SEPTEMBER 2019

September 12
Shred-a-thon

September 13
Emergency Medicine Lecture + Hands-on

September 18
Succession Planning

September 25
Dental MBA Series ‘Art of War’

September 26
New DDS Social

October 1
Dental MBA

October 2
Oktoberfest

October 11
DPA/infection Control

Legislative Advocacy
ADA Dentist and Student Lobby Day in Washington

(L-R) Harriet Seldin, DMD & Lilia Larin, DDS
PRACTICES FOR SALE IN SAN DIEGO

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You can rely on our proven results, experience, trust and dedication in the S.D. Dental Community.

Selling dental practices is not easy, and there are tons of mistakes newbies will make. Call us to find out the facts before signing any listing agreement.

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 Kearny Mesa: 5 cpsi. 29 years of goodwill. Centrally located in the heart of San Diego. Practice has excellent signage on one of San Diego's busiest streets. Long standing, large, loyal patient base.

 San Marcos: 6 cpsi. Highly coveted north county location in busy shopping center. Relatively new CT scan, digital x-rays and intraoral cameras. Invasive and implants can be added.

 Rancho Penasquitos: 4 cpsi. 29 years of goodwill. Highly visible shopping center location. Office remodeled in 2018 and has digital x-ray and Cerec.

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 Carlsbad: 4 cpsi. Nearly new buildout in superb retail location next to Panorama. Motivated seller wants to downsize.

 Encinitas: 5 cpsi. Highly coveted North County coastal location. Busy medical campus location with plenty of parking. Strong, loyal patient base and well trained skilled staff.

 Sorrento Valley: 5 cpsi. Excellent retail location in busy shopping center just off major freeway. Spacious, well lit, beautifully designed building layout, room for expansion and seller willing to sell.

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EDITORS/Managing Editor:
SDDCS STAFF
Mike Komeya: Executive Director
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FACETS NEWSLETTER
SEPTEMBER 2019

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The International College of Dentists — USA Section, awarded Facets these publications several in Division 2: 2018 Newsletter Award, 2017 Newsletter Award, Honorable Mention 2016 Outstanding Cover

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

Adopt A Patient:
Dentists willing to “adopt” patients (adults & children) for immediate or emergency needs in their office.

Health Fairs:
Dentists, hygienists, and assistants to provide & assist with screenings and education.

To Volunteer:
support@sddcs.org

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Part II
The state of dentistry revisited
One year later

This article is a continuation of Dr. Pham’s review of the state of dentistry feature in the August 2019 issue of Facets.

In 2016, 8.3% of dentists belonged to an ADSO (American Dental Support Organizations aka “corporate dentistry”). In 2017, that number rose to 8.8% and Marko believes this segment of the market is accelerating faster than we likely know. This measure is a crude measure, and it is only reflecting members of ADA who update their demographic information. Our best guess is that corporate dental offices represent at least 15% of our industry. According to Marko, the consolidation in our market is strong and fast.

There are an increasing number of dentists available in the marketplace. This shifts the demand and supply equilibrium towards the favor of the purchaser, as in all industries. Increases in schools and graduating dentists, adjusting for available hours worked, is lowering the strength of the dentist as commander of market price. While baby boomers are retiring, women in dentistry are on the rise, and the available hours by those willing to work is higher than in the past.

At one of Marko’s talks, he presented a chart called the Ownership Premium, which was published in JAMA. It shows the difference in earnings between owner and non-owner doctors. The chart included optometrists, physicians, podiatrists, pharmacists, chiropractors, physical therapists and of course, dentists. In all industries, only chiropractors and physical therapists showed a slight advantage being an owner in terms of compensation. All other groups, besides dentists, showed no financial benefit to ownership. Dentists (slightly) better as this chart, but all signs point to this gap rapidly closing, like all our medical counterparts. Within this chart, hours of management and risk were not factored. I would recommend looking this chart up to confirm that these trends are reflected in your everyday life.

On the provider side, we are also finding 1 in 5 dentists entering into group practice. When looking at dentists under the age of 55, you can expect to see this ratio double in states like Arizona. I would also like to point out that while we often attribute rising student debt as a primary factor in new dentists not entering into private practice (a view I once held), Marko is clear that “he’s not convinced” that the data reflects this view. Rather, it might be the 3rd or 4th factor, but not the driving force behind the decision to enter into a group practice. Marko feels that dentists are just preferring this environment over other practice models.

The good news is, it’s all happening slowly in terms of how long you have to react. Industry experts feel it will be 10-15 years before an inversion occurs. Anyone with kids will tell you, things change in a blink of an eye. In an industry, this fast? I think relative to how much dentistry has changed in the past 50 years, yes. 15 years forward is still a large chunk of a career. Depending on where you are in practice, you get to determine if this even matters to you. There is still plenty of room for private solo practice. Be equipped for the challenges of entrepreneurship and new complexities in our industry’s environment.

