

# FACEETS

OCTOBER  
2018

Oct 3  
Oktoberfest

Oct 5  
Infection Control/DPA

Oct 17  
Women's Workshop

Oct 18  
Retirement Strategies

Oct 25  
BLS

Nov 2  
Emergency Medicine

Nov 8  
Tax Strategies



San Diego County  
DENTAL SOCIETY



volunteerism

David Richards, DDS, PhD and Suzanne Running, RDH managing the periodontal clinic at CDA Cares



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Soulcycle fundraiser a sweat-cess

## 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

support@sdcds.org



2018 Health Fair

## FACETS NEWSLETTER

FACETS PUBLISHED BY San Diego County Dental Society  
1275-B West Morena Boulevard, San Diego, CA 92110  
Members (619) 275-7188; 1-800-201-2811 Public (619) 275-0244; 1-800-201-0244

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## Millennial colleagues and our future

Continuing the conversation, I would like to put our attention on the other Millennials. Yes, the Dentist Millennials, the ones that are already our colleagues and continue to flock to Urban San Diego and flood the supply of dentists. **San Diego County, is roughly 1 per 1000 dentist to population ratio.** If you were to drill down into zip code segments and maybe focus on just the city of San Diego, you would find a less favorable ratio surrounding urban areas (greater than 50,000 population) and somewhat more forgiving ratios in areas outside. Millennials prefer to work in urban communities, whether it be to increase the likelihood of finding a mate, or having access to amenities. This is a strong flip towards satiating personal interests instead of ambitions for high earnings. Doctors prefer urban areas 28% of the time and 6% of the time preferring smaller communities, as opposed to 21% to small communities and 6% urban in 2001. This ratio will continue to diverge. While we do not have the worst ratio in the country, we are not far behind. New Jersey had the worse dentist to patient ratio at about 1 to 800, scary, when you are reminded that the average dental office carries 2000 charts of patients.

Graduating dentists are gravitating less towards ownership and more towards personal ambitions (non career) and extracurriculars. They carry high amounts of debt, which remains a primary burden on the top of the minds of most students. This makes additional practice debt unwelcome. Millennials are more protective of their earned dollar and are more debt averse. They generally are less quick about borrowing from banks. Group practices have become popular and appeal for many reasons. The New Dentist wants to work in a collaborative environment, wants to contribute to a common cause, and wants to have hands-on input to their environment. Expect to see the concept of **"Uber" dentistry** develop. Already in some areas, we see dentists renting booths to care for "select" patients, similar to salon booths. Our

new colleagues cherish their free time, their impact on the those around them, and place less emphasis on the value the dollar compared to job satisfaction.

We are quickly becoming a consolidated industry where the masses want more "bang" for their buck. This is not just corporate dentistry in play, but a result of many preceding economic forces. Do we still blame corporate dentistry for the augmentation of our beloved field? I have found this argument to be more a knee jerk response to our disapproval of the change. The reality is, corporate dentistry exists because there is a market for it. Is it the chicken or the egg? Either way, research and surveys suggest, the lifestyle of corporate dentistry fulfills the needs for many. When surveyed, group practice dentists responded they chose this style of practice, in order of importance **1)** They had no interest in running a business, only doing dentistry **2)** It was the work environment they preferred **3)** The position was immediately available **4)** Student debt payoff concern. I met Gordon Christensen recently and he is not bullish on the private practice model. In fact, he thinks it's dead. He quoted that **40% of practitioners are not in solo practice** and are affiliated with either corporate dentistry or group practice. The model of solo private practice? In his words: "yup, gone." My other friend, Mark Costes of Dental Entrepreneur podcasts which has over 1M listeners, is a little more optimistic. He believes and I agree, that private practice will necessitate that owners be much more entrepreneurial and financially literate in order to survive and thrive. The days of business forgiveness and leniency about profit margins are setting sail. The dichotomy of business person and practitioner will become more evident as the need for education in both will be ever more prominent.

If it's not corporate dentistry's fault, then it's the millennials fault! But wait, wouldn't you make the same decisions? Patients are seeking high value

dentistry and new dentists seek a lower risk way of practicing dentistry. Yes, safer! Less debt, no commitment of ownership, no HR issues, steady income and all around more relaxed. It sounds good to me! While some of us might argue we'd still do it our way, most decisions boil to a risk reward calculation. Dentists are generally risk averse by nature. If the reward risk ratio was this compromised twenty years ago, how many of us wouldn't choose the same path?

