

2023 Volume 5

SAN DIEGO COUNTY DENTAL SOCIETY PRESENTS

Facets

MAGAZINE



A look inside

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Your SDCDS Staff



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Katherine Hobday

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Roseman University of Health Sciences, 2022

Nina Bubalo, DDS
Herman Ostrow School of Dentistry of USC, 2020

Christiane Dammas, DMD
Case Western Reserve University, 2022

Marie Dizon, DDS
UCLA School of Dentistry, 2014

Cherielynne Gabriel, DDS
UCSF School of Dentistry, 2008

Laila Ghatalah, DDS
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Manuel Gonzalez Ruiz, DD2
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Caitlin Grogan, DDS
Midwestern University, 2023

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University of Maryland Baltimore, 2022
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Michael Negrete, DDS,
Mexico-Universidad De La Salle, 2022

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UCSF School of Dentistry, 2023

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Mariam Rassam, DDS
University of Detroit- Mercy, 2022

Viridiana Salas, DDS
Mexico-Universidad De La Salle, 2017

Marzieh Marzieh, DMD
Tufts University School of Dental Medicine, 2023

Amber Stephens, DDS
University of Texas-Houston, 2022

Amir Tadros, DDS
UCLA School of Dentistry, 2017

Sandra Thong, DDS
Loma Linda University, 2023



SDCDS

COMMITTEES



SDCDS prides itself on the leadership and skills our members contribute that make us such a strong organization. Dedicating your time and skills to your local society is one of the most important benefits of membership. By getting involved, you have an influence on the overall direction of the SDCDS.

Editorial Board

Provides oversight for Facets and e-newsletters, which deliver news, features, information, and updates on dental matters to meet the needs of our local dental society.

**Be the Change!
Join a
committee and
make a
difference.**

Recruitment & Retention

Undertakes activities intended to maximize the accessibility, usefulness and relevance of SDCDS's services, programs and membership benefits, which in turn will enhance membership recruitment and retention efforts.

Continuing Education

Offers dentists and their staff quality, affordable CE opportunities so that they may remain current on both their licensure requirements, the latest trends in dentistry, and enhance their professional knowledge and capabilities.

Ethics Committee

Investigates alleged violations, provides interpretations and educates members and the public regarding the CDA Code of Ethics. This committee can act either upon its own initiative or at the request of a patient, a dentist, an employee or an institution.

Well-Being Committee

Serves as a resource to the dental community in identifying individuals who may be impaired through the presence of obsessive compulsive disorders, specifically alcohol and chemical dependency.

All Members are welcome to attend or apply to join, no prior experience necessary!

If you are interested in getting involved please
email Angela Landsberg at director@sdcds.org



SDCDS

President

A note from: **Dr. Tyler Johnson, DDS**

In today's digital era, social media is a powerful tool that has transformed the way we communicate, collaborate, and connect. For dentists, harnessing this power presents a unique opportunity to amplify our impact on the community and grow our practice beyond office walls. This article discusses the various ways we, as dental professionals, can integrate social media into our businesses to effectively navigate dentistry in the 21st century.

Dentists can engage with patients on a deeper level through social media platforms, such as Facebook, Instagram, and Twitter. Regular posts, stories, and interactive content all facilitate a two-way communication that humanizes our practices and promotes a sense of trust and familiarity. For example, content that highlights the positive outcomes of treatments can attract potential patients who may be considering similar procedures. Sharing patient testimonials, behind-the-scenes glimpses, and informative videos can help patients connect emotionally with their dentists. By doing so, we cultivate a positive perception where patients feel involved in their oral health care journey.

“Social media truly has revolutionized the way dentists interact with patients, spread awareness, share knowledge, and engage with our community.”

The consistent interaction of social media builds credibility and a more personalized experience, leading to better patient retention and referrals. Additionally, social media can be used to raise awareness about hygiene. Content that includes brushing tips, common misconceptions, and preventive measures enables patients to take better care of their teeth. Engaging visuals and easily digestible infographics make complex dental concepts accessible and understandable to a wider audience.

Social media bridges the gap between each of us as colleagues as well. Through connections with fellow practitioners on platforms like LinkedIn and X (the platform formerly known as Twitter), we can engage in meaningful discussions, share innovative techniques, and stay updated on the latest advancements in our field. Furthermore, social media is a great forum for dentists to display different techniques amongst peers. Regularly sharing relevant and insightful content can help us establish ourselves as industry experts among our peers and patients alike. When we combine the art and science of dentistry with the power of virtual connection, we as practitioners can elevate our profession one post at a time.



SDCDS & SDCDF

Executive Director

Angela Landsberg

Humans are remarkably adaptable creatures.

We've thrived by evolving, both physically and culturally, to navigate a world that's constantly changing. Some of us remember the days when we couldn't be on the computer and make a phone call at the same time because the internet occupied the phone lines. Now, our sleek phones are an extension of our day-to-day life, serving as computers, cameras, and many other life functions. The platforms we engage in on these devices offer us the opportunity to like, comment or share our opinions on everything from the political landscape to monkeys eating a hamburger.

