

SDCS JUNE/JULY 2019

**JUNE/JULY
2019**

June 7

Practice Mgmt. CE Course

June 18

Retirement Strategies

June 20

New DDS Social

June 27

New DDS Seminar

July 11

Dental MBA

July 20

Implant Hands-on Course

August 2

SDCDS Opioid Lecture



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(L-R) Bradley Ross, DDS and Jonathan Rosenberg



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



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and School Screenings:

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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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Strategic Planning: Outreach

This article is a continuation of our last edition of Facets, where we began a detailed explanation of our Dental Society's Strategic Plan. The plan is broken up into 3 main goals: strengthening membership, program improvement, and improved outreach. This month's issue focuses on **outreach improvement**.

Outreach is the mechanism that we, as an organization, are able to best interface with the public. In many ways, it can be thought of as marketing and branding, or the shaping of our presence in the eyes of our members and those we serve. It's one of my favorite areas of organized dentistry because we are able to define who we are and convey our **mission and values** directly by our actions.

The first of our strategies is to continue to develop positions as advocates for dentistry. We plan to develop the professional voice of individual members by building relationships with legislators at the local, state and national levels. This will always be an ongoing goal by engaging members in political events, putting members in front of key politicians, and engaging in events like **Legislative Day in Sacramento**. The other action item to support this goal is to use SanDPAC funds to support candidates who especially support dentistry. This is something we have already done in the 2018 election cycle. We will continue to develop these areas.

The second strategic goal under outreach is to encourage diversity. We are aiming for alignment of our programs which support and encourage a representative mix of our member dentists. To do this, we are collaborating with other San Diego

ethnic societies, having an intermixed leadership attendance at each other's societies, as well as coordinating education experiences and events. We have committed to extending invites to other societies for our social events like **Day at the Bay**. To encourage diversity of another type, we also aim to connect with military dentists. This May, we participated again in the annual **Military Symposium**, in addition to the planning for other avenues of military dentist engagement.

Lastly, through an expanded public awareness, we hope to communicate the society's benefits to members, nonmembers and the public at large. We initially had planned on doing this by continuing our ADA digital media advertising buy, furthering our linkage to the ADA member dentists stamp of quality. However, due to a lack of analytics, this action avenue was discontinued. Alternatively, the SDCDS plan is to disseminate information to the public about the value of membership for their dentists belonging to ADA, CDA and SDCDS. By using platforms like Facebook, Instagram and other social media advertising, we hope to promote the value of your membership directly to the public.

Outreach is an important part of our strategic plan as it delivers the message and actions of our brand to as many as possible. Branding and awareness is a slow game, but developing it to build brand value is critical.

What other ideas for Outreach would you like to see? Please share your ideas and thoughts.



San Diego County DENTAL SOCIETY

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Light on Dental History

The chicken that shattered a dental association but saved California, part II (or chicken leftovers)

Continued from Facets, April 2019

In part one, we last left our 1883 California Dental Association on the brink of utter chaos. It had officially condemned the newly established University of California Dental Department the previous year, which ruffled some feathers, including those of its dean and longtime CDA leader Samuel W. Dennis. He wasn't present at that tumultuous meeting because he had to attend to his sick father.

When the University of California created the West Coast's first dental college in 1881, many a CDA leader got a bee in their bonnet. Although establishing a dental college was one of the primary goals of CDA from its beginning in 1870, it wanted complete control of its operation, like a CDA subsidiary. The UC believed otherwise.

Now CDA remained deadlocked on Dean Dennis' motion to rescind the negative position CDA took on his dental college. A tie breaking vote was needed. Arguments continued as a confused CDA President J.J. Birge repeatedly muttered that he didn't know what to do. But he finally put his foot down and cast the deciding vote. It was final. The majority of CDA members chickened out, and Dennis' resolution failed by a vote of 12-11.⁴

So CDA remained opposed to California's first dental school. Dennis was left with no other recourse. He submitted his resignation and flew the coop. After Dennis left, former CDA President William Younger — the human-rooster tooth transplant specialist in the room—reminded everyone about Dennis' embarrassing chicken shenanigans and said, "A man who has been caught falsifying a record, as he has this afternoon, is not fit to be a member of this Association."

H.J. Plomteaux, 1876 CDA President, answered back, "Dr. Dennis' reputation is not half as black as those vilifying him." An old-fashioned dental association cockfight broke out. Insults flew. Any remaining semblance of order was lost. Eleven members resigned that night — almost half of those attending the CDA annual meeting. Among those who quit were three former CDA Presidents — two of which were also dental college deans. The CDA's chickens had come home to roost. To add insult to injury, a reporter for a San Francisco newspaper wrote a tongue-in-beak account of the dental meeting, said Younger belonged to the "Californian Cock's Comb Tooth Association", and printed a crude illustration of a rooster's head with a human tooth sticking out of it.³ It was for the birds.