So are you prepared to welcome the new dentist into our field? Will you mentor them? Are you qualified and prepared for a collaborative relationship to usher in the new dental graduate? Will there be less owner-operators out there in a decade or just a lot of shark-like owner-operators? Will they all be professional entrepreneurs with MBAs? How much more downward pressure from insurance will we take before margins convince us that millennial decisions were right after all and do we need to do something about it? I don't know, but I do know that embracing our future colleagues, understanding the generation's desire is only the first step to prolonging the beauty of our profession. Our responsibility to dentistry is to ensure that we continue to engage the profession in a way that prolongs and improves its delivery. To do so, we must create the environment in which future dentists are comfortable. Their needs must be met and struggles must be addressed. While I don't know what will become of the dental industry, I do know our views must adapt in order to enable future practitioners. For example, I am proud to see that our dental society is launching a mentorship program. I am excited to see direct value and engagement being planned and created to address the need for community for our younger dentist members.

*Next episode*, I'm excited to share some of the programs and ideas developing in our own dental society to appeal to younger and older dentists alike.



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*Light on dental history:*

## Royal pains: the first Hawai'ian dentists

The 19th Century Territory of Hawai'i had two notable dentist pioneers during the time when kings — and one queen — ruled the (is)lands.

### John Mott-Smith (1824-1895)

NYC-born John Mott-Smith was the Territory of Hawai'i's third dentist, and the first to permanently establish a practice. He became a dentist by studying dental college textbooks on his own.<sup>1</sup> He moved to California in 1849, but when that didn't pan out, he moved to Hawaii. He practiced fulltime in Honolulu from 1851-1856. He became the first editor of the Government-sponsored Hawaiian Gazette weekly newspaper in 1856.<sup>1</sup>

Mott-Smith, a good friend to Hawai'ian royalty, also served as a legislator. King Kamehameha V chose him as Minister of Finance and Minister of Interior. In 1892, Queen Lili'uokalani appointed him "envoy extraordinary and minister plenipotentiary" to lead its embassy in Washington, DC. Mott-Smith tried (unsuccessfully) to renew the "Reciprocity Treaty", which, in a macadamia nutshell, meant Hawai'i wanted to continue its duty-free imports (pure cane sugar, for example), while the U.S. desired to establish an exclusive naval base at a promising harbor named Pearl.<sup>2</sup> He lost his post in 1893 when forces overthrew the Hawai'ian royal government and house-arrested the Queen. Mott-Smith is also Hawai'i's earliest known dentist to have his own Wikipedia page.

### John Morgan Whitney (1835-1927)

In 1869, John Morgan Whitney became the first dental college graduate to establish a practice in Hawai'i. The Dental Society of Hawai'i—today's Hawai'ian Dental Association—elected him as its first president in 1903.<sup>3</sup>

Whitney was born in Marlboro, Vermont. He apprenticed for eighteen months with a dentist in Oberlin, Ohio. Afterwards, he enrolled in Pennsylvania College of Dental Surgery's two-year program and graduated on Leap Day in 1868. While most of his 32 classmates had dissertations titled "Caries of the teeth", "Salivary calculus", "Operative dentistry" and "Filling teeth", Whitney's thesis was the "Anatomy of the human eye".<sup>4</sup>

He moved to Honolulu after a plan to practice in France fell through. In Hawai'i, he "resented with considerable spirit" the physicians who made dental treatment plans for him to follow, as he doubted their "superior knowledge" in dentistry.<sup>3</sup> So did he retreat to a 19th Century safe space? No. He decided to go back to school. Medical School. In 1874, he earned his MD

degree in the six-month program at Columbus, Ohio's Starling Medical College (Ohio State University College of Medicine). See, he said afterwards, only "a part of one-hours lecture was given to the special diseases of the teeth and mouth" in his entire medical school curriculum.<sup>3</sup>

He returned to downtown Hawai'i, limited his practice to dentistry, and fortunately, co-existed with the physicians. In 1877, he practiced at the corner of Fort and Hotel St., which is now a McDonald's restaurant. Whitney was the royal family dentist for Kings Kamehameha V and Kalakaua.<sup>5</sup> An 1888 newspaper article described Whitney as the "toothpuller to royalty", in which a pre-HIPAA Whitney described the dental health of these kings, who both "withstood pain with the greatest of fortitude" and handled "the pain of dentistry well".<sup>1</sup>

In 1892, Whitney served as the first president of the just-established Kingdom of Hawai'i Board of Dental Examiners. He also served as the first president of the Hawai'ian Dental Association.

Whitney said, "Do unto others as you would be done by, use upon others any instrument or appliance that you would be willing under the same conditions to have used upon yourselves is to me a good and safe rule, and make no show about it."<sup>3</sup> Except when it came to the dead. Uh-oh (insert jarring noise of a LP record scratch here). Whitney raided Hawai'ian tombs and took skulls by the dozens for research and dental meeting exhibits.

Note: a version of this article appears in the *Journal of the American Association of Dental Editors and Journalists*.

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Brian Shue, DDS, CDE

EDITOR



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At SDCDS we've been taking leaps and bounds to bring you world class continuing education (CE) right in your own back yard. In May, we were awarded a two-year term of recognition by the ADA Commission for Continuing Education Provider Recognition. The application for CERP certification took nearly six months of staff time, and the presentation or creation of procedures that will assure a high standard of CE going forward.