Our ability to adapt isn't just about gadgets, though. It extends to shifts in social norms, and environments. A few years ago, we were all forced to reevaluate the way we lived and interacted with the world. Remote work became the norm for many, online shopping skyrocketed, and we all became handwashing aficionados. Face masks became a fashion statement, and social distancing turned into a daily mantra. Zoom is now a noun and a verb, and prior to 2020 "share your screen" would have been a confusing term for many of us.

The San Diego County Dental Society is also adaptable, and as such, has taken steps to modernize by moving to a hybrid work environment. Beginning October 15th, SDCDS began operating partially remote and partially out of a coworking space located at 4747 Viewridge Avenue in a space called Ignite, Sparked by BBB. Our staff is available 5 days a week 8 AM- 5 PM by phone or in person if requested by email. The Ignite office offers plenty of free parking and is centrally located along the 15 freeway, off of Balboa Avenue. Some CE classes and events will be held at the Ignite building. Others will be held off site to better accommodate our members who live county-wide.

Our workspace at Ignite is available for a minimal fee for any member who wishes to use it for staff training, meetings, or events. This new hybrid work environment provides our members with the same accessibility to staff but increases the benefits we can offer our members.

Please make an appointment to stop by or attend one of the upcoming events we have planned at the Ignite space.

We look forward to seeing you!



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More Than Just Malpractice

Written by: Dr. Diana Heineken, DDS

If you are the average dentist, when you hear TDIC (The Dentist Insurance Company), you think of malpractice and patient disputes. TDIC has resources beyond the reactive component to a legal dispute such as an advisory component for all member dentists. Just like in dental health, prevention is key.

I had a long conversation with Samson Landeros, a representative from TDIC, to get some insight on what most dentists don't know about their member benefits. We must not forget, TDIC was created FOR dentists BY dentists in 1980. Insurance companies during the 70's were not flexible or adaptive to the landscapes of the evolving dental industry and were unable to provide custom plans that truly benefit the working dentist. With that vision in mind, TDIC was born. Since then, TDIC and TDIC Insurance Solutions (the brokerage) has grown to become a one-stop shop for malpractice, health, life, disability, and business policies. TDIC Insurance Solutions works with A-rated carriers to provide additional insurance options and the dental society advocates for relevant products at a competitive price.

So far, we all know about TDIC and TDIC Insurance Solutions as an insurance broker. But what else do they help us with? I decided to break this down into different career stages of the average dentist.

New Dentists:

It can be such a whirlwind finishing up school and figuring out the next chapter as a practicing dentist, and you need the support of TDIC/CDA to make sure you have all your bases covered. Take advantage of getting transitional insurance advice such as enrolling into health insurance (after losing school insurance), disability insurance at a discounted rate, and also a malpractice policy that grows with you. TDIC Risk Management Dept's Analysts can also provide feedback on associate contracts to ensure there's no strong language that restricts your freedom to leave, how you get paid, or how you practice.



Mid-Career/Practice Owner Dentists:

TDIC Insurance Solutions serve as trusted insurance advisors, and can help re-evaluate policies you picked up early in your career and ensure the benefits still match your current needs. A common rule in insurance is to always update your broker when a major life event has happened such as kids, new job, marriage, etc. The TDIC Risk Management Dept's analysts can advise you on being a W-2 employee Vs. 1099, how to incorporate, risk seminars, compliance, consent forms, and much more.

There's a wealth of knowledge when it comes to handling patient complaints, online reviews, HR and employment protocols, or even creating associate contracts for your practice. More recently, TDIC has provided more risk seminars and now offers a policy on Cybersecurity (data compromise) called Cyber Suite Liability since it is starting to become more of a prevalent issue in dentistry today. TDIC works hard to focus on staying at the forefront of our industry.

Retiring Dentists:

As you gear up to ride off into the sunset of retirement, TDIC can help tie up loose ends with malpractice and your practice transition. What are your responsibilities to your practice/patients when you sell? What are common pitfalls in the sell/buy phase in the marketplace? It is important to review your investments in your policies that you have been paying into since early in your career and cancel policies that are no longer relevant.

I would be remiss to not mention one of CDA's best services- the Practice Support Center . This is one of the most widely used service in CDA, totaling about 5000 calls in 2022 (up to 6500 during Covid!). If you run into an issue with your employer, your staff, your patients- when in doubt, call and get some advice on how to handle the next steps. Some hot topics are: am I liable for my employer's business practices (i.e. assistants doing more than their credentialed to do, bad dentistry, etc), how do I handle a disgruntled patient, or how do I fire a bad employee.

“TDIC is an insurance company that is dentist-centric!”
– Samson Landeros.

CDA at a Crossroads

Written by: Dr. Carol Gomez Summerhays, DDS

The California Dental Association is at a crossroads...to “Divide or Unite” ... to “Move Forward Together “or to “Move Forward Alone”.