But like that proverbial bird rising from the ashes, Dennis and his rebel dentists formed a splinter association called the California State Odontological Society. Members were required to have either a dental or medical college diploma, but were not allowed to have dual membership in CDA. Over 40 members joined, which almost rivaled CDA in numbers. Its educated

members included Maria Burch, who was the first woman to graduate from UCSF, the first woman to join a California dental association (but not the California Dental Association) and first woman to be elected to an executive officer position in a California dental society — she served as librarian.

Next, this mighty odontological society got busy and immediately trumped a flightless CDA. In only its first three months of existence, it drove California legislators to vote on the "Dental Act of 1885", which would create dental licensure and save California, "in order that the profession may be protected against the influx of uneducated and incompetent practitioners from other States."⁶

The CDA would have none of this quackery. CDA sent three of its leaders to Sacramento to stop the plan to bring licensure to California, but missed attending a crucial vote in committee just literally by minutes. It seems a government official somehow forgot to invite CDA to provide input. The CDA leaders accosted some congressmen outside of the floor and proceeded to read a long diatribe against this licensure bill and that rascal odontologist society. But it was too late and the CDA was sent away, tail feathers between its legs. The Dental Act passed unanimously in the Assembly and Senate and was signed by the Governor. Dennis and his new flock KFC'ed the CDA. Ironically, establishing licensure was one of CDA's other central pillars (the third *raison d'être* was to create a dental journal — so... one out of three ain't bad).

And who served as the first president of this newly established California Board of Dental Examiners? None other than Samuel W. Dennis. Did a chicken shatter a state dental association? Perhaps. Or it might have just been the feather that broke the camel's back and saved California in the process. Looking back, it turns out chicken transplanter Phineas G. C. Hunt did not discover the original recipe. 18th Century surgeon John Hunter, an Englishman who collected animal and human specimens in his basement, was the first to implant a human tooth into a rooster's comb.

And Younger ended up plucking the chicken completely out of his tooth transplantation technique. He discovered he just needed to keep extracted teeth clean and dry, after disinfection with a mercury solution. No more roosters. But one time he used the wrong brand of disinfectant and had to throw out one hundred teeth. That's a lot of toothless miserable Fantines and Anne Hathaways. He claimed a 90% transplant success rate, which approaches that of today's modern implants. His UCR fee was \$100 for a bicuspid transplant and \$150 for a molar or incisor.³ Note that incisors were pricey — after all, he found it a little more difficult to find patients willing to part with their incisors on the streets of San Francisco.





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What Do We Offer New Dentists?

Our SDCDS Recruitment and Retention Committee meets six to eight times a year, and a large portion of our time at those meetings is spent discussing what we need to do to support our new dentists. Below you'll find a list of specific items that we provide for new graduates from dental schools or residency training programs:

Fun!

According to our sources (and we've got good ones), some of what you're looking for is an opportunity to connect with your peers in a fun, social setting. We hold at least 8 New Dentist events every year and many of them are opportunities to just get together at popular spots to hang out.

Entrepreneurship

Apparently, you also want to have control of your own work schedule and lifestyle. With seminars on how to purchase and run a practice, we also help you with that, too. Most popular now is the mentorship program where we pair you with someone who knows the ropes and is willing to share their experience with you.

Quick and Easy Engagement

We know you want to be involved in our society and want to make a social impact, but you may not have too much spare time to give up. For that reason, we invite you to take part in events and meetings scheduled after work. They generally last no more than a couple hours. Need to conference call in? That's fine too.

Technology

You're tech-savvy and you want your dental society to keep up. We recently revamped our website to be far more interactive, plus we're relying on social media more than ever before. For instance, check out the Women's Dental Connection on FB. Are you following us on

Insta? We're also looking into developing an app that will give you more of what you need faster and easier.

Free

When I ask how to get more young dentists to events, the response is always, "make it free"! We heard you and there are tons of free things for you to enjoy. CDA's Practice Support is a prime example, but there are also plenty of local classes and outings.

Our goal is to help you achieve success – no matter how you define it. Come get involved. You won't regret it!

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SAN DIEGO: Family oriented general practice in busy shopping area with great visibility. 3 Ops, EZ 2000 Software, Digital X-ray, Cerec, PPO/FFS, Small amount of MediCal. Seller retiring. Excellent opportunity for a new doctor or a 2nd office location. GR \$253K with \$129K Adj. Net. #CA523

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33 1/3 House of Dreams

SDCDS member to debut musical in San Diego



Come join us!