It is an honor to be recognized in this way, but it also means more work for us. CERP Standards are subject to review and modification from time to time, and we will have to re-apply for certification before our 2-year term is up. The standards demand a high level of research where speakers and their topics are concerned. Objectives for courses are carefully communicated and the level of their achievement is measured by participants at the conclusion of each course. Course content is to be carefully vetted as well as teaching methods.

What this means for you is that your CE certificates will carry the CERP seal, and most importantly, you'll be getting better continuing education. We will continue to offer a majority of clinical courses with a smaller mix of practice management seminars. Our CE Committee is continually in search of the best material to be presented and the best speakers of deliver it. If you have ideas about what you need in your practice, please let us know.

## Welcome New Members

New Member	Address	City	Education
Hiba Abdullah, DDS	No Primary Office		NYU 2015, 2018
Peter R. Ivey, DDS	4082 30th Street	San Diego, 92104	UCSF 2015
Sami Kashou, DDS	6990 El Camino Real Suite O	Carlsbad, 92009	Marquette University, 2017
Alexander Nee, DDS	1540 E Plaza Blvd 205	National City, 91950	UCSF 2010, 2013
Daniel Blanco, DDS	145 S. Las Posas Rd. Ste 182	San Marcos, 92078	Roseman Univ. of Health Science 2018
Maamon Alkaseer, DDS	No Primary Office		Loma Linda University, 2014
Mina Abdullah, DDS	4223 Genesee Ave Ste 109	San Diego, 92117	NYU 2014
Eric Cole, DDS	No Primary Office		Univ. of Louisville '14, UNC Chapel Hill '15
Dina S. Gaggi, DDS	No Primary Office		West Virginia University 2017, 2018
Thien-Kim Le, DDS	No Primary Office		University of Detroit-Mercy 2014



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# volunteerism awards



## Dr. Ronald Fritz awarded Distinguished Humanitarian Award by International College of Dentists

The USA Section of the International College of Dentists awarded the 2018 Distinguished Humanitarian Award to Ronald E. Fritz, DDS, MPH. The ICD stated: "Your superb humanitarian contributions have been many; therefore the USA Section has chosen a special event to recognize these achievements." Dr. Fritz will be presented the award at the annual dinner, which will be held at the Hilton Hawaiian Village luau in Honolulu, concurrent to the ADA annual meeting this Fall. He will also give a presentation on volunteerism called "Service is our calling". The ICD is an "honorary international organization with membership composed of men and women who are not only outstanding practicing dentists, but also leaders serving others in dental societies, dental education, dental research, and community affairs in all fifty states, Puerto Rico, the Federal Services and in over 120 countries worldwide. Congratulations!



## Dr. Irvin Silverstein presented with President's Medallion Distinguished Service Award by A.T. Still University of Health Sciences

Irvin Silverstein, DDS, MEd, of San Diego, California, was presented the A.T. Still University of Health Sciences (ATSU) President's Medallion Distinguished Service Award during ATSU-Arizona School of Dentistry & Oral Health's (ATSU-ASDOH) annual white coat ceremony, July 13, 2018.

"I am very honored to receive this award," said Dr. Silverstein. "The dental degree has the power to change lives as well as public policy. There are many honorable things dentists do for people, and I hope my receiving this award serves as an inspiration to others that they, too, can make a positive impact on society, our country, and the world."

ATSU President Craig M. Phelps, DO, '84, presented Dr. Silverstein the first-time award for his outstanding support and service to ATSU and his positive influence on University programs, students, faculty, and staff from all campuses. The President's Medallion serves as a sign of vested authority in the University's president, and its origin dates to the medallions worn by bishops and abbots as an official insignia of their defense of truth and dogma.

"Dr. Silverstein has positively impacted the lives of students, healthcare practitioners, and patients. He gives freely without expecting anything in return," said President Phelps. "ATSU is honored to recognize Dr. Silverstein's contributions to making the world a better place inclusive of all."

Dr. Silverstein has provided dental care to the underserved for more than 30 years. His humanitarian efforts include development of the Special Needs Program at USC County Hospital, providing pro bono care to special needs patients, assisting the U.S. Navy humanitarian efforts by placing pre-dental students, dentists, other professionals, and pre-professional students on U.S. Navy ships in volunteer clinics, and serving as a leader and mentor. In 2016, Dr. Silverstein received an honorary doctor of humane letters degree from ATSU-ASDOH during commencement ceremonies. Dr. Silverstein has been the recipient of numerous awards throughout his dental career for leadership and humanitarian efforts, and he has been actively engaged with many professional and community organizations (news release).

## ADA Certificate for International Volunteer Service given to Drs. Sussi Yamaguchi, Sarah Silverstein, and Ronald Fritz

The Certificate for International Volunteer Service recognizes ADA members who have volunteered in developing countries to improve the oral health and overall health of individuals, states the ADA.

