

FACTS



San Diego County
DENTAL SOCIETY

June/July
2021

June 2

Wellness Wednesday Pilates

June 3

Marketing Secrets

June 10

BLS Renewal

June 18

Dental Ceramics A to Z

June 22

Control Your Overhead

July 8

Your Retirement Assets

July 11

Day at the ballpark

August 19

BLS Renewal

August 28

Shred-A-Thon – North County

Online Learning

See page 21



Member Honored

*Dr. Irv Silverstein wins
Gies Award from ADEA*

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AWARD WINNING FACETS



The International College of
Dentists – USA Section, awarded
Facets these publication honors
in Division 2:

2018 Newsletter Award,
2017 Newsletter Award,
Honorable Mention
2016 Outstanding Cover

JUNE/JULY 2021

- 5 SDCDS President: Dr. Beck
- 7 Editorial: Dr. Shue's last
- 9 Executive Director: Mike Koonce, MA, CAE
- 10 Dr. Silverstein wins Gies Award
- 14 Unnecessary for Gentlemen
- 16 Online learning: CDA, TDIC
- 18 Chairside Musings: Dr. Zeynep
- 19 Perio Pocket: Dr. Carrillo
- 20 Classifieds
- 21 Online CE, Viva Learning
- 22 Event



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Insurance Claim Delays and Denials On The Horizon For COVID-19 “Long Haulers”

Just as COVID-19 has disrupted almost every aspect of everyday life, it has also upended the predictability and processes of disability insurance claims.

If you have purchased a disability insurance policy, you likely did so in the hopes that you would never have to use it. Despite that hope and intention, you take solace in the fact that the protection will be available to you in your time of need. The unfortunate truth? Every day, hundreds of individuals find themselves unable to work due to an illness, sickness, or accident and in need of the disability benefits promised by their insurance company.

What is a COVID-19 Long-Hauler?

While the majority of people who test positive for COVID-19 can resume working shortly after their symptoms subside, for an unfortunate few, the symptoms associated with a positive COVID test persist for months, if not over a year, and that timeline continues as more data becomes available. Those with these lingering symptoms have come to be known as “long-haulers.” Many of these symptoms, which can include devastating fatigue, cognitive problems, shortness of breath, joint pain, headaches, chest pain, and cough, are so debilitating that these long-haulers cannot return to work.

What is Different About Long-Haul Disability Claims?

So, what differentiates these symptoms from more well-known and documented illnesses and why are these claims being more consistently denied by insurance companies? Simply put, these symptoms are all subjective, meaning they are not easily diagnosed, but rather, felt by the one suffering from them and not objectively verified by lab results or a physical exam.

For that reason, when an insured party makes a claim on their disability policy, insurance companies tend not to believe disability claims manifesting in subjective symptoms as opposed to objective ones.

For example, insurers generally understand that someone who is diagnosed with cancer will be unable to work while undergoing chemotherapy or that someone who is on dialysis may only be able to work part-time. However, when someone tells their insurance company that they are fatigued, have “brain fog,” or that lingering pain prevents them from returning to work, their claims tend to be denied. COVID or not, these subjective claims are regularly denied.

Why are Long-Haulers Claims Expected to be Denied?

Given how new COVID-19 long-haul claims are to the insurance industry, it is expected that these claims will be viewed skeptically and similarly to other subjective claims, and thus, denied on the basis of alleged lack of objective evidence.

Of course, long-term disability companies will rarely state they are denying a claim due to the claimant having only subjective symptoms not supported by objective evidence. Instead, the more likely outcome is that insurers will attempt to minimize the claimant's subjective complaints and assert that medical records do not support their claim for benefits.

Only time will be able to fully tell this story, however, keeping in mind the history of denials surrounding subjective symptoms, it seems the ending has already been written.



Michael B. Horrow,
Founder

Are you a COVID Long-Hauler? Are you worried that the benefits you've been paying for are likely going to be denied by your insurer? At Donahue & Horrow LLP we understand how hard and stressful the process of filing a disability claim can be.

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Community

Finally, summer is here! Maybe it's the native San Diegan in me, but I find myself looking forward to summer the entire year. I just can't get enough of the long, warm days filled with sunshine... and plenty of golf! In the 4 short years since learning how to play (and becoming subsequently obsessed), I have been continually impressed by the golf community and have developed many close friendships that would not exist if it weren't for our mutual love of the game.

One such friendship is with a woman at my golf club who was widowed 4 years ago and decided to remain in San Diego even though her only remaining relatives all live in Germany. She explained that she was a member for over 20 years with her husband and they developed such deep friendships through their membership at the club, that many of them she now considers family. I had never been a member at a country club before and initially only joined to be able to use the meeting spaces to host CE events for my referral network, since it isn't far from my practice and is a truly beautiful venue. The free golf was just a fun side benefit. I certainly did not expect to develop so many friendships with other members. After ending our round at the 19th hole, I reflected on the surprising sense of community I had been developing in my club.

This idea of community has been on my mind a lot in the past months, since so many outlets to network and connect with others has been so very limited over the last year. According to Oxford Languages, the word community stems from the latin word communis, meaning “common,” and can be defined as “a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.” I can't help but also think about the dental society as another community that I have grown to value deeply over the years. It has afforded me the opportunity

to meet numerous colleagues with whom I have developed deep friendships with, and I know I'm not alone in my appreciation for the sense of community our society provides.

