

# EVENTS



**San Diego County**  
DENTAL SOCIETY

**MARCH**  
2018

March 2  
Aesthetics & Occlusion

March 8  
New Dentist Seminar

March 17  
Women's Leadership  
Conference

March 22  
BLS renewal

April 6  
OSHA, HIPAA &  
Employee Manual Course

April 12  
Dental MBA  
Business Series

April 21  
Prosthodontics CE



**GRAND OPENING**



**Lemon Grove  
Academy Clinic**

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## VOLUNTEERS NEEDED

### Community Events:

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

### Adopt A Patient:

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

### Health Fairs and School Screenings:

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

### To Volunteer

Contact Ryan at 619.275.7188 or [Ryan@sdcds.org](mailto:Ryan@sdcds.org)



## FACETS NEWSLETTER

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### MEMBER PUBLICATION, AMERICAN ASSOCIATION OF DENTAL EDITORS

Facets will publish signed articles relating to all phases of dentistry, but assumes no responsibility for the opinions expressed by the contributors. The views expressed are those of the author as an individual, and do not necessarily reflect the positions or endorsement of SDCDS. Acceptance of advertising in no way constitutes professional approval or endorsement. SDCDS does not assume liability for content of advertisements.





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Dear Mike and Bob,

My wife and I wanted to express our deep gratitude for your professional assistance in the sale of my practice. Letting go of a 38 year portion of my life brought mixed feelings, but you were there to shepherd me through the whole process. Whenever I was feeling concerned about how negotiations were going, Mike's calm voice and reassuring manner helped ease me through. You found a wonderful couple to take the reins and continue the high level of care we had established.

Our Best to you both,  
Stephen Fenn, D.D.S

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## *Practices Available*

MISSION BAY – (Bay Park) – **JUST LISTED!!** GENERAL Practice situated in very well-known Professional Bldg. Along busy thoroughfare and close to major freeway. Surrounding area comprised of business and residential. 5 Ops in approx. 2000sf. with NEW Chairs, Lights and Units. NEW Pan-Ceph, digital PA X-rays. PPO and Private Patients.

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

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

ENCINITAS – **JUST LISTED!!** Great LOCATION along busy street and 1 block off freeway. Situated in strip center with CVS and Smart& Final. Very well-established GENERAL Practice has 3 Ops (2 equipped). Digital X-Rays.

CHULA VISTA – GENERAL Practice & BUILDING with 5 Ops (4 equipped). Digital with new Pano. Patients are PPO, Cap, DentiCal and Cash.

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

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

UPCOMING!! San Marcos, Oceanside, Encinitas, Vista

**PLEASE CALL FOR UPDATES & CONFIDENTIAL LISTINGS**



**Bob Fleming, DDS  
& Mike Hostler**

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Dear Members,

As I have mentioned in a previous article, the San Diego County Dental Society is one of the 3 largest dental societies in California. We are even larger than over twenty State Dental Associations. Our size benefits us in several ways. We have a significant dues base which helps with our budget, enabling us to provide more benefits to our members and the community. We also have a larger delegation at the CDA House, giving us a larger voice at CDA. Another benefit of our size is a rather diverse membership, spanning many different ethnic populations, which I feel gives us a well-rounded society to treat our society's multicultural population.

That being said, in 2017, for the second time in 14 years, we have shown a decrease in membership from one year to the next. The percentage of dentists within our component boundaries who are members is 68%. Increasing our membership will strengthen our dental society for the future. If you have colleagues that you know who are not currently members, please speak to them about joining our society. There will be several events for new dentists as well as non-member dentists who would like to learn more about organized dentistry. These, along with the many continuing education programs we provide, give ample opportunities to invite non-member friends to our events.

You may be asked: "Why should I join the San Diego County Dental Society?" or "What's in it for me?" Here are some good bullet points:

- **On Call:** Contact us any time. Our offices at the local, state, and national levels are staffed by a group of full-time skilled individuals who serve our members throughout the year.
- **Peer Review:** Take advantage of a process that provides a confidential and effective method of addressing patient issues, reaching resolution and saving the potential expense of litigation.
- **Information Source:** Are you wondering about the latest OSHA requirements? We are a one-stop source for regulatory and legislative information.
- **Referrals:** We refer thousands of patients to member dentists.
- **Scientific Session:** Attend the Spring or Fall CDA Presents CE meetings in Anaheim and San Francisco. Registration for members is free (and over \$800 for non-members).

The CDA has also just started TDSC, the dentists supply company, exclusive to members for great savings on supplies. Please be proactive in increasing the number of San Diego dentists who belong to one of the top dental societies in the nation.

*Two more things:*


We also have our **new website** up and running so check it out at [www.sdcds.org](http://www.sdcds.org) and see all the information you now have at your fingertips as a member of SDCDS.

Lastly, I want to let you know that after the great success of our Foundation Gala last year, we have decided to keep up the momentum, and have another Gala this year. The chairman of the Gala committee is Dr. Dan Witcher, who was a great help on last year's committee. It will be held in September, however the exact date and location are to be determined. The details will be announced in the next Facets.

Sincerely,

Tom Brant, DDS  
President  
San Diego County Dental Society





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## Healthy results from the tobacco tax: California's Oral Health Program and changes in Denti-Cal

State Dental Director Jayanth V. Kumar, DDS, MPH, California Department of Public Health, recently discussed the newly infused and robust California Oral Health Program. Also, California's Denti-Cal program now gives additional covered benefits to beneficiaries and supplemental payments to dental providers. The overwhelming success of Proposition 56 at the ballot box made changes to both of these programs possible.