The 2017 certificates were awarded to the following SDCDS members:

Sussi Yamaguchi, DDS  
Sarah Silverstein, DDS  
Ronald E. Fritz, DDS

"The intent of the Certificate for International Volunteer Service is to encourage and support sustained international volunteer service with the end result of improving oral healthcare in developing countries through activities that will have a lasting effect. Volunteers are encouraged to promote international volunteer service in the U.S., inspire other U.S. dentists to join them or conduct follow-up visits to the same volunteer location."

Recipients of the award must be ADA members and have volunteered a minimum of 14 days of service in a two-year period.

ADA President Gary Roberts, DDS sent a letter to each of the awardees. He stated:

"Your contributions as a volunteer exemplify a selfless and giving nature that is needed in the world now more than ever. The benefits of your service will not be limited to the individuals directly enriched by the generous beneficence of your time, talents, and expertise, but also to those who are impacted indirectly by your compassion.

It is a worthy deed to relieve the pain and suffering of people in disadvantaged countries. By sharing your knowledge with aspiring professionals you ensure that your efforts will outlast your stay. Your ambassadorship fosters goodwill and friendship among nations and elevates the profession of dentistry. But above all, by improving access to oral healthcare you validate the quintessential human right therein, therefore manifesting positive change through your actions and taking an incredible step toward a more just world."

The deadline for the 2018 period was July 1. For more details about the certificate process and to submit a nomination (online only), visit [ADA.org/volunteercertificate](http://ADA.org/volunteercertificate)



Sussi Yamaguchi, DDS on a mission



Sarah Silverstein, DDS, MPH



Dr. Fritz provides care in Nicauragua in 2011



# volunteerism



Brittany Brennan, RDA, a patient, and Joanne Vargas-Velasco, DMD at Restorative.



Orange-shirted Carol Pilmer, and her laboratory crew, leading in the Laboratory section



Brian Shue, DDS, Hoa Audette, DDS with a student and patient in the Restorative Department

## CDA Cares a success in Anaheim

CDA Cares occurred in Anaheim April 27-28, 2018. 1,972 volunteers at this CDA Foundation event provided \$1,537,951 in charitable dental services to 2,019 people. Many SD-CDS members participated, including clinic leaders who wore orange shirts. “In addition to providing dental services at no charge to Californians who experience barriers to care, CDA Cares educates the public and policymakers about the importance of good oral health and the need for improvements to the state’s Medi-Cal dental program.” (source: cda.org). Photos by Dan Witcher, DDS and Brian Shue, DDS.



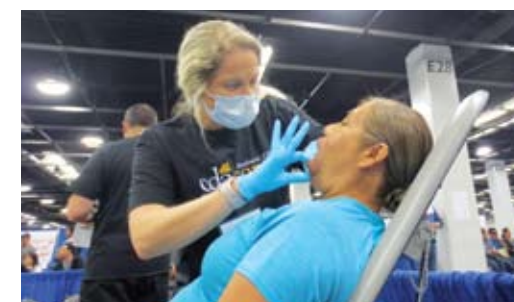
(L-R) James Witcher, DDS, Jouet Witcher, RN, Dan Witcher, DDS



(L-R) Hoa Audette, DDS, Lindsay Pfeffer, DMD, MS, Susan Nguyen DDS, MSD



Orange-shirted leader Pamela MacPherson, DDS with a patient in the Prosthodontics Department



Lindsay Pfeffer, DMD, MS with a patient



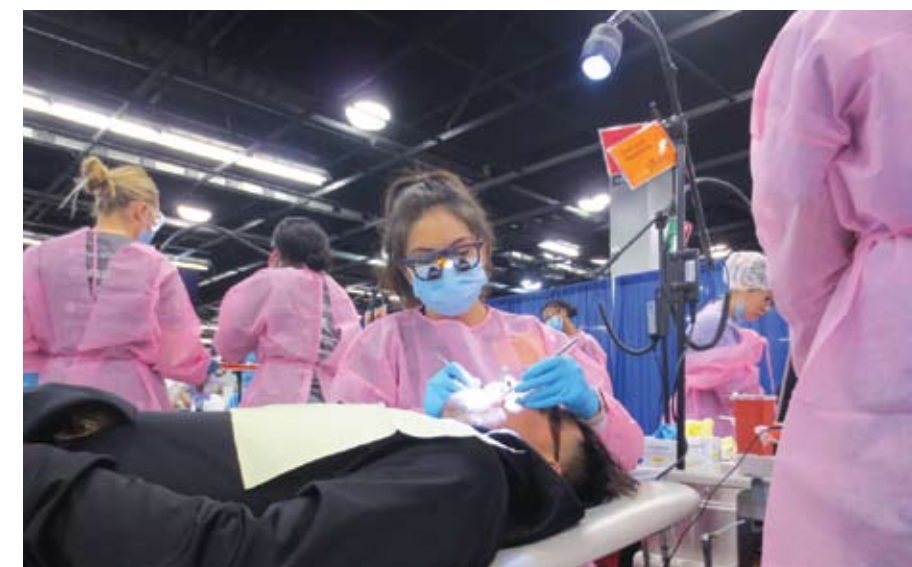
Susan Nguyen, DDS, MSD in the Periodontics Department



