

# FACETS



San Diego County  
DENTAL SOCIETY

**MAY**  
2018

May 3  
BLS Renewal

May 10  
Shredathon

May 31  
New DDS Mixer

June 3  
Day at the Ballpark

June 7  
New DDS Seminar

June 8  
Crown Lengthening CE

July 19  
Dental Business Series



**GKAS**

Dr. Erika Kullberg and Dr. Maria  
Thompson, participate in Give Kids  
A Smile at Mira Mesa Operation  
Samahan

# PRACTICES FOR SALE IN SAN DIEGO

**MENIFEE:**  
5 ops. 30 years of goodwill. On major street near freeway. High-tech. Oppty. to buy real estate also.

**LAKE ELSINORE:**  
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**HEMET:**  
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4 ops. 35 years of goodwill. Stand alone dental building with good signage on busy street. Real Estate is also for sale. Great location and opportunity.

**OCEANSIDE:**  
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### San Diego County Dental Foundation: The Charitable Arm of the Dental Society

|                        |                       |
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| Give Kids A Smile | Dr. Richard Bialick   |
| Mouth Guards      | Dr. Terrance C. Leary |

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L-R, Xochitl Balvaneda, director for the GKAS program at Family Health Centers (Dr. Lilia Larin's niece), Drs. Aldo Peralta, Lilia Larin, and Ricardo Peralta

## 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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OCEANSIDE – **JUST LISTED!!** Long-established GP situated in very busy shopping center at major intersection. 4 equipped Ops with computers and TVs. Digital X-Rays and Intraoral Cameras. Motivated Seller.

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.

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, Vista.**  
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& Mike Hostler**  
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## Give Kids a Smile

Dear Members,

On February 24th, I participated in the *Give Kids a Smile* program at the El Cajon Family Health Center, one of six San Diego County clinics SDCDS partnered with. 244 children were seen by these 6 clinics and \$23,680 of free dental services were provided, consisting of screenings, fluoride varnish, and sealants. It was just one morning of time donated by me and many other volunteers to accomplish a great thing for these children.

Before The national *Give Kids a Smile* program started, San Diego had its own programs for children. The Children's Dental Health Month and Share the Care programs were established to reach out and provide dental screenings to children who may not have had the opportunity to see a dentist.

These program started with dentists going to various locations in San Diego, such as places like the carousel next to the San Diego Zoo, the Joan Kroc Center, and even the parking lot of Toys R Us. Anywhere they could have the opportunity to talk to children and their parents about dental care and do a visual exam.

As the programs continued, dentists were able to provide sealants and fluoride treatments using the operatory chairs of the newly established San Diego dental hygiene programs.

*Give Kids a Smile* was started in St. Louis by Drs. Jeff Dalin and B. Ray Storm in 2002. They held an event in a run down, soon to be demolished 15 chair clinic. They treated 400 children that first year. Dr. Dalin later shared this program with the ADA and it became the ADA's national children's dental access program the following year. Since 2003, *Give Kids a Smile* has grown to more than 1,300 annual programs nationwide, treating more than 5.5 million children by over half a million volunteers. Now that's what I'm talking about!

If I had a theme for my time serving as president, it would be volunteerism. I have talked about this in several of my past articles and *Give Kids a Smile* is a prime example of what we can do as a profession to help those in need. As dentists, we have the skills and opportunity that relatively very few people on earth have. That is the ability to contribute to health, relieve pain, and restore dignity to our fellow human beings.

You can participate by volunteering in several well run established clinics and programs in San Diego. You can give as much or as little time as you like, but anything you do will have a great impact in the lives of the people you treat. Just think if each of our 2000 member dentists in our San Diego County Dental Society gave just a little of their time and skills. What a difference we could make in the dental health and the lives of our fellow San Diegans.

If you'd like more information on these programs and how you can volunteer, please contact SDCDS at 619-275-7188.

Our plans for the San Diego Dental Health Foundation Gala on September 29th are really coming together. Please save the date and spend a wonderful evening at our Gala, this time on the flight deck of the USS Midway. It's for a great cause.

Thanks for listening,

Tom Brant, DDS  
President San Diego County Dental Society





Kathy O’Loughlin, DMD,  
Executive Director of the  
American Dental Association



## You can help close the gender gap in dentistry: Tips for new dentists

During my final year of dental school I was class president and pregnant with my first child, Stephen.

Labor began at 6:00 a.m. on the morning of graduation, and at 1:00 p.m. I walked onto the quadrangle at Tufts University and informed the Dean of Students that I wasn’t going to be able to give my class president’s speech. As my husband and I sped north to the hospital, my entire family—mother, six siblings and twenty nieces and nephews—headed south to attend my graduation. My mother accepted my doctorate on my behalf and had the nerve to declare, “That was the easiest degree I ever earned!”

I remember that happy, happy day. But I also remember the moment I realized I would be juggling a full-time career as a new dentist and a full-time job as a new mother, and it wasn’t long before I realized I would have to address the insidious intrusion of gender bias, too.<sup>1</sup>

The increase in the number of women entering dental school has happened rapidly and represents a dramatic shift in the makeup of the dental workforce.

A lot has been written about the similarities and differences in how men and women approach business issues like strategy, risk-taking, management, and work-life balance, but as far as I can tell, the research shows that there aren’t many gaps that impact clinical performance or practice success over the course of a dentist’s career.

There are, however, a few well-documented gaps that exist in dentistry that sometimes result in disturbing outcomes, and while the reasons for the existence of those gaps are still under investigation, there are ways that you and I can work to close those gaps to build a more inclusive and equal profession.

Here are 3 gaps and how we can work to close them. These ideas, by the way, may apply to both male and female new dentists.