We are reserving a block of seats for dentists and those they would like to bring for the performance on Thursday, August 15th. Please contact Erin at the dental society for more information: membership@sdcds.org or 619-275-7188

Welcome New Members

New Member	Education
Ana Mora, DDS	Universidad De La Salle, MEX '16
David Nelson, DDS	Univ. of Minnesota '12
Kimberley Ward, DDS	UOP '15
Shiva Mohazab, DDS	UCLA '12, University of Puerto Rico '14
Danielle McCourt, DDS	Univ. of TX-Houston '16
Maysam Salehpour, DMD	Temple Univ. School of Dentistry '12
Payam Hooshmand, DDS	Oregon College of Dentistry
Maricela Simmons, DDS	Baylor College of Dentistry '91
Kaileen Rodriguez, DDS	UCSF School of Dentistry '17
Shane Krohnfeldt, DDS	UOP '17
Renae Wilson, DDS	Northwestern Univ. '91
Justine Hoda Hai, DDS	UCLA Dental Center at Venice '16 UCSF School of Dentistry 2019



House of Dreams

Bradley Ross, DDS to debut his musical at San Diego REP's Lyceum Stage Theatre

It's not often a dentist wants to "break a leg", but SDCDS member Bradley Ross hopes to do just that with the theatrical musical he co-wrote about his father's career as co-owner and lead engineer of Hollywood's famous Gold Star Recording Studios.

Imagine a story featuring the music of a young Phil Spector and his Wall of Sound, The Beach Boys, Sonny and Cher, Tina Turner, The Righteous Brothers, Ritchie Valens and many, many more. You won't believe the 30 song playlist, all originally recorded at Gold Star, which includes rock n' roll classics such as "Summertime Blues," "La Bamba," "Good Vibrations," "Be My Baby," "Unchained Melody," "Wouldn't It Be Nice" and, yes, even "In A Gadda Da Vida." The San Diego Repertory Theatre production opens the 44th season and includes over 30 actors, dancers and a live band, as well as talented student performers & musicians from the San Diego School of Creative and Performing Arts.

Dr. Ross practices in San Diego and is a graduate of Oregon State University and USC School of Dentistry. He participated in interviewing many artists, producers, songwriters, musicians, arrangers, and employees who worked at Gold Star. His passion for sharing the stories and music of Gold Star inspired Brad to collaborate with his patient, Jonathan Rosenberg, to develop this project. Facts conducted this email interview.

Why did you want to do this project?
After my father, Stan Ross, passed away in 2011, I wanted to pursue a legacy project to share with my family about my father's creative pursuits. Stan was the co-founder and lead engineer of Gold Star for over 33 years. His small studio in Hollywood became the most prolific and successful independent recording studio in history.



"33 1/3 - House of Dreams"

By Jonathan Rosenberg
and Brad Ross

August 1 – 25, 2019
San Diego REP's
Lyceum Stage Theatre

Tickets:
sdrep.org or 619-544-1000

How did you start this project?

In 2013, I was fortunate to discover that one of my patients, Jonathan Rosenberg, had experience in playwriting and was a music history buff. Sharing the same enthusiasm for Gold Star's story and this era of music, we formed a close friendship and business partnership. Over seven years we conducted many interviews and did extensive research on who my father was to the music business, and about Gold Star's influence on creating the West Coast sound (surf music, rockabilly, R & B, country & western leading to Rock & Roll).

Who were some of the artists you interviewed?

Artists and musicians such as Bill Medley of The Righteous Brothers, The Beach Boys' Brian Wilson, Herb Alpert, and Ritchie Furay of Buffalo Springfield. These interviews and others gave us the background material to develop a script for a musical play about "what really happened within the walls of Gold Star."

Were there any special things you found out about your father when doing your interviews?

I learned that besides his knowledge about recording and his successes creating hit records, his "outside the box" recording techniques along with their famous echo chamber allowed Stan and his team of engineers to develop records that were "cutting edge" and worthy of being hits. Having these hits brought in more record producers and artists, and the studio became a mecca in the recording industry for a long period of time. Stan used to run tape at the time because tape was cheap and there were some "happy accidents" that were recorded and were the basis of hit songs. Examples of these we show in the play are "Tequila" by The Champs and "The Happy Whistler" by

Don Robertson. I was proud of the fact that Gold Star was truly colorblind. Any musician of any race or background was welcomed into Gold Star to record their record and leave with an acetate disc or tape in hand.

Which artists do you have memories of meeting as a child?

Gold Star had over 120 Top 40 hits over the 33 1/3 years it existed, so I have many memories of meeting artists and musicians of the time. Because I was a child in the 60's, there were people I met that I did not know were famous. They were just my father's friends. What I clearly remember is meeting Herb Alpert, Sonny & Cher, Disney songwriter Richard Sherman and William Shatner. One bummer is that I never got to see a Phil Spector session as Phil was unpredictable in his temperament, the volume was extremely loud in the control room, and my father felt it was not appropriate for kids to be at the session. Being a drummer, I was fortunate as a young adult to meet some of my favorite drummers including Louie Bellson, Wrecking Crew session drummers Hal Blaine, Jeff Porcaro, Earl Palmer, and Johnny Guerin.

What work was involved to getting this to the stage?

Jonathan and I brought in local stage and theatre professionals, Javier Velasco and Steve Gunderson, to collaborate on the script and assist us in bringing this story to the stage. These talented individuals are responsible for the direction, choreography and musical arrangements

"I look forward to sharing my passion for this project with our San Diego dental community and the patients of Mission Trails Dentistry. I believe that you will have a great time learning about this iconic music, just like we did. For many of us, it is 'the soundtrack of our lives.'"