At our CDA House of Delegates on November 17, 2017 in Sacramento, Dr. Kumar explained the core function and essential public health services of the California oral health program: aligning programs with established evidence-based practices, setting achievable population health goals and outcome measures, developing a surveillance system to track progress, leveraging strategic value of partnerships and collaboration, and advancing policy, systems and organizational changes to achieve improvements.

Governor Jerry Brown appointed Kumar as California Dental Director in 2015. Before accepting the position in California, Kumar created New York's first comprehensive state oral health program, served as dental director and acting director of New York since 2009, according to CDA.

Kumar compared sobering facts about dental health in California, as ranked among figures from all 50 states (a rank of 1st is best and 50th is worst):

Indicator	CA Rank
Perception of children's dental health	48th/50
Children's oral health problems	45th/50
Prevalence of decay in 3rd graders	47th/50
Fluoridation	34th/50
Preventive dental visit, all patients	42th/50
Dental visits of Medi-Cal beneficiaries	45th/50

How can this be improved? Progress is possible. Kumar made his point by showing data taken from screenings of San Francisco's kindergarteners from the 2001-2012 period. He stated "the prevalence of tooth decay in kindergarten children was reduced from 60 percent to 34 percent in approximately a decade" with the strong collaboration of groups in San Francisco that ranged from dental societies to the school district, by "linking screening to 10 essential public health services." He described this in his guest editorial of the August 2017 CDA Journal, which also includes the detailed article: "Case Study: School-Based Oral Health Screening in San Francisco as an Essential Public Health Service."

A goal of the California state oral health plan is to reduce caries experience, as follows: decrease the prevalence of dental decay in kindergarteners from 54% down to 45%, and similarly decrease dental decay in 3rd graders from 71% down to 56%. Yes, over two-thirds of California's 3rd graders currently have or had dental decay. Imagine such a statewide decrease in dental disease, shown to be one of two major health problems that affects school attendance.

Kumar also stated California must address determinants of oral health for children by improving health literacy, reaching a level of 90% dental insurance coverage, increasing fluoridation, improving healthy habits of brushing, reducing sugar intake, and increasing dental visits, as well as supporting community clinic linkages.

Finally, Proposition 56, also known as the California Healthcare, Research, and Prevention Tobacco Tax Act of 2016, has already started to pay off and improve the oral health of California — literally.

A CDA News release states: "thanks in part to the passage of Proposition 56, the tobacco tax measure supported by CDA and approved by voters last November (2016), the state oral health plan that CDA and other stakeholders helped develop over the past year will receive a significant financial boost of \$30 million annually. This is a tenfold funding increase and the first time the program has ever had a dedicated revenue source." CDA News reports the tobacco tax, which received solid support from CDA and other health organizations, will generate this amount of funding on an annual basis and add \$140 million to increase Denti-Cal provider rates.

As a result, adult Denti-Cal patients now can receive additional covered procedures, such as scaling and root planing, posterior RCTs, and partial dentures, as outlined in the January 2018 Denti-Cal Provider Bulletin.

CDA just recently reported Denti-Cal provider reimbursements to be "only 31 percent of the national average for commercial insurance", which was one of the lowest levels in the country. This changed, too. To increase dentist participation in the Denti-Cal program, "supplemental payments" of 40% over existing reimbursements from the current dental Schedule of Maximum Allowances will be automatically dispersed. These supplemental payments are retroactive to July 1, 2017, are effective through June 30, 2018, and does not require the completion of additional forms.

While still remaining dangerous to one's health, in California, not every side effect to smoking is bad.

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**CENTRAL SAN DIEGO: *NEW LISTING!*** Excellent Opportunity in new, state-of-the-art General Dentistry practice with 6 fully equipped Operators. This well-established practice is located in a professional building with ample and convenient parking. The office is open 5 days per week and has 8 days of hygiene per week. The practice is operated with EagleSoft and is digitized with Schick dental sensors along with a Cone Beam Photo. Practice also utilizes CEREC, Intra Oral Cameras, and Dental Lasers. The patient base is comprised of PPS, Indemnity, and PPO. Most specialty work is referred out to specialists. 2015 Gross Receipts \$2M+ with Adjusted Net Income of \$658K. #CA183

**CITRUS VISTA/DONITA AREA: *NEW LISTING!*** Terrific Opportunity, General Practice with 8 Fully Equipped Ops. This well established practice is located in a stand alone building near a busy section of Donita that has excellent visibility and ample parking. The office is open 5 days and has 9 days of hygiene per week. The practice is operated with Softear and is digitized with Dexis Sensors and utilizes a Panoramic X Ray, DO cameras, and Laser. The patient base is comprised of PPS, Indemnity, and PPO patients. Most specialty work is referred out to specialists. This practice is going to move quickly. #CA182

**INLAND NORTH COUNTY, SAN DIEGO: *PRICE REDUCED-SELLER MOTIVATED!*** 5 Up General Practice, EagleSoft, Intra Oral DO and Panoramic. Great location, 26 years established. 2015 GRR \$800K with \$310K Adj. Net. #CA181

**LA JOLLA FACILITY ONLY: *NEW LISTING!*** 2 Operators, General Practice is being sold as a Leasehold, it is currently subleased with a net lease. Located in a Professional Building with free patient parking. Practice utilizes Open Dental, Priced for Quick Sale! Turn Key ready. #CA187