The forces mentioned above are new to most of us, but it can be overcome with diligence and grit. I’m typically an optimist, but I will admit that the days of simply hanging a shingle and having a long line of new patients out your door are becoming like unicorns. Unless of course you move to a secret rural town where the rare unicorns still run wild. But who doesn’t like unicorns?

What do you make of this data? I would love your feedback: chrisditt\armada28ymail.com.
Dentists get involved in the legislative process

By Irvin Silverstein, DDS

Many years ago, when I was new to our profession, I did not feel it was necessary to get involved in the political arena. I was more interested in growing my practice. But an older dentist once told me that if you are not at the table, you’ll be served on the table and have to work in adverse conditions. He was absolutely right.

Dentistry is a very noble profession, which tries to help people in many different ways. Unfortunately, there are many influences outside the profession that can direct change and adversely affect or benefit the way we practice dentistry. Many people who directly impact our profession know little of what we do and how we accomplish positive goals. This comes in the form of legislation by national, state, county and city politicians. Fortunately, our professional organizations, the ADA, CDA and the San Diego County Dental Society provide opportunities in which dentists can actively meet and participate in the legislative process. Here are two such examples:

ADA Dentist and Student Lobby Day

The ADA and CDA sponsor members to meet our federal legislators. This year, on April 16-17, there was the annual ADA Leadership Lobby Day in Washington, DC. This allowed our local members to meet in Washington, DC with over 1,100 other dentists and dental students from across the United States. All dentists met with their state’s delegation and the ADA lobbyists to discuss which bills we were going to support with our senators and congress people. This was the largest ADA meeting in Washington ever since the ADA included both the dentists and dental students together in one meeting. This was a good idea as it enables the dentists to mentor our upcoming professionals. Some of the legislation will greatly impact how new dentists will be able to practice.

Also, because all dentists come from different political parties — such as Democrat, Republican, Libertarian or remain independent — they came up with the great idea to create the Tooth party. This party, which is symbolized by a tooth emblazoned with a US flag, tries to bring together dentists from all parties to support issues affecting dentistry and oral health.

The Lincoln-Reagan and Roosevelt Dinners

We have a great opportunity as dentists to engage local, state and federal legislators here in San Diego County. Once a year, the Republicans hold the Lincoln-Reagan dinner at their convention which was held on June 22 this year, and the Democrats hold the Roosevelt dinner at their convention (held on May 11). Local state and federal legislators assemble to give out awards, present speeches and discuss strategies that will be used in upcoming elections. CDA usually sponsors several of our members to attend these meetings. At the Democrat’s 99th annual dinner, we were fortunate to have a meeting and photo with our new Congressman, Mike Levin (D—CA 49th district), who is very interested in our concerns about dentistry in our community and on the federal level.
Senator Atkins visited UCSD, honored Irv Silverstein, DDS

Toni G. Atkins, California Senate President pro tempore, of San Diego, District 39, made a presentation at the Thursday night Special Speakers Series for the UCSD Pre-Dental Society’s students and UCSD Student-Run Free Dental Clinic’s faculty on January 31. She discussed her life’s journey from being raised in Appalachia in Virginia with no access to health care and no indoor plumbing. She considered herself lucky to have had the opportunity to go to college. She moved to San Diego in 1983 and would serve as director of clinical services at WomanCare Health Center.

She has served as San Diego City Councilwoman, Interim Mayor of San Diego, California Assemblywoman, which lead to the leadership of the Assembly, and finally as a leading California Senator. The audience saw Senator Atkins’ passion to help improve society and people’s lives.

Following the presentation, Toni Atkins gave a special California Senate Resolution that honored Dr. Irv Silverstein on a plaque that concludes: “Whereas, throughout his dental career, Dr. Irv Silverstein has been a source of inspiration and guidance, and renowned for the wealth of knowledge that he has generously shared with others, and through his fine work, he has greatly improved the quality of dental services provided to people throughout the State of California and beyond…” and “be extended deep appreciation for his dedication and innovative contributions to the field of dentistry.”

In-house Purchasing Means Huge Savings

SDCDS member Dr. Jenna Khoury claims, “While I am still learning about the full benefits of my membership some 5 years later, I have found that my membership savings through TDSC and TDSF supplies for my practice justify the cost of membership alone!”

Does that sound like it makes sense to you?

SDCDS member Dr. Nick Marongio adds, “I have been using the TDSC platform for supply ordering for the last two years. It continues to evolve, getting better and better and has become my go-to marketplace for dental supplies. The process is easy and the price point is consistently more competitive than other suppliers.”