— Bradley Ross, DDS

for 33 1/3 – House of Dreams. They also have a long time relationship with Artistic Director, Sam Woodhouse at San Diego Repertory Theatre and the San Diego School of Creative and Performing Arts. Sam came to one of our early

You can contact Dr. Ross at brad@houseofdreamsmusical.com or visit houseofdreamsmusical.com



Stan Ross at Gold Star mixing board

readings and was an instant fan of our story and saw its potential for the stage.

During the last six years of dedicated work on this project while maintaining a busy dental practice and raising four kids with my wife Vicky, I just stayed the course. I honestly believe that dental school teaches you to lock in and focus, to stay with it and not quit. There were many challenges such as obtaining licensing for songs, but we are thrilled to finally have our production ready for the stage. We are excited to share this story and believe people will be treated to a very entertaining show.

What are some of your favorite songs that were recorded at Gold Star?

Around the early 60s I realized my father had a song he recorded on the radio when I heard it and he told me he made that. It was called "The Birds and the Bees" by Jewel Akins. It remains my sentimental favorite. "Be My Baby", "Wouldn't It Be Nice", "A Taste of Honey", "Tequila", "Good Vibrations", and "I Got You Babe" are also special favorites of mine. And "The Beat Goes On"...

Conebeam technology CE:

Dr. Sotirios Tetradiis presented the CE topic "CBCT Principles, Interpretation & Application" held at Four Points Sheraton on April 12th.



(L-R) CE Co-Chair Jonathan Do, DDS, Speaker Dr. Sotirios Tetradiis, and CE Co-Chair Susan Nguyen, DDS

**Ethics in Dentistry CE:**

A joint CE meeting of SDCDS and the American College of Dentists held at the Crossings at Carlsbad on April 27th. Speaker Dr. Robert Stevenson presented "Ethics in Dentistry: 150 Shades of Gray", which included application of essential ethical principles and core values when confronted with dilemmas.



(L-R): Drs. Lilia Larin, Doug Christiansen, Linda Lukacs, Robert Stevenson, Doug Cassat, Susan Nguyen, Spencer Mauseth.

The ACD was founded in 1920 and its objective is "To elevate the standards of dentistry, to encourage graduate study, and to grant Fellowship to those who have done meritorious work."

DPA Infection Control:

Infection Control/DPA held January 26th

Nancy Dewhirst presented the CE course "Dental Practice Act and Infection Control" on January 26 at the Handlery Hotel.

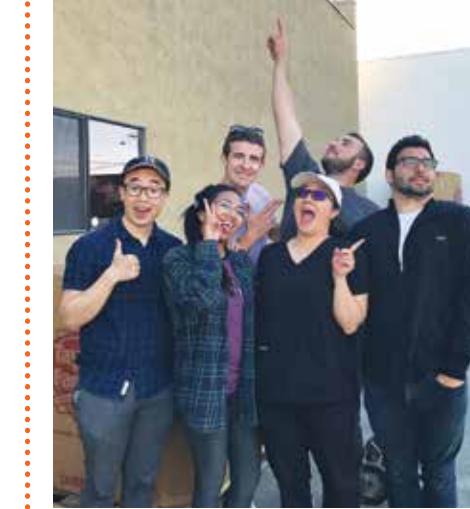
Another DPA/IC course is scheduled for October 11. (L-R) CE Co-Chair Susan Nguyen, DDS, Speaker Nancy Dewhirst, and Pamela MacPherson, DDS

**Game Night at the Gull's**

Game: Held April 5th. Hockey! Fights on ice! Dentists! Need we say more? SDCDS held a game night with the San Diego Gulls at Pechanga Arena.

**Shred-A-Thon:** Held April 25th

Members brought in their shred-worthy items and enjoyed grilled tacos and cool beverages at our society office. Did you miss out on the fun? Another Shred-A-Thon event is planned on Sept. 12th in Encinitas.

**New Dentist Social:**

It was Trivia Night at the New Dentist Social, held at Bub's at the Beach in Pacific Beach on April 18th. Next Social is planned for June 20th.





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THE JOHN GEIS DDS DENTAL CLINIC
AT VETERANS VILLAGE OF SAN DIEGO

SATURDAY, SEPTEMBER 21, 2019
SIX O'CLOCK ABOARD THE USS MIDWAY

AUCTIONS, DINNER, & DANCING
MUSIC BY NOVOCAIN

DRESS: 1920S / 'GREAT GATSBY'-THEMED EVENING

PURCHASE TICKETS AT
SDCDF.ORG/SPECIAL-EVENTS
OR BY CONTACTING RYAN AT
619-275-7190 OR SUPPORT@SDCDS.ORG

10 & 15 YEARS

MILESTONE ANNIVERSARY



Member milestones:

In this issue we are celebrating the members of our society who have been with us for ten or fifteen years. If your anniversary date falls in 2019 (in five year increments), keep a look out for your name in future issues.