**NORTH COUNTY, SAN DIEGO: *PRICE REDUCED-SELLER MOTIVATED!*** This General Dentistry Practice is located in a retail center on a busy corner. 6 Operators, Digital X-rays, CEM, Mod. X-ray and Dentrix in a 3,400 sq. ft. suite. Retiring doctor has 7 years of Goodwill in the community and also does Ortho, Cosmetic Dentistry, and Implants as well as crown and better dental procedures. 2016 Gross Receipts of \$1.3M+ with 6 days of hygiene per week. #CA188



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## Especially for New Dentists

If you are 10 or fewer years out of dental school you are defined as a “New Dentist”. That’s a wide range and some of you will have a great deal more experience than others. But whether you’re just starting to navigate the job market or already own one or more practices, we have some member benefits designed especially for you.

This year Dr. Laura Rein is chairing the New Dentist Committee. She and her colleagues have been hard at work organizing seminars that we think you’ll find beneficial. Each of the seminars will have a panel of speakers to offer various viewpoints and insights.

Here’s the schedule:

**March 8** – Clinical Pearls for New Dentists

**June 7** – Student Loan Consolidation  
and Financial Management

**September 20** – The Ins and Outs of Buying a Practice

**November 15** – Maximizing the General  
and Specialist Dentist Relationship

But we’re not all business! We have a number of social events lined up for you too. They’re held at watering holes around the

county and tend to attract 40-50 of your colleagues. They are great for networking and comparing stories, and they guarantee a relaxing good time.

There are lots of other benefits to being a member you should know about. One of the best ways to explore what’s going on is to check out our website. Once you’ve logged in, you’ll want to access the member’s tab. Look at our calendar monthly for events like continuing education, our shredathon, a day at a Padres game, job offerings and more.

While at our site, you should also click on the link to the CA Dental Association where you can log into the Practice Support Center. One of your most valuable resources, the PSC has information on just about everything you need to know to run a practice; from employment forms to insurance information to the latest laws regulating dentistry.

Get engaged with all we have going on for New Dentists! And if you’d like to participate in the planning for the group, give me a call. I’ll let you know when our next meeting is and put you on our committee.

*We hope to see you soon.*

### Welcome New Members

New Member	Address	City	Education
Amanda Rice, DMD	5601 Grossmont Ctr. Dr., Ste 200	La Mesa	OR Health Science 2011
Jeffrey Schaefer, DDS	No Primary Office		UT Houston 2010, 2012
Alla Patish-Preobrazhens, DDS	No Primary Office		NY Lutheran Medical 2017



# YEE-HAW!

MEET YOUR SDCDS LEADERS

SEE NEXT PAGE ►

# The House that tooth built



## House CDA meeting

CDA held the House of Delegates in Sacramento on November 17-19, 2017.

photos by Drs. Christine Altrock, Dan Jennings (Editor of Tri County Dental Society), Lilia Larin, and Scott Szotko

Our SDCDS Delegates: Drs. Ryan Abelowitz, Joel Berick, Tom Brant, Doug Cassat, Doug Christiansen, Christine Altrock, Robert Gandola, Misako Hirota, Sreenivas Koka, Lilia Larin, Nicolas Marongiu (reference committee chair) Susan Nguyen, Tom Olinger, Brian Shue, Kurt Stormberg, Scott Szotko, and Paul Van Horne. Executive Director Mr. Mike Koonce. Dr. Robert Hanlon, Jr., Trustees Dr. Linda Lukacs, and Dr. Melanie Parker. Installed as CDA President: San Francisco's Natasha Lee. Outgoing CDA President Clelan "Butch" Ehrler hosted a western-themed party.



CDA membership is growing: 70.6% of California dentists were members in 2013 and that increased to 72.0% in 2017. Presentations were given by the state dental director (see editorial) and others, including President-Elect Lee. CDA also gave a market research presentation on national generational changes. Brace yourself. Currently there are 92 million millennials, 61 million generation X'ers (yea, go team), and 77 million baby boomers. Facts about those millennials: born between 1980 and 2000; will comprise 75% of workforce in the U.S. by 2025; a whopping 64% of millennials would rather work at a \$40K/year job that they love instead of a \$100K/year job that is boring; 40% believe they should receive a promotion every 2 years regardless of work performance; 88% get news from Facebook. Dental college facts: average national dental graduate debt in 2017: \$287,000 (29% increase from 2013, when it was only \$222,000). In 2017, 42.6% of graduates plan to go into private practice as an associate with a solo dentist, 14.9% to a group practice with multiple locations.







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## Members save on dental supplies through TDSC Marketplace

Group purchasing program gaining big fans

The savings were so significant the first time Richard Barnes, DDS, and his staff compared dental supply prices on the TDSC Marketplace that they thought there had been a mistake. Barnes, a Visalia dentist with three offices, including a surgery center, compared Marketplace prices to what he regularly paid for supplies and saw a 25 percent savings.

“That works out to about \$1,000 a month just for my private practice. The TDSC Marketplace is so much more cost effective than any other company I am using,” said Barnes. “This is exciting and gives me confidence that I can [continue to] make the best choices for my patients while feeling pressure from insurance companies that want to reduce reimbursement for services.”