I recently had the pleasure of speaking with a fellow member “Dr. G” who moved here from Brazil 22 years ago and joined the society in hopes of meeting colleagues and developing a professional support system. Even though she initially questioned the value, since she was not making much working 1 day a week as an associate, she continued to renew her membership year after year. She explained that while she does not take advantage of the many local CE meetings, she did enjoy social events and attending CDA Anaheim. In particular, she enjoyed meeting and networking with our San Diego colleagues during our hosted lunches, interacting with vendors in the exhibit hall, and Disneyland at night. Over the years she has come to truly appreciate the sense of community and support provided by our society, but none more so than in the last 16 months when an unprecedented phenomenon turned our world upside down.

Dr. G is just one of many dentists who have expressed their appreciation for, and relevancy of, the society since the COVID pandemic emerged last spring. During such an uncertain time, society staff excelled at providing timely and informative updates, fielded an inordinate number of phone calls while working remotely from home, provided free member access to hundreds of online continuing education courses, and distributed thousands of articles of much needed PPE to hundreds of dentists in San Diego, regardless of membership status. If that's not community, then I don't know what is! Sometimes we just don't truly appreciate something until we really need it, you know? Now, who wants to go play a round?!!





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The end

I couldn't contain my excitement.

The year was 1975. Ms. Young, my 3rd grade teacher, just announced her plan to create our first school newsletter. It would be produced by the students and for the students. She invited all to assemble for a day of journalism. De Anza Elementary School called its students to action.

The day arrived. It was an unnaturally cold and rainy Spring day in El Centro. And a Saturday, mind you. Did that deter my enthusiasm? Of course not. My mom dropped me off at the school entrance and I ran across the wet walkway and into the administrative office.

No other cars arrived. It was just me and Ms. Young. But did we have a grand time together. We wrote articles with catchy headlines and included the latest in school news. I drew a cartoon panel about the Easter Bunny, who just found out all of his Easter eggs were stolen. And the grand finale — we cranked up the press — literally. It was a bulky state-of-the-art mimeograph machine with that unmistakably crisp heavy smell of fresh (toxic?) purple ink.

I was eight years old. And hooked on journalism. I would soothe my fix by working for my high school newsletter and for the UCSD Guardian newspaper (headquartered at Che Guevara Café. Hmm — ask the UC Regents about that name). I also created a newsletter for my UCSD Pre-Dental Student Organization back in the 1986-87. It was pre-Dr. Irvin Silverstein. And I contributed and edited for the UCSF Synapse newspaper during dental school.

At SDCDS, it all started with SDCDS President Dr. Clayton Fuller. I gave the CDA Foundation “Oral Health Begins at Birth” presentation at the SDCDS conference room in January 2005. Afterwards, I had a request for Dr. Fuller: “I want to join the SDCDS Editorial Board.”

He probably didn't hear that often.

He immediately called our editor. Dr. David Richards didn't answer his phone. “You are on the board,” Dr. Fuller said.

I applied for the editor position when it opened up later that year. President and UCSF classmate Dr. Melanie Parker and President-Elect Dr. Barbara Kabes both interviewed me after an editorial board meeting. No one else applied.

Over the years, I wrote and gave my opinion about many great contemporary topics. Midlevel providers (against), amalgam (for), ethics (for), Resolution 2RC — the CDA Access Report: phased strategies for reducing the barriers to dental care (for), addressing barriers to care (for, of course. I work at a FQHC). I have covered the great humanitarian work of our members Dr. Jeffrey Moses of Smiles International and Dr. Silverstein. I also documented SDCDS' amazing collaboration to create the John Geis DDS Dental Clinic at VVSD.

And then there's dental history. My favorite. I have discovered and written about many historical occurrences in Facets. Some of my highlights from the 19th century:

- Dr. Archibald Hooker, one of the original seven members who created SDCDS back in 1887, was the first librarian of the San Diego Public Library (1882). He was also arrested and thrown into the San Diego County Jail for embezzlement in 1909. This year, I found out he died of food poisoning in Imperial County on March 28, 1918.

- Dr. B.M. Gildea, another of our founding seven members, was one of the 26 founders of the ADA in 1859. Or not.

- CDA President Dr. W. Younger gained fame by extracting teeth from down-trodden volunteers, transplanting the teeth into the comb of live roosters (the funny thing on the top of their heads)

as a storage method, and subsequently transplanting the teeth into rich patients. He once brought a live tooth-implanted rooster to a CDA meeting. It was the spark that caused an exodus of half of the CDA leaders, who created a rogue organization called the California State Odontological Society, the association that actually brought about licensure to California (not CDA).

- Dr. Frances Treadwell, who is really the first woman to join a dental society (in Delaware), months before dental history's Dr. Lucy Hobbs. In fact, Dr. Treadwell may have been the first woman dentist in the US, period.

- Dr. Emma Read, SDCDS president in 1895, 1897, 1901, 1902 and 1912. Dr. Read was a beloved SDCDS member and was elected vice president of the Southern California Dental Association (CDA) at the turn of the 20th century. It would be 88 years until another woman, Dr. Harriet Seldin, would serve as SDCDS president.

On a more somber note about our past:

- Three SDCDS dentists lost their practices in 1942. They were imprisoned with their entire families by the US government, along with over 110,000 others. Because they were Japanese Americans living on the west coast during World War II.

- A fourth SDCDS member, US Army Reserve Captain James Arikawa, not only lost his practice, but had his rank stripped away. To avoid incarceration at a “relocation center”, the government let him reenlist in the National Guard, then he was activated as a private in the US Army. His friend named General George Patton angrily discovered him assigned to shoveling the horse stables at Fort Polk in Louisiana. He immediately restored his rank and transferred him to Camp Shelby to work with the famed Japanese American 442nd RCT that battled the German Army in Europe.