Although The Dentist Supply Company (TDSC) was started for dentists in California by CDA, it has quickly grown to 46 other states. You would think that our members would be ecstatic over this great shopping platform, but as of July 1st, only 31.8% of SDCDS members have used it. What are you waiting for?

The CDA verifies that each product on the site is from a trusted, authorized vendor. Savings for the dentist who use the shopping site are averaging 20% when compared to the manufacturer’s retail list price.

Welcome New Members

<table>
<thead>
<tr>
<th>New Member</th>
<th>Education</th>
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<tbody>
<tr>
<td>Lisa Lam, DMD</td>
<td>Tufts, 2014</td>
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<tr>
<td>Sriru Kooridiri, DDS</td>
<td>Univ of Oklahoma</td>
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<tr>
<td>Natalia Zoro, DDS</td>
<td>USC, 2019</td>
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<tr>
<td>Nadia Ismail, DDS</td>
<td>Univ of Texas, 2019</td>
</tr>
<tr>
<td>Erin Kelling, DDS</td>
<td>Univ of Minnesota, 2007</td>
</tr>
<tr>
<td>Abraham Yagoda, DDS</td>
<td>Universidad De La Bella, MEX, 18</td>
</tr>
<tr>
<td>Kurt Christianson, DDS</td>
<td>Univ of Michigan, 2002</td>
</tr>
<tr>
<td>Sangho Park, DDS</td>
<td>NA</td>
</tr>
<tr>
<td>Irene Novruz, DDS</td>
<td>Indiana University, 2011</td>
</tr>
<tr>
<td>Sarah Bledsoe, DDS</td>
<td>USC, 2001</td>
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</tbody>
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San Diego dentists representing ADA and AGD advocate in Washington, DC

By Harriet Seldin, DMD
This past April, both ADA and Academy of General Dentistry held Lobby Days in Washington, DC.

SDCIDS members Drs. Bob Hanlon, Kevin Kenny, Lilla Larin, Harriet Seldin, Irv Silverstein and Sarah Silverstein participated in the ADA Dentist and Student Lobby Day on April 14-16, including dental students from Southern California. Dr. Harriet Seldin also participated in the AGD Hill Day conference April 29-30 with SDCIDS member Kishore Shetty.

The more times our legislators and their staff hear from constituent dentists about our issues, the more they are educated about the importance of oral health. ADA and AGD had overlapping messages on the need for deferral of student loan interest during health professional residencies (the REDI Act, H.R. 1554) and the need for health insurance reforms (McCarran-Ferguson Repeal for Health Insurance, S. 350/H.R. 1418). Additionally, dentists and dental students at the ADA Dentist & Student Lobby Day also advocated for the Ensuring Lasting Smiles Act (ELSA) to provide medically-necessary dental services for patients with congenital anomalies and birth defects. The AGD dentist spoke of the need for an oral health literacy campaign within the U.S. Health Resources and Services Administration (HRSA) and Dr. George Sigounas, Administrator of HRSA, spoke at AGD’s conference.

Our members met with staff from Congressmen Susan Davis, Mike Levin, Scott Peters and Juan Vargas. During ADA’s conference, we heard from Rear Admiral Timothy Bicks, Assistant Surgeon General and Chief Dental Officer of the US Public Health Service. Other speakers included dentist-Congressman Drew Ferguson and Jeff Van Drew and past Senator Kelly Ayotte.

SDCIDS members Dr. Harriet Seldin and Kishore Shetty, along with a number of California AGD member dentists and AGD leaders, met with Teresa Golds of Senator Dianne Feinstein’s office, Kathryn Irwin of Senator Kamala Harris’ office, and Faith Williams of Congressmen Mike Levin’s office. Dentist-Congressman Paul Goser spoke to the AGD attendees and received the Legislative of the Year Award from Dr. Mike Bromberg because of his significant actions on the McCarran-Ferguson Legislation.

All of the ADA member and AGD member visits were well-received. With their busy schedule, we appreciated the legislative health staffers taking the time to meet with us.

Political advocacy consistently ranks as one of the top benefits that our members expect from organized dentistry. Yet only a handful of our 2,000 SDCIDS members actually get involved and participate in advocacy. Over the years, I’ve heard all the usual excuses multiple times. But what if there was a way for a member to become politically active and involved without ever leaving the comfort of their own home or office? Well now there is. It’s the ADA Legislative Action Center (LAC). It is a quick and easy way for everyone to be involved in political advocacy.