Barnes is among the growing number of CDA members purchasing dental supplies online through the TDSC Marketplace, a shopping site that offers discounts based on the buying power of the association’s large membership. The Marketplace is part of CDA’s new subsidiary, The Dentists Service Company, which supports CDA members with the business side of practice by offering group purchasing and practice management services. Members who are licensed to practice in California can shop the Marketplace by simply logging in at [tdsc.com](http://tdsc.com), where they can find more than 25,000 products across 32 categories.

“Members asked for services to help them be more competitive and efficient. The TDSC Marketplace is saving dentists, including myself, an average of 20 percent, depending on their purchas-

es,” said James Stephens, DDS, chair of TDSC Board of Directors and past CDA president. “The more members we have buying through our group purchasing program, the more savings we’re able to negotiate, which in turn can be passed along to patients.”

Jonathan Ford, DDS, is one of the first CDA members to buy his dental supplies through the Marketplace. The Huntington Beach dentist says he easily found the products he uses, and the free two-day shipping sold Ford on the service. He says he sees prices that are 20–40 percent lower on many items.

“It’s awesome! Who doesn’t like to save money? In six months, I have saved \$4,000 compared to the retail price,” said Ford, who estimates he now purchases 90 percent of his dental supplies through the Marketplace.

At Ford’s practice, one of his team members is in charge of adding products to his online shopping cart throughout the week. His office also takes advantage of TDSC’s subscription feature for automatic deliveries of gloves, gauze and suction tips on the schedule they choose so they “never have to worry about running out.”

Ford also praised TDSC’s customer service team for adding products to the Marketplace upon his request.

“If a product isn’t available, I email the Marketplace team, and they usually add the product within days if they are able to,” said Ford. “The customer service has been outstanding.”

Ford observed that e-commerce has affected every aspect of retail, and it was just a matter of time before it impacted health care and dentistry. TDSC’s Marketplace offers dentists the same products and supplies they currently use at significant discounts that can make a difference in business.

“Members have told me that their Marketplace discounts have significantly offset the cost of their tripartite membership dues,” said Stephens.

Purchasing through the TDSC Marketplace offers members a higher level of control over their dental supplies while supporting organized dentistry. The sentiment is echoed by dentists who have experienced the savings firsthand.

“I have told other CDA members that I’m very excited to save money, get my supplies at a lower cost with free shipping and receive great customer service,” said Barnes. “I want them to try it. I want them to find out how much they can save.”

To compare prices on your dental supplies and enjoy Marketplace savings, visit **[tdsc.com](http://tdsc.com)**.

The Dentists Service Company specializes in group purchasing and practice management services, helping dentists practice on their own terms through supply savings and dedicated marketing, human resources and practice advising expertise. Learn more at [tdsc.com](http://tdsc.com) or call 888.253.1223



The Grand opening of the Lemon Grove Academy Dental and Orthodontic Clinic occurred in October 2017, established by the UCSD Pre-Dental Society student-run free dental clinics. “We are committed to making Lemon Grove Academy the center of our community. Our free health clinic, in collaboration with UCSD’s School of Medicine, provides medical evaluations for families and dental screenings and care for our students,” said Carla Taugher Aranda, Principal of the Elementary Campus on their website. The event was also attended by Congresswoman Susan Davis and Lemon Grove Mayor Raquel Vasquez.



## Dedication of the UCSD Student-Run Free Dental Clinic at Lemon Grove

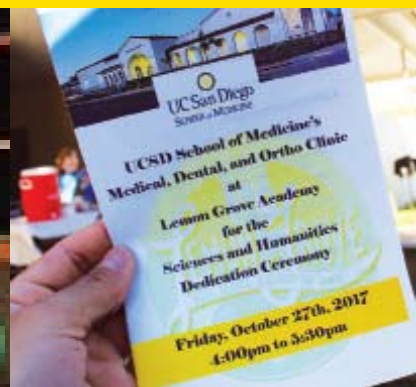
The Lemon Grove Dental Clinic was dedicated by Congresswoman Susan Davis in a ceremony in October 2017. Located on the grounds of Lemon Grove Academy for the Sciences and Humanities, a public pre-K through 8th grade school in the city of Lemon Grove in San Diego County, the clinic represents a partnership between the Lemon Grove School District (which donates space) and the UCSD Student-Run Free Dental Clinic Project. Dr. Irvin B. Silverstein, a licensed periodontist, volunteers as Director of the Free Dental Clinic Project; services are available through two part-time Clinic Co-Directors (Drs. Sussi Yamaguchi and Sam Dove), and a Dental Fellow, along with the volunteer efforts of dentists who provide care and pre-dental students who help operate the sites and serve as chair-side assistants.

Originally funded with a five-year grant from HRSA, the dental clinic opened as a 2-chair clinic on the elementary school campus in 2012. In 2014, it moved to its current site on the middle school campus and was expanded to a 5-chair clinic.

The clinic provides free dental screenings to all children within the school and free comprehensive care for children and their family members who do not have insurance or a dental home. Services include preventive as well as general restorative care and specialty services (endodontics, oral surgery, periodontics, prosthodontics, and pediatric dentistry). Since 2016, Dr. Melanie Parker and other volunteer orthodontists, have provided orthodontic care one evening per month for Lemon Grove Academy students. This past summer, the clinic received a donation of a digital panoramic and cephalometric system to help in diagnosis and treatment of patients.