Cynthia Quan, DDS at Restorative



Sussi Yamaguchi, DDS provides care to a CDA Cares Patient in Anaheim on April 27, 2018



Marisela Sinclair, DDS



Dan Witcher, DDS, a patient, Jouet Witcher, RN, and an assistant





# volunteerism

## Stand Down for Veterans of San Diego

By Hoa Audette, DDS

On June 29 more than 150 service providers and volunteers participated in the first day of the 31st annual San Diego Stand Down. Veterans Village San Diego was proud to coordinate the three-day intervention program supporting more than 800 homeless veterans and their families with comprehensive services such as counseling, showers, haircuts, medical, dental and optical services as well as providing new tents and access to food at the event. SDCDS members were among the Stand Down's volunteer providers to give a hand up—not hand out approach to hundreds of veterans who have sacrificed to defend our country and now have lost everything and are living on the streets of San Diego.

Historically, the Stand Down allowed battle-weary soldiers a refuge from battle to “stand down” and enjoy a warm meal, take care of personal hygiene, receive medical and dental care, and take some time to enjoy the camaraderie of fellow soldiers in a safe environment. The goal of the Stand Down was to allow soldiers the opportunity to renew their health, spirit, and overall sense of well being. Today, the Stand Down is a community-based intervention program with the same objectives allowing the many homeless veterans, who have suffered from readjustment issues since the ending of their military service, to retreat from the unhealthy environment of the streets and connect with fellow veterans, all under one roof. Music, food, and stories of wartime and civilian life were also shared, allowing veterans time to connect with the community and fellow veterans.

This year, the team from the Naval Medical Center of San Diego and I provided oral hygiene counseling, dental screenings, and treated dental pain and concerns. It was a great opportunity for us to connect with veterans as well as to give thanks for their sacrifices and service. The team from the Naval Medical Center, among other volunteer service providers and community resources, helps provide homeless veterans a place to at least “Stand Down” for a brief weekend and hopefully help guide them towards overall well-being for a life-time.

## Volunteers sought for Navy Humanitarian Missions



On August 20, 2018 the Department of Defense and the US Navy contacted the UCSD Pre-Dental Society Nongovernmental Organization, because they are re-commissioning the USNS Comfort hospital ship and sending it out on a special mission. They are asking us to participate with a very unique humanitarian mission to help with the **Venezuelan refugee crisis** that is facing South America. The plan is for the USNS Comfort hospital ship to deploy around October and return sometime in December. We are now seeking civilian volunteers to join this mission.

This mission is currently being planned. Right now, we are scheduled to land in Colombia, Ecuador and Peru. The UCSD Pre-Dental Society seeks dentists, physicians, pharmacists, optometrists, nurses, dental hygienists, dental assistants, medical assistants, medical and dental lab technicians, pharmacy techs, physical therapists, biomedical repair technicians, sonographers, translators, educators, engineers and all other health-related professionals. Dentistry will be a major part of this mission. If you are interested in volunteering for this mission, please contact us immediately at the emails listed below.

In the past, volunteers did not have to stay on for the entire mission. We do not know the embark or disembark dates, or the logistics at this time. Preference will go to those who can volunteer for longer periods. Volunteers must pay for their transportation to and from the ship. In the past, once aboard the ship, the Navy covers volunteer expenses, including food and lodging.

“It is a great honor that the Navy has selected our civilian NGO to help with this crisis. We have a chance to make a difference and work with many partner nations to help alleviate suffering and save lives,” said Dr. Irvin B. Silverstein, UCSD Pre-Dental Society Director.

Request an application via e-mail at [missionsteam@ucsdps.org](mailto:missionsteam@ucsdps.org) or [dsilverstein22@cox.net](mailto:dsilverstein22@cox.net) as soon as possible to begin the credentialing process and get on our list for new updates as they come in. Credentialing volunteers takes time to process.



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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.



## Dentists Skipping Lunch: Admirable or Unwise?

At a study club meeting the other night, I began chatting with other dentists during dinner before the lecture. We discussed our days at the office. One dentist mentioned that he didn't take a lunch and that this was his first time eating since breakfast. I looked down at my watch; it was 6:30 p.m.

