

**General Meetings and CE 2004-2005***Program Chairperson**Dr. Mark Vitale***October 19, 2004**

Steve Seltzer

The High Tech Dental Office

Sponsor: Equipment Brokers

**November 16, 2004**

Jennifer de St. Georges

Trials and Tribulations of being

an Employer

Sponsor: Benco

**January 18, 2005**

NJDA Officer Meeting and New Life

Member Recognition

**February 15, 2005**

Harold Crossley, DDS, PhD

The 50 Most Prescribed Drugs

Sponsors: Asteto Dent Lab &amp; Septodont

**March 15, 2005**

Dr. Morton Amsterdam

A 50 Year Prospective

Sponsor:

Town &amp; Country Dental Studios

**April 19, 2005**

David Sirois, DMD, PhD

Chronic Musculoskeletal and

Neuropathic Face Pain: A Practical

and Contemporary Review

Sponsor: OraPharma

**May 17, 2005**

STAFF NIGHT

# The Dental Newsletter



## www.MCDSofNJ.org

*A Publication of the Middlesex County Dental Society*

### President's Message ... Mitch Weiner



As practitioners and business owners, we learn that time management is an essential element of success. It is our goal at MCDS to make sure that the time you take away from your practice and your families to come to our meetings is effective time spent. The September dinner meeting and treatment planning seminar with Dr. Gerard Chiche was in keeping with this

philosophy.

The lecture was very well attended and the extended cocktail hour prior to the lecture allowed the membership to reacquaint with each other after the summer hiatus. The diversity of attendees (newer and established dentists, male and female, and a wide range of specialties) was a mirror of our present day dental community, as opposed to the 'old boys club' of days past. This diversity was especially helpful during the treatment planning seminar with Dr. Chiche, as the different specialties and generations interacted with each other to come to a consensus. It is to Dr. Chiche's credit that he was able to

*Continued on page 2*

### GENERAL MEETING – Tuesday, October 19, 2004

**THE PINES** Route 27 • Edison, NJ

Registration .....	6:00
Business Meeting .....	6:30
Dinner & Speaker .....	7:00

### The High Tech Dental Office

Featured Speaker: Dr. Steve Seltzer



Steve Seltzer is an internationally recognized expert on technology integration and practice management. He has invented fast payback, high tech products that increase productivity and reduce patient, doctor, and staff stress. An informative and entertaining speaker, Steve has developed a revolutionary new system that integrates technology to organize the dental practice and eliminates staffing problems. The result is a practice with less stress and reduced overhead. Steve has lectured to dentists and staff for more than fifteen years at every major dental meeting in the United States, as well as numerous dental meetings for specialists. He has also presented lectures in Canada and Europe. His mission is to improve the quality of life for doctors, staff, and patients by fully integrating technology into the practice environment. He holds a degree in Accounting and Information Systems from the University of

Wisconsin-Madison and an MBA from Harvard Business School.

Steve has affiliated with Boston University, Tufts University, and New York University dental schools, and has been a consultant to the ADA's Council on Dental Practice.

You will be introduced to creating a digital infrastructure--a revolutionary new interdisciplinary approach to technology and practice management that simplifies day-to-day practice administration, controls damage due to staff turnover, and reduces the time, energy, and stress that the doctor devotes to the business of dentistry. You will also learn about new high tech oriented patient relaxation, distraction, and education techniques that reduce clinical stress and increase case acceptance. Don't miss this exciting opportunity to energize and revitalize your practice with common sense practice management and sensible technology.

# MCDS Board of Trustees Report

-September 14, 2004-

**Attendance:** Ashmen, Brunsdn, Courey, Fahsbender, Galkin, Glickman, Ibrahim, Kahn, Klein, Krantz, Lawson, Leizer, Rosen, Schambra, Silverstein, Simos, Villa, Vitale, Wasserman, Weiner

**Acceptance of Minutes**-vote unanimous.

**President's Report**-Mitch Weiner

I represented MCDS at the MCC Hygiene Program's Advisory Committee meeting in May. Merry LeBlond RDH, who runs the program, is retiring. I discussed the NJDA job exchange as an avenue for graduates to seek employment. They are interested in getting our member list to have us help promote their program in our offices.

Thank you notes were sent recognizing organizers and door prize contributors to Staff Night, which was a tremendous and well-received success this year.

I attended the Annual Session House of Delegates Meeting where our own Dr. Dan Krantz was inducted as Treasurer.