Although the ADA Legislative Action Center has been in existence for the past 8 years, it has been recently updated and is now much more user-friendly. Currently, about 65,000 ADA members are signed up to the LAC to receive alerts. To add your voice, sign up today at www.ada.org/actioncenter or text “Toothparty” to 444999. When the ADA Action Center via text to voice their opinion on a specific national issue coming before the House of Representatives or the Senate, the ADA LAC will send out an alert to all registered dentists. You will receive a standard form letter to email to Senators Feinstein and Harris or your congressmen/women. In fact, by providing your address, the LAC will determine your congressional representative and give you their email address.

How easy is that?

But how effective is this system? A staggering 96% of Congressional staffers say that contact from a constituent (you the dentist) that represents other constituents (your patients) has a significant amount of positive influence. But what is the form letter? If your congressional member has not yet reached a firm decision on an issue, simple form emails actually can influence his or her decision. However, you can and should personalize these emails to give a stronger impact. The three most influential ways to customize these emails and make them more effective are:

1. Provide information on the impact a bill would have at home in the district
2. Give your reason for supporting or opposing the bill
3. Tell a personal story relating how the bill or issue will affect you or your patients

With the ADA Legislative Action Center, being involved with advocacy on behalf of the profession has never been quicker or easier. And you don’t even have to leave your chair.

McCarran-Ferguson Repeal for Health Insurance
Passing this legislation will ensure that insurance companies cannot work together to fix prices on health care insurance, thus creating more competition, promoting lower prices, greater consumer choice, and increased innovation through robust competition. It will also protect providers from the insurance companies coming together to fix provider’s fees.

Ensuring Lasting Smiles Act (ELSA)
This bill ensures that children suffering from congenital anomalies and birth defects will be able to receive the treatment they need. Despite the fact that 1 in 33 children suffers a birth defect that affects the way they look, most insurance companies consider services to repair these defects as cosmetic and only cover the preliminary surgeries, but not the ongoing corrective and dental work needed to repair these anomalies. Passage of this act will ensure that insurance companies can no longer delay or deny treatment for these conditions.

Student Loan Programs and the Higher Education Act
These sets of bills deal with reforming student loans in many ways. Our new students who are graduating from dental schools have serious debt, high interest rates and fees. This affects how they will be able to practice after they got out of dental school and limits their choices.
Sacramento:
SDCDS Grassroots Advocacy Day
By Harriet Seldin DMD
San Diego County Dental Society members met with our CDA delegation at the State Capitol to further CDA’s legislative priorities on March 18th. Our group included Drs. Brian Faibish, Misako Hirota, Paul Van Horne, and me, as constituents of legislators throughout the San Diego region. CDA staff members Todd Roberson and Marianna Allen briefed us on the status of legislation important to the profession and our patients.

The issues and legislation that we discussed with legislators and legislative staff included Prop. 56 Medi-Cal Funding, and the need for a long-term commitment to the current reimbursement rates; AB 954 (Dental Plan Network Leasing) to require transparency and ability to opt out of plan leasing; SB 154 (Silver Diamine Fluoride) to add silver diamine fluoride as a Medi-Cal benefit; and several bills (AB 764, AB 765, AB 766, AB 134, and SB 315) concerning Sugar-Sweetened Beverages. CDA and the California Medical Association co-sponsored AB 766, AB 765 and AB 766. This legislation is designed to reduce consumption of sugary beverages. For up to date details on legislation, visit cda.org and go to the “advocacy” tab at the top of the webpage.

We met with Assemblymembers Brian Maienschein, Todd Gloria, and Tasha Boerner Horvath, as well as Senator Brian Jones. We also met with Senator Toni Atkins’ staff member Maryjane Swartz and Senator Ben Hueso’s staff member Anacely Campos.

After our visit to the Capitol concluded, we returned to the CDA building a block away for a wrap-up of our meetings.

It is good to meet and develop relationships with our legislators in their districts in San Diego, but it is also important to meet with their staff in Sacramento. The meetings went well, our legislators conveyed that they understood the importance of oral health, and that they value our input as residents and healthcare stakeholders. The CDA staff did a great job of organizing the day for us.

Also of note:
CDA Political Action Committee

The California Dental Association Political Action Committee is a bipartisan organization run by and for dentists that supports candidates for elected office for the benefit of our members, their patients and the oral health of all Californians.

We are proud that approximately 95 percent of “dose-paying” CDA members also contribute to the PAC. Thanks to the support of our members, the CDA PAC has a strong track record of helping elect candidates who are helping advance oral health care in California, including three member dentists who have been elected to the Legislature in recent years. If you would like to provide input on state or local candidates, or for more information on the CDA PAC and how you can help our efforts, please go to: cda.org/advocacy/cdpac

SAN-D-PAC, your local advocacy voice
By D. Douglas Casunt, DDS
The mission of SAN-D-PAC is to promote the oral health of the people of San Diego County. We accomplish this goal by meeting, educating and establishing relationships with leaders and decision makers about issues that are important to dentistry.