### #1 The Earnings Gap

The Journal of the American Dental Association published an article in 2017 documenting that female dentists earn less over their careers than males.<sup>2</sup> Spoiler alert: It’s not a small difference.

There are some simple ways to close this gap which you can practice immediately.

Negotiate your salary when you get that first, second, and perhaps third job on your way to ultimate practice ownership.

Thoroughly read and negotiate the employment agreement, and get educated on what financial health looks like within a private practice, whether it’s a solo, large group, super large group, or a dental support organization practice. There is data out there about salaries, including from the American Dental Association, and some of this data includes average salary by geographic region.<sup>3</sup>

Talk to your peers and mentors about what may be a reasonable expectation.

**If you remember one thing: negotiate.** Need some help getting started? Begin with these tips for submitting a counter offer.<sup>4</sup>

### #2 The Leadership Gap

According to a 2017 analysis by the American Dental Association, 21% of ADA officers and board members, 21% of the ADA House of Delegates, and 17% of state dental society presidents are women.

Meanwhile, women make up 28% of the profession and the number is growing rapidly due to the fact that 48% of dental school applicants and 49% of graduates are female. The number of leadership positions held by women as compared to men is not reflective of the profession as a whole. What can be done to close this gap?

First, acknowledge that leadership skills and self-awareness are learned, not inherited, and focus on building those skills. Leadership development programs aimed at women exist in many dental schools, and programs such as state society leadership programs like the ones in Oklahoma, Ohio, and Michigan, to name a few, provide training in the art of leading others to achieve common goals.

Advanced degrees such as a Master’s in business or health care management provide excellent leadership development that can pay big dividends whether you own your practice or are an employee dentist.

The ADA offers the Institute for Diversity in Leadership, a free year-long program (including travel expenses) available by application to all licensed, practicing dentists—regardless of ADA membership—who belong to racial, ethnic and/or gender backgrounds that have been traditionally underrepresented in leadership roles (note: applications closed for 2018).

**In short: Focus on developing your leadership skills.**

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

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

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

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

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## Where do you find community?

In early February twenty-one of the leaders in our dental society joined six other Southern CA components in a 2-day strategic planning retreat in Anaheim. Our groups represent over 10,000 dentists combined. We spent the first day in joint sessions examining data and working together to find ways to better serve our members. The second day, we hammered out a 3-year strategic plan for our society.

One of the common themes that emerged was the need for organized dentistry to provide community to its members. This led to some interesting discussions about how best to do that. We all find community in many facets of our lives. We have family, neighbors, and friends who share similar interests. Some of us work out together, or share spiritual pursuits.

But our dental society can best help with work-related community. We do that in a variety of ways. The idea is for us to provide structure so that you get together with your colleagues to exchange ideas about work, how to handle difficult cases, employment issues, best office practices, financial management and more. By doing so we hope that you'll enjoy the comradery,

but just as importantly, that you'll come away having learned something or solved an issue that you may not have deduced on your own.

Some of our meetings are purely social, like the Day at the Ballpark on June 3 (a Padres Sunday afternoon game against the Cincinnati Reds), or our Shredathon coming up on May 10th. Other times, we provide new clinical information through our continuing education program, or the latest in practice management (don't miss our Crown Lengthening Hands-on Workshop on June 8th!) Most times it's a combination of both. By building community with your colleagues, we build a stronger community of dentists and you become a stronger professional.

Next up is a more formalized structure to have a mentor program. If you are interested in participating as a mentor or a mentee, please contact me at [director@sdcds.org](mailto:director@sdcds.org). We are compiling a lists for both sides and will kick off the program soon. Stay tuned for next steps. Meanwhile we hope to see you in our community throughout the rest of the year.

### Welcome New Members

| New Member               | Address                             | City     | Education                |
|--------------------------|-------------------------------------|----------|--------------------------|
| Christian Lin-Burns, DDS | No Primary Office                   |          | USC, Lutheran 2009, 2016 |
| Juan Herrera Arceo, DDS  | No Primary Office                   |          | UOP 2006                 |
| Chelsea Martin, DDS      | No Primary Office                   |          | UT Houston 2016          |
| Bernadette Desantos, DDS | 3257 Camino De Los Coches Ste 205   | Carlsbad | OR Health Science 1999   |
| Nicholas Tapp, DDS       | 3625 Vista Way, Oceanside, CA 92056 |          | USC 2009, 2012           |



San Diego  
Dental  
Health  
Foundation

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

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





# GKAS: We did it again!

The San Diego dental community pulled together to support the American Dental Association's yearly Give Kids a Smile campaign. The event was held this year on February 24 at six different clinics throughout San Diego and we screened 244 children. About half of those children received fluoride treatment and the other half had sealants placed. This represents a \$23,680 donation to San Diego's less dentally fortunate children.

As chairman of the Give Kids a Smile event, I would like to thank our financial supporters, the San Diego Dental Health Foundation and First 5 San Diego. We collaborated with San Diego County Health and Human Services Center and the Dental Health Initiative/Share the Care Program. Special thanks goes to Nancy Starr RDH, MPH and Kym Hodge for their tireless work in organizing all of the logistics of the six sites. Thanks also goes to Mike Koonce and Ryan Burgess from our own SDCDS.



Photos courtesy of Dr. Lilia Larin and Ryan Burgess



All in the family...Dr. Lilia Larin with her two sons. (L-R), Drs. Aldo and Ricardo Peralta, SDCDS President Tom Brant, Lindsay Pfeffer, and Lilia Larin at Family Health Center, El Cajon



Please join me in thanking the dentists, hygienists, dental assistants, students, site supervisors and other volunteers that gave up their Saturday to provide free dental services to some of San Diego's children. We could not have done this without you.

