

Upcoming Meetings in 2012  
Arranged by the Education Committee

May 15, 2012  
STAFF NIGHT



## Mentor Course

June 28, 2012

### Bi-annual OSHA Seminar/ Certification

Note that date and location for this course have been changed from what was first advertised. The new location is JFK Medical Center in Edison

### SAVE THE DATE

for MCDS' Centennial Celebration  
Saturday, October 13, 2012  
at the  
East Brunswick Hilton

To register for any of these events, please use the registration forms in this newsletter or register online at our web site: [www.MCDSofNJ.org](http://www.MCDSofNJ.org).

# The Dental Newsletter



[www.MCDSofNJ.org](http://www.MCDSofNJ.org)

A Publication of the Middlesex County Dental Society

### President's Message ... Robert Ashmen



Well we have come to the end of another year of MCDS, but I am excited to remind everyone that we're only halfway through our centennial year of proud existence. Please remember to mark your calendars on Saturday, October 13th, 2012 for our Centennial Celebration Dinner at the East Brunswick Hilton. We're planning an exciting evening of food, drink, music, dancing, reminiscing, and honoring the rich tradition and success of MCDS and its Past-

Presidents. It is sure to be an evening to remember.

As I look back on my year as president, I have so many fond memories of collaboration and effort from all my colleagues and friends on the Executive Board of MCDS. And I look forward to such insightful and productive experiences in the future after my presidency. I'd like to thank everyone on the Board for their efforts, help, and support throughout this entire year. I'd particularly like to thank Dr. Devang Modi, our Education Coordinator, for an outstanding job organizing our meetings and continuing education program for this year. We were certainly happy to have Dr. David Lederman, this year's Sy Symanski Lecturer Award recipient, wrap up our lecture series with an excellent presentation on early cancer detection. This was truly a topic that benefits all of our membership. Continued on page 2

**STAFF NIGHT – Tuesday, May 15, 2012**

**THE PINES** Route 27 • Edison, NJ

Registration and Cocktails begin at 6:00 PM

Dinner & Entertainment begin at 6:30 PM

Prizes Awarded All Night Long!

## STAFF NIGHT — A Deserving Tribute

As we gather this month to honor our respective staffs for their contribution to our success, we should reflect on how each separate staff person is so vital to the practice as a whole. Any practitioner who forgets the vital function of a staff person is clearly reminded of it when he/she calls in sick and we are left to perform his/her functions on top of our treatment duties.

In an age where loyalty to an employer in the marketplace is becoming nonexistent, many of us are blessed with employees who will go to the end of the earth for us because they believe in us and we have made them feel a vital part of our business. For these staff members who show unyielding loyalty to us during inevitable hard times, this night of tribute is deserving. As our practices are extensions of ourselves, so too are our staffs extensions of our families. There is no doubt that they see sides of us only our immediate family members know about.

We hope that you make every effort to honor your staff members by attending this special event.

## MCDS Board of Trustees Report

-4/10/2012-

**Attendance:** Ashmen, Bernstein, Brunsden, Desai, Fernandes, Glickman, Kahn, Krantz, MirMadjelessi, Modi, Satwah, Savage, Schambra, Silverstein, Villa, Vitale, Weiner and Marlene Glickman

**Acceptance of Minutes**-unanimous

**President's Report**-Robert Ashmen

One of the most important ways to increase membership is to have new dentists and residents of local GPRs and post graduate programs join MCDS. There was extensive discussion about the same. Dr. Kahn proposed that a committee be setup to properly handle this issue. Dr. Satwah presented the idea that one of the ways to involve the residents is to have them present a poster or a treatment-case at the general meeting during the cocktail hour. This idea was well received by most members. The discussion was tabled and it was decided that it will be continued in old business at the next board meeting. The Centennial celebration committee had a change of plans and the next meeting date was decided to be Wednesday April 18th. A flier and registration form will be added to the newsletter.

