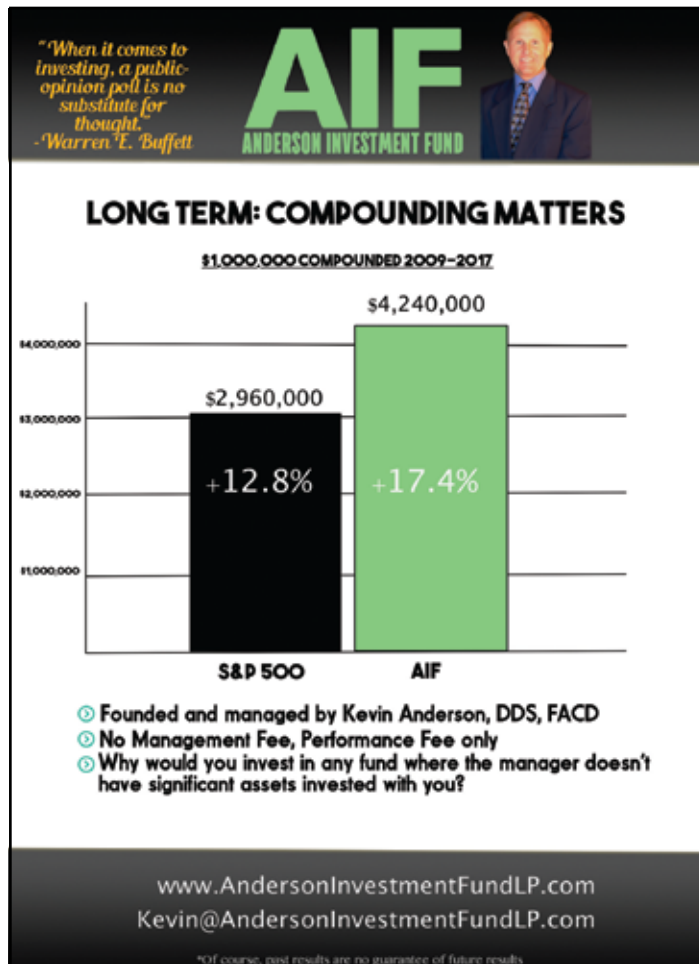


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## Infection control in tech-oriented offices

An effective infection control plan is essential for the safe practice of dentistry, and with the computerization of many aspects of practice, a comprehensive infection control plan must specifically account for the use of these devices. The computerized devices in dental practices include desktop PC's and their varied input devices, as well as the cables that connect them and may drape into or across areas of contamination. Additionally, there is an increased utilization of handheld devices that are passed around in a practices that are used for various functions, from treatment documentation to patient registration. Specific consideration should be made for all of these pieces of equipment to ensure adherence to a strict infection control policy. Fortunately, solutions exist to solve our modern technologic contamination challenges.

Most every computer system available today has Bluetooth wireless connectivity capability either built-in available via an inexpensive aftermarket hardware/software upgrade. This wireless technology allows for the elimination of input device cables and should be a requirement for dental operator input devices. This is especially true for a mouse pointer, which must be constantly moved around, with a cord that can get tangled or pushed onto a contaminated counter surface. Digital x-ray sensors also have the capability of being wireless, making the delicate process of preventing the sensor cord from being contaminated much easier. The current keyboard designs allow for easy barrier placement. Such improvements include very low profile designs with keys that are almost flush with the top surface of the keyboard, which requires very little distance to press. Cover barriers can stay in place even while vigorously typing. Fortunately, the clunky styled keyboard designs of the 80's and 90's, with mountain-shaped cratered keys are just about as extinct as their barriers that never wanted to stay in place.

Would you want to borrow a pen sitting in someone's mouth like a lollipop? I certainly wouldn't. That may be an extreme example of the possibilities of contamination, but proper infection control is always essential. This also applies to handheld portable devices like iPad tablets. Most of these devices have waterproof enclosures available as options. That can permit proper surface cleaning with a disinfectant, just like cleaning a contaminated counter top. Most surface disinfectants require significant dampening of the contaminated surface, which makes these waterproof enclosures essential to protect the buttons or plug ports from damage. It is not enough just to have these protective barriers on the devices; staff will still need to properly disinfect these shared devices to prevent cross contamination.