Thank you all.  
Rick Bialick DDS,  
Chairman of San Diego's  
GKAS program.

# GKAS: Volunteers

## Mountain Health & Community Services

Nico Benson, Site Supervisor  
Richard Bialick PhD, DDS  
Rona Bodman, DDS  
Kalia Everett, Student  
Nancy Groff, MD  
Kelly Halls, Student  
Esther Jung, Student  
Hee Joo Kim, DAOM  
Ashley LaFayor, Student  
Lucy Le, Student  
Joe Lencioni, Volunteer  
Jenna Middlebrooks, PH.D.  
Pablo Mijares, RDA  
Becky Nguyen, Student  
Susanna Perez, RDH  
Parvathi Pokala, DDS  
Victoria Roybal, Reception Volunteer



## El Cajon Family Health Center

Azul Aceves, Student  
Xochitl Aceves, RDA  
Ahmed Assif, PSR  
Xochitl Balvaneda, RDA  
Gabriel Banda, RDA  
Thomas Brant, DDS  
Karen Erwin, RDH  
Sherielaine Edquilang (Lani), Student  
Hau Huynh, Student  
Lilia Larin, DDS  
Victoria Mayfield, Student  
Taylor Neville, Student  
Jocelyn Osuna, PSR  
Calithya Padilla, Student  
Cynthia Paullada, PSR  
Aldo Peralta, DDS  
Ricardo Peralta, DDS  
Lindsey Pfeffer, DMD  
Jasmin Ramirez, RDA  
Ernesto Rodriguez, Student  
Vanessa Rodriguez, PSR  
Kelly Rustico, DDS  
Ibrahim Sawaya, DDS  
Jasmine Song, RDA  
Alma Talamantes, DA  
Michelle (Elle) Walker, RDA  
Devon Wan, DMD  
Michelle Valenzuela, DA  
Yulissa Vasquez, DA



## San Ysidro Health – Southbay

Jill Aguilar, RDH  
Kasandra Brown, RDH  
Jennifer Campbell, RDA  
Sarah Cohen, RDA  
Rhiannon Cordeiro, RDH  
Guendi Cortez, RDA  
Tina Dixons, Dental Supervisor  
Yolanda Flores, PAR  
Janice Jimenez, RDH  
Harpreet Kaur, Student  
Armida Kirkman, RDA  
Joseph Lai, DDS  
Sara Mofrad, Student  
Ashley Nava, Student  
Rebekah Quenta, Student  
Paula Rainey, Volunteer  
Brittney Rawlins, Site Supervisor  
Susanna Rico, RDH  
Oscar Rivera, DDS  
Hang Trinh, Student  
Nora Tleel, DDS  
Rebecca LaMothe-Toland, Student  
Chelsea Tuano, Student  
Lena Turner, DMD  
Shannon Viado, Student  
Angelia Wallace, RDA

## Neighborhood Healthcare

Jazmin Aguilar, Student  
Samantha Anagnostu, Student  
Morgan Bisbas, DDS  
Felicia Brown, Student  
Andrea Chavero, Volunteer  
Vanessa Cisneros, Student  
Maria Echeveste, Volunteer  
Brianna Englehorn, Student  
Karen Estrada, Student  
Brenda Martinez, Student  
Makenna Mealy, Student  
Grace Natale, DDS  
Silvia Patel, RDA  
Cassidy Penoyer, Student  
Tahir Paul, DDS  
William Rojas, Volunteer  
Minday Scarbrough, Student  
Jaqueline Sarasua, Student

## North County Health Services

Hilda Camberos, RDA  
Jaime Castillo, RDA  
Martha Esquivel, RDA  
Yesenia Esquivel, Volunteer  
Kory Grahl, DDS  
Juan Hernandez, RDA  
Suzanne Hood, RDH  
Karina Lopez, RDA  
Aubrey Love, RDA  
Sheila Love, DDS  
Jessica Martinez, Student  
Katie Penaloza, Student  
Anu Rajasekaran, DDS  
Elizabeth Segura, Student



## Operation Samahan

Paige Cowan, Students  
Sarah Golshan, DDS  
Hira Ismail, Student  
Erika Kullberg, DDS  
Alexis Louie, DDS  
Seeun Mo (Dana), Student  
Bradie Orshal, Student  
Jonathan Pham, Student  
Iman Shirmohammadi Student  
Mellen Ton, Student  
Maria Thompson, DDS  
Rian Warner, Student  
Yumi Yamamoto, Student





# A HEALTHY MOUTH: THE HPV VACCINE CAN HELP PREVENT CANCER

Human Papillomavirus (HPV) is a common virus. The most dangerous types can cause cancer, including cancer of the tongue, throat and tonsils.

40,000

Approximately 40,000 people were diagnosed with cancer caused by HPV in 2014 in the United States.



This is the same as the maximum capacity at Petco Park, home of the San Diego Padres.

WHO DOES IT  
AFFECT?



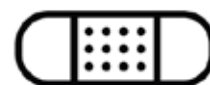
HPV-related cancers affect all genders

PREVENTION



Immunization in patients < 26 years old can prevent some HPV cancers

2 OR 3 DOSES  
TO COMPLETE  
SERIES



Once the vaccine series is completed, no booster is needed to remain protected

ORAL HEALTH



Dental providers encourage HPV immunization to prevent oral cancer and promote oral health



## HPV FACTS

- HPV is so common that nearly all men and women are infected at some point in their lives
- Most people don't realize they are infected
- 79 million Americans are currently infected with some type of HPV
- HPV infection can be carried and spread without a sign or symptom.
- 14 million people in the United States become infected each year
- Some types of HPV can cause cancers that affect the mouth, throat, head and neck

- Cancer-causing HPV infection can be prevented
- The HPV vaccine is a "cancer prevention vaccine" and protects against most of the cancers caused by HPV infection
- The HPV vaccine is given as a series of shots and recommended for both girls and boys
- The HPV shot should be given at the same time as all preteen vaccines at 11 to 12 years of age

## HPV PREVENTION

## FAQs

**Q: What are side effects of the vaccination? Is it safe?**

A: Studies have not shown any serious safety concerns. Most side effects are mild and may include a sore arm, pain at the site of the shot, fever, dizziness and nausea.