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Back to Normal?

For over a year now, we San Diegans have joined the rest of the world in a pandemic shutdown. That meant different things in different places, but we in California have been under state order not to congregate, and to remain at least 6 feet from one another when we needed to be inside for things like grocery shopping and even walking in the park. I don't know about you, but I'm ready to burst out of my bubble.

Our state and county's public health officials are beginning to loosen restrictions now that more than 50% of the population have received at least one vaccination. Restaurants may seat more people inside, and some theaters and other venues are opening up with limited capacity. To the relief of so many parents, schools are back in session, and parents are able to go back to work, or at least work more productively at home.

What does this mean for you? For the time being, there is very little change in the dental office. At this writing, six feet of distancing must be maintained between patients in the waiting room, and temps should still be taken. Dental practice staff must

still suit up as though they were planning a visit to Mars, and aerosolizing procedures must be done judiciously. This abundance of caution, of course, is to protect your patients along with you and your staff. But there is room for optimism.

California has said they will lift COVID restrictions by June 15th. Despite having a mask mandate still in place, that will allow us far more freedom to move about and participate in group activities. For the dental society, that means in-person events. We will host our first in-person clinical CE this year on June 18th at the Officer's Club at Miramar Air Station: Contemporary Dental Ceramics with Dr. Edward A. McLaran. Our 'Day at the Ballpark' event is July 11 (see page 23 for details), and we're looking at other CE and social events to follow. There may still be a few restrictions in place, but these events should be as close to normal as we can get them for now. I hope you'll come out for some great CE, and to see your colleagues and friends. We look forward to seeing you too, and to being back to "normal". •

Welcome NEW *San Diego County Dental Society* Members

Christensen Hsu, DDS: NYU, 1997

Joshua Parfitt, DDS: Arizona School of Dentistry 2015,
Oral Surgery at Highland General Hospital 2019

Sam Zijoudi, DDS: Univ. De La Salle 2020

Michael Raymond, DDS: Univ. of Texas, San Antonio 1994

Disbel Mansilla, DDS: Univ. de los Andes 1991

Natalie Saldivar, DDS: Midwestern Univ. 2015

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Inspirational Campus Leader Battling Stage 4 Cancer Receives One of Dentistry's Highest Honors

Director of UCSD Student-Run Free Dental Clinic Project receives national award

By Michelle Brubaker, UCSD News

When Dr. Irvin Silverstein, director of UCSD's Student-Run Free Dental Clinic Project, was diagnosed with pancreatic cancer in 2016, he was told he had just two or three months to live. Now, 59 months later, after several surgeries and aggressive, ongoing treatments at UC San Diego Health, he is being recognized as a recipient of the American Dental Education Association Foundation 2021 William J. Gies Awards for Vision, Innovation and Achievement in the Dental Educator category. The awards honor individuals and organizations that exemplify the highest standards in oral health and dental education, research and leadership. Silverstein learned about the award on a particularly challenging day.

"My pain was at a level 8 out of 10 the day I got the call. I was floored. It truly lifted my spirits when I needed it the most," said Silverstein, voluntary clinical professor in the Department of Family Medicine and Public Health at the University of California San Diego School of Medicine. "I believe I am still alive today because of the work I do. I love teaching, and my students inspire me every day. This award is really about them."

Silverstein is one of eight Gies awardees this year.

"Through their extraordinary contributions, our Gies awardees are moving the needle forward in dental education and oral health," said Marsha Pyle, President of the ADEA Gies Foundation. "The Gies Awards honor future-ready initiatives that advance dental education and elevate the dental profession."

It started in a church basement

The free dental clinics began in 1999, part of the UCSD Student-Run Free Clinic Project, which had launched two years earlier. The first free dental clinic was located in the basement of a church by medical students who saw that their patients were in critical need of dental care.

Under Dr. Irvin Silverstein's vision and leadership, the UCSD Student-Run Free Dental Clinic Project has grown to four sites, serving families without health care in Lemon Grove, veterans served at Veteran's Village off Pacific Highway and underserved individuals in Pacific Beach and downtown locations.

"That first clinic was run by volunteers and medical students serving as assistants to the dentists," said Silverstein, who began working at the UCSD Student-Run Free Dental Clinic Project in 2003. "The dental chair and X-ray unit were so old that they blew out the electricity in the church, forcing it to rewire the electrical system."

The Free Clinic Project has grown tremendously over the years, providing medical, dental, pharmacy, acupuncture, legal and social services to San Diego's underserved communities. Since the inception of the UCSD Student-Run Free Clinic Project, more than 150,000 clinic visits have taken place. It is now a national model of care.

"The UCSD Student-Run Free Project uses a humanistic, empowering health care model, with the patient at the center," said Dr. Ellen Beck, founding director of the Student-Run Free Clinic Project at UC San Diego School of Medicine. "It offers care for 20 medical specialties, as well as mental health and social needs."

Prescriptions, lab work and related services are available at no charge. More than 95 percent of the patients have chronic conditions, such as diabetes, hypertension, hyperlipidemia, asthma and depression, all requiring ongoing care.

When Silverstein was introduced to the project, dental care was provided only intermittently, and there was no structure to teach pre-dental students about the practice of dentistry.

"Dental care is the greatest unmet health need in the country," said Silverstein. "What struck me the most about the UCSD Student-Run Free Clinic Project and the Student-Run Free Dental Clinic was the enthusiasm in all the students. The clinic had so much potential, but needed a new structure to allow medical and dental services to work together to better serve our community."