Well-designed practice management software can also be a big help to reduce the actual need to use the keyboard in the first place by having inputs possible with clicks of a mouse or trackpad instead of having to frequently type on a keyboard. This is very helpful, especially when an assistant documents information chairside during treatment. Unfortunately, keyboards are still needed to document a patient's specific description in the chart. However, in the future I would not be surprised if audio or video recordings of our patient interactions become a standard part of the patient record.

Ten years ago, I wrote a similar article in this column on proper infection control challenges for computers used in the dental practice. Since computer designs have essentially remained the same, disinfection steps have not changed much. But with the increased popularity of handheld devices and other wireless gadgets in the dental practice, it is important to modify protocol to maintain proper infection control.



Reach 1950 Dentists

Deadline for August issue is July 1, 2018 | 619.275.7188 | advertising@sdcds.org

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Half: \$578 Full page: \$1050



## For Sale/Lease

### Attention Dental Practice Buyers!

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

### Practices For Sale

General Practices: Encinitas, Mission Bay (Bay Park), Rancho Bernardo, Chula Vista, San Diego (2), Dental Building for Sale in Escondido. San Diego Practice Sales 760.599.7828 or sdpracticesales.com

### For Sale in Escondido, CA

Own instead of lease - Dental Building for sale in best location ever. Ample free parking and history of walk-by traffic/patients. Stunning 2000 SF, single story and recently renovated. Spacious, prestigious doctor's office with own entry, 6 operatories, consult room, two labs, two restrooms, staff room, and beautiful, large reception area with bay window and crown ceiling moulding. Pictures available on request. Contact 760.739.1312 or blaney@cox.net.

### North County Excellent Location Great Price

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

### Medical/Dental Space for Lease in La Jolla

Perfect opportunity for psychiatrist, psychologist, counselor, dentist, physician, surgeon, any dental or medical related occupation welcome. Located in medical dental bldg. Come join these great practices. 612sf, classy second floor suite with elevator. Perfect for entrepreneur. Partially equipped for dental practice, surgical practice. Terrific opportunity. \$4.90/sf per month triple net lease. Contact: Kevin Gott, dynamold@aol.com

### Sublease in Banker's Hill

Sublease 1-3 equipped OPS in Bankers Hill. Superb patient parking for area, solid Adec units, digital Xrays. Good location for GP or Specialist. Starting a practice or tapering toward retirement? It'll be easier to sublease the space & equipment. 415.343.5863 email: sdparkwestdental@gmail.com

### PB Dental office for sale. Leaseholds

Remodeled office, equipment is 2 years old. 2 dental ops fully equipped. Sedation equipment & machine available. 75k OBO. call 425.306.2579 or email: delisledds@gmail.com

### Poway/ Sabre Springs:

GP 3 ops: 2 ops eqp/1 plumbed/wired. In 1004 sf. Comput, digital great location in strip ctr, Goodwill since 2004. Dr. retiring, motivated/immediate sale. Please call; 858.252.8233.

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

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### General Anesthesia or IV Sedation

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

## Business Opportunities

I am offering a unique opportunity to start a new practice or to relocate your existing practice to my 45 y/o dental practice in Clairemont Mesa. I am 75 y/o, in excellent health and still enjoy the challenge of dentistry. However, I wish to travel more but do not want to cut the cord and sell now. I have 4 ops and work 15 hours/week. I can rent you use of my office for \$35/hour for the patients that you bring in and when I am gone, give you a percentage of work performed on my patients of record. You will be in a prime position to purchase the practice which is inevitable. 619.892.0931 hrblock36@gmail.com

## Help Wanted

### Clinicas de Salud del Pueblo, Inc.

Opportunities available! Clinicas de Salud del Pueblo, Inc. has two part-time (Friday/Saturday) dentist positions available in the Imperial Valley. If interested, please contact Human Resources at 760.344.9951 ext#10121.

### 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: Monday-Friday 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.