So here's to you! But we're not merely calling out your name to say hello. We're celebrating your dedication to all that we stand for. You have honored the pledge to uphold a high degree of ethical standards. You have helped us advocate for the profession of dentistry while advocating for the patient as well. You may have gotten involved in the leadership of the society through committee work or by serving on our board.

Many of you have supported our foundation by donating funds or your valuable time.

As you reflect on your years with the ADA, CDA and our local society, we hope you'll see value in what we provide. From continuing education, to practice management support; from patient referrals to networking opportunities; from peer review to journals and newsletters. Our goal is to help you achieve your goals. Together, I hope we've been successful.

— Mike Koonce, Executive Director

10 years
joined in 2009

Elhameh Allamezadeh
David J. Bainer, DDS
Tyler F. Baker, DDS
Joseph Boulos, DDS
Judy E. Brown, DMD
Christine Buenaventura, DDS
Luis E. Calixto, DDS
Brian D. Devers, DDS
John G. Fuller, DDS
Yolanda Garcia-Loret, DDS
Samuel Hayatt, DMD
Christopher S. Henninger, DMD
Mehrnaz Irani, DDS
Tyler Johnson, DDS, FADBA
Vi H. Lau, DDS
Tram K. Le, DDS
Betsy M. Lindbergh, DDS
Michael G. Lum, DDS
Guadalupe Marquez, DDS
Mariana Mayora-Mejia, DDS
Shatha F. Mechael, DDS
Paul J. Michels, DDS
Kim Anh T. Nguyen, DMD
Viet Q. Nguyen, DDS
David C. Noriega, DDS
Anthony J. Opilka, DDS
Grace F. Orpiada, DMD
Edna C. Pamaran, DDS
Shahrzad S. Prater, DMD
Breanne W. Reid, DDS
Peter A. Rich, DMD
Hossein Saadatmandi, DMD
Golnar Sedghi-Berenji, DDS
Youngseok Seo, DDS
Leah Ocampo M. Shen, DDS
Timothy Q. Tien, DDS
Sambath S. Tiep, DDS
Andy L. Tieu, DDS
Johnathan H. Tran, DDS
German A. Trujillo, DDS
Samuel Young, DMD

15 years
joined in 2004

Kathrina L. Agatep, DDS
Javad S. Aghaloo, DDS
Rossana T. Alfonso, DMD
Wallis E. Andelin, DDS
Evelyn O. Ascough, DDS
Alex B. Avanessian, DDS
Roger P. Barron, DDS
Anke Beyer-Jordan, DDS, PhD
Charles W. Briscoe, DDS
Michael D. Brown, DDS
Alan J. Chien, DDS
Peggy L. Curtis, DDS
Brian M. Davey, DDS
Imelda F. Delos Reyes, DMD
Benjamin M. Dickson, DDS
Edward Farajzadeh, DDS
Thomas J. Gass, DDS
Richard Grant, DDS, MS
Mark B. Griffiths, DDS
Minh T. Hoang, DDS
Brad W. Hunt, DDS
Chris S. Hydo, DDS, MS
John L. Koett, DDS
Anthony L. Korbar, II, DMD
Christy D. Lam, DDS
David A. Landau, DDS
Vinh B. Le, DDS
Karen Y. Liu, DDS
Michael T. Murasko, DDS
Ehsan Nasery, DDS
Terri T. Nguyen, DDS
L. Cary Orton, DDS, MSD
Natalia Petrova, DDS
Oscar M. Picahe, DDS
Brian T. Quesnell, DDS
Roxana Ramezani, DDS
Luis E. Real, DDS
Robert A. Rees, DDS
Linaflor D. Reyes, DDS
Amanda R. Robinson, DDS
Timothy P. Rorman, DMD
John Seul, DMD
Laura B. Sevilla, DDS
Joseph M. Snider, DDS
Paul C. Sokolowski, DDS
Joseph S. Sparrow, DDS
Richard J. Tannyhill, Jr., DDS
Quynh-Thu Thai, DDS
Marlene M. Thompson, DDS
Yumin Tu, DDS
Michael W. Tyler, Jr., DDS
Dinah M. Vitug, DDS
Jimmy I. Wang, DDS
Selma Y. Younan, DDS



San Diego County
DENTAL SOCIETY

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.



continued from page 7

Younger joined the rubber chicken circuit and presented his research nationally. William T. Atkinson, ADA's first president and himself a successful tooth transplanter, even invited Younger to speak in New York. At that meeting, Younger performed a transplantation surgery on a dental rep from the S.S. White Manufacturing Company in front of an audience of 100. At the Q & A session afterwards, a question arose: could a tooth be extracted from an Egyptian mummy, such as Pharaoh, and be transplanted into a person? Don't be silly. Younger said the tooth needed to be removed when the person was alive in order to ensure success. He said if the tooth was extracted from Pharaoh when he was alive and set aside for all these centuries, "perhaps it may be so."⁷

A version of this article with slightly less roasting appeared in a 2017 American Association of Dental Editors and Journalists newsletter.