The issues that seem to be getting the most amount of press coverage are always the issues that are most important to our profession. The “soda tax” on sugar sweetened beverages is in the press a lot. It is designed to reduce the consumption of sugary beverages in an effort to reduce dental decay and obesity. A measure that is not receiving much publicity is the proposal to cover silver diamine fluoride application with Medi-Cal benefits. In general, legislature is constantly being proposed to manage Medi-Cal coverage and funding. All these issues take time and money to inform, educate, and convince the decision makers of our positions. That is where YOU come in! SAN-D-PAC relies on the support of SDCDS members in the form of both volunteer hours and monetary donations. Dues are just $60.00 per year and are billed on the yeard dues statement. Obviously, it’s too late to include it in your 2019 dues, but if you visit SDCDS.org log in with your ADA member number, and click on the tab for political activity you can still contribute. Currently, out of over 2,000 members, only about 60 dentists are dues paying members of SAN-D-PAC. That clearly doesn’t provide us with the funds we need to perform the critical education and promotion necessary to move the needle on oral health. There are 6 state senators and 7 assembly members that we need to have discussions with every year and support during their election year. We can’t do it without your help, so please contribute in any way you feel you can. You will be glad that you did.

American Dental Political Action Committee
ADPAC, American Dental Political Action Committee, is the bipartisan voice of thousands of dentists who care deeply about their patients and their profession. Its mission is to educate dentists about the importance of political action and to help elect candidates for congressional office who are supportive of issues important to dentistry. By supporting ADPAC, the profession of dentistry remains strong and its principles uncompromised. Go to: ada.org/en/advocacy/adpac

Photos
SDCDS Advocacy Day in Sacramento on August 2, 2019 represented by our members: Drs. Harriet Seldin, Paul Van Horne, Stan Faibish, and Misako Hirota.
1. Tasha Steamer Horvath (D-76th Assembly)
2. Brian Jones (R-38th Senate)
3. Stan MAeKenscher (D-79th Assembly)
4. Todd Gloria (D-56th Assembly)
Hispanic Dental Association
co-hosts National Hispanic
Health Conference
By Lilia Larin DDS
SDCDS Board member & HDA Past President

The Hispanic Dental Association and the Hispanic National Medical Association held their second Annual Meeting and Conference together on April 11-14th at the Hyatt Regency in Crystal City, Arlington, VA. The HDA and HNMA are the premier voices on Hispanic health and oral health, with a goal to improve policies and programs and to work together to improve healthcare outcomes through communications and cross training.

US Department of Health and Human Services representatives, US Senate and Congressional leaders held discussions with Call to Action to shape health reform policies. Experts discussed ways to transform our communities as well as the quality of life through health care.

Welcome remarks were offered by HDA President Dr Ricardo Mendoza, HNMA President Dr. Elena Rios MD and ADA President Dr. Jeffrey Cole. Keynote Speaker ADM Brett P. Giroir MD, Assistant Secretary for Health Department of Health and Human Services, spoke on Federal leadership for Hispanic health.

The Hispanic Dental Association was founded in 1990 and is a national non-profit 501(c)(3) charitable organization comprised of oral health professionals and students dedicated to improving the oral health of the Hispanic community and providing advocacy for Hispanic oral health professionals across the US. The HDA mission: as the leading voice for Hispanic oral health, we provide service, education, advocacy, and leadership for elimination of overall health disparities of the Hispanic and other underserved communities.

Obituaries

Dr. Maurice E. Masters, DDS
July 12, 1922 – May 11, 2019

Dr. Maurice E. Masters, a longtime Bonita resident, passed away on May 11, 2019, at the age of 96. He had a long and distinguished career as an orthodontist in Chula Vista and San Diego.

Dr. Masters was born in Newton, Iowa on July 12, 1922 and graduated from the school of dentistry at the University of Iowa in 1945 and being commissioned a Lieutenant jg in the U.S. Navy on the same day. He was immediately assigned to Camp Pendleton.

In 1946 he returned to civilian life but remained in the reserves and was called up during the Korean War. He was again assigned to Camp Pendleton. During that time, Marine Corps Base Twentynine Palms opened and he planned, designed, equipped and oversaw construction of the dental clinic on the new base. At war’s end, he returned to the University of Iowa to study orthodontics. Afterwards, he returned to San Diego and established an orthodontic office on “pall hill.” In 1958 he opened an office on Third Avenue near 1 Street in Chula Vista, becoming the second orthodontist to practice in the South Bay.