We began sharing stories of our eating habits and what happens when patient care interferes with lunchtime. One dentist had no problem skipping lunch, and I know a colleague who can go a whole day without eating. I know another who won't schedule a formal lunch hour either for herself or her staff. Having been through a residency that required patient care at odd morning hours (or at night — the pager went off at the oddest times) — not to mention driving to a hospital to care for patients in the ER — I know well how sacrificing sleep and food af-

fects a practitioner. Not eating for seven or eight hours while practicing precision dentistry nonstop is an incredible feat. But is it wise?

Medicine has grappled with the issue of sleepless residents for a long time. Can medical residents be sharp and error-free without sleep? I'm not sure the profession has found the answer. But it's common knowledge that driving without adequate sleep is equivalent to driving under the influence of alcohol, and plenty of research supports that fact. And, yet, many of us have driven while sleep-deprived at some point in our lives. It's a given during residency — and when you're a parent.

As far as working without eating, I know operating surgeons can go many hours without eating, relying on their adrenaline to sustain them. Some might leave the operating room for a quick snack

or to rehydrate before rotating back in with other surgeons. Like surgeons, we dentists can lean on others when we need help. Unlike surgeons, solo dental practitioners do not have the option of rotating with one another. We do, however, have the ability to customize our days to accommodate patients and our own needs. We all know how concentration, performance and precision depend on rest, sleep and food. We should also know ourselves well enough to recognize at what point sacrificing one of these things might become an issue.

I applaud my colleagues who go a whole day with no food, but I cannot go beyond three hours without a small energizing snack between patients. I learned my limits a long time ago. Have you?

Reprinted from AGD blog, Aug. 2018



**Above:** Katie Judd presents the board of San Diego Dental Health Foundation with the **Live Well San Diego Initiative Proclamation**. We are proud to celebrate the official proclamation, as we are now a Recognized Partner with the Live Well San Diego Initiative. Its mission is to align the efforts of individuals, organizations and government to help all three million San Diego residents thrive.

**Foundation Highlight:** SDDHF would like to express our sincere gratitude to you, our donors! With your continued loyal support, we are able to continue our mission to fund oral health education and access in our community.



Dr. Strommer believes in the importance in giving back.

*"As a dentist, I believe in the importance of our role in total health and wellness of our patients. With that, I feel it is my responsibility and feel inspired when I give back."*

## Why We Give

Leslie Strommer, DDS may still be relatively new to the San Diego Dental Health Foundation Board, but don't let that fool you — she's been an active Society member for 26 years and a progressive fund raiser and is president-elect of the Dental Health Foundation. A successful dentist for nearly three decades, Dr. Strommer's fundraising began when she launched the 'Crown our Community' project which, in turn, established the 'Dentistry for Humanity' fund. From there, the rest is history. "I met with Lester Machado and wanted to find out how the Dental Health Foundation could help me with this project. We were able to partner with SDDHF to raise \$60,000 with the San Diego Cerec community and help build the John Geis DDS Dental Clinic at VVSD." As the President-Elect, Dr. Strommer is excited to work with new board members and collaborate between the dental society and the dental foundation.

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

## SDCDS Member Milestone 20 year Anniversary

*check out future issues for your name as we go from 5 to 65 years as a SDCDS member*

Nicolo A. Addario, DDS  
Walter D. Andrada, DDS  
Loc Bao, DDS  
Pranab K. Dutt, DDS  
Namita Dutta, DDS, MAGD, FICOI  
Mark A. Evinger, DDS  
Kirsten M. Fenn, DDS  
Eiad H. Haddad, DDS  
Keith C. Henderson, DDS  
Gregg K. Johnson, DDS  
E. Preston Kaenel, DDS

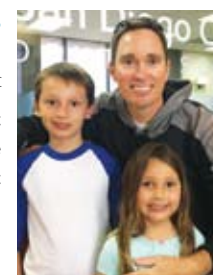
Valerie E. Kaenel, DDS  
Ann M. Kania, DDS  
Graciela L. Lopez, DDS  
Steven Y. Luo, DDS  
Fereshteh Maghsoudy, DMD  
Robert J. Marcus, DMD  
John W. Masters, DDS  
Kimberly McLachlan, DMD, MSED, MBA  
Robert R. McLachlan, Jr., DDS  
Christopher A. Molinar, DDS  
Richard A. Penman, II, DDS

Suzanne M. Popp, DDS  
Sandra E. Primosch, DDS  
Paul Rappaport, DMD  
Mehran A. Raza, DDS  
Tracy A. Taddey, DDS  
Russell J. Toppi, DMD  
John Vuu, DDS  
Carolyn B. Wagoner, DDS  
Khalid M. Yacoub, BDS



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.



## Password usage over time

Passwords remain the primary means for which we protect ourselves and our data in the digital world, whether it's professional, personal, financial or social information. This one piece of information is intended to keep our data private. Since so much of our information has become digitized or stored on computer systems in the current age, the sheer number of password protected pieces of information in our lives has exponentially increased.