I held two meetings this summer with select Board members:

In June, Dr's Villa, Simos, Kline, Galkin and I discussed the creation of a Marketing Committee representative to design and follow thru with mailings promoting MCDS courses and even a 'Concierge' to greet and attend to the speakers needs upon arrival while the Program Chair handles last minute logistics. We also discussed the underutilization of the positions of VP, Pres.-Elect and even Secretary now that Marlene is with us, as they can serve in this 'Concierge' role.

In August, Dr's Vitale, Schambra and I met to discuss the final coordination of our first major full-day lecture with Dr. Chiche and to go over the progress of our course marketing and registration numbers.

I attended the NJDA Trustees Meeting for Dr. Kahn in June and the NJDA Budget Meeting with Dr. Kahn in August and want to congratulate NJDA Treasurer Dr. Dan Krantz for the fasted approved Budget in NJDA history. I want to welcome Dr. Wael Ibrahim, a general practitioner from Somerset, who I have invited to join our Executive Board.

Dr. Jason Wasserman, a general practitioner, has joined the Executive Board and will be working with Dr. Mark Schambra on the Continuing Education Committee.

**Treasurer's Report**-James Courey

See full report on page 3.

**Program Chairperson**-Mark Vitale

Dr. Vitale reviewed the meeting schedule for the year, as well as travel and accomodation arrangements for the speakers.

**Editor's Report**-Mitch Weiner

The September Issue was the largest undertaking in the newsletters' history in terms of size and content. Versions were sent to both members and non-members with two different President's Messages. Promotional ads for our full day course sponsors will be ongoing thru the year.

**NJDA Trustee's Report**-Richard Kahn

See full report on page 6 under NJDA Noteworthy News.

**NJDA Council Reports:**

**Dental Benefits**-Mark Vitale

See full report on page 6.

Continued on page 3

Presidents's Message - Continued from Page 1

take such a large room of colleagues and engage/challenge them fully in his subject matter for 2 hours. The large attendance at the excellent full day course given by Dr. Chiche on the following day shows the strong commitment of our membership to supporting the efforts of our Program Chair Dr. Mark Vitale and our Continuing Education Chair Dr. Mark Schambra. They say that both 'take off' and 'landing' are the most difficult parts of a flight. The success of the September meeting gave us a flawless 'take off' and October finds us at 'cruising altitude' with Steve Seltzer, another nationally recognized speaker, lecturing courtesy of our sponsor Equipment Brokers. I encourage any member who was not able to attend last month to come to our October dinner meeting- you will hear about the issues that affect you as a dental practitioner in this state as well as a great speaker.

-Mitch Weiner

Richard S. Jacobs, AIA

President

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## In Memoriam

MCDS extends its condolences to Executive Board member Dr. George McLaughlin on the passing of his wife.



**The Dental  
Newsletter**

A Publication of the Middlesex County Dental Society

Published at the office of Dr. Robert Silverstein

www.MCDSofNJ.org login: mcds

password: sy

## Detailed Treasurer's Report August 31, 2004 James Courey, DDS

	(7/31/04-8/31/04)	
Checking	35,889.49	42,085.57
Money Market	57,770.97	57,812.56
TOTAL	93660.46	99,898.13

### P&L STATEMENT CHECKING ACCOUNT (7/31/04-8/31/04)

INCOME		
Interest Earned	33.13	
Cont Ed-Inc.	5,250.00	
Dues	1,875.00	
<b>TOTAL INCOME</b>	<b>7,158.13</b>	

EXPENSES		
Board Member Exp	292.51	
Insurance	485.46	
Office Supplies	13.00	
Telephone	129.49	
<b>TOTAL EXPENSES</b>	<b>920.46</b>	
<b>OVERALL TOTAL</b>	<b>6,237.67</b>	

P&L MONEY MARKET ACCOUNT (7/31/04-8/31/04)		
INCOME		
Interest	41.59	
<b>TOTAL INCOME</b>	<b>41.59</b>	
EXPENSES		
<b>TOTAL EXPENSES</b>	<b>0.00</b>	
<b>OVERALL TOTAL</b>	<b>41.59</b>	