What if CDA members could opt to cancel their ADA membership? Proposals have been made by CDA leadership to suggest making significant changes to the By-laws of the Tripartite: National, State, and Local Components that would make membership in the American Dental Association optional. This would clearly be a mistake. How does that serve our profession or the public?

Unity in American dentistry spans over 100 years when the Tripartite was established. Unity in the ADA as the largest national dental association has elevated our voices and effectiveness to advance the art and science of dentistry and improve the health of the public. Unity has been our greatest strength in maintaining the highest standards for the profession so we may bring the best care for our patients.

Let's take a brief look at the history of the California Dental Association and the American Dental Association.

1859: The American Dental Association is formed

1870: CDA organized as the California State Dental Association

1885: The Southern California Odontological Society was formed and would later be recognized Southern California Dental Association (1898).

1912: The Tripartite membership concept is adopted to grow membership and unify the profession

1949: The California State Dental Association and the Southern California Dental Association become two separate chartered members of the Tripartite, which at the time allowed more than one charter.

The new charter was received by CDA's new President, Dr. Burt Press, as one of his first official duties, “who was so moved by the historical event, charged the (CDA) officers and delegates to ‘prove that California Dental Association is indeed a unified organization with the interests of the patients (the public) at heart’”(ref.JCDA #7). Dr. Burt Press would go on to become President of the ADA in 1982-83.

History shows that CDA recognized the power of a unified organization through the ADA Tripartite. Fast forward to 2023, the CDA Board of Directors proposes making changes to the ADA By-laws effectively weakening the Tripartite System that has unified our profession for over 75 years.

It took 75 years and extraordinary effort by dentists leaders to unite the two California dental associations into one CDA. The year was 1973. CDA was adopted as a new charter of the American Dental Association. The President-elect at the ADA at the time was Dr. Carlton Williams, member of the San Diego County Dental Society, “who challenged the new CDA to act as a unit rather than two halves” (ref.JCDA #7, July 1973).

The basis for this first proposal was Edge's research “Mind of the Dentist” commissioned by CDA that asked the question “Would you be willing to be a dues paying member if there was choice among the ADA, CDA, or Local Components. In other words, if membership was optional in any of the three categories of the Tripartite.

CDA Leaders chose to focus only on ADA membership as being optional and proposed this to all CDA members via a YouTube message with no mention that 42% of those surveyed would also choose not to pay CDA dues. I understand the sentiment. I have not forgotten my challenging years as a young dentist to make ends meet. Any item that was listed as “optional” on my dues statements was not selected.

CDA's research and proposal comes on the heels of the worst pandemic in the history of the United States. Everyone experienced loss of loved ones. California lagged in its recovery and dental offices have not reached pre-pandemic levels. Dental students were especially impacted by two years of modified dental education. They question their futures. The research is snapshot in time.

- “Gallup, in its “State of the Global Workplace: 2022” report, found that, along with dissatisfaction, workers are experiencing staggering rates of both disengagement and unhappiness. Sixty percent of people reported being emotionally detached at work and 19% as being miserable. Only 33% reported feeling engaged — and that is even lower than 2020”
- “HPI: Dentists working harder than ever with fewer returns Despite being busier than ever, dentists’ incomes aren’t showing it, according to data from the ADA Health Policy Institute (HPI).

—Melissa Busch, Dr. Bicuspid, Aug 14th, 2023

The ADA reached its peak in 1970 with an enviable 96% market share which currently stands 59%, much higher than most professional organizations. The AMA reached their peak in 1959 with 75% market share and now stands at 25%. Most current thinking attributes the decline in membership organizations primarily to generational change.

Have we taken the time to better understand these hard trends which are the real cause of declining membership and how to address them?

The ADA is currently undergoing a period of transformation and proposing membership choices that provides options while ensuring that our unity stays intact.

In November the CDA House of Delegates may be asked to vote on a resolution that has the potential for division. Will you stand for division or unity?

I stand for unity.



Let Me Introduce

Let Me Introduce is an ongoing column featured in Facets to introduce us to the many members that make up the depth and breadth of the San Diego County Dental Society. We hope you enjoy getting to know your colleagues better.



Interviewed by: **Dr. Malieka Johnson, DDS**

"It was my absolute pleasure to interview Dr. Joseph Zeidan for this issue of Facets. Dr. Zeidan is an Oral Maxillofacial Surgeon practicing in the UTC area. He recently purchased his practice from Dr. Rick Yamada and wanted and has really enjoyed being a part of the San Diego dental community. During the course of our interview, I also learned that Dr. Zeidan is an avid learner and likes to challenge himself. He also has a huge heart for missions and giving back. **Please meet Dr. Joseph Zeidan.**"

So, tell us a little about yourself. Where are you from originally? Where did you grow up?

I am originally from Hayward, CA. I grew up in Hayward and lived there through college.

Are you from a big, medium-sized, or small family?

I come from a big family. I have a brother and two sisters and I am the youngest sibling.

What was one of your favorite childhood memories or activities?