References

- 1 List of officers. 37th Annual Session, ADA transactions, 1897:iii-ix.
- 2 A Lively time. Missouri Dental Journal, 1883;15(8):238-239.
- 3 Cunningham G. Implantation of Teeth. Journal of British Dental Association, 1888; 9(11):759-767, 9(12):811-826.
- 4 The dentists' war. Daily Alta California, January 25, 1885; 38(12705):1.
- 5 Debating dentists. Daily Alta California, November 11, 1885; 39(13025):1.
- 6 Dentists in Council. Daily Alta California, December 28, 1884; 37(12677):1.
- 7 Nash BC. First District Dental Society, New York. Dental Cosmos, 1886; 29(2):41-65.

Music in the office: Delightful or Displeasing?



We can't live without music, and whether we like it or not, it's all around us. It's soothing, uplifting, and can heighten our alertness and moods, or in some cases, be irritatingly annoying.

The question is, when it comes to picking the music genre for your office, what do you go with? Who picks the music playlist or radio station?

It's not news to me that operating room surgeons listen to music while they perform surgery. It was news to me, however, that according to Spotify, a majority of surgeons pick rock as their genre.¹ Rock? That was a complete surprise to me. In my mind, fusing someone's vertebral discs would be better suited to Vivaldi's Concerto, but I suppose Guns N' Roses is the preferred choice. Moreover, the lead surgeon gets to choose the music, so let's be empathetic to the rest of the team who may disagree with the choice.

Back in the typical dental practice, if your patient isn't already using headphones to block out the handpiece noise, he or she might listen to a combination of our conversations with our assistants and the overhead music. In my situation, I noticed that the Rocky IV theme song was oddly sandwiched between Adele and *(I Just) Died in your Arms* by Cutting Crew. I looked up at my assistant and voiced that this playlist DJ has no plan. When we started joking about it, I realized that the patients were not even paying attention to the music and what was playing. So the logical and fair alternative to suffering through undesirable music would be to have the team vote and rotate playlists as the week goes on. One team member might pick country, another pop and so on. Either way, rotating genres seems fair to me. If it isn't for the sake of the patients, then it should be for the sake of the team's pleasure and focus because there are only so many times we can hear *Eye of the Tiger*.

Listening to music while working within tenths of millimeters with our hands may have a profoundly positive effect on our concentration. And while we as dentists may be the counterparts of the lead surgeon in the dental office, I think every team member should have a fair day's worth of their favorite playlist. I vote for *Motown Mondays*.

1. TUFAYEL AHMED 8/2/17 - NEWSWEEK.

Dr. Lester Machado (R)
and Rob Pedersen

'Why We Give'

Dr. Lester Machado and Rob Pedersen support the San Diego County Dental Foundation because they believe in the Foundation's goal to make dentistry available to all in our community. "Service to our neighbors was a core value instilled by our parents" says Rob. Lester relates that his parents "adopted" families in their community to help support them throughout the years and that his parents are active community volunteers.

Well known patrons of the San Diego philanthropic community, Lester and Rob have been steadfast and passionate supporters of SDCDF for over twenty years. Dr. Machado served on the Foundation Board during a period of rapid growth, chaired the Gala Committee, and provides free surgical care to the underserved. Both Rob and Lester supported the capital campaign that launched the John Geis DDS Dental Clinic.

Lester says, "The scope of the Foundation's work today is truly amazing: scholarships promoting community service, dental services for children of migrant laborers and dental hygiene for our homeless. Rob and I are excited to see this growth. We know that with our support, the Foundation will continue to expand its programs. We're heartened to know so many share our passion for generosity in our community."

**to donate or volunteer
go to sdcdf.org**

Healthy Kids Day ...

San Diego County Dental Foundation volunteers, Dr. Hoa Audette, Dr. David Toma and Dr. Andrea Alexandrian pay it back by giving back to the community that we all call home. This year, the SDCDF partnered with the Copley-Price YMCA to provide oral health screenings and education to the residents of City Heights. The event was a huge success with over 250 families in attendance and over 30 dental screenings, our impact was tremendous thanks to our volunteer efforts. To find out more about outreach opportunities, call or email Ryan today at 619-275-7190 or support@sdcdf.org

ROAD TO PRACTICE OWNERSHIP!

Buyers Guide:

- Discover the right steps when buying a practice.
- Know who your advocates really are when buying a practice.
- Learn why planning with Ray Advisors is so important.
- Understand and avoid the most common mistakes buyers make.
- What's the value of a practice.
- Step by Step Process for buying a practice

ABOUT PAM CHAMBERLAIN

RAYTHIR, WEISBERG & CHAMBERLAIN

Wademan & Chamberlain specializes in providing dental practices with accounting, tax compliance and planning, financial planning, and retirement planning services. Pam focuses primarily on retirement planning, buyer's due diligence, buyer and buy-out calculations, practice start-ups, compensation plan development, and other special financial and investment projects.