The Lemon Grove dental clinic is important within the school in other ways. Besides volunteering, pre-dental students also provide oral health education to school-aged students and their families at the clinic. During a semester elective in health, 7th and 8th graders at Lemon Grove Academy are given a week-long course in which they learn about tooth anatomy, oral health,





## GRAND OPENING

### Lemon Grove Academy Clinic



By Donna Kritz-Silverstein, PhD and Jonathan Wong

careers in dentistry, and practice manual dexterity skills. Besides educating about oral health, the pre-dental college students serve as role models, teaching children about dentistry as a career and the importance of staying in school and attending college.

The dedication ceremony in October formally recognized the importance of the dental clinic for the oral health of the students and community of Lemon Grove. In addition to Congresswoman Susan Davis, there were several other dignitaries including Lemon Grove City Mayor Racquel Vasquez, Lemon Grove School District Superintendent Dr. Kimberly Berman, Principal Rick Oser and members of the school board. Others in attendance included Clinic Director and Advisors Drs. Irvin and Donna Silverstein, Clinic Co-Directors Drs. Sussi Yamaguchi and Sam Dove, Founder and Director of the UCSD Free Clinic Project Dr. Ellen Beck, as well as San Diego County Dental Society members and many student volunteers from the UCSD Pre-Dental Society.

The HRSA funded grant has ended, and clinic continues to operate with grants and donations. The dental clinic is open on Thursday mornings and every other Tuesday morning. Every other Tuesday evening, the clinic is open for both orthodontics and general dentistry. We are in need of volunteer pediatric dentists, general dentists and orthodontists. If you are a licensed dentist interested in volunteering or if you are interested in donating to the clinics, please contact Dr. Irvin Silverstein at [dsilverstein22@cox.net](mailto:dsilverstein22@cox.net). For more information about the UCSD Student-Run Free Dental Clinic Project and the Lemon Grove Academy Clinic, please visit our website at <https://ucsdps.org>





## Ron Rosenblatt D.D.S.

May 22, 1945 — January 2, 2018, San Diego

Ronald Rosenblatt practiced at the same location since 1972. He grew up in Cleveland, Ohio and got his undergraduate degree at Ohio State University in Columbus, Ohio. He did his dental training at Case Western Reserve University in Cleveland. After graduating in 1969, he did a general dental residency at Michael Reese Hospital in Chicago, Illinois.

Afterwards, Dr. Rosenblatt spent two years at the Naval Hospital at Camp Pendleton in Oceanside, CA. Following the Navy, he opened his dental practice at his current location. Along the way, dental postgraduate education has been a large part of his professional life. He has been a graduate of the L. D. Pankey Institute, Peter Dawson Center for Occlusion, and the Las Vegas Institute of Cosmetic Dentistry becoming one of the first 40 dentists to get a Masters Degree. In addition, he was one of the first dentists to complete education at the Institute for Advanced Laser Dentistry to be trained in the FDA accepted treatment of gum surgery using a Nd:Yag Dental laser.



## Raymond Joseph "Ray" Kieffer, DDS

June 3, 1931 — December 27, 2017, San Diego

Raymond "Ray" Kieffer was raised in Los Angeles. He served four years in the Navy, then attended USC, graduating with a degree in dentistry. In 1956, he married Mary Morrow. They had five children. They moved to Encinitas in 1960 and he practiced dentistry for five years prior to returning to USC for orthodontics training. Ray practiced orthodontics into his 70s in San Diego and Encinitas. Many of those years were with his son, who took over his practice. His church community, fitness, music and travel were large parts of Ray's life. He was known and loved as an orthodontist who spoke to the kids like Donald Duck. He loved the pursuit of knowledge, especially regarding health, and was always willing to sit down and talk about it. source: SDUT



## Afternoon Tea

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DENTAL SOCIETY



**New!**

Beginning this month, Facets will regularly feature a column written by member Zeynep Barakat, DMD. We hope you enjoy her perspective.

Zeynep Barakat, DMD, FAGD

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



## Pep Talks in Dentistry- Taking Cues from Sports Coaches

I am an avid fan of athletics and have been involved in sports since I was a little girl. One of my favorite sports to play and watch for hours is tennis.

If anyone is like me, and you don't fast forward the moments that players are sitting on their benches, you too will notice the occasional pep talks that coaches will give their players between games. Listen carefully, and you'll hear them passionately encourage the player, reviewing their strokes and strategies to improve the next few games and of course, how to win the match. This is not news to anyone who watches sports. But it is so incredibly motivating that even just listening from my couch pumps me up. It makes me think about how nice it would be to have a similar lively pep talk midday when the day's dentistry isn't going right. Or if all were going right, I wouldn't mind a validating push to continue that performance through the afternoon and win the day's goals even better than expected. Not a chance. That has to come from deep within us. We are our own coaches,

despite the amazing staff that surrounds us and supports us.

As dentists, we step onto our clinic floors facing days filled with a myriad of challenging procedures or challenging staff situations, or basic business pressures. And we don't get a pep talk from anyone at 7:30 am. We are expected to find inspiration within ourselves to face the day's challenges with energy and passion. Our patients certainly motivate us to be the best providers we can be and there's no question our staff has a big role in maintaining our team energy. But, what happens when that motivation dwindles? How do you walk into your practice fully pumped to do your best knowing it's going to be a tough day?