Raymond Joseph Darwell, DDS
(October 15, 1941 – March 17, 2019)

Raymond Joseph Darwell was born and raised in San Diego. Ray valued the importance of education having attended St. Didacus School, St. Augustine High School, and St. Mary’s College in Moraga, California. He received his Doctor of Dental Surgery from Creighton University in Omaha, Ne-braska. After graduating, Ray volunteered for the Air Force in Special Operations during the Vietnam War. Once discharged from the military, he practiced dentistry in Alpine, California, for 35 years. His personal philosophy of dentistry and life was that around every tooth there is a human.
We have 45 years of combined leadership and dental industry experience and 30 years of caring support for San Diego area dentists. We’ve developed collaborative partners, resources, and business connections in every corner of the dental industry and feature a robust web presence and a nationwide footprint of associates.

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**Member milestones:**

In this issue we are celebrating the members of our society who have been with us from 30 to 60 years. If your anniversary date falls in 2019 (five-year increments), keep a look out for your name in future issues.

So here’s to you! But we’re not merely calling out your name to say hello. We’re celebrating your dedication to all that we stand for. You have honored the pledge to uphold a high degree of ethical standards. You have helped us advocate for the profession of dentistry while advocating for the patient as well. You may have gotten involved in the leadership of the society through committee work or by serving on our board.

Many of you have supported our foundation by donating funds or your valuable time.

As you reflect on your years with the ADA, CDA and our local society, we hope you’ll see value in what we provide. From continuing education, to practice management support; from patient referrals to networking opportunities; from peer reviews to journals and newsletters. Our goal is to help you achieve your goals. Together, I hope we’ve been successful.

— Mike Koonce, Executive Director

### MILESTONE ANNIVERSARIES

**30 years joined in 1989**

- Thomas G. Acero, DDS
- Mario N. Albeti, DDS
- Eric B. Barajas, DDS
- Robert J. Bey, DDS
- Thomas D. Brant, DDS
- David T. Cheung, DDS
- Grey J. Cunningham, DDS
- Jack T. Currer, DDS
- James A. Dunny, DMD
- Medina D. Estes, DDS
- Siu-man B. Fan, DDS
- Clayton S. Fuller, DDS
- Richard J. Hagstrom, DDS
- Jerold A. Hennes, DDS
- Brien K. Hill, DDS
- Cynthia L. Jackson, DDS, MS
- Karem Jibril, DMD
- Yun K. Kande, DDS
- William L. Lin, DDS
- David B. Littlefield, DDS
- James J. Mahood, DDS
- Russell W. McGeary, DDS
- Gary L. McClanahan, DDS
- Gardana V. Mitrovic, DDS
- Gregory D. Montague, DDS
- Kaz Newman, DDS, MS, MS
- Russell S. Okhara, DMD
- Craig H. Rubinoff, DDS, MS
- Linda S. Weckerly, DDS
- Randy L. Woff, DDS
- Ernest C. Wong, DDS
- Kenneth A. Yaros, DDS
- Michael H. Yokoyama, DDS

**35 years joined in 1984**

- Martin P. Axl, DDS
- Kevin D. Anderson, DDS
- Robert L. Beavers, DDS
- James B. Berry, DDS
- Michael W. Buskirk, DDS
- John A. Coleman, Jr., DDS
- Richard B. Evans, DDS
- James B. Gelis, DDS
- Harold J. Guibransen, DDS
- Tal T. Huyhn, DDS
- Jeffrey M. Jewel, DDS
- Jeff S. Kerbs, DDS
- Christopher H. Kiefer, DDS
- William E. Larson, DMD
- Randal W. Miles, DDS
- Richard G. Preece, DDS
- James D. Stopp, DDS
- Donald J. Trexel, DDS
- Dale R. Trudeau, DDS
- Mary A. Walsh-Cole, DMD
- Richard K. Wilson, DDS

**40 years joined in 1979**

- Anthony Adamo, DDS
- Ranson H. Alexandre, DDS
- Gary J. Brown, DDS
- William V. Caro, DMD
- J. Patrick Davis, DDS
- Larry D. Dixon, DDS
- Richard G. Gardner, DDS
- Ronald Garner, DDS
- Robert W. Hymes, DDS
- John T. Lafluer, DDS
- Douglas S. Lohofenner, DDS
- Herbert J. Lowe, DDS
- Charles A. Mastrovich, DDS
- Philip J. Mose, DDS
- Todd H. Nailey, DDS, MS
- Gary E. Peluso, DDS
- L. S. Payne, DDS
- Paul J. Turro, DDS

**45 years joined in 1974**

- Ben Anella, DDS
- Vernon L. Blaney, DDS
- Thomas K. Braslington, DDS
- William S. Combs, DDS
- Wayne A. Dean, DDS
- Ronald S. Fein, DDS
- Stephen M. Fenn, DDS
- Steven H. Ferrioli, DDS
- Philip H. Heinritz, DDS
- Lyle E. Herren, DDS
- P. Thomas Hiser, DDS
- Richard M. Johnson, DDS
- Jay R. Kogroop, DDS
- Richard A. Pemman, DDS
- Phillip C. Roberts, DDS
- John J. Tadday, DDS
- Stephen C. Tuttle, DDS
- Thomas G. Waddell, DDS
- Robert R. Weigel, DDS

