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San Diego County
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SEPTEMBER
2018

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Dental MBA

Sept 20
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Sept 27
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Sept 29
GALA

Oct 3
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SEE PAGE 7 FOR DETAILS

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SDCDS Ballpark Event photos page 11

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:

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FACETS NEWSLETTER

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

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

RANCHO BERNARDO – 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. 2700 sq.ft. 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!! Periodontal Practice



Mike Hostler

Licensed by the California Department of Real Estate

Chris Pham, DDS

PRESIDENT'S PAGE



Millennials

Dear Members,

From my last article, I said I would continue with a discussion on the future of dentistry. In order to do so, we need to understand who we are dealing with. The Baby Boomer, Generation X, and of course, Millennials sum up everyone we need to be thinking about. For the bulk of this conversation, Millennials will be the main focus of our conversation today. Why the bulk? Well, because they are the bulk. **Millennials are those born between 1980 and 2000.** As of 2015, there are 92M millennials in the United States, as opposed to Gen X with 61M and Baby Boomers with 77M. By 2020, 1 in 3 adults will be from that generation. In 2025 they will be 75% of the workforce. Clearly, millennials must not only be considered, but be primarily considered, when thinking about the future of dentistry. Millennials will impact dentistry not only in terms of patients, but also as colleagues.

Millennials have largely been stereotyped with some rather unpleasant taglines. Living at home in mom's basement, drowning in school debt with tuition remorse, and waiting to get rich with viral YouTube hits. I personally, find these stereotypes to not be useful when thinking about the future. While as a population, there is more truth to some of these claims, it is generally unhelpful when understanding the psyche of individuals.

The millennial patient

Here are some statistics, not stereotypes. Millennials believe less that money is a “good” measure of success as opposed to the rest of the population. They would rather make \$40,000 a year loving their job than \$100,000 with a job they find boring. 19% of them believe people can be trusted, as opposed to 31% for Gen X and 40% for Boomers. The average millennial investor has 52% saved in cash as opposed to 23% for other age groups. Edging out any other living arrangement for the first time, is that they are living with parents. Millennials deal with student debt which is higher than it has ever been. Dental School debt in the US average was 262K in 2016 and is closer to 400K in California. By now, some of you have seen the example of a 1M debt dentist as featured in the Wall Street Journal. When surveyed, they were also found to be more sensitive to price and less so to quality as compared to other generations. Goldman Sachs Research reported that millennials are less likely to own cars, houses, and luxury goods. They prefer access without the burden of ownership.

In 25 years, car ownership will be an anomaly. With Uber, Airbnb and Limebike, is this surprising? Sharing is caring and fractional ownership is not only convenient, but also economically sound. This is a generation that grew up during a time where banks were considered to be irresponsible with the public lending and large chunks of assets were wiped away. They are a more skeptical bunch, prioritizing personal value, community impact and have an affinity to career resources. Further, they seek authentic relationships, want to be connected and involved with the world, and have a flexible life style. So what does this mean for Millennials as patients?

Patient impact

Marketing to patients will change. As we've already seen, the internet has changed everything in how we communicate to the prospective patient. Appealing to most will involve prioritizing the authenticity of the patient experience. It will require we rethink how we talk about money and communicate the value of our services. In addition, the transparency of what we do will become increasingly important to millennial consumers. Remember, this is a discerning bunch that will require trust to be built and that you prove your worth. In economics, they are said to be price elastic to quality of care which will result in dramatically different utility curves in the dental services market. That doesn't mean they just want the cheapest, but they will want the most for their dollar to maximize their preference mix. I don't argue that there is value in higher end, customized dental care. I believe it will be more challenging to communicate this value to the millennial mindset and less important to them on the whole. Fee for service type dentistry will always be a niche, but an even more difficult way for mainstream practices to operate. I'd love to know, how has your practice changed or seen change in light of all this?

Thank you,
Chris Pham, DDS
President San Diego Dental Society

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SATURDAY, SEPTEMBER 29, 2018

6PM ABOARD THE USS MIDWAY

Help us Celebrate our Accomplishments !

So far with your help we have raised over \$300K to build the dental clinic at Veterans Village. We have contributed over 1500 volunteer hours by SDCDS dentists and helped to change the lives of over 1500 veterans as they reintegrated into civilian life. There will be a Reception, Dinner, Dancing, and an Auction as we turn a warship/museum into a party boat. Enjoy the company of your colleagues in our biggest night of the year!