## Answers to last month's crossword puzzle

S • G E N E R A T I O N G A P S •  
E V O L U T I O N • P O T • A • •  
N E W S • A B L T • E R • C P A S  
S D I • • • • • R D A • H E R O  
O • T A K E F I V E • F E R R I C  
R D H • E • • A D D • T O P • K  
S A T U R N • M • O N E O N O N E  
H H H • R E B A • S • R • O I • T  
I L E • • S E • P • • • M • N O M  
P • F • • S T R I P J O I N T • A  
• • L I P • T • C • • • C • S A N  
• T O R Q U E M A D A • K • • • •  
C O W A R D • S T A M P • E Y R E  
O P • • • • • D A M Y A N K E E S  
M A R T I N I S • A • • A E S O P  
E T A • C S N • S T A B S • • • • E  
T H E B U C K S T O P S H E R E •

## MCDS Board of Trustees Report

Continued from page 2

### Membership-Scott Galkin

The membership council will be meeting in October. We have had success in having members of our MCDS executive board contacting non-NJDA members that have showed interest in joining the NJDA, thorough an NJDA postcard mailing. These members who have shown interest have been forwarded to the NJDA membership staff office for further recruitment.

### Peer Review-John Fahsbender

Three cases have been completed. All were resolved by mediation.

### Committee Reports:

#### Mentor Committee-Ethan Glickman

Except for the upcoming OSHA course in October, Mentor Courses will be deferred until the early spring so as to not compete/oversaturate with the full-day CE programs.

#### Old Business

Dr. Villa discussed at the end of her tenure providing the membership with their CE summary in the summertime. Due to the arduous tasks of Marlene working the CE registrations of the Cowie Course in June and our 3 Full-day courses coming in over the summer, we discussed a more realistic goal of generating these CE summaries in stages over the next 4 months, to be completed by years end. Beginning next summer, we will complete the compiling and generation of these CE summaries by summers end.

#### New Business

NJDA wants us to promote its weekend study club, its online mentoring program, the job exchange, and diamond club membership at our monthly meetings.

An annual review was conducted for our Executive Secretary.

Respectfully Submitted,

Robert Silverstein,

Secretary

## Highlights from the September Meeting



Program Chairperson Dr. Mark Vitale (L.) with September featured speaker Dr. Gerard Chiche

## Caribbean Cruise



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Cruise lines  
Carnival Victory

Featuring:

**Dr. Uzan Utku**

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# Upcoming MCDS Full Day Courses

## Jennifer de St Georges Scheduling for Success (Open to doctors and staff)

Sponsored by Benco Dental  
Wednesday, November 17, 2004  
8:30am-4:30pm



Jennifer de St. Georges is an internationally renowned dental practice management educator for the entire dental team. She has spoken at virtually every leading dental meeting in the United States, Canada and the UK

and has lectured on almost every continent in the world. Jennifer has built a solid reputation for providing the 'nuts and bolts' of management in a highly motivating, practical and entertaining manner. Beyond her speaking schedule, Jennifer serves as a contributing writer for "Dentistry Today". Her articles are the only management articles to be published so far by the prestigious international journal of the FDI.

### Course Synopsis

If you want to reduce stress, increase production and enjoy dentistry, you can't afford to miss this program. For a practice to truly benefit from this program and ensure the most successful implementation requires that the doctor enroll both the clinical staff and hygienists. Special emphasis is placed on sharing the positive verbal skills needed to effectively work with patients.

**Schedule For Success:** Jennifer will help you design a Doctor's 'Ideal Day' for maximum effectiveness and minimum stress; balance high and low production days to reduce stress; efficiently schedule emergencies; create a hygiene program that delivers maximum patient retention; save the majority of 'cancel short notice' appointments; and maximize the use of your computerized scheduler.

**Time Management Tools:** Jennifer will help you to eliminate confirmation calls, see the benefits of a 5-minute morning meeting and handle walk-in patients while remaining 'on-time'.

**It's Not What You Say It's How You Say It:**

Jennifer will teach you the positive verbal skills to reduce no shows to 1-2/month, fill mid-day appointments and reform habitually late patients.

## Harold L. Crossley, DDS, PhD Clinical Dental Pharmacology

Sponsored by  
Asteto Dental Lab & Septodont  
Wednesday, February 16, 2005  
8:30am-4:30pm



Harold L. Crossley, D.D.S., Ph.D. is an Associate Professor of Pharmacology and Director of Conjoint Sciences and Preclinical Studies at the University of Maryland Dental School. He also maintains an intramural part-time

private dental practice. A noted author in the field of pharmacology, he has been a consultant for the DEA and other law enforcement agencies since 1974. Dr. Crossley is nationally and internationally recognized as an expert on street drugs and chemical dependency as well as the clinical pharmacology of dental drugs.