Going to Yosemite or Lake Tahoe. We went to one of them almost every summer. I loved going on hikes around Yosemite and there is so much to see.

Where did you complete your undergraduate studies? What did you major in?

I completed my undergraduate degree at San Jose State University with a bachelor's in biology and a minor in Chemistry. I also completed a Humanities Academic Honors program which I really enjoyed.

What was your "aha" coming to dentistry moment? How did you choose this fine profession?

I wanted to help people. Dentistry gives a lot of flexibility to focus on areas that you are passionate about.

There's always room for growth and to learn new things. I had initially planned to be an engineer but going into dentistry has allowed me to directly help people.

Where did you attend dental school? What year did you graduate? Residency?

I attended Nova Southeastern University for dental school, and graduated in 2010. I completed my Oral and Maxillofacial Surgery residency at Yale New Haven Hospital. Following that I completed two fellowships, one in Pediatric Craniofacial Surgery at Florida Craniofacial Institute with Dr. Pat Ricalde, and the second one in Cosmetic & Reconstructive Surgery with Dr. John Griffin.



What do you love most about dentistry?

Helping patients. There is so much that we can do for our patients and it's constantly evolving. I love learning and reading journal articles. I always come back refreshed and excited from scientific meetings. I really enjoy the technical aspect of dentistry. There is so much detail in our procedures and there is always an opportunity to learn and do better.

Specifically, within Oral and Maxillofacial Surgery, I like to perform extractions, implants, and bone grafting. I'm also really passionate about orthognathic surgery. I had it performed on myself and hope to make it more of a component of our practice. The effect it can have to change someone's life is really profound.

Do you own your own practice?

Yes, I own an Oral Surgery practice located in the UTC area of La Jolla adjacent to UCSD. I purchased the practice at the end of January and it's been great. I love the location and the transition went really well. The previous doctor, Dr. Yamada stayed on during the transition and has been a great mentor.

Are you married? Have kids?

Yes, I am married to my beautiful wife and best friend Nadera. We have our first-born baby girl Marina on the way, due soon!



What do you enjoy doing outside of dentistry? - Family, Hobbies, Talents, volunteers, etc.

I love the outdoors, especially going to the beach and hiking. I love traveling and exploring new places.

What is one thing on your life bucket list that you have fulfilled and one thing yet to be fulfilled?

I've always wanted to travel to the south Pacific. It seems like such an amazing region.

Do you volunteer in dentistry? Are you involved in the dental society or other forms of organized dentistry or dental missions?

I volunteer with Fresh Start Surgical Gifts here in San Diego. I wanted to dedicate part of my career to regularly going on mission trips and it's great that there is an opportunity within our community. I met a doctor here who is part of the team and recommended I participate. It has been a great experience and I'm glad to be a part of the organization. They provide a wide range of surgeries at Rady Children's Hospital for children in need. I was also a volunteer faculty member for the UCSF School of Dentistry and supervised dental students, as well as dedicating significant amounts of time to teach and train junior residents while in residency.

How has social media benefited you as a provider?

It has opened my eyes and expanded my horizons regarding different procedures that are being performed. It inspires me to investigate techniques that are posted and to read the literature on that subject. Some of the procedures shown are really great, but some of it is questionable, and we have to explain that to our patients. As for our office, we are working on using it as a practice building tool.

Do you have a favorite or life quote?

Hard work always pays off. Even if the success isn't immediate, the lessons learned will come into play some day. This is my own life quote.

If a fellow dentist wants to reach out to you can they email you?

*Yes absolutely! I can be reached at:
drjosephzeidan@gmail.com*

The more we learn about one another and the more we come together around our commonalities and our diversities the more we grow and thrive as a community. That's how we build not only our collegial network but it is one way we can build friendships. We hope you like this new series. Enjoy getting to know someone new each issue. We are in this together!

- Dr. Malieka Johnson, DDS

Stand Down 2023

Written by: Hoa Audette

Members of the San Diego County Dental Foundation and San Diego County Dental Society were among the 800 volunteers and 50 community partners who participated in the 34th Stand Down event to help homeless vets during the three-day event on July 20 weekend at Pechanga Arena.

The Arena was transformed into a village providing shelter and meals for veterans, with connections to critical resources, including medical, dental, vision and legal services. San Diego County Dental Society dentists were among the Stand Down volunteers to give a hand up (not hand out) approach to hundreds of veterans who have sacrificed to defend our country and who now have lost everything and are living on the streets of San Diego.



Historically, a Stand Down event allows battle-weary soldiers 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 Stand Down was to allow soldiers the opportunity to renew their health, spirit, and overall sense of well-being. Today, 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 combat of the streets and connect with fellow veterans, who have shared similar experiences, under one roof.

In partnership with Healing of California, 28 dentists and hygienists, along with 28 supportive volunteers, treated **69 veterans** for this year's Stand Down. Healing of California's volunteer manager, Oriana John, and her team, were present days prior to the event and after to set up and breakdown, allowing dental providers to focus on treating patients. For three days, homeless veterans and their families were able to "Stand Down" and receive basic services like personal hygiene, counseling, and medical and dental care. Over 105 treatments were performed, including x-rays and exams, deep cleanings, fillings, extractions, and treatment of dental emergencies.