Each ticket helps this valuable program succeed.

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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 area of Bonita with excellent visibility and parking. **SOLD** Practice operated with SoftDent 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

LA JOLLA: General Dentistry practice with 8 Operatories, 7 Equipped. Utilizes Dentrix software with Digital X-rays and an I/O Camera. The practice has 4 day/wk. and the Gross Receipts are \$738K with \$264K Adj. Net Income on a 4 day/wk. 60 years of goodwill, 29 with current owner. Most specialty procedures referred out. Great location in which to live and work. #CA477

NORTH COUNTY INLAND SAN DIEGO: NEW LISTING! 4 Operator Prosthetic Practice featuring Dentrix and Digital X-rays in a beautiful and spacious facility. In an excellent location with great curbside visibility and loyal referral sources nearby. Our seller is relocating. 2017 Gross Receipts of \$737K with \$182K Adj. Net Income. #CA524

SAN DIEGO: NEW LISTING! Family oriented general practice in a busy shopping area with great visibility. 3 Ops, EZ 2000 Software, Digital X-rays, Intra-oral Camera, PPO/FFS, Small amount of MediCal. Seller is Retiring. Excellent Opportunity for a new doctor or a 2nd office location. Gross Receipts of \$253K with \$129K Adj. Net Income. #CA523

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ADA Management Conference

I've just returned from the the ADA Management Conference held in Chicago – an annual event where I meet with the Executive Directors from other state and local dental associations across the country. Every year I return feeling energized about my job and am primed with ideas about how to better run our own local society.

There were two phenomenal keynote speakers: Austin Eubanks was one who spoke about this country's opioid crisis from the point of view of a former addict. He was a victim of the Columbine shooting and he spoke eloquently about the connection between emotional pain and addiction. We are already in contact with him to do a presentation here along with the San Diego Prescription Drug Abuse Task Force to spark a discussion among our dentists about better ways to minimize paths to addiction.

Other sessions are too numerous to mention, but they include a meeting of the Dental Philanthropy Network, Governance, Legal Issues, and Tips for Marketing Excellence. One of the most exciting presentations centered on a new subsidiary of the ADA to facilitate the buying and selling of dental practices among members. The program will use extensively developed profiles from both buyers and sellers to make a match that will work.

The three days were filled with a vibrant exchange of information and the stimulation of new ideas to be tried at home. Stay tuned for the implementation of many of those ideas.

Welcome New Members

New Member	Address	City	Education
Natalie Bailey, DDS	No Primary Office		Marquette '18
Elizabeth Zebian, DDS	No Primary Office		Univ. of Washington '14
Neeta Awasthi, DMD	No Primary Office		VA San Diego '17
Ankur Gandhi, DDS	2619 Clairemont Dr	San Diego, 92117	UCSF '16, NY Montefiore '18
Serena Kurt, DDS	4454 Clairemont Dr	San Diego, 92117	International '09
Christopher Fanger, DDS	4110 W. Point Loma Blvd	San Diego, 92110	Idaho State '17 & OR Health Science '18
Michael Payor, DDS	15731 Bernardo Hts. Pkwy #101	San Diego, 92128	Midwestern '18
Gauri Syal, DDS	6175 El Cajon Blvd	San Diego, 92115	Marquette '18
Jason Cheung, DDS	No Primary Office		UCSF '06, & NY Montefiore '10
Sarah Albayati, DDS	No Primary Office		Univ. of Michigan '18
James Harris, DDS	No Primary Office		UCSF '02



Obituary

Robert J. Fleming Jr., DDS—Carlsbad (May 15, 1953—July 21, 2018)

Bob was born in Bethesda, Maryland. He graduated from Patrick Henry High School, the University of San Diego and Case Western Reserve School of Dentistry in Cleveland, OH. He practiced dentistry in San Diego, was a SDCDS member for 28 years, and later started and served as the Principal and Broker for San Diego Practice Sales for over 20 years (Source: SDUT).

Bob served with the Flying Samaritans for many years providing care at the Children's Clinic in Mexico. He was a member of the nationwide Practice Valuation Study Group that comprised of dentists and brokers. For relaxation, Bob was an avid fisherman and enjoyed golf. "I will miss him, my friend, and best business partner one could have," Mike Hostler said. "And thank you to SDCDS for the support you have given us."

Corrections: Facets made the following omissions and errors in the August 2018 issue:

p. 14 Dr. Donna Silverstein and Jonathan Wong co-authored the article.

p. 15 The bottom right photo caption erroneously states the man in uniform is Ryan Takeda. That person is Lt. Michael Siy.