One might argue we are professionals who have reached our professional pinnacle and do not need coaching at this stage of our careers. I wholeheartedly disagree. Take Roger Federer, or Serena Williams - arguably two of the

best players in tennis history. Both are at or near the top of their respective sport late in their careers - at ages where most professional players have already retired. They may not need coaching at this level, and at this level of their careers, you might say. But both have multiple coaches and trainers constantly harping at them. Not a day goes by without a solid training and coaching session by multiple individuals who are responsible for maintaining - and in fact, improving - the players' skill level and pushing their mental drive into full gear. And should they play a bad match and lose, they return to their coaches who re-evaluate their games, train them again and move them onto the next match. Couldn't we all benefit from that kind of support?

So the next time you're driving to your office, think about where you get your pep talk. Do you have your own way of finding that inner drive that pushes you through your days at the office?



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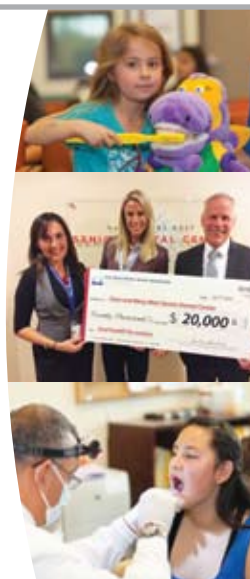
We are a charitable foundation established by dentists in San Diego County for the purpose of serving as an economically stable philanthropic entity dedicated to: funding dental health programs and dental education programs. Right center photo, SDCDS President, Dr. Lester Machado presents a \$20,000 donation to the Gary and Mary West Senior Dental Center.

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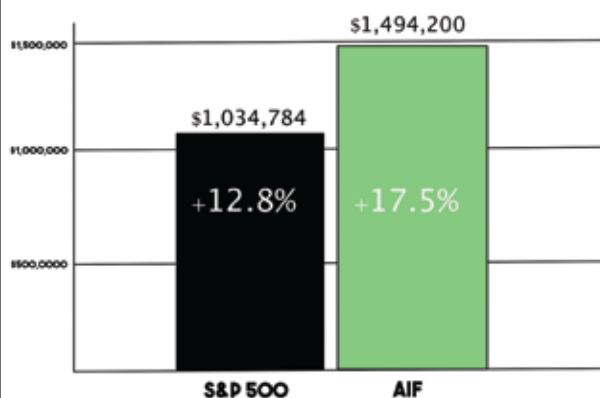
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## Safe and Sober: Managing employees who are under the influence

By TDIC Risk Management Staff

Your practice needs the entire team to be sharp and focused for the schedule to run smoothly. So, if you've ever had an employee show up in the morning unable to perform duties, you can expect to have both a hard conversation and a long day. The impact of an employee's substance abuse on a practice extends beyond impaired performance and productivity. Substance abuse leads to higher rates of absenteeism, workplace accidents and patient injuries — all of which impede safety and increase practice liability.

Since every situation is unique, it's best to exercise an abundance of caution when dealing with employees who appear to be intoxicated or under the influence. The Dentists Insurance Company's Risk Management team advises dentists to contact their human resources specialists or an employment attorney for counsel specific to their situations. However, there are some essential steps you can take, and a few actions to avoid, if faced with this challenge.

It starts before you even experience an incident. TDIC recommends that every practice has a detailed drug-free workplace policy, either as part of the employee manual or as a stand-alone document signed at the time of hire. The policy should cover rehabilitation/counseling options and disciplinary actions, including grounds for dismissal. If you intend to conduct reasonable suspicion fitness for duty testing, this should be detailed as well. Contact your attorney for advice specific to your practice.

In addition to having a specific policy in place, the practice owner and the individual who performs human resources duties should both be trained on how to handle these types of sensitive situations. The U.S. Office of Personnel Management (OPM) publishes an online guide

entitled *Alcoholism in the Workplace: A Handbook for Supervisors*, which can be a helpful training tool.

If an employee does come in to work displaying unusual behavior, observe carefully for the following signs:

- Breath smell
- Bloodshot eyes
- Slurred speech
- Lack of balance

In a case reported to TDIC, a dental assistant came into work on more than one occasion smelling of alcohol. Her performance and interactions with colleagues and patients was declining, and she was using language and a tone inappropriate for the workplace. During one incident when she was acting highly emotional and erratic, the dentist talked to her and addressed the behavior, and then gave her the day off to take care of personal issues. The situation escalated as the employee continued to demonstrate unprofessional behavior, absenteeism and declining performance. The office did not have a drug and alcohol policy in place. Without knowing how to pursue the matter, the dentist contacted TDIC for advice and was referred to an employment attorney.

If an employee in your practice exhibits unusual behavior, document your observation in an objective manner and note only the observable facts in the employee's file. Making a diagnosis or accusation can heighten an already stressful situation and open the practice up to liability. Rather, express concern for patient and coworker safety and state the facts in a manner such as "I am concerned. I have observed you slurring your speech." As there are situations in which an employee behaves erratically due to a prescription medication or a health issue, addressing

the underlying behavior and workplace safety is prudent.

Chris Onstott, an employment attorney at Kronick Moskovitz Tiedemann & Girard in Sacramento, Calif., emphasizes the importance of having an additional person at the practice observe and address the uncharacteristic behavior.

"Two individuals in management positions in the practice who have training in recognizing signs of impairment, ideally the dentist and the office manager, should take the employee to an area where they can observe and speak to the employee together without creating a disturbance," advises Mr. Onstott. "If the managers observe behaviors that support a reasonable suspicion of intoxication or impairment, then the next steps can be taken as appropriate to the practice's drug-free workplace policy."