**Q: I only have boys. This vaccine is only for girls, right?**

A: The vaccine is safe and recommended for boys and girls. Risks of types of cancer can vary by gender and **anyone** can be affected by the cancers caused by HPV infections.

**Q: I'd prefer to wait until my child is older before getting the HPV vaccine. Why does age matter?**

A: The vaccine works best when given at a younger age, because preteens create more antibodies to the vaccine than those who get it in their late teens or older.

**Q: What if my teen did not get the HPV vaccine? When is it too late to get?**

A: If the shot is not given at age 11 to 12, it is not too late. It is still recommended for males and females up to age 26.

**Q: I forgot to bring my child in for their second/third dose - do I have to start over?**

A: Even if it has been months or years since the last shot, you can still complete the HPV immunization series without "starting over".

**Q: Does the vaccine protection fade over time?**

A: Based on the best available data at this time, the vaccine does not lose effectiveness and does not require a booster later in life.

**Q: Why is my dental health practitioner promoting the HPV vaccine?**

A: While your dental health practitioner is not administering the vaccine, they are part of the oral health team and that includes preventing, screening for and providing counseling about oral diseases including oral cancer.

**Q: Where can I get the HPV vaccine?**

A: HPV vaccines are available at doctors' offices, community clinics, and many retail pharmacies. People without medical insurance can get vaccinated at one of the seven County locations. (go to: [bit.ly/sdzclinics](http://bit.ly/sdzclinics)); or call 2-1-1 for a location nearest you.

**Regular dental check-ups that include an exam of the entire head and neck can help detect oral cancer early.**

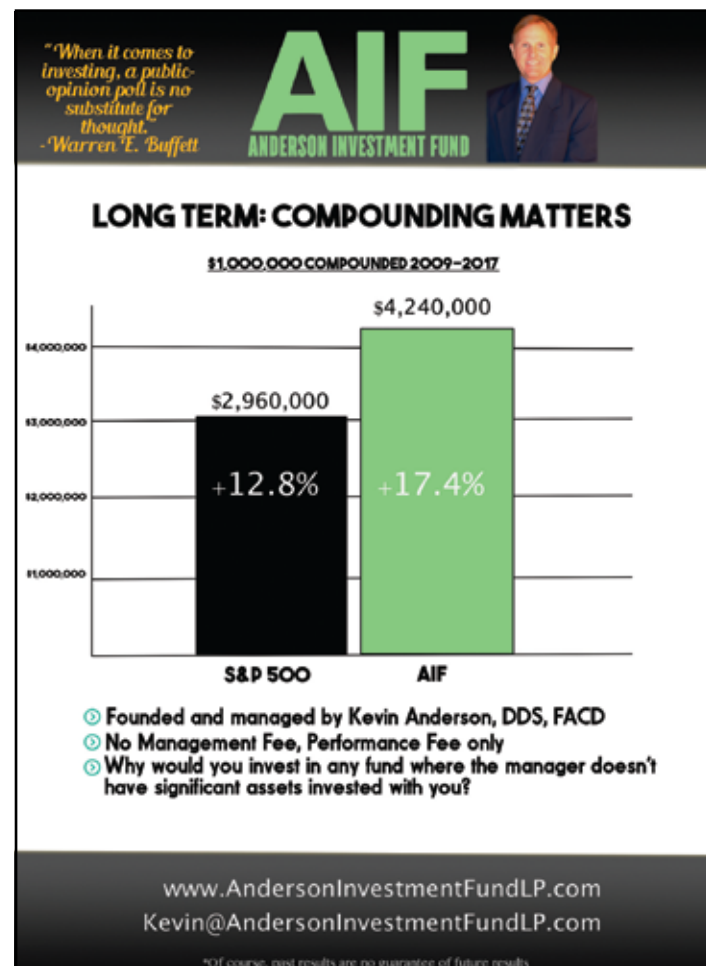


## WHY WE GIVE



For 25-plus years Dave Milder, DDS, MD and Theresa Tsai, DDS, have been well known and knowledgeable San Diego Dental Health Foundation supporters. Since joining the San Diego County Dental Society back in 1993, Doctors Milder and Tsai have strengthened the organization in significant ways by being active members – on boards and committees – and through their on-going support and continual involvement in the San Diego Dental Health Foundation which will be felt for generations. Doctors Milder and Tsai are valued by the SDDHF staff and board and, they humbly acknowledge, “We look not only to our success as a profession but also to the dental health of our community locally, nationally, and globally.” Doctor Milder has been a member of the San Diego Dental Health Foundation board, Leadership Development Committee, and is a past Dental Society president.

With their distinguished backgrounds, they bring their sensitivity, integrity and compassion to all things related to patient care – particularly the John Geis DDS Dental Clinic. “You don’t have to go beyond our local community to identify plenty of unmet and underfunded dental need. We feel comforted and, more importantly, rewarded by actively donating to a reputable foundation that will utilize our gifts in an efficient and effective manner.”



*"My broken, decaying teeth are fixed and I can eat again."*

Will you see ONE to CHANGE a life?  
WillYouSeeONE.org

**You can change a life**

From clearing up painful dental infections and being able to eat again to rejoining the workforce – volunteering with Dental Lifeline Network's Donated Dental Services program will make a life-changing difference for the people we serve.