**Treasurer's Report**-Alyssa Bernstein  
See page 3.

**Educational Coordinator**-Devang Modi

Dr. David Lederman will be speaking on the topic of "the keys to oral diagnosis and early detection of oral cancer" on April 17, 2012. He will also be presented with the Sy Symanski lecture plaque. We are about 1 month away from our "Country Western Night" party theme for staff night. We have received 56 confirmations to date. A strong push is necessary to reach the targeted goal of 125 guests. DJ, food, drinks, line dancing instructor, music and decorations are confirmed.

Dr. Vitale confirmed TD Bank as a sponsor for staff night. They require liability insurance. We think we are covered under NJDA but it needs to be confirmed with the staff.

**Executive Secretary's Report**-Marlene Glickman

So far, we have 68 registrations for the Staff night on May 15th and 58 registrations for the OSHA course in June. Colgate will be sending a check for \$5,000 very soon. A letter was sent discussing strategies about increasing membership base by reaching out to non-members.

**ADA Delegate's Report**-Daniel Krantz/Richard Kahn

Dr. Kahn brought up the discussion about commitment for sponsorship of Dr. Maxine Feinberg, who will be running for ADA President for 2013. Dr. Kahn made a motion to commit \$2500 towards Dr. Feinberg's campaign for the next two budget years plus whatever remains in that line item. The motion was seconded by Dr. Krantz and approved.

**NJDA Trustee's Report**-Mark Vitale  
See full report on page 5.

**NJDA Council Reports:**

**Annual Session**-Nainesh Desai

Conference & Expo- Walk through -- Maureen gave a "tour" of the conference, beginning in the hotel lobby, through the exhibit halls, classrooms and events. Changes from last year's layout include: registration booth in lobby, ticket sales in the hotel business center, and water sports signups and sales near business center. From the registration area attendees will pass the GKAS booth, where volunteers can sign up for 2013. Those who sign up

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I also look back on this year, and I am compelled to mention a topic that is of personal nature. Although this may have touched my life closer than others, I feel it is something that deserves great awareness. This topic is organ donation. It is amazing and joyous to see and hear of the great number of lives that are saved annually through organ donation, but it is as sad to hear of the number of lives lost by patients waiting for that heart, lung, kidney, or liver. Or remember the blind patient whose sight is a cornea away and the diabetic patient whose non-insulin dependent life is a pancreas away. All these possibilities of a happy, highest-quality of life exist through the miracle of organ donation. My wife is the recipient of a kidney and pancreas transplant, and we now have a happy, healthy 23-month old daughter. If not through the generosity of organ donation, this could not be. If you're not an organ donor, please consider the difference you could make if you were. I have been one since I was 17 years old and checked "yes" when I first received my driver's license. Little did I know how much I would come to know the magnitude of this generous offer. Thank you for your all of your wishes and support, and thank you for your consideration.

I look forward to seeing you all at our annual staff night on May 17th at the Pines Manor. Dr. Modi has planned and organized a country western party that will be sure to please. It is also that night that I will pass the honor and role of President of MCDS to my friend and colleague Dr. Constantine Simos. I have no doubt that he will be an outstanding leader for our society and will lead us proudly through the remainder of our 100th anniversary year. I would like to thank you all for allowing me to serve as President of this great organization. It has been my honor and privilege.