### Course Synopsis

Avoid liability, attend this presentation and learn what new drugs are on the market and learn new uses for old drugs. Learn what resources are available to you to prevent adverse drug reactions.

Topics to be discussed include:

- **Post Op Pain Management:** The current medications available are discussed with a focus on indications, contraindications, and mechanisms of action. Clinical use of the new COX-2 and COX-3 inhibitor NSAIDs will also be discussed.
- **Local Anesthetics:** Practical information on the clinical aspects of local anesthetics will be discussed along with the newest addition to this pharmacologic group and why it has become so popular.
- **Antibiotics (Prophylaxis and General Use):** What are the differences between the antibiotics used for SBE prophylaxis and those used for prophylaxis in patients with orthopedic prostheses? What if the patient is already taking an antibiotic from their physician? Explore the traditional as well as the newer antibiotics/antifungal agents.
- **Street Drugs:** How do I manage patients that I suspect may have consumed ecstasy, cocaine, or "speed"?

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### *Dazzling*

Saturday Night  
Celebrity Entertainment

## **Keith Lockhart and the Boston Pops Esplanade Orchestra**

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### *Education Continuum on Implants*

Wednesday & Thursday, January 26-27

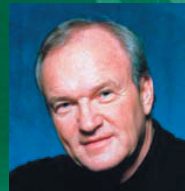
Featuring: **Dr. Zhimon Jacobsen**, Director of Boston  
University's Center for Implantology and  
**Dr. Albert Price**, Boston University School of Dental Medicine