Shredathon May 10

Our annual Shredathon was held at our office. Files, computers, hard drives, TVs, CPUs, etc. were dropped off and grilled tacos and cold beverages were enjoyed by all. Thanks to our sponsor: Ken Rubin & Company.



SDCDS Board of Directors meeting May 15

Recognition and kudos were given at our society office. Left Photo: Jonathan Wong is honored by outgoing SDCDS President Dr. Thomas Brant. Middle Photo: Passing the torch: Outgoing SDCDS President Dr. Thomas Brant welcomes incoming SDCDS President Dr. Chris Pham. Right Photo: Immediate Past President Dr. Misako Hirota honors outgoing SDCDS President Dr. Thomas Brant.



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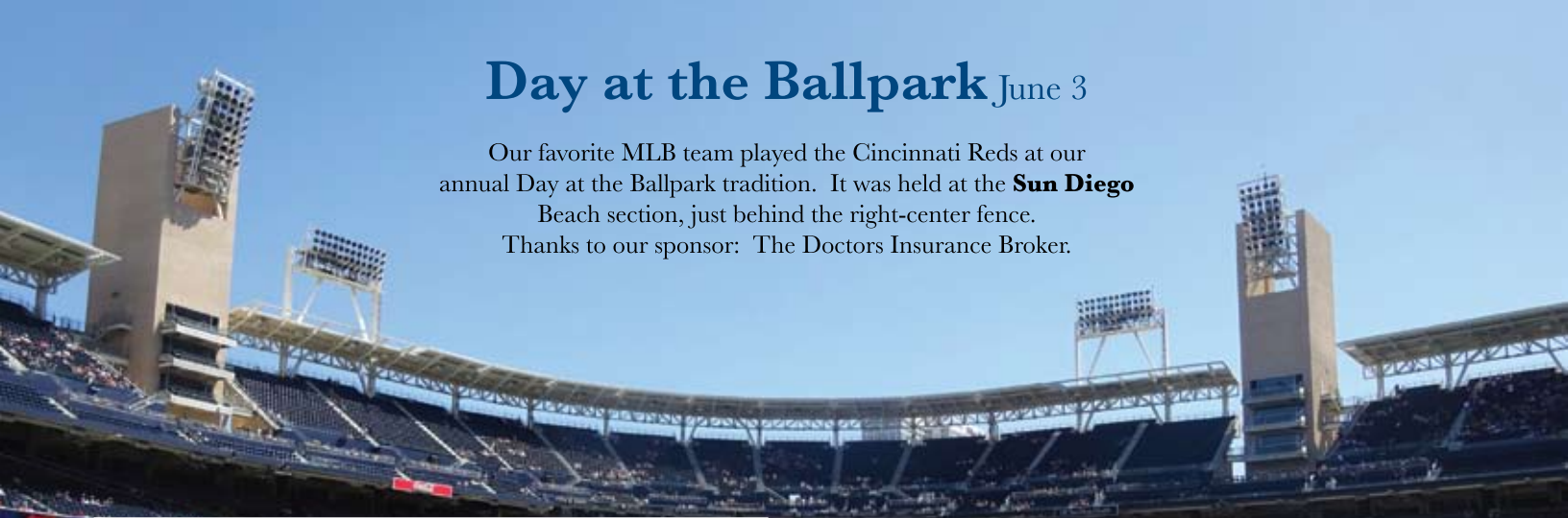
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Day at the Ballpark June 3

Our favorite MLB team played the Cincinnati Reds at our annual Day at the Ballpark tradition. It was held at the **Sun Diego** Beach section, just behind the right-center fence. Thanks to our sponsor: The Doctors Insurance Broker.



CDA Hospitality Suite May 17-19

SDCDS hosted members at our annual luncheon at the Anaheim Hilton during CDA Presents the Art and Science of Dentistry.



ADA President Dr. Joseph Crowley Visits UCSD Free Dental Clinic Project

by Donna Kritz-Silverstein, PhD and Irvin B. Silverstein, DDS, MSED and photos courtesy of Jonathon Wong.

ADA President Dr. Joseph Crowley speaks to pre-dental students at UCSD



On April 10-11, 2018, ADA President Dr. Joseph Crowley and his wife Pauletta came to see the Univ. of California San Diego (UCSD) Student-Run Free Dental Clinics Project's four clinics. He had heard about them and wanted to visit.