**50 years joined in 1969**

- Van A. Brolini, DDS
- Raymond J. Darwell, DDS
- Lawrence D. Freymiller, DDS
- Vernon A. Fry, Jr., DDS
- Charles W. Grabowski, DDS
- James W. Hall, DDS
- Daniel A. Henderson, DDS
- Dennis E. Horn, DDS
- Raymond J. Mapa, DDS
- James B. Munca, DDS
- Jack M. Santone, DDS
- Stanley Schaefler, DDS
- Roger M. Tuckwell, DDS
- Carl Y. Yamaguchi, DDS

**55 years joined in 1964**

- John G. Battles, DDS
- Thomas G. Brown, DDS
- James H. Cunningham, DDS
- Jon G. Cunningham, DDS
- Jack D. Phillips, DDS
- Donald G. Saba, DDS
- Terry T. Tanaka, DDS
- Wayne G. Watson, DDS

**60 years joined in 1959**

- Clyde H. Cowman, DDS
- Charles G. Elwe, DDS
- Bernard A. Guentner, DDS
- John Safarik, DDS
- Joseph E. Shaileh, DDS

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When the dentist is the patient

Recently I was at my dear friend’s dental office for an exam and cleaning. Like some of my own patients, I have a strong gag reflex and struggle through many routine dental procedures, including radiographs. Let’s not even mention impressions.

While I sat there frantically thinking about how I was going to get through the x-rays without gagging — a worry I have every time — my friend’s assistant began to talk in a most gentle and soothing tone. She was soft but light-handed and I was amazed that at the end of it all, I hadn’t gagged once despite the stubbers presence of my 3rd molars lurking in the far corners.

Between her speed and soft manner, I didn’t need any topical anesthetic to get me through. That made me think about how I can better improve how to relate to patients with this condition and the positive power a person can have. Like her assistant, my friend is no different in her ability to graciously work around the mouth. It was as if her instruments were barely even there.

Dentists are human and I’m sure many do not like to be in the treatment chair themselves. They may have had experiences in the past that were less than pleasant. I was reminded of a patient of mine who was a phlebotomist and was terrified of receiving local anesthetic. One might think that the person who based their lifetime career on drawing blood from others would be able to tolerate an introral injection, but that assumption should not be made.

And what about the dentist? Do we make “easy” patients? Or are we harder to treat because we know exactly what’s being done in our mouths? I don’t have the answer, but I know that at my friend’s practice, I received dental care with the utmost calming, yet efficient manner by her entire staff and experienced not a single gag reflex to ruin the experience. I hope I was an easy patient. •

Data breach risk reduction – BYOD

Our profession requires the management of protected patient health information for which we have an obligation and are held accountable for maintaining its security. When a breakdown occurs in maintaining this data security, a data breach event occurs. With widespread utilization of computing systems in dentistry, there is significant data available from over the years to help identify certain risk factors that can significantly increase a practice’s risk for having a data breach occur. Last month’s article mentioned two important data breach risk factors: staff turnover and adequate staff training when new staff hires are necessary. Additionally related to staff members maintaining security in the dental practice has to do with an office’s BYOD policy, or Bring Your Own Device policy.

In most situations of the traditional practice of dentistry, employees are not working remotely when managing patient data. Employees in the traditional model of a single practice location show up for work and utilize the computing systems that solely reside at the practice’s physical location and these systems don’t leave when the staff does. But with an increase in cloud computing dental application platforms, combined with practitioners working in multiple locations, it has become more common to be working with information remotely, managing patient data from mobile computing devices. Mobile computing devices may be a laptop computer or a smartphone, often with full access to the practice’s patient management software program. When staff members start utilizing their own devices to manage protected practice information, it becomes absolutely necessary that those devices are included in your office’s Security Policy Plan. These devices need to be held to the same level of security as your standard on-site computing systems. This means their adherence to security protocols must constantly be managed, and assessed on a more frequent interval than computerst utilized at the office premises whose use is focused solely on the functions of the practice.

The dual-use computers that a staff member may utilize for remote management of patient information where 20% of the time is used for practice management, and 80% is used for home use, for example, probably represent the highest type of a breach risk for your practice. Often these computers do not have the most updated operating systems installed, or they have password entry systems that are not at the strength level acceptable for protecting patient information. Or, these systems do not have their hard drives or other internal data storage devices encrypted where downloaded files containing protected information can be haphazardly stored. Additionally, staff member personal devices may have automated backup systems that occur which back up data to non-encrypted target volumes. Personal computers that are utilized for home use have a high risk of malware infection due to the nature of malware and less awareness when web browsing, and these personal devices may not have updated, or may be malware and virus protection software.