"I knew that there were a lot of people in pain who could not eat, which leads to bad nutrition. Providing dentures, partials and restorations also improves self-esteem and the ability to obtain employment and become a contributing member of society."

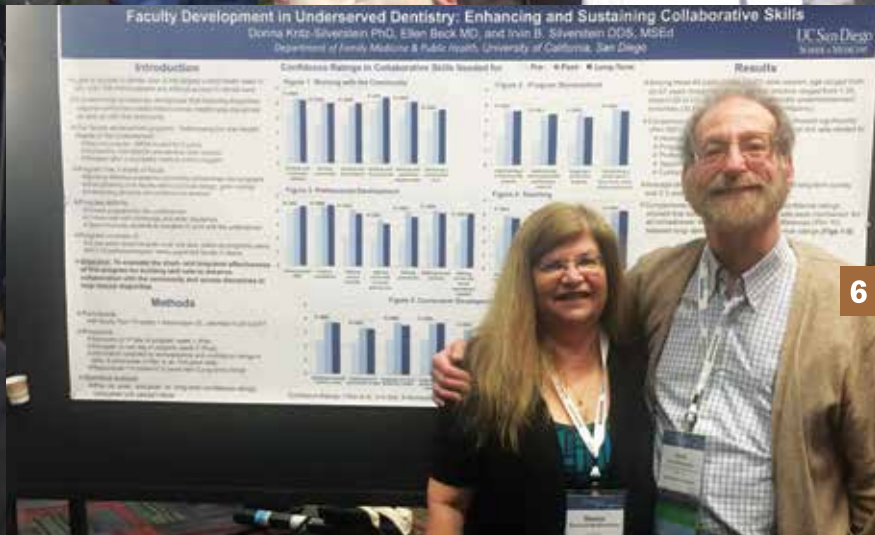
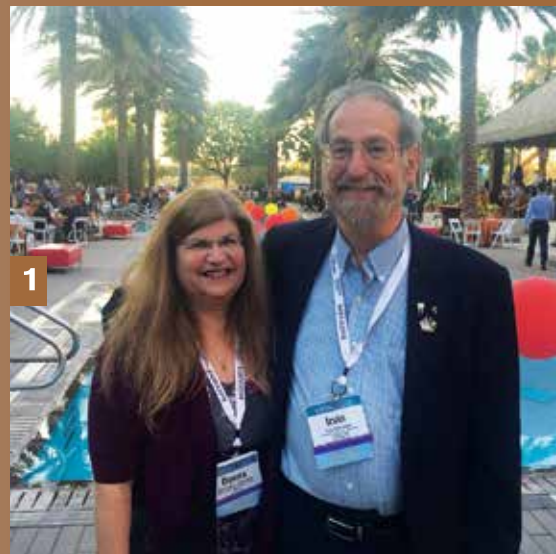


Photo 1: Drs. Irv and Donna Silverstein take a break at the 2018 ADEA Annual Session & Exhibition in Orlando, Florida 2018. Photo 2: USA Navy plane delivers the first Advanced Team to the Chittagong Regional Airport in Bangladesh to support the 2006 Pacific Partnership aboard the USNS Mercy Hospital Ship. 30 people were Department of Defense/Military personnel; and 4 people were civilian volunteers; including Dr. Silverstein and Dr. Erick Sato. Photo 3: In Chittagong hospital, Dr. Irv Silverstein consulting with Bangladesh dentists and physicians over a patient. Photo 4: Dr. Irv Silverstein with Commander Kurt Hummendorf (now retired from the Navy and practicing oral surgery in San Diego). The other two men are Bangladeshi Deans in the Chittagong regional Hospital which also housed the dental and medical schools. Photo 5: Family photo. L. to R. Donna, Sharon, Irvin and Sarah Silverstein. Photo 6: Drs. Donna and Irv Silverstein presenting a research poster at the ADEA Annual Session & Exhibition in 2018.

Dr. Irv Silverstein continued



Photos Left to right: Dr. Silverstein meets with fellow Board members to lobby for Prop 22 in Sacramento with Senator Diane Fienstein. • Irv in Dominican Republic in 2009 helping with oral health fair, teaching students and children. This was part of the Continuing Promise, 2009 aboard the USND Comfort Hospital Ship attends a school fair, eats lunch with Joe Biden, and discusses Dental Education with Barack Obama. • The Continuing Promise 2009, aboard the USND Comfort Hospital Ship in Dominican Republic, here helping with oral health fair, teaching students and children • Chance meeting with V.P. Biden in 2014. He allowed Irv to sit with him while he was having dinner with his granddaughter. They discussed humanitarian programs in San Diego and the UCSD Free clinics. 2016 talking with Pres. Obama while Nancy Pelosi, and Scott Peters, and the Head of the Democratic PAC. Irv spoke with President Obama about the humanitarian programs and free clinics in San Diego. After that photo, they spoke at length.



Beck said the clinic reorganized to add dental care, “but Dr. Silverstein’s inspirational leadership transformed our dental services into a remarkable program.”

Not only did he revamp the dental clinics, but Silverstein was able to raise funds to rebuild the dental clinics into modern and safe environments. He also persuaded other general and specialty dentists to volunteer time to teach students as they treated clinic patients.

Care includes general dentistry and specialties, such as endodontics, prosthodontics, oral surgery, periodontics, pediatric dentistry and orthodontics.