**Dental Lifeline Network**  
530.241.4222

## Praise for our patients who travel far for their dental home

When most of us are considering purchasing a good or service, one of the first things we do is check its price, to base our choice partly on cost and partly on convenience. How we justify cost and convenience depends on multiple factors and is unique to each individual. The distance or time to obtain that good or service is one factor in our decision-making process — hence Amazon’s success. Since we live in a world where we prefer everything to be within easy reach or to be delivered to us directly, how far would any of us travel for our dental care?

That is a difficult question to answer, since naturally the definition of “far” means something different for each of us. We each have a limit to the distance we will travel to see our dentist, and most of us really would prefer our dentist to be near our home or our places of work, thereby making the dental office convenient to access. However, I did notice that many of my patients do travel much farther than others to be treated at our office. I sup-

pose one patient’s 20 minutes is another patient’s 40 minutes. For instance, retired patients who have more time on their hands than patients in the workforce may be able to spare more time to travel to their preferred dental office. Many such patients justify the distance and are willing to drive longer if they find the dental office worthy of the effort.

Some patients will cross country borders and continents to receive their dental treatment. I once recommended a reputable dentist to a good friend on the East Coast, reassuring him that this dentist was conveniently near his home and was an excellent provider. In the end, my friend decided to have his entire dental treatment completed overseas, since it was less expensive than treatment in the United States. So cost outdid convenience in his case.

This is no news to the medical industry. Many patients are willing to travel all over the world for medical procedures

either because the treatment is less expensive abroad or because the providers are world-renowned and have a superior reputation. The term used to describe this is “medical tourism.” Though it is not convenient, to say the least, to cover long distances and incur travel costs, the incentive is either to save money or to spend more of it to be seen by the “best.”

As a humble dentist, I would no doubt feel honored if my patients went through hardship to travel long distances just to be treated by me. But I am realistic and realize that the rigors of daily life are difficult enough without having a long-distance dental office to get to. Those patients who continue to spend more time traveling to see us simply because of how well we treat them and the quality of care they receive are indeed very special and ought to be acknowledged. For it may not be convenient for them to reach our office, but they do so because they value us. Let’s praise them for their effort.

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.



Reprinted with permission from the Academy of General Dentistry, Daily Grind Blog Dec 11, 2017, 08:00 AM

Tips for new dentists, continued from page 7

### #3 The Family Behaviors Gap

Women need flexible work arrangements that enable child bearing and child raising.

In medicine, a phenomenon known as “maternity bias” describes how a female physician’s ability to take on demanding specialties such as surgery or hospital administration diminishes when she has children. So, until men can have babies, women need to have the ability to adjust their professional work schedule to accommodate childbirth, ailing parents, and sick kids. Men need the flexibility, too, so that the burden of family obligations don’t disproportionately fall on women.

There’s no one-size-fits-all solution for families. My solution is to make high-quality and affordable daycare and elder care available, along with a supportive environment at work. I also need—and have found—a partner that accepts 50% of the responsibility for child care and elder care, housework, meal preparation and family organizing.

Have this conversation with your spouse, partner, supervisor and team. **It’s impossible to change the norms of family behavior without challenging the status quo.**

Need help getting started? The ADA has help for you – call me, I mean it. We have your back.

References:

1. Site: <https://www.linkedin.com/pulse/women-dentistry-done-yet-kathy-o-loughlin/>
2. JADA April 2017 Volume 148, Issue 4, Pages 257-262
3. <https://www.ada.org/en/science-research/health-policy-institute/dental-statistics/income-billing-and-other-dentistry-statistics>
4. <https://newdentistblog.ada.org/negotiating-your-salary-writing-a-counteroffer/>



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\*Price comparisons are made to the manufacturers' list price. Actual savings on the TDSC Marketplace will vary on a product-by-product basis.

tdsc

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on dental supplies?\*

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Company

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## TDSC marks first-year milestone with \$500K in member savings

One year after clicking the “place order” button to purchase dental supplies online through The Dentists Service Company’s Marketplace, James Stephens, DDS, added up his 12-month savings — \$13,000 total. Stephens, who owns a Palo Alto practice with his wife and business partner Susan Park, DDS, was among the first dentists to test the new TDSC Marketplace in February 2017, and he knew at the time that CDA was about to change the way dentists buy supplies.

“The savings are substantial — buying through the Marketplace has saved us enough money to cover our tripartite dues, invest in our practice and even take a vacation,” said Stephens, past CDA president and past TDSC board chair. “The Marketplace has become the new norm in my office and it provides significant savings to my practice.”

After a successful testing phase, the TDSC Marketplace was launched last June as a free benefit to all CDA members in response to members’ desire to have more control over their practices, including the ability to compete with large group practices that negotiate supplies at lower prices than solo practice owners.

“Big dental supply companies set prices the way they want to because they can,” said Ruchi Sahota, DDS, associate editor of the CDA Journal. In her February 2018 editorial “One-Stop Shopping Equals Savings and Support,” Sahota enthusiastically urged all CDA members to buy supplies through the Marketplace, which has saved her Fremont practice time and money. “If we want these amazing prices to stick around, then we have to buy. We have to utilize the Marketplace. The more we buy, the bigger TDSC’s buying power becomes. The more we buy, the more TDSC can negotiate prices.”

Built on values important to dentists, the Marketplace delivers savings and selection through an easy-to-use site for members and office teams who handle supply ordering. From composites to bonding agents, burs and gloves, the Marketplace boasts more than 25,000 products across 32 categories, with each item from a trusted, authorized vendor.