While touring our clinics, Dr. Crowley had an opportunity to speak with the Superintendent of the Lemon Grove School District, Board members and the Principal of Lemon Grove Academy. He attended a health elective class given to 7th and 8th graders during part of oral health week, which coincidentally occurred during the visit. For one week, pre-dental students teach dental anatomy and hygiene as well as dentistry as a profession, occupations within dentistry, and the importance of staying in school. This visit was of special interest to Pauletta Crowley, who is a former middle-school principal. Dr. Crowley got to address the students about the importance of oral health.

Dr. Crowley met with the members of the San Diego County Dental Health Foundation and the CEO of Veterans Village San Diego. He also toured the entire VVSD campus, including the new dental clinic, which features state of the art equipment, including a Cerec machine.

Capping off his whirlwind visit, Dr. Crowley addressed an audience of over 300 people, and talked about his path

in dentistry, organized dentistry, and his thoughts about the future of dental care in the United States. Pre-dental students, UCSD Schools of Medicine and Pharmacy students, medical and dental faculty, and practitioners from the community attended. Everyone was able to speak one-on-one with him at the reception afterwards.

The two days we spent with Dr. Crowley and his wife went by too quickly. Our professional and student volunteers, and community leaders were happy that the ADA President saw so many aspects of our unique program. He expressed that our model should be replicated in other cities of the United States, especially ones that do not have a dental school.

The UCSD Free Dental Clinic Project

The Free Dental Clinic Project is part of the larger, transdisciplinary UCSD Student-Run Free Clinic Project which has medical, pharmacy, acupuncture, law, and social work in addition to the dental clinics.

The University of California San Diego (UCSD) Student-Run Free Dental Clinic Project was established in 1999 with the goal of increasing access to dental services among underserved adults and children, including the "working poor," veterans and homeless. At the same time, the program provides an invaluable educational experience for undergraduate

students considering careers in dentistry, dental students on rotations, and an opportunity for dental professionals to give back to their community. As described in our mission statement, the UCSD Student-Run Free Dental Clinic Project, in partnership with the community, provides accessible, quality dental care for the underserved in a respectful environment in which students, dental professionals, patients, and community members learn from one another.

From its modest beginning as a one-site, one night per week project, the Free Dental Clinic Project now operates four UCSD Student-Run Free Clinic sites, providing a combined total of six to eight days per week of care. Patients are currently seen in donated space at the First Lutheran Church in Downtown San Diego, at the Pacific Beach United Methodist Church, and at a public preschool-8th grade Lemon Grove Academy for the Sciences and Humanities. In November 2015, we opened a free dental clinic at Veterans Village representing a partnership between the San Diego County Dental Health Foundation which provides funding, Veterans Village of San Diego which donates space, and the UCSD Free Dental Clinic Project which provides the student volunteers who run the clinic. We are now in the planning stage for a fifth free dental clinic.

At all our clinics, services include free preventive care as well as general re-

storative care and specialty services in endodontics, oral surgery, orthodontics, periodontics, prosthodontics, and pediatric dentistry. All patients of the Student-Run Free Dental Clinic Project are uninsured and do not qualify for or participate in any government-sponsored program. The Free Dental Clinics serve as a safety net for San Diego County. Through February 2018, we have provided over \$9.4 million dollars of free, comprehensive dental care, dentists volunteered over 20,500 hours and pre-dental students volunteered over 141,300 hours during more than 32,100 patient visits. Over 500 veterans have now been rehabilitated at our Veteran's Village Dental Clinic, which has helped them to get back into the work force.

The UCSD Student-Run Free Dental Clinic Project is unique in that it operates in a city that does not have a dental school and is run by pre-dental students under the guidance of professionals. These students serve as clinic managers, x-ray technicians, case coordinators and chair-side assistants to the dentists who volunteer and deliver care in the clinics. Thus, they are exposed to all aspects of our profession, including the lack of access to care and the need to give back to society. Students often make a long-term commitment to the program, volunteering for several years while completing their undergraduate degree or afterwards, prior to acceptance to dental school. Their practical experience and commitment to working with the underserved makes them highly sought after by dental schools. Over 1,100 former students are either in professional school (primarily dental school) or have graduated. Several have returned back as dentists and specialists to volunteer in our clinics.