For many homeless veterans, dental insurance is not part of their overall medical plan. Many veterans at the Stand Down event are homeless with poor oral hygiene and limited to no access to dental care. Many attend hoping to find relief after dealing with pain for years. One veteran just wanted his front broken teeth to be "fixed" so he can go on job interviews. Dental concerns such as these make it difficult and challenging for homeless veterans to move through the world.

Veterans treated were so appreciative that they became teary-eyed when their pain was removed, and their broken teeth restored. Some even asked to take pictures with their new smile. San Diego County Dental volunteers were able to provide more than just dental treatment. In return, it was a great opportunity for the dental providers to connect with veterans as well as to give thanks for their sacrifices and service.



Influencing in Dental School

Q and A with Student Dentist Kristina Padilla

Interviewed by: Dr. Yvette Carrillo, DDS

Kristina Padilla (@theflossylife) is originally from Van Nuys, CA. She Graduated in 2019 from UC, San Diego with a degree in Pharmacological Chemistry and a minor in Business. She is a fourth-year dental student at Loma Linda University School of Dentistry



What inspired you to get started on social media as early as a dental school student?

I wanted to create a channel where I could share insights, tips, and motivation for pre-dental students. When I was a pre-dental student, I had a hard time figuring out how to navigate the application process or even understanding what dental school actually entailed. Once I got in, I wanted to share everything I learned in the process and give pre-dental students a first-hand look at what life is like as a dental student.

That's very inspiring, so you wanted to help others like pre-dental students navigate the process by showing your journey? How did you learn what to post/ not to post?

When posting, I try to think about my target audience and what they would like to see or hear. Right now, my target audience is pre-dental students, so I focus on sharing my day-to-day life or tips on how to handle certain aspects of dental school.

That makes sense. Do you have a theme with fonts, colors etc.? How did you pick what your "brand" was going to be?

Yes, my goal with my Instagram (account) is to create a positive uplifting dental page. To me, this means wellness, shades of pink, and all things dentistry.

You know I love pink. I would have loved to see more faculty in pink as a dental student. Have you gotten any pushback from faculty or other classmates/doctors etc.

I have not. I strive to maintain a very professional page. Additionally, many of my classmates have their own dental Instagrams, so instead of pushback, I've actually received encouragement.

Oh, that's so amazing. I have really loved seeing current students and former students showcase their day to day. It helps me and other attending feel more connected to what's going on in student's lives. Do you worry a future employer will or won't hire you because they have access to your social media account?

I do not. In fact, I have my Instagram handle on my CV. I believe my page reflects who I am as a person and a dental student/dentist. Rather than seeing it as a hinderance, I hope my page helps my future employer know who I am as a person. Then, if they like me, I know I will end up in the right place.

That is very true, social media does act like a CV. Do you use any social media platforms to learn about dental procedures?

I don't actively seek dental knowledge through social media, but I have unintentionally learned a lot through Instagram. I follow many dentists and regularly have my feed filled with

different procedures, before and after's, etc. Usually, procedural details are not shared since their pages are geared toward patients for the most part, but it usually sparks my interest to seek knowledge outside of Instagram.

There is truly so much dental content out there. What dental accounts do you like to follow?

I like to follow dentists that specialize in anterior cosmetics. I love seeing the different treatment plans they come up with and love seeing the patients' reactions. Additionally, I study how they use their Instagrams to share their work and market themselves.

That's smart, it can be very inspiring for someone like you who is about to finish their dental school training. Do you limit your time on social media? For example, leaving time for studying, exams, family life etc.?

Definitely! My education always comes first. Personally, I see my account as a fun side project. I post when I have inspiration and do not put pressure on myself to be an influencer as a busy dental student. With this mindset, my following has inevitably remained smaller, but setting boundaries is important to stay focused while I am in dental school.



Reel Them In

Written by: Dr. Fina Madrid, DDS

Dr. Fina Madrid (**@yogidds**) graduated from La Salle Dental University in 2010, and became a USC faculty professor in 2013. She has owned Pristine Dental Group in North Park, a general and cosmetic dentistry office for four years.



In 2018 I started a blog and instagram page **@yogidds** about the benefits of Yoga for the dental practitioner, given that we tend to frequently have upper and lumbar back pain. Upon quickly gaining traction and followers, I understood the power of social media and having an online presence. I was also able to recognize that a strong online presence allowed patients the opportunity to have a glimpse into our practice and see our expertise before even stepping foot into the office. For example, I began by showing before and after videos about whitening procedures and cosmetic cases.

During the global pandemic, many patients felt uneasy coming into the dental office. These educational videos are a safe way to show what procedures we offer in the office, so I started showing and sharing more educational videos. I feel that my strong online presence has translated into my practice. Specifically, because my focus on social media as a dentist is showcasing health and wellness, I noticed a big influx of patients that identified with my core values of health and wellness.