According to latest data, these clinics have provided more than \$11.5 million of dental care encompassing more than 41,200 patient visits over the past 18 years.

“Dr. Silverstein made it possible for us to serve all of our patients with outstanding dental care, as well as teaching generations of future physicians, dentists and pharmacists about the integration of dental and medical health. He emphasized the importance of the health of the mouth to the health of the body. His passion is legendary and his commitment to social justice unsurpassed,” said Beck.

The lessons of a Holocaust survivor

Silverstein attributes his work ethic, perseverance and passion to help others to his family. His father was a poor immigrant who spent time in an orphanage and was a prisoner of the Israeli War of Independence before the age of 18.

After immigrating to the United States, Silverstein’s father attended college, earned an engineering degree and went into the aerospace industry. He later obtained a Master’s Degree and became manager in a corporate division developing international satellites.

Silverstein’s mother and grandmother survived the Holocaust and Polish concentration camps. After being separated for three years, they too set out on a three-year journey to get to America and start a new life.

“My family’s history taught me how to navigate all of life’s ups and downs,” said Silverstein. “Something I am doing on a daily basis during my cancer journey.”

“My grandmother is the person who has had the biggest influence on my life. She lost everything before coming to America, yet she had a tiny box in her small apartment with money she collected for the poor. I would say to her, ‘Grandma, we are poor. Look at the holes in my clothes, and I do not have any toys.’ She would respond, ‘You have your health, food and shelter. No one is trying to kill us. We aren’t wealthy, but we are definitely not poor.’”

That perspective has had a profound impact on Silverstein. During a career spanning more than four decades, he has made a positive difference in the lives of many – both humans and non-human.

For example, he developed programs that allowed unwed mothers on welfare to receive an education and begin a career in dentistry. He also worked on a research project at the San Diego Zoo studying periodontal disease in spider monkeys to show how it mimicked the human condition.

“It was during my time on that project that I realized how beautiful San Diego was and that I wanted to live there.”

Silverstein moved from Los Angeles to San Diego and bought a practice. About a year later, after losing a bet to his aunt, he called a young female professor in Brooklyn. “And the rest, as they say, is history.”

The two married in 1986 after a year of dating and a long-distance relationship.

“We would talk on the phone for hours. We joked that the amount we paid for our phone bills could have easily purchased several plane tickets,” said Donna Kritz-Silverstein, PhD, professor of epidemiology at UC San Diego School of Medicine and the Herbert Wertheim School of Public Health and Human Longevity Science.

Kritz-Silverstein recalled when her husband was first asked to be a guest lecturer for the pre-dental society at UC San Diego. “I asked him when he thought he would be back from the lecture. He told me probably in an hour-and-a half. Seven hours later, he walked through the door. He said the students had so many questions and he stayed to answer every single one. I could see the excitement in his eyes,” said Kritz-Silverstein, who now serves as the assistant director of the UCSD Free Dental Clinic Project and as an advisor for the students in the pre-dental society.

Teaching the heart of dentistry

“Some of my proudest moments have come from my work at the dental clinic. I have witnessed a student assist a dentist delivering dentures to a young woman who was brought to tears. It changed the trajectory of the patient’s and the student’s life,” said Silverstein.

“You can teach a person how to do dentistry and take tests, but you also have to show them how to have heart. Students give up so much of their free time to manage and run the clinics and serve as chair-side assistants to the volunteer-dentists. The students also help manage our supplies, obtain donations and learn how to set up our clinics. They travel to conferences and learn about the latest in research and technology. We could not serve the community like we do without them.”

Silverstein’s work has earned him international recognition, meetings with local government officials and dinner with President Barack Obama.

“We owe Dr. Silverstein a debt of gratitude for the innumerable patients and students that he has served so graciously over the years with the UCSD Student-Run Free Clinic Project and Student-Run Free Dental Clinic,” said Dr. David Bazzo, interim chair of the Department of Family Medicine and Public Health. “A true humanitarian educator, he has restored dignity and health to patients with dental issues while providing mentorship, guidance and role modeling with true caring and professional behavior. I cannot think of anyone more deserving of the Gies Award.”

Silverstein continues to teach virtually during the pandemic, working between his own medical treatments. Instead of attending weekly, in-person pre-dental society meetings, he and his wife host weekly Zoom meetings with special guests. The meetings are attended by approximately 120 students.

“At UC San Diego where we do not have a school of dentistry, Dr. Silverstein has been the champion, mentor and example for our pre-dental students,” said Dr. David Brenner, vice chancellor, UC San Diego Health Sciences. “He has made amazing contributions to the education of our students. I cannot imagine anyone more deserving of this prestigious educational award.”

When not working, the father of two daughters enjoys spending time with this family.

“One of our daughters, Sarah, is a pediatric dentist who has also gone on several outreach mission trips with me and volunteers in the Free Dental Clinics. The other daughter, Sharona, is in education and works in a college writing center, but makes time to help coordinate the yearly Pre-Dental Society food drive and distribution around the holidays. They are both selfless individuals who give to our community in different ways.

“I am beyond grateful to be honored with the Gies Award, but my family and the success of my students are my greatest accomplishments. I hope that my students will be able to pay it forward to make this world a better place.”

Under Dr. Irvin Silverstein’s vision and leadership, the UCSD Student-Run Free Dental Clinic Project has grown to four sites and provides dental care for families without health care in Lemon Grove, veterans served at Veteran’s Village off Pacific Highway and underserved individuals in Pacific Beach and Downtown locations. The project has grown to four sites and provides dental care for families without.