The UCSD Student-Run Free Dental Clinic Project runs primarily on grants and donations. If you would like to learn more about our organization, please visit our website at ucsdpsd.org



Third Avenue Charitable Organization



Pacific Beach free Dental Clinic

Front row, R-L: Drs. Sussi Yamiguchi & Donna Silverstein;
2nd row R-L: Drs. Irv Silverstein & Dr. Joseph Crowley



Downtown free Dental Clinic



Health Education class at Lemon Grove

On the Lemon Grove Academy program: "They're touched by dentistry every day," he said. Because of the regular access to dental care and education, "It becomes ingrained in them that they can prevent dental disease." -Dr. Crowley, in ADA News (6-5-18).

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.



Dental Talk at the Fish Counter

It was a typical Tuesday night after a hard day at the office and I stopped by the grocery store, stared at the fish display, pondering whether tilapia will win over salmon on that night for dinner. Because I wear scrubs, the “fish guy” asked me if I was a nurse. When I told him I was a dentist, he praised me and asked me if I could shed light on his dental problem. Sure, I replied and he quickly emerged from behind the counter and began to describe the treatment he was undergoing. Knowing exactly that he was eventually going to ask me whether I agreed with his dentist’s treatment plan, I patiently listened and absorbed it all. Sure enough, right on cue, he asked me if I agreed with the recommended treatment.

The truth is, I could talk about dentistry all day long and nothing gives me more joy than to educate patients about our field and what it can do for them. So after a long day at work (where I did talk about teeth all day), I found myself nestled between the fish counter and the tomato stand, describing the benefits of dental implants in replacing missing teeth. Naturally, I explained that I could not comment on his specific situation without diagnostic data, and therefore can only speak in generalities about implant dentistry. But for about 15 minutes, there I was, answering his questions and

reassuring him of his fears and concerns. He was very appreciative that I had taken time to do that and thanked me endlessly for clarifying general dental terms and procedures. We finally went back to the tilapia versus salmon conversation, and he thanked me saying how appreciative he was and how dentistry can be so confusing sometimes. I pushed my cart feeling quite satisfied that I clarified the confusion for someone who wasn’t even my patient.

I’m quite sure that every one of us dentists has encountered a situation in which we have been asked to comment on a stranger’s dental situation in places such as airplanes or social events. All of us have had at least one encounter where we were asked our opinion on why “that new crown my dentist put on feels sensitive” or “doc, what do you think, should I get those implants?” I’ve always wondered if other professions also experience the same situation and how they respond. My physician friend tells me his colleagues are constantly asked to give medical “advice” in public places and joked that it usually happens when they are on vacation.

In reality, many of us may tend to show a curiosity toward another person’s profession rather than their professional

opinion- if I sat next to an astronaut on the plane you bet I’d have a list of questions to ask. On the other hand, with some fields, we might think that this is our lucky chance and have a “second opinion” on medical or dental issues and hear what he or she might think on our case. After all, unlike our new crown, we don’t encounter intergalactic space often enough to ask for a second opinion on it.

We can learn to educate the public without worrying about criticizing our colleagues similar to how we would address a roomful of school children on good home care. We don’t know each child’s specific dental needs and don’t have x-rays but we know how to describe good preventive measures to prevent tooth decay and gum disease.

Ultimately, while some might shun from it, I welcome any person to ask me about dentistry in public spaces so that I may be a reinforcing voice to their own providers albeit with broad terms and concepts. That’s the essence of public health education- sometimes we don’t need to have large organized audiences; the public can approach us at unexpected times, and I came across my “public” that night while buying salmon. Yes, salmon won.

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Help is one call away.

The CDA Well-Being Program

If someone you know or love may have an alcohol or chemical dependency problem, contact a support person near you for 24-hour confidential assistance.

San Diego Well-Being Committee
858.692.4862 (cell)

San Diego County Dental Society
619.275.0244

California Dental Association
800.232.7645

cda



Dr. Lilia Larin appointed to the Dental Board of California

In April 2018, **Governor Brown** appointed SDCDS member Dr. Lilia Larin to the Dental Board of California. “Larin is a general dentist in San Diego and has been in private practice since 1992. She is a Past President of the **Hispanic Dental Association** and the **American Association of Women Dentists** national organizations. She is a current Board member of the **San Diego County Dental Society** and is a current Board member of the **San Diego County Dental Society** chair’s the Continuing Education Committee. Larin is past president of the San Diego Academy of General Dentistry, the San Diego Association of Women Dentists and is a founder and Past President of the San Diego Hispanic Dental Association Binational Chapter. She is a current board member of the AAWD’s “**Smiles for Success Foundation**”.