Throughout 2017, the Marketplace platform added enhancements with features like “saved lists,” which offer the ability to save frequently ordered items and to set automated subscriptions for products ordered regularly to ensure a practice never runs out of the things used most. With a large catalog selection, products are categorized in a logical way and are easy to find via the on-site search function. Thanks to consistent feedback and hands-on support from early shoppers, the Marketplace has continually improved in this area, and today shoppers can easily search and find products by their product name, description or product number.

In its inaugural year, the Marketplace garnered national attention, not only from dental industry manufacturers and suppliers but also dental-related publications. CDA member Jonathan Ford, DDS, shared his Marketplace experiences in both Dentistry IQ and Dental Economics magazines. In his January 2018 Dental Economics article, “How I compete with that DSO-supported office down the street,” Ford wrote that the Marketplace saved his practice more than \$4,800 in the first six months.

“Buying online has affected every other facet of the retail economy, so it’s no surprise that as the digital and dental worlds have evolved, e-commerce has found its way into the dental supply landscape as well,” Ford wrote. “Organized dentistry is at its best when we can leverage the shared strength of our membership to find innovative ways to stay ahead of a shifting landscape.”

Following the Marketplace’s successful first year, TDSC is now focusing on growth for 2018. As more members discover significant savings on their dental supplies, CDA and TDSC want to ensure that all members know about this newest member benefit so they can capitalize on savings for their practices. Additionally, work is underway on out-of-state expansion plans that would allow the Marketplace to strengthen the group’s buying power and continue to drive savings.

TDSC Marketplace access is a free benefit of CDA membership. To compare products, see savings and start shopping, visit [www.tdsc.com](http://www.tdsc.com).



## For Sale/Lease

Attention Dental Practice Buyers!

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

### Practices For Sale

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

### For Sale in Escondido, CA

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

### North County Excellent Location Great Price

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

### Dentist Relocating

General Dental Practice in Point Loma in San Diego. Dentist relocating, seeking to sell equipment and pt base. Please contact midwaydds@aol.com

### General Dental Practice for Sale

Satellite General Practice with 3 equip. ops. 1200sqft. Goodwill since 1974 (PPO and cash only). Location: 2065 Arnold Way Ste.102 Alpine CA 91901. Please contact Chris at 619.403.3990.

### La Mesa General Practice

GREAT opportunity w/ excellent location/signage, 4 ops, digital, 2016-17 avg. coll. \$295K p/t. No marketing. Huge growth potential. D & M Practice Sales and Leasing. Contact Gary Pascua, DDS 858.663.1862, drgarydds@gmail.com, office 818.591.1401

### Equipped Dental Office For Lease -Bonita/ Eastlake Area

Dental office w/ 5 chairs & other equipment Open design (vaulted ceiling) Expansive window line Lush landscaping Contact: Joshua Smith agent 619.797.1322 jsmith@ecpcommercial.com BRE#01476024

### Medical/Dental Space for Lease:

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

## Equipment for Sale/Wanted

Digital Panorex wanted:

I am interested in buying a used Digital Panorex. Please email me if you are selling one. teethfairy18@gmail.com

## Support Services

Anesthesia Associates

I.V. Sedation and General Anesthesia in your office. Board Certified Drs. Marco Savittieri and Carl (Chip) Miller. Providing 18+ years of anesthesia services to San Diego Dental Society Members. Call Brigitte 760.451.0582 or 760.419.4187. *We thank you for your continued support!*

### Dental Computer Training

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

### Dental Equipment Repairs

All makes and models, 35 years experience. U.S. Navy retired Dental Equipment Repairman. San Diego Dental Equipment Service and Sales. Steve at 619.200.2023

### Office Based Dental Anesthesia

Board-certified, licensed, insured. Anesthesiologist available to provide general anesthesia (or IV sedation) to patients in your office, pediatric or adult. Please contact me for more info or questions. Contact 206.948.2468 or 40winksanes@gmail.com

### General Anesthesia or IV Sedation

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

## Available For Hire

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Misch Implant Institute Faculty; available 1-4 days/mo, including evenings and Saturdays. Implant placement; grafting; extractions. 25+ years of private practice and in-house surgical experience. See website, www.inhouseimplantdentistry.com for additional details and dentist testimonials. 818.359.2076

## Business Opportunities

Offering a unique opportunity to start a new practice

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

## Help Wanted

Clinicas de Salud del Pueblo, Inc.

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

### Dentist/ Associate

Newly remodeled (6) op Dental Office One dentist, one hygienist, digital, paperless environment. Space available for established dentist with patient base or start up practice. Hours: Monday-Friday Flexible hours. No start up expense. E-mail jberrydds@yahoo.com or contact Marian at 858.571.3534. Cost will be established on percentage of collection determined by type of expense sharing, if any that you want to do.



**LOOK FOR US  
AT UPCOMING  
MEETINGS!**

**714-458-2528**  
HNocon@GarfieldRefining.com

**Help is one call away.**  
**The CDA Well-Being Program**

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

**San Diego Well-Being Committee**  
619.275.7180

**San Diego County Dental Society**  
619.275.0244

**California Dental Association**  
800.232.7645




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DENTAL SOCIETY**

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**SAN DIEGO ADVANCED STUDY GROUP**  
A Seattle Study Club  
"Cultivating Excellence in Comprehensive Dentistry"  
Contact Christa Lilly 619-298-2200 Ext 2

**May 8th, 2018**  
6pm Scripps Mercy Hospital:  
Live Patient Treatment Planning

**June 8th 2018**  
6pm Sheraton San Diego Hotel & Marina:  
End of the Year Gala

- National & International Speakers • CPR Certification • Jurisprudence
- Live Patient Treatment Planning Sessions • 47 CE Credits/Academic Year



**SAVE THE DATE SDDHF  
GALA** San Diego Dental Health Foundation  
Gala on **September 29th**. Please save the date and spend a wonderful evening at our Gala, this time on the flight deck of the USS Midway.