### Part-Time Associate Dentist

General Dental Office looking for Part Time Associate Dentist. Our offices are paperless has digital xrays and intra-oral camera. If interested please send Current CV to smileburstdentistry@yahoo.com

## CALENDAR PLANNER 2018 SDCDS EVENTS

**June 1** FRIDAY Mini Golf Tournament

**June 3** SUNDAY Day at the Ballpark

**June 7** THURSDAY New DDS Seminar

**June 8** FRIDAY Crown Lengthening CE

**June 28** THURSDAY New DDS Mixer

**July 13** FRIDAY Soul Cycle Charity Event

**July 19** THURSDAY Dental MBA Series

**July 21** SATURDAY Scavenger Hunt

More info about these courses and more on our events page at [sdcds.org](http://sdcds.org)

SUNDAY

**JUN  
03**



## Mixer Day at the Ballpark



**Padres vs. Cincinnati Reds**

**Time:** Section open at 2:00pm, first pitch at 3:10pm  
**Location:** Petco Park, at "Sun Diego Beach" behind center/right field.  
**Includes:** Tacos and ballpark fare like hotdogs, peanuts, Cracker Jack, soda, premium beer, & more.  
**Pricing:** \$69/ticket  
**Buy your tickets here:** [sdcds.org/event/padres/](http://sdcds.org/event/padres/)  
**Sponsored by:**



FRIDAY

**JUN  
01**



## Fundraiser Golf Tournament



**Summary:** 2018 Summer San Diego Dental Golf Championship. Two person scramble and amazing one hole playoff to determine top team. Afterward enjoy an afternoon of music, drinks and appetizers courtesy of our sponsor.  
**Time:** 2-6pm  
**Location:** Loma Golf Club at Liberty Station, 2960 Truxton Rd  
**Fee:** \$20 includes golf, drinks, food and The Dental Golf Champion!  
**Register:** call 800-767-0864 [priscilla@tdibroker.com](mailto:priscilla@tdibroker.com)  
**Sponsored by:** TDIB, Chase for Business, Solea



THURSDAY

**JUN  
07**

## Event for New Dentists Financial Seminar



**Summary:** Managing finances, and consolidating school loans at a more competitive rate can save you hard earned income. Come hear about the best rates and offers available to new DDS with student loans.  
**Time:** 6-9pm  
**Location:** SDCDS office  
**Pricing:** Free  
**Register:** [sdcds.org/event/newdds/](http://sdcds.org/event/newdds/)





FRIDAY

JUN  
08

lecture

workshop

3CE  
units

3.5CE  
units

Lecture/Workshop  
**Crown  
Lengthening**



**Lecture:** 8:30am - 11:30am  
(includes continental breakfast)  
**Lecture+Workshop:** 12:30pm -  
4:00pm (includes continental breakfast  
& lunch)  
**Location:** Admiral Baker Clubhouse  
**Pricing:** Lecture only: \$55  
member/staff | \$79 nonmember.  
Lecture+workshop (includes materials  
and free workbook): \$375 member |  
\$450 nonmember  
**Please Note:** 7:30am check-in &  
continental breakfast. | Please indicate  
special dietary needs when signing up  
for workshop. | Refunds available until  
June 6.  
**Sponsored by:** Bank of America,  
Benco, Biohorizons, Carestream,  
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Prudential Financial, Ken Rubin, The  
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**Register:** [sdcds.org](http://sdcds.org) | Meg  
619.275.7188 or [admin@sdcds.org](mailto:admin@sdcds.org)

**Speaker:**  
James Kohner, DDS



FRIDAY

AUG  
24

**Speaker:**  
Austin Davies, DDS



**Speaker:**  
Allan Dovigi, DDS



Lecture  
**Oral  
Pathology  
Lumps, Bumps  
and Lesions**



**Summary:** To better understand  
HPV in the oral cavity and  
oropharynx exam and how to  
triage a lesion found. Learn about  
diseases commonly seen, such as:  
desquamative, submucosal, and  
pediatric pathology.  
**Time:** 9am-4pm (registration 8am)  
**Includes:** Cont. breakfast & lunch  
**Location:** Admiral Baker Golf  
Course Clubhouse  
**Please Note:** 8am check-in &  
continental breakfast. | Please  
indicate special dietary needs when  
signing up | Refunds available until  
Aug 22.  
**Pricing:** SDCDS member \$75  
nonmember \$95 | staff \$95  
**Register:** [sdcds.org](http://sdcds.org) | Meg  
619.275.7188 or [admin@sdcds.org](mailto:admin@sdcds.org)