Dr. Larin has served on the **California Dental Association’s House of Delegates**, CDA’s PAC Council, CDA’s Government Affairs Committee and the American Dental Association’s Political Action Team. She has also served as a board member for **MANA de San Diego** a Women’s Leadership and Mentoring non-profit organization. Dr. Larin is a Fellow of the American College of Dentists and a graduate of the Harvard Business School Club of San Diego Non Profit Leadership Development Program.

Larin earned her Doctor of Dental Surgery degree from Universidad Autónoma de Baja California. Before obtaining her dental license she worked as a Registered Dental Assistant. She has been married for over 30 years and has three grown children. Her two sons are also dentists.”

Source: Dental Board of California: https://www.dbc.ca.gov/about_us/board_members.shtml



Our first ‘SDCDS Spotlight Speaker Series: Prosthodontics’ on April 21 was a huge success. Thanks to our speakers Dr. Koka, Dr. Matosian, and Dr. Singer, our CE Committee member Dr. MacPherson, and Blake Vandenkolk of Nobel Biocare for a great Saturday morning session.

L-R: Dr. Sreenivas Koka, Dr. Pamela MacPherson, Blake Vandenkolk, Dr. Michael Singer, Dr. Alex Matosian

Members give scholarships

Dr. Richard S. Mowry, DMD, Oral and Maxillofacial Surgeon, Chula Vista: For the past 30 years, he has reached out to the community by awarding four \$500.00 scholarships, based on academic merit and perceived future potential. Applicants write an essay and provide academic performance information. 2018 scholarships were awarded to (L-R) Dayna Lin Pham from **Otay Ranch High School**, Alan Lin from **Eastlake High School**, Dr. Richard S. Mowry, Dharma Gutierrez from **Bonita High School**, and Jin Hui Park from **Olympian High School**. They are all to be congratulated on pursuing their college careers. Dr. Mowry said, “Each student was praised for their hard work, leadership skills and their selfless interest to help others in the community.”



Clayton Fuller, DDS, Orthodontist, Chula Vista: The Dr. Fuller Community Service Award for 2018 went to Selena Serna. The \$1,000 scholarship is given to a senior at **Hilltop High School in Chula Vista**. Applicants write an essay about their high school volunteer activities. Dr. Fuller and his staff read them anonymously and vote on who deserves the award that year. At the school’s graduation ceremony, he gives a short speech on helping one another and then calls the winner up onto stage to applause. This year marks the 15th year for the award.



Is your website a copyright infringement risk?

When I started my practice over 16 years ago, the core piece of practice marketing was advertising in the local phone book and in the yellow pages, while having a website was considered an advanced or “high tech” addition. Nowadays, websites have become one of the most important pieces of practice marketing. As a result, the complexity and number of features that a website provides has grown from being a static information provider to a more dynamic information source with chatting services, scheduling capabilities, and providing a coalition of online third-party reviews, for example.

Due to the increased marketing importance, the number of dental practice websites has grown. This growth also brings risks. Copyright infringement is one of these newer risks. While it’s not a new area of risk for a dental practice, the liability or “advertising injury” associated with this risk has grown significantly enough that the CDA’s TDIC business liability insurance even provides coverage for claims of copyright infringement.

Copyright infringement occurs when a website utilizes content that is owned or licensed by someone else, whether it’s text content, images, or even software applications that expand web page functionality. Due to the complexity of creating as well as hosting websites, most dental practices do not build their websites in-house, but instead enlist the services of website developers. And even though practices use web developers to make and

host these web pages, it is the practices that carry the liability for the content. This exposure exists because a web developer must have permission and/or proper licenses in order to utilize certain portions or pieces of content. If not, your practice ends up at risk for a copyright infringement lawsuit should it be discovered your web site has unauthorized content.

Certain interactive or expanded website functions, like online registration or live chat software capabilities, are possible by means of certain portions or pieces of software that are not created by web site developers. If the web site developer is utilizing these functions but does not have the proper licensing established, your website is again at risk.

Due to various tools that can search the web for copyrighted materials, companies are able to discover the unauthorized use of images, photos or other content in web pages. In this day and age, these tools make it more and more unlikely someone will get away with copyright infringement on the web. Possible copyright lawsuits make it very important for a dental practice to have a pointed discussion with their web developer to ensure that all content that is visible (the text, images and/or photos) and not visible (software functions like chatting review generation or third-party integration for patient information gathering) all represent authorized materials. Do not use improperly copied content.