Since 2006, Silverstein has assisted the U.S. Navy in humanitarian efforts. He has coordinated more than 18 missions with dentists, physicians, pharmacists, nurses and other health professionals, as well as engineers and students aboard Navy ships to deliver care to more than 20 underserved countries around the world.

Silverstein has been instrumental in developing training sessions and an educational program for thousands of students that involved noted speakers from academia, dentistry and politics. Over 1250 of his former students are now either in professional school or have graduated.

Silverstein works with numerous organizations, such as the Rotary’s Thousand Smiles and Norcal projects, Bright Island Outreach and Caribbean Health Outreach, which afford pre-dental and dental students, as well as health care professionals, opportunities to be involved with humanitarian assistance.

He is a charter and board member of the Alliance for Oral Health Across Borders, an organization trying to achieve peace through oral health care and education. •

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Unnecessary for gentlemen

By Brian Shue, DDS, CDE

Blast from the past

Editor’s note: Here is a favorite editorial of mine. Originally appeared in Facets May 2013 and was reprinted as the ADA News *MyView* editorial in December 9, 2013.

Nurses are the most ethical professionals. Members of Congress and car salespeople are the least ethical. Surprised? Those are the findings of the Gallup poll "Honesty/Ethics in Professions" from December 2012.¹

Each year, 1,015 randomly sampled adults 18 and older across the U.S. are asked this question: "Please tell me how you would rate the honesty and ethical standards of people in these 22 fields — very high, high, average, low or very low?" There is a ± 4 percentage maximum margin sampling error.

Health professionals are the most trusted, capturing four of the top five choices. Nurses received a combined 85 percent of "very high" or "high" marks. Rounding out the top were pharmacists (75%), medical doctors and engineers (tied at 70% each) and dentists (62%). Two other health professions scored slightly above average: psychiatrists (41%) and chiropractors (38%).

Gallup reports the highest score ever achieved was 90% by firefighters — in the poll conducted just after the 9/11 tragedy. This annual poll does not include every profession each year (for instance, telemarketers and funeral directors will have to wait for another year). Gallup has included the dentist category in its recent polls about every three years.

Three out of five believe dentists have high ethical standards, which matches our highest score from 2006. Dentists in the last decade have received a rating of at least 56%, which is higher than the usual 50%-range that dentists have earned since first being included in the poll in 1981.

On the other hand, two out of five don't regard dentists as highly trustworthy. Gallup polls didn't exist back then, but what would our dental forefathers think? We

have come a long way from the 19th century dental charlatans and quacks who roamed the streets plying the trade of dentistry without respect from the general public nor the medical profession. It took great strides, too numerous to mention, to elevate dentistry in the U.S. into the respected profession of today.

Early dental organizations, from the local to the national level, endeavored to bring art, science, professionalism and ethics to prominence in our field. Although not the first or even second national dental organization, the ADA arrived in 1859 and obviously survived the 19th century. It adopted a constitution the next year, which included an article that targeted the non-ethical dentist member:

Conduct of Members — Any acts of special immorality or unprofessional conduct committed by a member of this Association, shall be referred to the Committee of Arrangements, whose duty it shall be to thoroughly examine into the case and report at the next meeting, if the charges be sustained. Whereupon, by vote, the offending member may be reprimanded or expelled: a two-thirds vote being required for expulsion, a plurality vote being sufficient for a reprimand.²

But there's more. On Aug. 3, 1866, leaders at the ADA annual meeting debated the merits of a freshly written **Code of Ethics**. Ethics Committee Member and Immediate Past ADA President John H. McQuillen stated "on general principles (he) was opposed to its adoption, as **unnecessary for gentlemen**, and its enforcement impracticable upon those who were not." But after much discussion very late into that Friday night, it passed.³

Although it paled in comparison to the scope of our current 6,900-word membership-binding ADA Principles of Ethics and Code of Professional Conduct,

the original ADA Code of Ethics clearly captured the essence of doing the right thing — in less than 730 words.

There is much to learn from this original document. In order to push our ethics forward and earn more of the trust of today's public, let's take a step back and learn from the past. Here are major points from the 1866 ADA Code of Ethics in its exact language:

- The dentist should be ever ready to respond to the wants of his patrons, and should fully recognize the obligations involved in the discharge of his duties toward them.

- It is not to be expected that the patient will possess a very extended or a very accurate knowledge of professional matters.

- The dentist should be temperate in all things, keeping both mind and body in the best possible health, that his patients may have the benefit of that clearness of judgment and skill which is their right.

- A member of the dental profession is bound to maintain its honor, and to labor earnestly to extend its sphere of usefulness.

- The person and office arrangements of the dentist should indicate that he is a gentleman; and he should sustain a high-toned moral character.

- When consulted by the patient of another practitioner, the dentist should guard against inquiries or hints disparaging to the family dentist.

- Dental surgery is a specialty in medical science.

- Dentists are frequent witnesses, and, at the same time, the best judges of the impositions perpetrated by quacks; and

it is their duty to enlighten and warn the public in regard to them.

Though simply worded, the Code made profound statements almost 150 years ago to advance our profession.

Omitted here are a few points made in the Code that aren't relevant in today's world (such as prohibition of advertising) and no attempts were made to alter the document to make it gender neutral.

Once again, we need to prove ourselves to the public. Our public's image of the honesty of our profession should not

continue to register as "average," "low," or "very low" in such large Gallup numbers. There is room for improvement.