### *Brilliant*

Thursday Night

## **Opening Ceremony with Mike Barnicle**

Journalist and Commentator,  
WTTK Radio, Chronicle, and MSNBC



### *Forensics: Get on the case!*

**Norman Sperber, DMD**, Thursday and Friday  
**William Morlang, DDS**, Saturday

### *Fresh*

Friday Lecture

## **Loretta LaRoche**

"The Siren of Stress"  
PBS Celebrity, Humorist, and Author



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## NJDA Noteworthy News

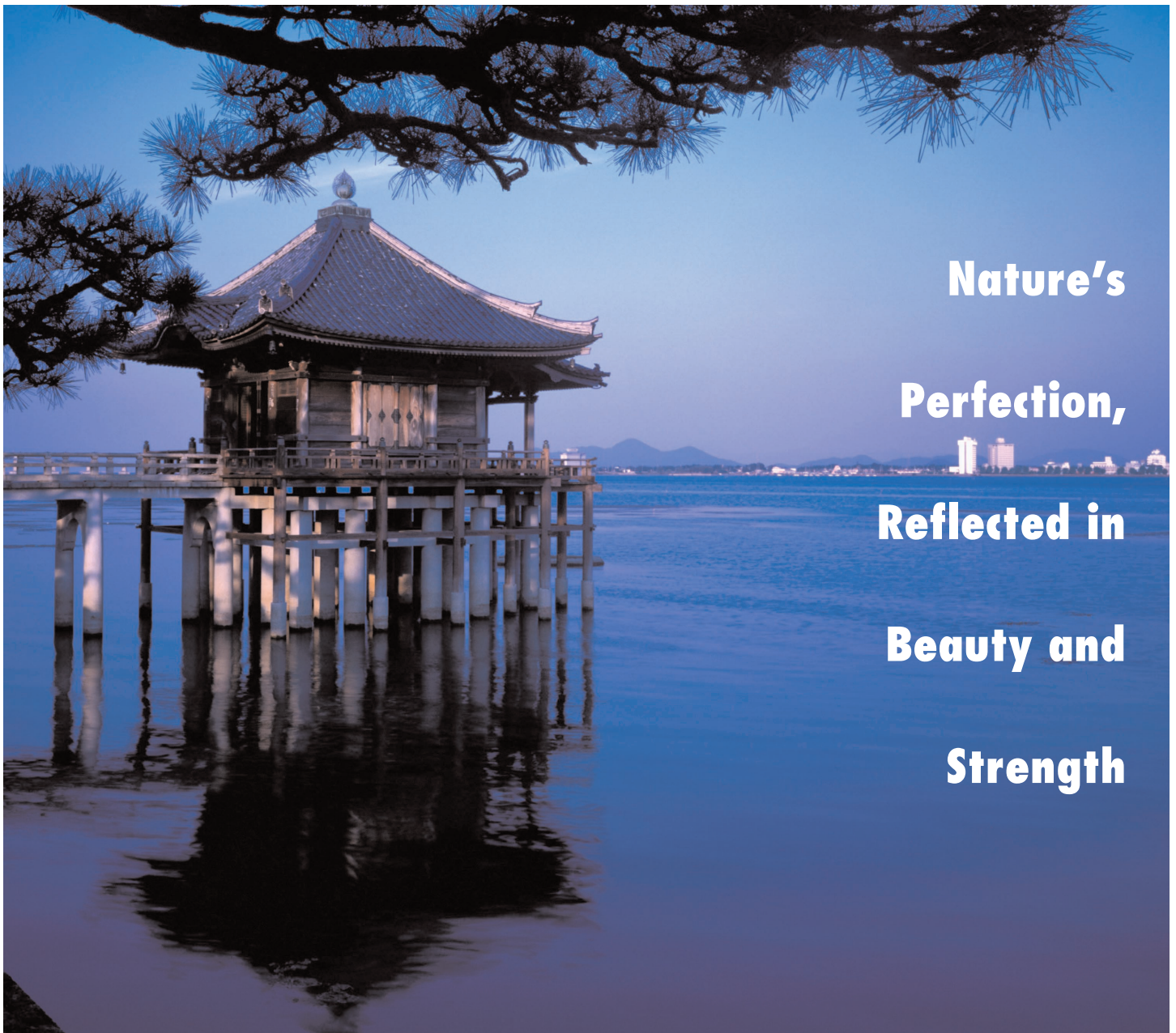
- Dr. Shekitka reported on the State Board meeting, which included discussion of the UMDNJ proposal for a foreign trained faculty DMD program, but no decision was made. Drs. Rosenheck and Placa are candidates for State Board President and the election will be held at the September Board meeting. The sole candidate for Vice President is Dr. Herbert Dolinsky. The proposed enteral sedation rule has just been published for comment in the New Jersey Register.
- Ricky Dibofsky reported that NJDA's recent Golf Outing produced some revenue due to sponsorships.
- A brief discussion took place concerning the future of NJDA's traditional annual Day at the Circus to celebrate National Children's Dental Health Month, since it has been producing financial loss to NJDA and its attendance has been waning. NJDA must reach a decision on this issue by mid-September in order to reserve the necessary tickets. Other types of events will be considered.
- The Taj Mahal's final billing for the 2004 Annual Session is being reviewed. Preliminarily, it appears NJDA will recognize a small profit. Fifty-five (55) booths have already been sold for next year's event. The New Jersey specialty groups have been invited to participate in the convention; the New Jersey Society of Periodontists already committed to do so.
- Patricia DeCotiis reported on the highly successful August 14 continuing education course for female dentists. Ten non-member dentists attended and 2 of those completed membership applications on-site; the others took applications with them.
- NJDA has received some complaints about our current endorsed professional liability carrier, GE Medical Protective, including not only customer service issues but also overly restrictive underwriting guidelines that have resulted in some members being "non-renewed". A Committee will review other policies and agents. Staff has already held preliminary meetings.
- A total of 53 peer review cases have been opened year to date.
- Eric Elmore reported that a membership mailing is being prepared to verify member data in the system for inclusion in the 2004-05 Membership Directory, still on target for November or December completion. The NJDA on-line member directory will be updated monthly.
- The Board approved the proposed 2005 NJDA Budget, which includes a \$25 dues increase.
- Ms. Roberts (student component) presented a request on behalf of the student component to sponsor two students to attend the national ASDA annual meeting in New Orleans. The Board approved a resolution to sponsor the students in an amount not to exceed \$1,550.

## Council on Dental Benefits

The council met on September 8, 2004. The following items were reviewed.