ABOUT TERI MC AVINIE

OWNER, RAY CONCERTO

Teri is a seasoned practice analyst and practice development coach that exhibits a passion for building the framework for successful business practices. She is an innovator at heart and gravitates toward shining the light of opportunity on her clients. She has been in the dental profession for over 34 years and has worn many hats. Teri has clinical and administrative experience which allows her to understand and guide teams with compassion and credibility. Her primary niche is helping sellers and buyers navigate the through the verbiage of transitions.

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16 | FACETS 2019

FACETS 2019

17



The Oral Health Foundation of the Pierre Fauchard Academy awards two grants to San Diego County recipients

By Chuck Eller, DDS
Past President, Pierre Fauchard Academy
Past President, SDCDS, 1978

The Oral Health Foundation of the Pierre Fauchard Academy (FPFA) received eighty-four grant requests for 2018. Twenty-four grants were awarded.

Southern California Section members submitted twelve requests and two were awarded. Both of them were from San Diego County: Smiles of Baja (Dr. Jeff Moses), \$10,000 and The Smiles for Everyone Grant (East San Diego), \$5,000.

FPFA grants now total \$4,479,824 and Scholarship Grants now total \$2,357,400, at a grand total of \$6,837,224. The Southern California Section is the top recipient for Grant requests as of March 2019. Since 1995, the FPFA has served as the philanthropic, non-profit 501(c)(3) organization for the Pierre Fauchard Academy.

Accordingly, the Foundation works to advance its purpose by providing:

- Funding for needed dental services through its Grants Program which offers financial support of charitable dentistry projects.
- Scholarships to deserving third-year dental students in the US and around the world.

SDCDS 2020 Nominations

A meeting of the SDCDS Nominating Committee was held in May producing this slate of members to serve as Officers, Directors and Delegates beginning their terms in 2020. According to our Bylaws, Chapter VII, Section 2: "Additional nominations may be made by petition if such petition is signed by twenty-five (25) or more members in good standing and provided the petition is filed with the Secretary of the Society forty (40) days before the noticed General Membership Meeting. The Secretary shall verify the authenticity of the petitions: if verified, notification of the additional nominee(s) will be made by mail at least thirty (30) days before the General Membership Meeting." The Secretary, CDA Trustee, Directors, and Delegates to the CDA House of Delegates shall be elected at this meeting, to be held on Friday October 11, 2019.

Officers

President: Dr. Brian Fabb
President Elect: Dr. Tina Beck
Secretary: Dr. Christine Fabb
Treasurer: Dr. Spencer Mauseth
Immediate Past President: Dr. Chris Pham

Directors, 2020 – 2021

Drs. Hoa Audette, Tom Brant, Jose Castillo, Shivali Gohel, Lilia Larin, Lindsay Pfeffer, Irv Silverstein

Delegates to the CDA House of Delegates, 2020 – 2022

Drs. Rick Bialick, Paul Luczynski, Coleman Meadows, Tom Olinger, Erick Sato

Alternate Delegates, 2020

Drs. Jose Castillo, Shivali Gohel, Robert Hanlon, Tyler Johnson, Marc Dentico-Olin, Brian Shue, Paul Van Horne

Trustee to the CDA Board of Directors, 2020 – 2022

Dr. Linda Lukacs

CDA NEWS



Experiencing dental benefits challenges? CDA is there for you

Beginning in April, CDA developed a streamlined process to further help support members who are experiencing challenges with dental benefit plans. Resolution 18-2018-H resolved to obtain data of these challenges experienced by members. To do so, CDA launched an online intake form, creating another way for members to start the process of obtaining help with dental benefits related challenges, such as communications, denials, and delays.

This additional process enables members to submit issues quickly and conveniently through a secure, HIPAA-compliant Dental Benefits Issue Resolution Form within their cda.org accounts. Members can also continue to report their challenges by calling our practice support analysts directly (and these will be included in the intake process by CDA staff). CDA's Practice Support analysts will then evaluate the issue and share clear next steps.

In addition to jump-starting a resolution dialogue, the additional process will provide CDA with a rich data set to identify trends for recommended educational offerings. The Dental Benefits & Economics Task Force will view this data to evaluate potential advocacy efforts aimed at acting on behalf of members working with dental benefit plans to support our members in an intentional and tangible way.



PCI data

the CHIP on a credit or debit card lowers the fee rate, due to increased security

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.

Garrett Guess, DDS



TECHNOLOGY EDITOR

themselves in entirety or even partially. By the end of the compliance questionnaire, it is clear that the best way to avoid credit card fraud by staff, or others, is to not store credit card data of any kind.

Like the computer systems used to manage your practice, where having the most updated software and hardware usually means you have the most updated security in place, the same applies to credit card processing machines. And in the case of credit card terminal technology, the more secure the credit card transaction, the lower the fee ends up being taken by the processing company as well. So it makes good sense (and cents), to make sure your practice is currently utilizing a newer credit card processor that has the ability to read the CHIP on credit and debit cards to provide the lowest fee rates due to the increased security.

Just like your HIPAA security policy, a Payment Card Security Policy should be maintained by your practice which covers which staff are authorized to use the credit card processing terminal, how often the terminal devices are inspected, whether patients may use the devices (to enter PIN numbers, for example), what data can be stored and where you store it, and whether you utilize an online virtual terminal and who has access. The importance of protecting payment card data needs to be established in our practices with our staff members in a similar fashion to protecting our practice's protected patient information.