**Reach 1950 Dentists**  
Deadline for August issue is July 1, 2018 | 619.275.7188 | advertising@sdcds.org

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Eighth: \$200 Quarter: \$400  
Half: \$578 Full page: \$1050



## Protecting your practice from cyber threats

By TDIC Risk Management Staff

**What do Anthem, Yahoo, LinkedIn and JP Morgan Chase have in common?** If you guessed that they were all victims of some of the world's largest data breaches, you'd be correct. From insurance carriers to retailers, financial institutions to the U.S. military, all organizations that have an online presence are subject to cyber-related risks and the reputational damage and loss of consumer trust that follow.

Unfortunately, not all businesses can recoup what they lose from cyberattacks. Major corporations can usually recover any losses as they have the financing, in-house skills and manpower to address the problem and recover lost data. But small businesses aren't always as equipped to respond.

The health care industry is especially vulnerable to cyberattacks as hackers know they can access both patients' protected health information (PHI) and financial records. Even if your practice does not own a website or make financial transactions online, you can still be at risk simply by using the internet and working in a digitally connected office. The most common cyberthreats businesses currently face are data breaches, malware and ransomware.

Ransomware cases are increasing and are estimated to have caused \$5 billion in damages in 2017 alone, according to industry researcher Cybersecurity Ventures. A ransomware scenario occurs when hackers infiltrate a system and block access and then demand a ransom be paid in order to lift the restriction. Hackers will generally ask for the ransom to be paid via Bitcoin or other untraceable digital currency, making funds unrecoverable once distributed.

In a case reported to The Dentists Insurance Company's Risk Management

Advice Line, a practice's software was encrypted by ransomware. Although the dentist paid the ransom demand, he did not receive the encryption key to regain access. Even an outside computer repair technician could not help recover the data still on the practice's server. Ultimately the dentist had to escalate the matter to the police and sustained a significant recovery expense. Even if the hackers did reestablish access once the ransom was paid, there was no guarantee that the recovered data would be "clean" or intact. Once a system is compromised, there is no assurance that it won't get hacked again.

Another threat to business owners is malware, short for "malicious software," which can infect computers through intrusive emails, web links and pop-up alerts. The malicious software can be downloaded without one's knowledge and capture private information.

A dentist called the TDIC Risk Management Advice Line after discovering her email account was hacked. An email containing an encrypted PDF file was sent to 122 of her patients. The email instructed the recipient to download a program to access the PDF. The dentist was concerned that her patients would not realize it was a fraudulent email and would download the program and inadvertently infect their own personal computers. She was advised to notify her patients of the fraudulent email and establish a new email account as soon as possible to minimize any damages.

While cybercriminals are becoming more aggressive and infecting more computer systems, simple human error and misplaced trust are still leading factors in many data breaches. Thankfully, there are steps you can take to help protect yourself and your practice from cyber risks.

### Strengthen passwords

Make sure each employee has a unique password that contains a combination of lowercase and uppercase letters, numbers and special characters to deter potential hackers from gaining access.

### Back up your data

You can back up your files and data on a network-attached storage device, portable hard drive, USB flash drive or online through sites like Google Drive, Dropbox and Mozy. It's a good idea to back up files daily, which will make recovering data easier in the case of cyberattacks or computer system damage.

### Use safety features

Install antivirus and antimalware software for all of your devices and update when available. Use an encrypted virtual private network (VPN) when connecting to an unfamiliar Wi-Fi network to ensure a secure connection. These measures will help prevent your data from being compromised.

### Initiate cybersafety protocols

Educate your staff on the latest cyber threats and include your practice's cybersecurity policies and training protocols in your employee manual. Employ a multi-user system for the release of sensitive information. For example, make it a policy that two employees must sign off before providing anyone with secure information, such as passwords or file access, to prevent falling victim to a cyber-scram and jeopardizing your computer system.

TDIC's Risk Management Advice Line at 800.733.0633 is staffed with trained analysts who can provide guidance on cybersecurity and other questions related to a dental practice.

Garrett Guess, DDS' column will return in the next issue.

## NEW MEMBER SPOTLIGHT

We want to recognize our NEW members (on our social media and in Facets) Become the next "Spotlight Member" of our dental society! If interested, contact Heather at Membership@SDCDS.org she will want a photo, about 3 sentences about you and the reason you joined SDCDS.



**SDCDS Hospitality Suite May 17-19**  
**Come join us for Lunch**  
while you're at CDA Presents!

**Where:**  
Avila Room, 4th Floor Anaheim Hilton  
**When:**  
Thursday, Friday, Saturday  
**Time:**  
11:30am to 1:30pm each day  
**Cost:**  
Complementary for Member Dentists  
\$10/person for Member Dentist Staff



### Atkins makes history at CA Senate

Toni Atkins (D-39 Dist.) was sworn in as Senate Pro Tem on March 21 in Sacramento. Dr. Harriet Seldin attended the ceremony. Photo from Aug. 19, 2017: Senator Toni Atkins with SDCDS volunteers at a O'Farrell Charter School health fair she co-sponsored with Assemblymember Shirley Weber. L-R: Drs. Shasta Prater, Susan Nguyen, Senator Toni Atkins, Drs. Tom Olinger, Harriet Seldin, Robert Hanlon, Jr., and Parvathi Pokala. Atkins is the second Senate Pro Tem from San Diego County and "is the first woman and the first open member of the LGBTQ community to lead the California Senate." {source: sd39.senate.ca.gov}. Patricia Bates (36 Dist.), whose district includes Orange and Northwestern San Diego County, is the current Republican Senate leader. That means both Republican and Democrat leaders of the CA Senate are women whose districts include parts of San Diego.