- CRP statistics were reviewed through the end of August 2004. There were a total of 89 complaints submitted. Horizon of NJ had the largest number of complaints at 20, while Delta Dental of NJ had 3.
- Guidelines for the use of CDT vs. CPT codes were reviewed. There is no hard and fast rule that mandates the use of CDT codes only. It is the option of the dentist, however it is recommended that CDT codes, as provided by the ADA, be utilized except in surgical cases where CPT codes may be appropriate depending on the insurance company being submitted to.
- CDT-5 is being released shortly and will be available through the ADA. Members wishing to submit comments, suggestions or changes for the new CDT-6 should do so as soon as possible, as the committee will be entering into discussion at the next meeting.
- After discussion with NJDA, Horizon of NJ has agreed to provide an EOB to non-par providers when medical benefits are payable for a dental procedure they perform.
- There was discussion concerning the various dental benefit models that exist. It was pointed out that the number of indemnity plans are on the decline, while the PPO's are increasing. ASO's, or Administrative Service Organizations, are quickly increasing. These are the self insured plans than many large employers are switching to. The employer pays an admin fee rather than a premium and the insurance company does not assume risk as they would with a true insurance plan. The discount card market is also on the up swing with Aetna getting involved. In these plans the enrollees are charged a monthly or yearly fee, and in return they receive a network of dentists who provide a discount averaging 28%.
- Delta Dental is teaming up with AARP to offer a PPO dental plan to AARP members. This will be available in 21 states. NJ is not included at this time.
- The NJ Gross Receipts Tax was discussed. This 6% tax applies only to in office whitening procedures; ie, Britesmile, Zoom etc. It does not include trays, strips or any take home products.
- The Governor has signed legislation to designate medically underserved areas. There will be financial incentives for primary care physicians and dentists to establish practices in these areas.
- For up to date information read the NJDA CAPSULE.

Respectfully submitted,  
Mark A. Vitale, DMD



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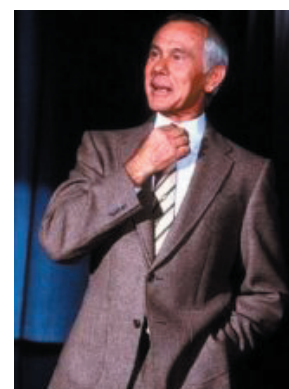


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The answer to last month's trivia question: the pants belong to surprise guest co-host Johnny Carson. Other co-hosts for Staff Night included Austin Powers and our own illustrious Dr. Jim Courey.

## Middlesex County Dental Society Councils and Committees

### – NJDA COUNCIL REPRESENTATIVES –

Joel Leizer .....	ADA Delegate .....	254-7733	Scott Galkin .....	Membership .....	750-2600
Peter Clemente .....	ADA Alternate Delegate .....	985-1666	Richard Kahn .....	NJDA State Trustee .....	828-6622
Peter DeSciscio .....	ADPAC .....	826-1530	Nancy Villa .....	NJDA Alt. State Trustee .....	846-6366
Araceli Ziemba .....	Annual Session .....	297-0588	John Fahsbender .....	Peer Review .....	356-1313
Mark Vitale .....	Dental Benefits .....	494-7575	Ethan Glickman .....	Relief .....	572-4244
Robert Ashmen .....	Dental Education .....	846-6366			
Daniel Krantz .....	Governmental Affairs .....	469-8083			
Joseph Fertig .....	Judicial Council .....	940-1111			

### – MCDS COMMITTEE CHAIRPEOPLE –

Ira Rosen .....	Budget and Finance .....	422-7440	Constantine Simos .....	Corporate Sponsorship .....	247-8083
Cavan Brunsden .....	Children's Dental Health Mo. ....	679-2323	Ethan Glickman .....	Mentor .....	572-4244
Mark Schambra .....	Continuing Education .....	846-6366	Cavan Brunsden .....	Special Olympics .....	679-2323

See our website for a complete list of Board Members and their contact information



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President Elect:	Dr. Ross Kline	732-651-8470
Vice President:	Dr. Steve Lawson	908-753-6060
Treasurer:	Dr. James Courey	732-422-7440
Secretary:	Dr. Robert Silverstein	732-846-8686
Program Chair:	Dr. Mark Vitale	732-494-7575

**MCDS Executive Secretary Marlene Glickman 732-238-1255**

MCDS Newsletter is the official publication of the Middlesex County Dental Society and is published 8 times annually following each Executive Committee meeting. Articles should be submitted to the Content Editor before the deadline for each issue. Publication materials may be deferred to future issues or edited without changing the author's intent, in order to conform with the requirements of the Newsletter. The publication of an advertisement, opinion or statement does not reflect endorsement, approval, or policy of the MCDS and its newsletter unless stated. All correspondence regarding this newsletter should be directed to the Business Editor.