If your drug policy includes fitness for duty testing, and the employee refuses to comply, the employee's refusal may lead to a finding that he or she is being insubordinate. But regardless of an employee's willingness to comply with the testing, you should help provide him or her a safe ride home. Document the interaction and its outcome in the employee's file, along with the employee's behaviors which led to the reasonable suspicion and all of the actions and outcomes that followed.

Every member of the dental team should have a clear understanding of the practice's expectations and the gravity of the drug policy. The role of a practice leader is not to diagnose an alcohol problem but to exercise responsibility in dealing with performance or conduct problems, hold the employee accountable, refer to the practice policies and take appropriate disciplinary actions. This role is crucial to a safe and productive team.

Questions? Call TDIC's Risk Management Advice Line at 800.733.0633

## For Sale/Lease

### Attention Dental Practice Buyers!

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

### Practices For Sale

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

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**San Diego County Dental Society**  
619.275.0244

**California Dental Association**  
800.232.7645



Luncheon with Assemblymember Todd Gloria



SDCDS members attended a luncheon with California State Assemblymember Todd Gloria (D - San Diego, District 78) in November. Of note, Speaker Anthony Rendon (D - Paramount) recently appointed Gloria as the Majority Whip of the California State Assembly.

(L-R): Drs. Harriet Seldin and Irv Silverstein, US Congresswoman Susan Davis, Assemblymember Gloria, Drs. Lilia Larin and Budd Rubin.

The ADA logo, consisting of the letters "ADA" in white on a green square background.

## ADA Institute for Diversity in Leadership *applications due March 16*

The ADA Institute for Diversity in Leadership is now accepting applications for the class of 2018-2019. The application deadline is March 16, 2018.

The ADA Institute for Diversity in Leadership (IDL) is designed to enhance the leadership skills of dentists who belong to racial, ethnic and/or gender backgrounds that have been traditionally underrepresented in leadership roles. Since 2003, the Institute program has provided a diverse group of dentists with opportunities to:

- Enhance their leadership skills and gain leadership experience
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Each year sixteen U.S. dentists are selected to participate in this extraordinary, tuition-free program. Participants are reimbursed for travel expenses to attend three sessions held at ADA Headquarters in Chicago. Applicants are asked to submit a completed Candidate Application Form and arrange for two references to complete and submit a Candidate Reference Form on their behalf. There is no fee to apply and participation is open to all active, licensed dentists, residing in the U.S. regardless of their ADA membership status. Ideal candidates will have demonstrated leadership potential within dental associations or their communities.

**For more info: [ADA.org/diversityinstitute](http://ADA.org/diversityinstitute)**



photo from ADA.org



Garrett Guess, DDS

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



## At the mercy of unsecure technology

We are so dependent on computer usage that it is hard to imagine life without it. Certainly this article would not be as easily created and published without computers, nor would my day in the office go as smoothly! As dentists, we place so much trust in our computing platforms that the efficiency—and more importantly, security of our data—relies on the assumption that computers will always function properly and remain secure.

Recent news accounts have disturbed this complacency. Two new computing system security vulnerabilities have been discovered: “Spectre” and “Meltdown”. They are appropriately named, considering all the attention and impact these problems have generated. These two vulnerabilities affect the way a computer’s central processor handles instructions. Processors are designed to compute information as efficiently as possible, and one such processing algorithm is called speculative execution, which allows the processor to skip over a sluggish calculation and solve a computation out of order to avoid bottlenecks during the processing cycle.

That may sound complicated, but the way a computer performs this function can leave secure data exposed at times, which can then be accessed by malicious software. For example, a web browser’s use of the central processor can leave one’s website address and login information and passwords unencrypted and exposed. While this fact alone is a concern for the average every-day computer user, what makes it surprising is that this vulnerability has been present since the 1990s. Think about it.

Certain processor algorithm types were adopted back then. Intel, AMD and ARM chips all utilize this algorithm and are affected, as a result. These represent most every computing

platform available. The news media reported on this problem about 6 months after Intel was aware of the issue, yet that doesn’t change the fact the problem was undiscovered for more than 20 years. Or was it?

I bring this event up not only because it’s an interesting problem but because it is all too frequently discovered that information had become vulnerable long before such vulnerability actually existed. In other words, the data could have been stolen long before anyone realized it was a problem. This should raise everyone’s awareness to not take computer security for granted. Computing platforms containing sensitive data must be isolated from hacking risks. Since patient treatment data is considered sensitive information, it is my opinion that dental practices ideally should not access the internet with computers used to store patient information. There is just too much risk of data being stolen.

When it comes to data storage, especially with archived patient data that is not actively used, the directive should be to keep only the minimum amount of data online. If your practice utilizes a cloud-based storage service for patient data, it is wise to keep only as much data online as absolutely necessary, in order to reduce the amount of data loss that can occur from security vulnerabilities. There are too many examples of very sophisticated hacking events occurring globally for one to feel secure leaving one’s entire practice data stored online, no matter how much security is provided by your cloud-based storage company. In these times the most important and sensitive data should remain off-line. An unplugged encrypted hard drive is far safer than anything stored online, waiting to be hacked.