I had a recent discussion about data security with a colleague in the dental computer industry and it got me thinking about how much has changed in the past 10-15 years. It used to be there were very few password protected objects in our lives: possibly a home computer system sitting on the desk or a bank ATM card. And if you were an early computer geek and electronic mail or online services in the 1990's like AOL.com or Apple's eWorld, you would have had a username and password to authenticate as you used their archaic and usually unreliable services.

Then internet services became the norm. It no longer required a Computer Science degree to connect to the internet. And as web pages offered many different kinds of services, there became an explosion in the number of places that required authentication to access. Where one password might have been necessary many years ago, users were faced with having to use a password to gain access as well as protect many different things.

Initially, the general public regarded passwords as just a simple necessary for access and wasn't aware of the added need for security. As a result of this, bad password habits developed. In order to remember the large number passwords required in our daily lives, often the same password was used across most every service, regardless the importance of the data. One used the same password to access the internet, access email, access financial information, etc. Sound familiar?

Additionally, that password used was a real "word" that can be found in a dictionary and often it had a personal meaning to the person, in order to remember it. Time marched on and we still need to use password protection. The evidence is clear that faulty password usage still continued, without regards to security, even though data breaches seem to occur on a regular basis, whether on a large or small scale. And with the connectivity of the internet, even a so-called innocuous small data breach can lead to the utilization of stolen information to create even bigger data breaches.

We have progressed over the past ten years. Now, the computer software industry recognized the tendency for unknowledgeable users to use the same password across multiple services, as well as use of a real word as the password. Nowadays, there are many available software tools that can not only create a complicated password for you, but will also store it for you so you do not need even need to remember it. A different password can easily be used for every service accessed. Additionally, these systems can generate passwords that can withstand a "brute force" attack of an infinite amount of time. That is security.

There are many free online password testing utilities that can show the estimated amount of real time that would be required for a programmer or hacker to crack a password based on past, current, or theorized future computing speeds. It's interesting to see how worthless a real word password is versus a complicated high security created password. A password made up of a real word is usually cracked within milliseconds, even with the computing power of 1980's hardware. Choosing a high strength password may take centuries or an infinite period of time to break, with today's computing power.

## 2018 Health Fairs

San Diego Dental Health Foundation is changing lives one smile at a time! This year's Back to School and Community Health Group Health Fairs were huge hits with over 700 attendees and 110 dental screenings combined, our impact was tremendous thanks to our volunteer efforts!



### Golf Tournament

Members enjoyed 9 holes of golf at the Loma Club. Afterwards they were treated to refreshments and a laser demonstration.



### Soulcycle Group ride held to help veterans

Members participated in a group ride at Soulcycle La Jolla on July 13. Over \$800 was raised to benefit the John Geis DDS Dental Clinic at Veterans Village San Diego. Afterwards, riders rehydrated at 'The Wine Bar' courtesy of Ivoclar Vivadent.



### Pierre Fauchard Academy inducts new Fellows

The Pierre Fauchard Academy, "an international honor dental organization dedicated to the advancement of the dental profession", inducted new Fellows to the Southern California Section on May 19 in Anaheim. (L-R) Brian Shue, DDS, new Fellow Thomas Brant, DDS, new Fellow Lillian Liberto, DDS, 2007-2010 Southern California Section Chairman Douglas Cassat, DDS, new Fellow Brian Fabb, DDS, new Fellow Christine Altrock, DDS, and new Fellow Malieka Johnson, DDS. Not in photo: 2009 International President of the Pierre Fauchard Academy Charles Eller, DDS, who is Trustee of the Oral Health Foundation of the Pierre Fauchard Academy, Southern California Section (formerly FPFA).



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](mailto:krpracticesales.com)

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DDS “Could it be an Airway Problem? The story of three patients.”

**November 27th:** 6pm/Scripps Mercy Hospital.  
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619.275.0244

**California Dental  
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ad deadline for the Decemberr issue is November 1, 2018 – 619-275-7188 or [advertising@sdcds.org](mailto:advertising@sdcds.org)



CALENDAR PLANNER  
2018 SDCDS EVENTS

- Oct 03 WEDNESDAY Oktoberfest
- Oct 05 FRIDAY Infection Control/DPA
- Oct 17 WEDNESDAY Women's Workshop
- Oct 18 THURSDAY Retirement Strategies
- Oct 25 THURSDAY BLS
- Nov 02 FRIDAY Emergency Medicine
- Nov 08 THURSDAY Ken Rubin Seminar

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

WEDNESDAY

OCT 03

Oktoberfest



**Summary:** Come have fun and be social. Yummy appetizers and beverages provided!  
**Location:** Coronado Brewing Company, 1205 Knoxville St  
**Time:** 5-8pm  
**Includes:** Oktoberfest Brat Station, German Style Potato Salad, Pretzel Balls and 2 tokens good for any draft beer or beverage.  
**RSVP:** 619.275.7188 or [membership@sdcds.org](mailto:membership@sdcds.org)  
**Sponsored by:** The Doctors Insurance Broker  
**Pricing:** Free for members and 1 guest