CALENDAR PLANNER 2019 SDCDS EVENTS

June 7
Practice Mgmt. CE Course

June 27
New DDS Seminar

June 18
Retirement Strategies

July 11
Dental MBA – Road to Practice Ownership seminar

June 20
New DDS Social

July 20
Implant Hands-on Course

August 2
SDCDS Opioid Lecture

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

FRIDAY

JUN 07

6CE units

Practice Mgmt.

Secrets of Creating a Case Acceptance Culture of Success in Your Practice



Learn: Why money is rarely the biggest obstacle to acceptance. How to double your new patient flow for FREE. 3 Essential skills to help your patients say "Yes."

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

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

Location: Four points by Sheraton, 8110 Aero Dr.

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

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

Sponsors: Bank of America, Carestream, Dental Warranty Corp, The Doctor's Insurance Broker, Garfield Refining, Keating Dental Arts, Ken Rubin Practice Sales, Integrity Practice Sales

Speaker:
Steven Anderson



THURSDAY

JUN 27

New DDS Seminar

Clinical Pearls of Wisdom



Summary: Experienced members will be presenting their clinical pearls of wisdom and favorite tools and materials in a friendly environment that promotes hands-on learning.

Time: 6:00-8:30pm

Includes: Light dinner will be served. (please indicate special dietary needs when registering).

Location: SDCDS office

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

Pricing: Free

Sponsor: Burkhardt

Speakers:

(L-R) Drs. Doug Disraeli, Michael McMahon, Mark Galli



FRIDAY

JUN 14

Guide to Starting a Dental Practice



Speakers:
Chris Ross,
Kelli Young,
Sherry Mostafi,
Matthew Christie,
Ali Karjoo and
Drew Hinrichs

Summary: A panel of experts will guide you on the next phase of practice ownership. Our goal is to provide you with the right information to help you navigate this incredibly important business decision. Take the first step toward owning your own practice.

Time: 11am-4pm (10am check-in)

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

Location: Four points by Sheraton, 1275B West Morena Blvd

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

Pricing: members: free, nonmembers: \$50

Hosted by:

Bank of America

Dear Members,
We're moving this event we had scheduled on June 14th.

Rescheduled to fall – stay tuned for new date.



TUESDAY

JUN 18

Retirement Strategies

When You're Behind in the Savings Game



Summary: How to save larger sums of money without breaking the bank for employees. How to accumulate \$1M or more in 10 years or less. How to enjoy tax deferred and tax free cash in retirement.

Time: 6:00-9:00pm (5:30pm check-in)

Includes: Light dinner and soft drinks (please indicate special dietary needs when registering).

Location: SDCDS office
1275B West Morena Blvd

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

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

Hosted by: Westpac Wealth Partners

Speaker:
Rod Crews



THURSDAY

JUN 20

New DDS Social



Summary: Come mix, mingle and be social!

Time: 5:30-8:00pm

Location: Officine Buona Forchetta, Liberty Station, 2865 Sims Road

Register: sdcds.org
619-275-7188
membership@sdcds.org

Pricing: Free
Sponsor: Patterson



SATURDAY

JUL 20

5.5 CE units

Anterior Implant Esthetics: The Ortho-Perio-Restorative Connection

Implant Hands-on Course



Time: 8am-12pm lecture | 1:00pm-2:30pm hands-on (check-in 7am)

Includes: Cont. breakfast and lunch available for hands-on attendees only (please indicate special dietary needs when registering).

Location: Adm. Baker Golf Course Clubhouse

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

Pricing: Members: \$75 or \$225 lecture + hands-on, Nonmembers: \$99 or \$324 lecture+hands-on, Member staff: \$75, Nonmember staff: \$99

Sponsored by: Avitus Group, Carestream, DoWell Dental Products, The Doctor's Insurance Broker, Fortune Management, Garfield Refining, Keating Dental Arts, Ken Rubin Practice Sales, Nobel Biocare, PracticeCFO, San Diego County Periodontists

Speaker: Joseph Kan DDS, MS



FRIDAY

AUG 02

4CE units

Opioids

What Dentists Need to Know



Summary: Drug abuse is at an epidemic level with approximately 1 out of every 10 Americans addicted to illegal and prescribed stimulants, depressants and opioids. This course will discuss how you can successfully treat the addicted patient and what is being done at state and local levels to combat drug abuse.

Time: 8am-12:30pm
(please indicate special dietary needs when registering).

Location: Four Points by Sheraton SD, 8110 Aero Dr.

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

Pricing: Members/staff: \$75, Nonmembers/staff: \$99

Sponsored by: Avitus Group, the Doctor's Insurance Broker
Speakers: (L-R) Ronni Brown, DDS, Mark Horton, MD, Linda Bridgeman Smith of SD County Behavioral Health





San Diego County DENTAL SOCIETY

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