It is obviously not going to be easy to change the minds of those who do not hold the dentist to such high esteem, yet it is even easier to betray the trust of those who already believe dentists to be honorable. Much can change with every interaction we have with our patients, either positively or negatively. Harken back to the simpler times, when a basic code of ethics helped guide the members of our profession, even before the time that dentistry became regulated and licensed.

Elevate our profession. As the 1866 ADA Code of Ethics states: "For this, and the many other benefits conferred by the competent and honorable dentist, the profession is entitled to the confidence and respect of the public." Those 19th century dentists did everything possible to accomplish that.

We have two to three years before the next Honesty and Ethics Gallup poll once again includes dentists. There's time to get it right.

Let's be that 19th century dentist. •

“The End” continued from page 7

- Dr. Yoshindo Shibuya of Chula Vista, our longtime member who joined in 1957, lived his teenage years incarcerated in the Manzanar relocation centers. Sadly, he died last year. For space limitations, I didn’t write about his best friend Ralph Lazo, a Mexican American teen, who walked up to the gates of Dr. Shibuya’s relocation center, volunteered to be incarcerated with his imprisoned Japanese American friends, and lived there. I also wrote about Dr. Terry Tanaka, member since 1964, and my longtime friend since I was a UCSD Student. Dr. Tanaka fled California as a child with his family and hid out in Arizona to avoid imprisonment.

And my most poignant story?

A Black man walked into a San Diego restaurant for a meal and was refused service. He decided that was enough. So he created a plan with Black and White SDSU students. A Black student would enter a restaurant. Unbeknownst to the restaurant, White students were already seated beforehand, to witness the encounter. The outcome? 32 San Diego restaurants refused service to the Black student. These restaurants were taken to court. Every restaurant save but one lost

their cases and were fined. It was 1947. Barriers were broken. Even the historic U.S. Grant Hotel had to change.

Who was this man? It was our future SDCDS president Dr. Jack Kimbrough (1908-1992). He was the first African American member of the Southern California State Dental Association (CDA) and also SDCDS in 1935. He was immediately accepted by SDCDS. However, our CDA administration had to decide if they would allow his membership. In addition to being as our editor in 1960 and president in 1962, he served California as the president of the California Board of Dental Examiners in 1968. A Logan Heights elementary school is named after him.

Dr. Kimbrough wrote: “The members of the dental profession in San Diego were a most unusual group, since at that time, racial segregation was most common on many levels. Yet, to a man, all the dentists of San Diego were completely fair and honest in their acceptance of me as a member. It was the first time that I had met a group who truly meant it when they said, “With liberty and justice for all.” Almost 90 years ago, SDCDS was woke.

That brings me to this editorial. I just resigned. After fifteen-and-a-half years as SDCDS editor, it is over. The end. Time to move on.

I have worked with many great people at SDCDS, both dentists and staff, too many to mention. Thank you all. And I’ll just mention two by name. Mike Metzger, our graphic designer. His work is award-winning. He is incredible. He patiently worked with me and my big ideas for probably over 140 issues of Facets and forever has my gratitude. And Dr. Barb Kabes. We edited Facets together from 30,000 ft., from her San Francisco hotel room, whatever it took. She even edited a draft while she was in Africa. She supported me through thick and thin. Thanks Barb!

Did I think I would serve this long as editor of a vibrant dental society, which has even more members than over 20 individual States? No. I thank all of you for letting me serve. Although my elementary school never published a second issue, that first issue would start me on an amazing journey of journalism. Oh the places I went. •

REFERENCES: 1. Gallup Poll, Honesty/Ethics in Professions, December 2012. | 2. American Dental Association. The Dental Cosmos 2(2):97- 98, September 1860. | 3. Transactions of the American Dental Association, at its Sixth Annual Session. The Dental Cosmos 8(2):88-90, September 1866.



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Cross Training Series

Taken From: California Society of Periodontics- February 27, 2021in Conjunction with Laura Purcell

I’ll take my dentist skilled... with a side of *kind*

A while ago, when I reviewed our office’s intake forms, there was a question on our dental history form that asks what dentist qualities are important to a patient. At first, I thought that question would be brushed over until I began to see some of the answers patients were writing. In fact, I have yet to see a form with that question blank. They might skip the question that asks “do you floss?”, but apparently, patients were taking the time to answer a question about qualities in a dentist they value or are seeking different from their previous dentist(s).

I thought all this interesting because I didn’t get that question when I filled out my new patient questionnaire at my new primary care physician’s office. I had asked a physician friend for a referral and that was it. Soon after calling to make the appointment and answering basic informational data, I then received my standard list of medical questions to complete. But nowhere on those forms was there a question about what I was hoping to establish with my new primary care physician or what qualities I was looking for in a doctor.

The instant reflex might be to assume that a doctor would be caring and compassionate — that seems pretty universal. Yet,

I know enough people in my life who don’t necessarily want a caring or compassionate doctor. They are of the type who expects their physician to be skilled and succinct. That’s it. For them, it may not be as devastating should their doctor suddenly be switched out with another. As long as all their medical records are being shared allowing continuity of care, the rest is insignificant.

In the dental world my new patients come in with dental work that could span decades and multiple providers. And I have to pick up where they left off. Knowing the exact type of zirconium a patient’s crown is maybe useful information, but not necessary. Such information may or may not be relevant. Frankly, a patient may or may not even remember which tooth actually was restored with a crown. But what they do remember is how they felt through the whole procedure and thereafter. Hence, the importance of the question about what they are looking for in a dentist. If I ever get a response that read, ” I’d like a more monolithic zirconium crown, mine is too cubic,” I will dye my hair pink. Based on the responses I have been reading, it seems that most patients care about being cared for. •

Dr. Barakat graduated from Boston University 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.