6CE  
units

THURSDAY

JUN  
28

Event for  
New Dentists  
**Mixer**



**Summary:** Join your fellow  
dentists for some drinks and  
socializing.  
**Time:** 5:30 to 8pm  
**Location:** Rock Bottom  
Restaurant & Brewery,  
8980 La Jolla Village Dr.  
**Pricing:** Free  
**Register:** [sdcds.org/event/  
newdds/](http://sdcds.org/event/newdds/)



THURSDAY

AUG  
30

**BLS  
Renewal  
FREE CE\***



**Summary:** Register early if your  
CPR card is expiring; limited  
spaces available. All participants  
must submit an **unexpired**,  
American Heart Association or  
American Red Cross CPR card at  
the time of the course. (CPR cards  
expire the last day of the month in  
which they were issued.)  
**Time:** 6-9pm (registration 5:30pm)  
**Includes:** Pizza and salad  
**Location:** SDCDS Office  
**Sponsored by:** Westpac Wealth  
Partners  
**Register:** [sdcds.org](http://sdcds.org) | Meg  
619.275.7188 or [admin@sdcds.org](mailto:admin@sdcds.org)  
**Pricing:** SDCDS member \$35  
or take advantage of your 1 free  
member benefit CE for 2018.  
nonmember \$55 | staff \$45



FRIDAY

JUL  
13

Charity Event  
**Group  
Ride to help  
Veterans**



Support the riders:  
In lieu of attendance,  
you may donate to the  
clinic at [sdcdf.org](http://sdcdf.org)



**Check-in:** 5:30pm  
Then stay after for a happy hour  
(you'll have to rehydrate right?)  
**Location:** SoulCycle La Jolla, UTC  
4303 La Jolla Village Dr, Ste 2108  
**Pricing:** \$30 includes water, towel  
and shoe rental!  
**Please Note:** 100% proceeds go  
to John Geis DDS Dental Clinic at  
VVSD which provides free dental  
treatment to homeless veterans.  
(Please come early if you are new to  
the studio) Ride starts at 5:45pm.  
**Register:** [sdcds.org/event/ride](http://sdcds.org/event/ride)



SATURDAY

SEP  
29

Fundraiser  
**Gala  
SAVE THE DATE**

**Summary:** San Diego Dental Health  
Foundation Gala. Please save the date and  
spend a wonderful evening at our Gala  
**Includes:** Dinner and music  
**Pricing:** TBD, Tables will be available,  
Discounts to new dentists and military



THURSDAY

JUL  
19

**Dental  
MBA  
Business Series**  
Part 3 of 4  
"The Power within your data"



3CE  
units

**Learning Objectives:**  
What are best practices around  
sustaining a data driven culture?  
How can it be used to help you and  
the team and what data is important  
and why?  
**Dates:** Part 4 on Sept. 13  
(3 CE units per session)  
**Time:** 6-9pm (registration 5:30pm)  
**Includes:** Dinner  
**Location:** SDCDS office  
**Please Note:** Please indicate  
special dietary needs when signing  
up for workshop.  
**Register:** [sdcds.org](http://sdcds.org) | Meg  
619.275.7188 or [admin@sdcds.org](mailto:admin@sdcds.org)  
**Free Course:** Hosted by Citibank  
& sponsored by Carr Realty, Legacy  
Practice Advisors & Law office of  
Cecelia Chen

**Speaker:**  
Clay Shubin



**Location:** The flight deck of the  
USS Midway  
**Sponsorship:** Opportunities will close  
August 1, contact Meg 619.275.7188 or  
[admin@sdcds.org](mailto:admin@sdcds.org) if you are interested







# San Diego County DENTAL SOCIETY

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