At the swearing in ceremony. Left photo: Dr. Seldin with Assemblyman Brian Maienschein and right photo: with Assemblyman Todd Gloria.

### Victory Fund

Member Dentists Meet with State and Local Legislators at the Victory Fund Brunch. (L to R): Mike Koonce, Dr. Paul Luczenski, Dan Riley, Dr. Lindsay Pfeffer, Dr. Christine Altrock, Dr. Brian Fabb, Kenneth Smith, Dr. Russell Okihara





## CALENDAR PLANNER 2018 SDCDS EVENTS

**May 3** THURSDAY BLS renewal\*

**May 10** THURSDAY Shredathon

**May 31** THURSDAY New DDS Mixer

**June 3** SUNDAY Day at the Ballpark

**June 7** THURSDAY New DDS Seminar

**June 8** FRIDAY Crown Lengthening CE

**July 19** THURSDAY Dental MBA Business series

\* SDCDS members are allowed either the DPA/ Infection control seminar or a BLS renewal for FREE. Go to [sdcds.org](http://sdcds.org) for complete schedule and information

THURSDAY

**MAY  
03**

3CE  
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:** August 30  
**Time:** 6-9PM (registration 5:30pm)  
**Includes:** Pizza and salad  
**Location:** SDCDS Office  
**Sponsored by:** Westpac Wealth Partners

**REGISTER:** Online at [sdcds.org](http://sdcds.org) - Events page. Meg 619.275.7188 or [admin@sdcds.org](mailto:admin@sdcds.org)  
**PRICING:** SDCDS member \$35 or Free\* nonmember \$55 | staff \$45  
\*Take advantage of your 1 free member benefit CE for 2018

THURSDAY

**MAY  
10**

### Shredathon



Sponsored by:



**REGISTER:** Online at [sdcds.org](http://sdcds.org) - Events page. Contact Heather at 619.275.7188 or [membership@sdcds.org](mailto:membership@sdcds.org) with any questions.

**Summary:** Join us for home-made fresh grilled tacos and beverages.

**Time:** 4 to 7pm

**Location:** SDCDS parking lot 1275 W. Morena Blvd.

**Yes:** we will take up to 10 boxes of files, computers, hard drives, televisions, monitors, CPUs, electrical cords.

**No:** do not bring printers, keyboards, mice, fax machines, scanners, or equipment with radioactive material

**Note:** Certified destruction will occur offsite

**Pricing:** free member benefit

\*Members please register to shred, we may need to limit if the count gets too high.

THURSDAY

**MAY  
31**

### Event for New Dentists Mixer



**Summary:** Join your fellow dentists for some drinks and socializing.

**Time:** 5:30 to 8pm

**Location:** TBD

**Pricing:** free



**REGISTER:** Online at [sdcds.org](http://sdcds.org) - Events page. Contact Heather at 619.275.7188 or [membership@sdcds.org](mailto:membership@sdcds.org) with any questions.

SUNDAY

**JUN  
03**

### Mixer Day at the Ballpark



**Padres vs. Cincinnati Reds**

**Time:** 1:10pm

**Location:** Petco Park, at "Sun Diego Beach" behind center/right field.

**Includes:** Hotdogs, peanuts, Cracker Jacks, soda, beer, street tacos & more.

**Pricing:** \$69/ticket

**Sponsored by:**



**REGISTER:** Online at [sdcds.org](http://sdcds.org) - Events page. Contact Heather at 619.275.7188 or [membership@sdcds.org](mailto:membership@sdcds.org) with any questions.

THURSDAY

**JUN  
07**

### Event for New Dentists Financial Seminar



**Summary:** Managing finances, and consolidating school loans at a more competitive rate can save you hard earned income. Come hear about the best rates and offers available to new DDS with student loans.

**Time:** 6 to 8pm

**Location:** SDCDS office

**Pricing:** free



**REGISTER:** Online at [sdcds.org](http://sdcds.org) - Events page. Contact Heather at 619.275.7188 or [membership@sdcds.org](mailto:membership@sdcds.org) with any questions.

FRIDAY

**JUN  
08**

lecture

workshop

3CE  
units

3.5CE  
units

### Lecture/Workshop Crown Lengthening



**Lecture:** 8:30AM - 11:30AM (includes continental breakfast)

**Lecture+Workshop:** 12:30PM - 4:00PM (includes continental breakfast & lunch)

**Location:** Admiral Baker Clubhouse  
**Pricing:** Lecture only: \$55 member/staff | \$79 nonmember. Lecture+workshop (includes materials and free workbook): \$375 member | \$450 nonmember

**Please Note:** 7:30AM check-in & continental breakfast. | Please indicate special dietary needs when signing up for workshop. | Refunds available until June 6.

**Sponsored by:** Bank of America, Benco, Biohorizons, Citibank, Curaprox, Garfield Refinery, Prudential Financial, Ken Rubin, The Doctor's Insurance Broker



**Speaker:**  
James Kohner, DDS

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

THURSDAY

**JUL  
19**

### Dental MBA Business Series



Part 3 of 4

"The Power within your data"

3CE  
units

#### Learning Objectives:

What are best practices around sustaining a data driven culture? How can it be used to help you and the team and what data is important and why?

**Dates:** Part 4 on Sept. 13 (3 CE units per session)

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

**Includes:** Dinner

**Location:** SDCDS office

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



**Speaker:**  
Clay Shubin

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





# San Diego County DENTAL SOCIETY

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