After having a strong online presence, I started noticing a shift in my patient demographics, and an influx of New patients per week. Many of them wanted to do the whitening and cosmetic procedures that I specifically showcased on instagram. The patients began to identify with me as well. They felt more at ease since our core values were similar. Now

I see about 3 new patients per day.

3 Social Media Tips with Dr. Charlotte Etesse

Interviewed by: Dr. Yvette Carillo, DDS

Dr. Etesse has been using social media since she graduated from UCLA in 2018 to help attract and educate patients. She has grown organically to over 6000 followers. She loves using the power of social media to build a recognizable image that her patients can trust. Dr. Etesse feels that social media helps prospective and current patients get to know her and feel more at ease when they come into her office.

She is proud to provide a few social media tips for members of the SDCDS looking to start or grow their social media presence:

1. **Identify and execute a vision** for your social media page. Who do you want as followers and why would your page appeal to that target audience? There are many types of dental social media accounts that focus on lifestyle, clinical dentistry, surgery, humor, the business of dentistry, or a combination. Create a vision and follow it!
2. The information you put on social media becomes public, but **do not be afraid to be yourself!** Posting photos and information online can be intimidating, and as practitioners our image is important to maintain the trust of our patients and the general public. However, don't let that restrict you from being you. Many of the best dental accounts share the challenges and issues we face while also celebrating achievement.
3. **Have fun with social media!** Seeing all the wonderful life experiences and clinical dentistry on social media can sometimes make you feel like you don't measure up. Remember, social media is a highlight reel of the best parts from someone's life. Stay positive and engage with others by commenting, liking, and connecting.

Dr. Charlotte Etesse (@charlotte.ettese.dds) is a general dentist and practice owner of Etesse Holistic and Cosmetic Dentistry in Solana Beach, CA.



Follow us!
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How Social Media Helped This Dentist Find a Job

Written by: Dr. Victor Cedillo Felix, DDS

Hi everybody!

I am a 30-year-old Mexican bilingual general dentist practicing at A+ Family Dentistry in San Diego, California. I am licensed to work in California and Mexico. I provide services of excellent quality through continuous education and hard work, based on professional ethics, humility, and honesty.

In my free time, so that I can forget about dentistry and decrease my stress levels, I love to cook and eat at new restaurants, work out at the gym, play racquetball, and golf and see my friends. If you want to learn a lot of restorative dentistry and see more about my professional and life journey you can always follow me on instagram: **@drvictorcedillo.**

Let's keep learning together!

The COVID-19 pandemic was very stressful for everyone for many reasons; for me personally, it was especially difficult because I was laid off due to a shortage of patients. Due to my migratory status, I needed to find a new job in 90 days. If I didn't find an employer and sponsor, I would be forced to leave California and move back to Mexico. I had a really short period of time and had to act fast. I looked for dentist jobs in San Diego in the most common websites like Indeed, Glassdoor, etc. Still, my situation was unique because I was also searching for an employer who would be willing to go through a lengthy legal process and become my sponsor.



So... I did something out of the box. I made a post on Instagram with a photo of me holding a written sign:

Dentist looking for a job!

At first, I was really hesitant and nervous. Looking back, it was the best decision I could have made at that moment.

The results were amazing, as the post received a lot of engagement as colleagues shared the post to their stories. I received so many direct messages from people interested in hiring me. I received around 30 offers to work in the US, I finally decided to work at A+ Family Dentistry where I currently work, and I am so grateful for Drs. Justene Doan and Janice Doan for giving me this opportunity for the last 3 years.

I would encourage dentists to share their work and their journey on social media for many reasons. In learning about dental photography and becoming critical of their own work, social media becomes like a dental portfolio.

This presents new opportunities such as speaking engagements, job opportunities, and article collaborations. New patients can see your work, and know who you are, which builds patient trust.



#Hashtag

Written by: Dr. Yvette Carrillo, DDS

What is a # (hash-tag)?

Formerly known to the boomers as the “pound” button on the telephone, it’s now a quick way for millennials, gen-Zers and Zoomers on their zoom meetings to search for a topic of interest. If you search #SanDiegoDentist on social media, you will find over 30,000 photos of dentists, dental professionals, before and after clinical cases and even some dental surgery photos.

There are various reasons why clinicians use social media: forming connections with colleagues, promoting, and marketing their private practice, sharing clinical cases, or simply just for fun. Hashtags are a quick and easy way to search for photos relevant to your interest or your audience, and for them to find you.

Here is what you need to know about hashtags:

- Just like your email, capitalization doesn’t matter, but can make words stand out.
- Whatever the “hashtag” is, it needs to be a single word, or it’s not included in the hyperlink.
- The shorter the better; quick and easy reads and catchy phrases that maybe rhyme are best.
- Hashtag multiple things, the algorithm is constantly changing but typically **5-10 hashtags** generate the most views on a post.