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.



SDCDS Member Milestone 15 year Anniversary

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

Bernabe Barr Ambrosio, DMD	Mariflor S. Duhaylungsod, DMD	Jiyoung Kim, DDS	Anthony T. Pham, DDS
Carmela M. Ambrosio, DMD	Lilinda C. Enano, DMD	Juergen Langenbach, DMD	Robert A. Randolph, DDS
Samar S. Atto, BDS	Violet B. Feldman, DDS	Albert W. Lin, DDS	Adam A. Raschke, DDS
Eugene D. Cataquiz, III, DMD	Aaron N. Fiddelke, DDS	Grant M. Liske, DDS	Deanna Risos, DMD
Rebecca P. Cataquiz, DMD	Timothy R. Garofolo, DDS	Linda A. Lukacs, DDS	Nirav H. Shah, DDS
Nicol R. Cook, DDS	Manmohan Ghale-Mudan, BDS	Zanka D. Mancheva, DDS	Gregory W. Skeens, Jr., DDS
Zenaida E. Cuisia, DMD	Ramin Goshtasbi, DDS	Lynne A. March, DDS	Albert Antonio M. Soriano, DDS
Priyadarshan A. Dabir, DDS, MS	Karina A. Gregg, DDS	Rebecca A. Marsh, DDS	Scott O. Szotko, DDS
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Ray Derakshan, DMD	Ginger L. Hansen, DDS	Rabee McDonald, DMD	Michael R. Thylin, DDS
Eileen O. Dimapilis, DMD	Reza Hekmat, DMD	Ilien J. Minter, DDS	David Toma, DMD
Judemar S. Dimapilis, DMD	Mai-Phuong Huynh, DDS,	Gerald T. Miyamoto, DDS	Jose H. Torres-Uribe, DDS
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Stephanie L. Dixon, DDS	Kazuhiro Kato, DDS	Joe N. Nguyen, DDS	Long D. Tran, DDS
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David R. Duguid, DDS	Hamid Kheradmandnia, DDS	Susan T. Nguyen, DDS, MSD	William R. Wilson, DDS

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, Oceanside, Mission Bay (Bay Park), Rancho Bernardo, Chula Vista, San Diego (2). San Diego Practice Sales 760.599.7828 or sdpracticesales.com

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Medical/Dental Space

For Lease/For Sale in La Jolla

Medical or Dental related Practice suite or business in a small boutique office space located in the center of beautiful La Jolla, CA. Perfect opportunity for psychiatrist, psychologist, counselor, dentist, physician, surgeon, any dental or medical related occupation welcome. Located in medical dental building. Come join these great practices. 612 sq feet, 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

PB Dental office for sale. Leaseholds

Remodeled office, equipment is 2 years old. 2 dental ops fully equipped. Sedation equipment & machine available. 75k OBO. call 425.306.2579 or delisleds@gmail.com

Poway/ Sabre Springs:

GP 3 ops: 2 ops eqp/1 plumbed/wired. Computer, digital great location in strip ctr, Goodwill since 2004. Dr. retiring, motivated/immediate sale. Please call; 858.252.8233

Encinitas Dental Office – Equipped

Encinitas- 4 ops equipped, 1520 sq ft, x-ray units, N2O, flat screens, storage rm. Easy I-5 access. Free parking. Contact 858.395.3080 or jhoffman@san.rr.com.

Practice for Sale by Owner

Only \$199,000. High end practice with 25 yrs of Goodwill, no HMO, no PPO except one, refers out, lots of room for growth, beautifully built condo priced to sell as well in the South Bay. drsamheals@gmail.com

Practice for Sale

Busy Rancho San Diego dental practice for sale. 30 years goodwill. Annual gross \$1.4 million, high net to buyer. Very modern facility with Cerec, digital x-rays, Dentrrix. Available immediately. Seller willing to assist with transition. No brokers please. Contact Kevin Osborn, DDS at kevinosborndds@gmail.com

Class “A” Dental Condo
For Lease/For Sale in San Marcos

1,873 SF - 4 ops – Brand new! First class finishes. Centrally located off SR-78 near major retail & schools. Prominent building-top & monument signage. Contact: Paul Braun 858.410.6388 (RE Lic#00891709)

Dental Practice For Sale \$50,000

Retiring. Digital xrays, Top of the line Pelton & Crane equipment. Turn Key functional or move equipment out Great opportunity at a low cost. Existing rent is \$1,620/mo. jamesrodr@gmail.com, 858.220.5881 Text only no VM.