Helpful Tips

Morning Huddle

Meant for scratching off day-to-day things such as:

- 1. Scheduled patients, fill open appointments, & emergency patients
- 2. Lab work, surgical guides, and other “special order” items
- 3. Celebrate small victories from yesterday, and go over roadblocks
- 4. Simple house keeping items like: x-rays, referrals, patients wanting call backs
- 5. Review daily goals

Monthly Meetings

Meant for tackling bigger house keeping items like:

- 1. Office goals including production, new patients, ordering, and “wish list items”
- 2. Ideas for improving customer service such as check-ins, answering calls, greeting etc.
- 3. Office upgrade goals like digitizing, uniforms, and electronics
- 4. Team building like: sharing goals, discussing roadblocks, and updating the team on projects
- 5. Giving recognition to team members, empowering staff to strategize, and working on building a sense of community.



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



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WEDNESDAY

JUN 02

Wellness Wednesday
Pilates



Summary: Attendees should wear comfortable clothing and try to cultivate a quiet atmosphere. We will be sitting on a chair or cushion and lying down.
Time: 6:30-7:30pm
Location: online (zoom link will be sent June 1st).
Pricing: Free for SDCDS Members, member staff/non-members: \$10
Register: online, (619) 275-7188 or membership@sdcds.org



THURSDAY

JUN 03

Marketing Secrets of the Multi-Million Dollar Practice



3CE units

Speaker:
Jonathan Miller



Summary: Expert advice on everything you need including how to market, leverage digital media, increase efficiency, reduce overhead, and improve practice profitability.
Time: 6 - 9pm
Includes: Dinner & light refreshments (please indicate special dietary needs when registering).
Location: SDCDS Office
Register: sdcds.org, 619.275.7188 or admin@sdcds.org
Pricing: Free
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THURSDAY

JUN 10

BLS Renewal for Healthcare Providers
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4CE units

Summary: Register early if your CPR card is expiring; limited spaces available.
Time: 5:30-9:30pm (5pm check-in)
Location: SDCDS Office, [Covid guidelines adhere]
Register: sdcds.org, 619.275.7188 or admin@sdcds.org
Pricing: member \$40... (or use your *1 free member benefit CE for 2021). nonmember \$60, member staff \$50



FRIDAY

JUN 18

Contemporary Dental Ceramics A to Z



6CE units

Speaker:
Edward A. McLaren, DDS, MDC



Summary: Highlighting "hot topics" in current dental ceramics from minimally invasive veneer restorations to full coverage monolithic ceramic restorations and how I design and plan an esthetic case.
Time: 9am - 4pm
Includes: Continental breakfast during check-in, lunch & light refreshments (please indicate special dietary needs when registering).
Location: MCAS Miramar Commissioned Officer's Club 4472 Anderson Ave San Diego, CA 92126
Register: sdcds.org, 619.275.7188 or admin@sdcds.org
Pricing: member/staff \$75 non-member \$99
Sponsors: California Dental Association, California Dentists Guild, Donahue & Horrow LLP, Fortune Management, Garfield Refining, General Refining Corporation

TUESDAY

JUN 22

How to Control Your Overheads at 60% or Less
Online Seminar



1CE units



Speaker:
Gary Takacs



Summary: How to Control Expenses and Regain Practice Profitability. Actionable Tips and Strategies to implement these into your practice. Real-life examples from Gary's own practice, Life Smiles, Live Q&A / Coaching Session with Gary Takacs.
Time: 6:30-8:30pm
Location: online (zoom link will be sent June 21st).
Register: www.thrivingdentist.com/webinar/scdc/ or use QR code to the left
Pricing: FREE
Hosted by: the Thriving Dentists

THURSDAY

JUL 08

Your Retirement Assets: Location and Allocation



2CE units



Speakers:
Elizabeth Clark and Abiy Fisseha



Summary: Understand why the "location of your money" is just as important as the investment decisions. We'll discuss the role of tax advantaged retirement accounts to shelter and grow your assets
Asset Allocation: Picking funds, stocks, and bonds to invest in is almost the last step in the investment process. Learn about what comes first.
Upcoming Changes: CalSavers mandatory requirements and coverage rule changes for temporary employees.
Time: 6 - 8pm
Includes: Dinner & refreshments provided during registration (please indicate special dietary needs when registering).
Location: SDCDS Office
Register: sdcds.org, 619.275.7188 or admin@sdcds.org
Pricing: FREE
Sponsor: California Dentists Guild

SUNDAY

JUL 11

Day at the Ballpark



Summary: Padres vs. Colorado Rockies
First pitch: 1:10 PM
Includes: Ballpark BBQ fair, domestic and craft beer
Location: Pacifico Porch inside Petco Park
Price: \$80 a ticket (discounted price!) All are welcome to attend
Register: sdcds.org, (619) 275-7188 or membership@sdcds.org
Sponsors: TDIC



THURSDAY

AUG 19

BLS Renewal for Healthcare Providers
*FREE CE**



4CE units

Summary: Register early if your CPR card is expiring; limited spaces available.
Time: 5:30-9:30pm (5pm check-in)
Location: SDCDS Office, [Covid guidelines adhere]
Register: sdcds.org, 619.275.7188 or admin@sdcds.org
Pricing: member \$40... (or use your *1 free member benefit CE for 2021). nonmember \$60, member staff \$50





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