The seemingly innocuous use of employees’ devices to manage protected patient information encrypts the risk for a data breach event. If your practice situation takes advantage of the many benefits of mobile computing for practice management, it is essential that your Information Technology support crew includes these devices in their constant review and update process. In most cases, due to the high financial loss risks of a breach event, it is best for employers to be provided a secure system along with adequate training with utilizing the system, versus allowing them to bring and use their own personal device. •
THURSDAY

SEP 12
North County Shred-a-thon
Tear into the Fun

Summary: Take advantage of shredding your files the proper way for free. Please visit our website events page for what can and cannot be disposed of.

Location: Encinitas Pediatric Dentistry, 135 La Canada Rd #200, Encinitas 92024

Includes: Tacos and Beverages

Register: sdcds.org, 619-275-7188, membership@sdcds.org

FRIDAY

SEP 13
Emergency Medications
What are they? How to use them! Lecture + Hands-on

Summary: Medical emergencies can and do happen in the dental office. We will be discussing how effectively to respond to these emergencies, the medications in the typical emergency kit, and local anesthetics dosing.

Times: 8am-2pm

Includes: Breakfast (please indicate special dietary needs when registering)

Location: Poina Sherman, 8119 Acre Dr, Register: 619-275-7188, sdcds.org or admin@sdcds.org

Pricing: Members/staff: $25

Speaker: Christine Quattlebaum, DDS, MS

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WEDNESDAY

SEP 18
Succession Planning
A Must for Dental Owners

Summary: Many dentists don’t have a proper exit strategy in place, and that could mean losing out on hundreds of thousands of dollars. This session will present you with some ideas on how to approach this inevitable future event.

Times: 8-9pm

Includes: Light dinner and soft drinks (please indicate special dietary needs when registering)

Location: SDCCDS office Register: 619-275-7188, sdcds.org or admin@sdcds.org

Pricing: Members: Free, non-members: $50

Speaker: Red Ceres

this class is a rescheduled event from earlier this year

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WEDNESDAY

SEP 25
Dental MBA Business Series
The Art of War - Reducing Time Spent on Insurance Administration

Summary: The Art of War by General Sun Tzu is a must read for business and sports strategists. This course will teach office how they can employ some of the same tactics insurance carriers use against them in an effort to reduce insurance administration.

Times: 6-9pm

Includes: Dinner

Location: SDCCDS office

Register: 619-275-7188, sdcds.org or admin@sdcds.org

Pricing: members: Free, non-members: $50

Speaker: Benjamin Tuine/Veritas

THURSDAY

SEP 26
New DDS Social

Summary: Come mix, mingle and be social!

Times: 5:30-8:00pm

Location: TBA

Register: 619-275-7188 or sdcds.org or membership@sdcds.org

Pricing: Free

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I DAY

OCT 01
Dental MBA
Boosting Earnings from Insurance Dependency

Summary: Practice overhead is rising out of control for many Dentists. One of the most significant reasons why overhead is so high is the low contracted fee schedules in Dental Insurance PPO Plans. In this fast paced course Gary will show you exactly what you need to do to successfully reduce Insurance Dependency in your practice.

Times: 8-9pm

Includes: Light dinner and soft drinks (please indicate special dietary needs when registering)

Location: SDCDS office

Register: 619-275-7188, sdcds.org or admin@sdcds.org

Pricing: members: Free, non-members: $50

Speaker: Gary Takan

WEDNESDAY

OCT 02
Oktoberfest

Summary: Come mix, mingle and be social!

Times: 5:30-8:00pm

Location: AleSmith Brewing Co. 95990 AleSmith Court, San Diego 92126

Register: 619-275-7188 or sdcds.org or membership@sdcds.org

Pricing: Free

Speaker: Nancy Dewhirt

WEDNESDAY

OCT 11
Dental Practice Act & Infection Control

Summary: Review CDC Guidelines and State regulations for Infection Control. Recognize and manage bloodborne, contact, droplet and airborne diseases. How to minimize the risk of transmitting diseases by optimizing safety strategies.

Times: 8am-12:30pm (check-in: 7am)

Includes: Contz, Breakfast and refreshments (please indicate special dietary needs when registering)

Location: Admiral Baker Golf Course Clubhouse

Register: 619-275-7188, sdcds.org or admin@sdcds.org

Pricing: members: Free or $75, Member staff: $75, non-members: $95, Refunds available by Oct. 4 Hosted: Climb bank, Fortune Management, Garfield Refining
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