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## CALENDAR PLANNER 2018 SDCDS EVENTS

**March 2** FRIDAY  
Aesthetics & Occlusion, Snyder

**March 8** THURSDAY  
New Dentist Seminar

**March 22** THURSDAY  
BLS Renewal

**April 6** FRIDAY  
OSHA, HIPAA & Employee Manual Course

**April 12** THURSDAY  
Dental MBA, Business Series

**April 21** SATURDAY  
Prosthodontics CE

**June 8** FRIDAY  
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## OSHA HIPAA & Employee Manual Course



**Summary:** Experts will help you write the manuals and provide you with the templates to facilitate the process. Bring a laptop, tablet or notebook and learn about updated information and bring questions.

**Speakers:** Teresa & Michelle from the CDA Practice Support Dept.

**Time:** 8:30am-3:30pm  
(registration 8am)

**Includes:** Cont. breakfast & lunch

**Location:** SDCDS Office

**Sponsored by:** Garfield Refinery

**REGISTER:** Online [sdcds.org](http://sdcds.org) | Meg 619.275.7188 or [meg@sdcds.org](mailto:meg@sdcds.org). Please indicate special dietary requirements when signing up for course.

**PRICING:** \$295 members/member staff (includes \$137 HIPAA CD) | \$395 nonmember/nonmember staff (includes \$137 HIPAA CD).

THURSDAY

# APR 12

3CE  
units



**Speaker:**  
Jennifer Kirkland,  
RDH EA, BS

## Dental MBA Business Series

Part 2 of 4 "Dentistry for  
the Millennial Mindset"



### Learning Objectives:

- How to showcase your brand and to stay lockstep with your team. How to invest and embrace technology in a way that accelerates the team instead of dividing them?
- Why team members mentally quit but still show up for work & what to do about it.
  - 5 simple steps to have team members and patients propel your practice into a new chapter of prosperity;
    - How to leverage assets
    - How to start living well

**Time:** 6-9pm (registration 5:30pm)

**Includes:** dinner

**Location:** SDCDS office

### Free Course:

Hosted by Citibank & sponsored by Carr Realty, Legacy Practice Advisors & Law office of Cecelia Chen

**REGISTER:** Online [sdcds.org](http://sdcds.org) | Meg 619.275.7188 or [meg@sdcds.org](mailto:meg@sdcds.org). Please indicate special dietary requirements when signing up for course.



THURSDAY

MAR  
083CE  
units

## New Dentist Seminar Clinical Pearls



**Summary:** More experienced members will be presenting their Clinical Pearls of wisdom, and their favorite tools and materials in a friendly environment that promotes learning. Hands-on.  
**Time:** 6-9PM (registration 5:30pm)  
**Includes:** Pizza and salad  
**Location:** SDCDS Office



**REGISTER:** Online [sdcds.org](http://sdcds.org) | Meg 619.275.7188 or [meg@sdcds.org](mailto:meg@sdcds.org)  
**FREE:** Open to SDCDS members who are new DDS (2-4 years).

THURSDAY

MAR  
223CE  
units

## BLS Renewal FREE CE\*



**Summary:** Register early if your CPR card is expiring; limited spaces available. All participants must submit an **unexpired**, American Heart Association or American Red Cross CPR card at the time of the course. (CPR cards expire the last day of the month in which they were issued.)

**Next course:** May 3rd

**Time:** 6-9PM (registration 5:30pm)

**Includes:** Pizza and salad

**Location:** SDCDS Office



**REGISTER:** Online [sdcds.org](http://sdcds.org) | Meg 619.275.7188 or [meg@sdcds.org](mailto:meg@sdcds.org)

**PRICING:** SDCDS member \$35 or Free\*  
 nonmember \$55 | staff \$45

\*Take advantage of your 1 free member benefit CE for 2018

SATURDAY

APR  
213CE  
units

## SDCDS Spotlight Speakers Series Prosthodontics



**Summary:** 3 Speaker spotlight.  
 Dr. Sreenivas Koka: Truths, half-truths and lies in prosthodontics and implant dentistry.

Dr. Alex Matosian: Take Home Tips for Complex Implant Restorations.

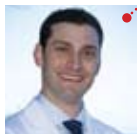
Dr. Michael Singer: Taming Dental Technology, An Update on Digital Prosthodontics.

**Time:** 8:30am-12 (registration 8pm)

**Includes:** continental breakfast

**Location:** SDCDS office

**Sponsored by:** Nobel Biocare



**REGISTER:** Online at [sdcds.org](http://sdcds.org) | Meg 619.275.7188 or [meg@sdcds.org](mailto:meg@sdcds.org)

**PRICING:** Free for members (staff not recommended)  
 \$50 for nonmember DDS

FRIDAY

JUN  
083CE  
units

## Lecture/Workshop Crown Lengthening



### Lecture & Workshop:

Learn surgical techniques, hands-on exercises, case illustrations, video demonstrations, practice on pig jaws and anatomically correct models.

Workshop limited to 30 participants w/ lecture pre-req. plus free workbook.

**Time:** 9am-12pm lecture only (registration 8am lecture can be attended w/o workshop) 1am-4:30pm workshop.

**Location:** Admiral Baker Golf Course Clubhouse

**Sponsored by:** Curaprox, Garfield Refinery, Citibank, Bank of America & Biohorizons

**Pricing:** Lecture only: \$75 member/ staff | \$99 nonmember

Lecture+workshop (includes materials): \$475 member | \$550 nonmember



**Speaker:**  
 James Kohner, DDS

**REGISTER:** Online [sdcds.org](http://sdcds.org) | Meg 619.275.7188 or [meg@sdcds.org](mailto:meg@sdcds.org)



# San Diego County DENTAL SOCIETY

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