Not all hashtags are the same. The more photos posted to a hashtag, the more likely you are to come up in a search. Some hashtags will be flagged due to content and not even allow the photo to come up in a search.

Some Social Media Stats:

- **49%** of dental professionals who post and share on social media do not have consent forms mentioning social media or specifically for social media photo usage.
- **70%** of dentists manage their own social media account vs a staff member, professional marketing company, or someone else.
- One patient said they specifically chose their dentist because of social media and 2 patients said they no longer go to their dentist because of something they saw on social media.

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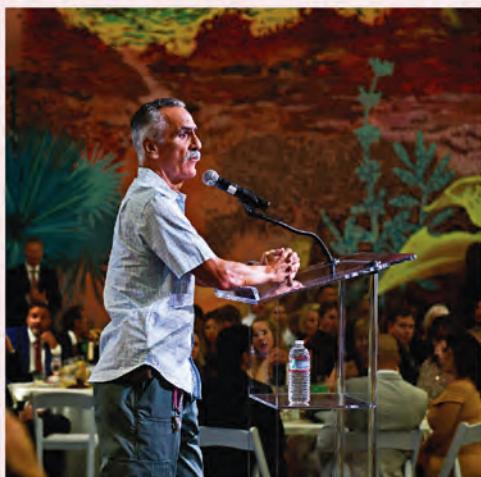






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for another
wonderful event!***









Social Media and Start Ups

With Dr. Georgina Carrasco

Interviewed by: Dr. Yvette Carrillo, DDS

Dr. Georgina Carrasco DMD ([@blyssdentalsandiego](https://www.instagram.com/@blyssdentalsandiego)) founded Blyss Dental, a start-up dental general and cosmetic dentistry practice in Del Mar, CA.



My first encounter with social media was intimidating!

As a start-up, we needed all the marketing help we could get, and everyone said social media was a must. But posting videos of myself was intimidating—I'm not a native English speaker, and my voice made me self-conscious. I mustered the courage to create videos with my iPhone. It wasn't easy, though; I'd redo them multiple times. But I knew sharing authentic content was essential, so I pushed past my shyness. And you know what? It got more enjoyable with every video. Turns out, being genuine and vulnerable is what people appreciate. Social media is time-consuming. I had to get additional help with the support of a virtual assistant.

Social media is a game-changer.

Nowadays, businesses need a strong online presence, or they're practically invisible to the public. Young patients, especially those aged 15-40, look us up on social media before setting foot in our start-from-scratch practice. It's great because they get to know us better even before we meet in person. My favorite thing about social media is that I love connecting with people and inspiring the younger generation, especially females. I want to show them that you can have it all, a thriving practice, family life, yes, it's possible!

Content Inspiration:

My patients are my inspiration for content creation. I listen to their common questions, concerns, and problems, which become the foundation for my educational posts. And my fellow dental colleagues on social media are an excellent source of inspiration too.

Social media pushed me out of my comfort zone and taught me persistence. It's a long-term commitment; you won't see immediate results. There are setbacks as well, like for example, when our account was hacked, and we were unable to recover our content and followers. But you keep pushing forward, and once you start having fun with it, creating content becomes a fun journey. So, stick with it, be genuine, and keep sharing knowledge.

“Building rapport through social media feels like the first step in forging a lasting connection with patients.”

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Oktoberfest

In early October, we got to celebrate our very own Oktoberfest at Second Chance Brewery, and the best part? The beers were on us! A massive 'Prost!' to all our incredible members who came to celebrate with us. You all contribute to making our events amazing and truly

memorable for everyone who attends. This is just one of the many amazing events planned by our R&R committee. Be sure to register for our upcoming events at scdcs.org/events and be a part of the excitement!



A huge thank you to our fantastic sponsors Provide, Total PC, and Coomber Consulting! Their support made this event a success!



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Slate of Officers 2024: Official Notice

On October 6th, we gathered for our general meeting to vote on key positions within our organization. These positions include our Secretary, House of Delegate Representatives, and our Board of Directors.

As we look forward to the upcoming year, we do so with excitement and anticipation. We know that the collective skills, expertise, and dedication of these individuals will play an instrumental role in shaping the future of the San Diego County Dental Society. We're thrilled to announce and congratulate the individuals stepping up for these roles. We are looking forward to working with this fantastic team in the coming year.