FRIDAY

OCT 05

Infection Control/DPA



4CE units

**Speaker:**  
Nancy Dewhirst RDH



**Summary:** An update on regulations concerning the DPA and Infection Controls and how they are enforced. CDC guidelines, ATD's and resistant pathogens.  
**Time:** 8am-12:30pm (7am check-in)  
**Includes:** Cont. breakfast, (please indicate special dietary needs when signing up for workshop).  
**Location:** Admiral Baker Golf Course Clubhouse  
**Note:** No refunds after Oct 3  
**Pricing:** member \$75 nonmember \$99 | staff \$75  
**\*Eligible for 1 free member benefit\***  
**Register:** [sdcds.org](http://sdcds.org) 619.275.7188 or [admin@sdcds.org](mailto:admin@sdcds.org)  
**Sponsored by:** Avitus Group, Citibank, The Doctors Insurance Broker, Garfield Refinery, Ken Rubin Practice Sales

WEDNESDAY

OCT 17

Women's Wellness Workshop



**Summary:** It's not often that we get to slow down and have an intentional conversation around what our best life looks like in the realm of career, family and wellness. This workshop delves into your needs & your wellness...a combination of journaling, reflection, coaching, conversation & connection...  
**Time:** 6:15-7:45pm (5:45pm check-in)  
**Includes:** Refreshments  
**Location:** Future Generations 3355 Fourth Ave, 92103  
**Pricing:** \$33  
**Register:** [sandrakermode.com/wellness-gatherings-for-women/](http://sandrakermode.com/wellness-gatherings-for-women/)  
**Hosted by:** Women's Dental Connection



THURSDAY

OCT 18

Retirement Strategies



**Speaker:**  
Rod Crews



**Summary:** How to save larger sums of money without breaking the bank for employees. How to accumulate \$1M or more in 10 years or less. How to enjoy tax deferred and tax free cash in retirement  
**Time:** 6-9pm (5:30pm check-in)  
**Includes:** light dinner  
**Location:** SDCDS office  
**Pricing:** Free to SDCDS members, nonmember \$50  
**Register:** [sdcds.org](http://sdcds.org) 619.275.7188 or [admin@sdcds.org](mailto:admin@sdcds.org)  
**Hosted by:** Westpac Wealth Partners

THURSDAY

OCT 25

BLS Renewal  
FREE CE\*



3CE units



**Summary:** Register early if your CPR card is expiring; limited spaces available.  
**Time:** 6-9pm (5:30pm check-in)  
**Includes:** Pizza and salad  
**Location:** SDCDS Office  
**Register:** [sdcds.org](http://sdcds.org) 619.275.7188 or [admin@sdcds.org](mailto:admin@sdcds.org)  
**Pricing:** member \$35 or take advantage of your 1 free member benefit CE for 2018. nonmember \$55 | staff \$45  
**Sponsored by:** Westpac Wealth Partners

FRIDAY

NOV 02

Emergency Medicine



6CE units

**Speaker:**  
Dr. Stanley Malamed, Dentist Anesthesiologist



**Summary:** 10 Minutes to Save a Life. Prevention and preparation of medical emergencies involving office staff and a review of office emergency kit (drugs and equipment).  
**Time:** 9am-4pm (8am check-in)  
**Includes:** Cont. breakfast & lunch, (please indicate special dietary needs when signing up).  
**Location:** Handlery Hotel 950 Hotel Circle North  
**Note:** No refunds after Oct 31  
**Pricing:** member \$75 nonmember \$99 | staff \$99 |  
**Register:** [sdcds.org](http://sdcds.org) 619.275.7188 or [admin@sdcds.org](mailto:admin@sdcds.org)  
**Sponsored by:** Avitus Group, Doctible, Bank of America, The Doctors Insurance Broker, Ken Rubin Practice Sales

THURSDAY

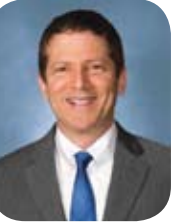
NOV 08

Tax Strategies



3CE units

**Speaker:**  
Ken Rubin CPA



**Summary:** Year End Tax Planning Strategies for Dentists. Income taxes are the biggest expense you have. Most dentists are paying the government over 1/3 of the profit from their dental practice. It doesn't need to be that way! Learn how your dental colleagues are legally and safely reducing their taxes without increased audit risk. 12 reduction strategies that dentists and their CPAs are missing.  
**Time:** 6-9pm (5:30pm check-in)  
**Includes:** Dinner  
**Location:** SDCDS office 1275 - B West Morena Blvd  
**Pricing:** Free  
**Register:** Vanessa 619.299.6161 or [vanessa@kenrubincpa.com](mailto:vanessa@kenrubincpa.com)  
**Hosted by:** Ken Rubin Practice Sales





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