Lease Takeover San Carlos Area:

Owner dentist seeks \$10 (that's correct, \$10) for transitioning over a practice with an annual gross of 165,000, in San Carlos area. 20 years of Goodwill, only fee for service and PPOs, potential for growth. 3 operatories, 1 Adec, 2 Proma, 2 X-ray units. 3 more years remaining from the lease & possibility of extension. for the 1000 sq feet space. Free parking. email zoe cristina@sbcglobal.net

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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. 818.359.2076, See website, www.inhouseimplantdentistry.com for additional details and dentist testimonials.

Support Services

Anesthesia Associates

I.V. Sedation and General Anesthesia in your office. Board Certified Drs. Marco Savitieri 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!

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Successful Invisalign Day Consulting

Learn how to start 10-15 cases in 1 day. Coordination & Implementation of Invisalign Day. In-Office Training Session, Complete Protocol Manual, Unlimited Email, Phone, ClinCheck Assistance for 3 Months. 858.461.9010 clearconsultdoc@gmail.com

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Full time Dentist

Needed for busy Rancho San Diego practice. Minimum 4 years experience. Proficiency of Cerec required. Very generous compensation package for right applicant. Mon. – Thurs. 8am–5pm. Position available immediately. Fax CV to 619.444.2803 or kevinosborndds@gmail.com

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Equipment for sale

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September 11th

6pm/San Diego Yacht Club

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October 9th

6pm/Scripps Mercy Hospital

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CALENDAR PLANNER
2018 SDCDS EVENTS

Sept 13 THURSDAY Dental MBA
Sept 20 THURSDAY New Dentist Seminar
Sept 27 THURSDAY New Dentist Mixer
Sept 29 SATURDAY Gala
Oct 03 WEDNESDAY Oktoberfest
Oct 05 FRIDAY Infection Control/DPA
Oct 18 THURSDAY Retirement Strategies
Oct 25 THURSDAY BLS
Nov 02 FRIDAY Emergency Medicine

More info about these courses and more
on our events page at sdcds.org

THURSDAY

SEP
13

**Dental
MBA
Business Series**
Part 4 of 4
"Transition guide"



Speaker:
Teri Mcaviney,



Speaker:
Bob Affleck



Learning Objectives:
A complete transition guide for your practice set up and key indicators for buying or selling your practice.
Time: 6-9pm (5:30pm check-in)
Includes: Light dinner, (please indicate special dietary needs when signing up for workshop).
Location: SDCDS office
Register: sdcds.org
619.275.7188 or admin@sdcds.org
Free Course:
SDCDS members only.
Hosted by: Citibank
Sponsored by: Carr Realty, Legacy Practice Advisors & Law office of Cecelia Chen

THURSDAY

Sep
20

**Free Events
for New
Dentists**
Seminar and Mixer



Sept 20 Seminar: Transitions:
The Art of the Purchase, with
speaker Dr. Chris Pham

Time: 6-8pm
Location: SDCDS Office
Hosted by: Burkhardt

Sept 27 Mixer: TBA, join your
fellow dentists for socializing

Time: 5:30pm-8pm
Register and get up to date info:
sdcds.org/events



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
619.275.7188 or admin@sdcds.org
Pricing: member \$35 or take
advantage of your 1 free member
benefit CE for 2018.
nonmember \$55 | staff \$45
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FRIDAY

OCT
05

**Infection
Control/
DPA**



4CE
units

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
619.275.7188 or admin@sdcds.org
Sponsored by:
Avitus Group, Citibank, The
Doctor's Insurance Broker, Garfield
Refinery, Ken Rubin Practice Sales

Speaker:
Nancy Dewhirst



MONDAY

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
619.275.7188 or admin@sdcds.org
Hosted by:
Westpac Wealth Partners

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 beer tokens good for any
draft beer for each guest.
RSVP: 619.275.7188 or
membership@sdcds.org
Sponsored by:
The Doctor's Insurance Broker
Pricing: Free for members



FRIDAY

NOV
02

**Emergency
Medicine**



6CE
units

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
619.275.7188 or admin@sdcds.org
Sponsored by:
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America, The Doctor's Insurance
Broker, Ken Rubin Practice Sales

Speaker:
Dr. Stanley Malamed,
Dentist Anesthesiologist



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