Board of Directors Candidates 2024 - 2025:

Secretary:



Dr. Faith Barreyro



Dr. Ghazal Navab



Dr. Robert Frey



Dr. Jose Castillo



Dr. Marc Dentico-Olin



Dr. Heta Bhansali

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Dr. Misako Hirota

Dr. Virginia Mattson
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CHULA VISTA: GP Practice, 3 Ops, Dentrix PMS, Paperless. 2022 GR \$432K. #3343

CHULA VISTA: Ortho Practice. 5 Treatment Chairs, 1 Exam Chair, 21 yrs. Goodwill. 2022 GR \$670K. #3343

ENCINITAS: 3 Equipped Ops, Well-Equipped Ops, GP Practice, 20+ yrs. Goodwill, All PMS. 2022 GR \$323K. #3375

LA JOLLA: 5 Ops, Well-established GP Practice, 35 yrs. Goodwill, 9 hyg. days/wk., Digital, Soft Tissue Laser. 2021 GR \$816K. #3190

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N. COUNTY SAN DIEGO: 5 Ops, PPT, For-Service Holistic Practice, 13 Yrs. Goodwill, Cutting Edge Technology! 2022 GR \$1.2M. #3489

N. COUNTY SAN DIEGO: 5 Ops GP Practice, Dentrix PMS, Digital, Modern Ops. 2022 GR \$1.3M. #3553

OCEANSIDE: 40 yrs. Goodwill, 1971 sq. ft. office paperless practice. 7 Ops, 4 equipped. 2021 GR \$691K with average of 15 new patients each month. #3151

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R and R Committee

Written by: **Dr. Sarah Silverstein, DDS**

Do you enjoy getting to know other members of your community? Do you like to plan events? That's what we do on the Retention and Recruitment (R & R) Committee.

I joined the R & R Committee when I moved back to San Diego after finishing up my pediatric residency at USC in 2018. I joined this committee because I enjoy being part of the planning process and sharing new ideas. While serving on this committee, I have also gained lifelong friends. Dr. Faith Barreyro and I became Co-Chairs of the committee in 2021. As Co-Chairs, we help run the meetings and ensure that the tasks of the committee are being completed. We also attend most of the events that our committee puts together.

As part of this committee, we plan events and activities that we think will benefit our members both socially and professionally. We are the committee that helps to plan all the social events that occur throughout the year including the Women's Tea, Day at the Park, Foodie Tour, Oktoberfest, and the Holiday party to name a few. We have also put on courses for early career dentists including financial seminars, discussions about contracts, clinical pearls from more experienced dentists, and HR updates from CDA's practice support center. Our committee also comes up with new ideas for programs to offer our members such as mentorship programs, hobby groups, and a possible career center for those looking for staff.

The R & R Committee is tasked with planning activities that maximize the accessibility, usefulness, and relevance of SDCDS's services, programs, and membership benefits to enhance membership recruitment and retention efforts. We meet about 6 times per year in the evening for 1.5-2 hours. If you would like to join us, please contact Angela Landsberg at director@sdcds.org.

I would like to thank the San Diego Dental Society for putting on some great social events!

I have been a member for over 16 years and not considered a "New Dentist" but hey, I went to the New Dentist Social event in June which was a Walking Foodie tour of Oceanside. Why not?

These events are technically open to all member dentists. This event was phenomenal! We were escorted around Oceanside, which as a native San Diegan, I must admit I had never roamed around Oceanside before.

We were taken to multiple venues and were served a generous amount of delicious bites and drinks, and given a history lesson about the area. Not only was it a great event with great food and one where I learned a lot about a local neighborhood, but I met a fellow Prosthodontist who actually became my associate at this event! I feel that this event was so fortuitous for me and my new associate! Thank you to the Retention and Recruitment Committee for holding this event!

- Dr. Pamela MacPherson, DDS



L to R: Dr. Benjamin Neal, DDS and Dr. Angela MacPherson, DDS

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Upcoming

NOV 4

Implant Prosthodontics:

Aesthetics, Controversies, Innovations, and Rescue Treatment

The focus will be on clinical techniques for the restoration of implants in the aesthetic zone, controversies in the restoration of implants with fixed options, and a case series of rescue treatments in compromised implant scenarios.

Speaker: Dr. Shoenbaum, DDS, MS

9:00am - 4:00pm

CE Units: 6

NOV 9

New DDS Seminar

Clinical Pearls of Wisdom

Clinical pearls of wisdom are best defined as small bits of free-standing, clinically relevant information based on experience or observation. Our experienced panel of speakers will present 2-3 procedures they struggled with during their career and the best practices that helped them overcome these challenges.

6:00pm - 8:30pm

CE Units: 2.5

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DEC 6

Opioid or Nope-iod?

Webinar

In this class, doctors will gain the skills to identify various pain management options and regulatory requirements for opioids. They will also learn to recognize signs of substance use disorders in patients and develop strategies to manage vulnerable situations.

Speaker: Amy Wood

6:00pm - 8:00pm

CE Units: 2

2024 Events

COMING SOON

Events

NOV 30

The Good Leasing Guidelines

For Dental Practices

In this course, you will discover the critical impact of your office lease on your dental practice's value and longevity. Designed for dentists, specialists, and dental students, this course will give you an introduction to determining your best leasing options.

Speaker: Lewis Gelmon

6:00pm - 8:00pm

CE Units: 1.5



DEC 3

Holiday Brunch

Veloce Motors in Miramar

We are taking a detour from our usual annual holiday party and bringing you a midday party. We will indulge in brunch and refreshing beverages to celebrate this amazing year!

12:00 - 3:00pm



2024 Events

COMING SOON

2024 Events

COMING SOON



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