*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: mcds1912

## Detailed Treasurer's Report

February 28, 2012

Alyssa Bernstein, DMD

	3/21/2012	2/29/2012	3/31/2011
Checking	\$38,326.54	\$9,089.24	\$36,782.01
Savings	\$24,230.67	\$24,225.54	\$24,153.37
PayPal	\$5,594.87	\$3,532.40	\$12,546.29
TOTAL:	\$68,152.08	\$36,847.18	\$73,481.67
P&L STATEMENT CHECKING ACCOUNT (03/01/2012-03/31/2012)			
INCOME			
Centennial Celebration			1,155.00
CORP SPON-c-ed.			3,100.00
DINNER MEETINGS			50.00
DUES			33,419.13
INTEREST			0.58
MENTOR COMM			750.00
TOTAL INCOME			38,474.71
EXPENSES			
Centennial Celebration			2,500.00
DINNER MEETINGS			4,627.30
DINNER MEETING LEC FEES			500.00
DONATIONS			500.00
EXEC COMM DINNER			838.33
TELEPHONE			271.78
TOTAL EXPENSES			9,237.41
OVERALL TOTAL			29,237.30
P&L SAVINGS ACCOUNT (03/01/2012-03/31/2012)			
INTEREST INCOME			5.13
OVERALL TOTAL			5.13
P&L PAYPAL MONEY MARKET (03/01/2012-03/31/2012)			
STAFF NIGHT INC			2,062.47
OVERALL TOTAL			2,062.47

## MCDS Newsletter Online

If you would like to receive the newsletter electronically in lieu of receiving a printed copy, please visit our web site, at [www.MCDSofNJ.org](http://www.MCDSofNJ.org).

Click on the "Member" link, then the "Of Current Interest" Link.

By registering for this, you will be able to view the newsletter about a week before it would get to you in the mail, and this will also be saving us money.

## Provide NJDA with your email address!

By having your email address, NJDA can get vital and timely information to you. Register at [www.NJDA.org](http://www.NJDA.org).

## MCDS Board of Trustees Report

Continued from page 2

and participate in 2013 GKAS will be entered to win a weekend at Ocean Place. Exhibit Halls – Lorraine reviewed booth availability. Approximately 30 booths remained as of March 15. Council members and officers were asked to choose one or two vendors from a list provided, to make calls. Companies, council contact and results as of 4/4/12 are listed below: Benco – Dr. Delson (purchased a booth), Dexis – Dr. Ziemba (interested – haven't selected their space yet), Asteto – Dr. Matos (no report), Excel Berger – Dr. Kahn (no report) Philips – Dr. Emmer (no report) Newark Dental – Pemco – Dr. Chinoy (expressed interest, haven't purchased yet) Patterson Dental – Dr. Rich (will be at the expo, haven't selected space yet) Televox – Dr. LaMorte (no report). Dr. Shah asked that remaining companies be distributed among those who did not select a company. Maureen and Lorraine discussed other ways to fill the floor if needed. They have been in touch with Life Uniforms, which is interested in doing a runway fashion show. A motion was made by Dr. Kahn, seconded by Kathy Sinatra, to pursue the concept if the show floor is not sold out approximately one month prior to the expo. The motion passed.

Show Weekend – Tricia will hold a 7 AM meeting in Palm Court each day to review events of the day and council assignments. Assignments will be made at the May meeting. Dr. Delson reminded the Council that they are required to attend the corporate partners' reception from 5:30 to 7:00 PM on Thursday. Thursday evening dinner (council only) follows. Spouses are welcome, but will be billed for their dinner. In keeping with the street fair theme, component members will be asked to man their "street corner," during show hours. Streets will be named for each component.

Give-Away/Prizes – A value pass will replace the traditional dues card drawing and will include other prize chances. The pass will be tied to brief one or two question surveys. In order to be eligible to win, attendees must participate in the surveys. Tricia pointed out that the annual meeting is the single largest group of NJDA members in one location and gives membership a good opportunity to connect with them.

Walkway -- A newsstand will be sponsored by nj.com. NJDA will not receive a monetary sponsorship from the website, but they will provide in-kind advertising for us. A membership pavilion will be staffed by NJDA and ADA staff. Tricia reviewed the details of the prospective member luncheon that will be held on Saturday. Dr. Faiella, President-Elect of ADA will be at the HOD meeting on Sunday and has been invited to attend the luncheon on Saturday afternoon. Hotel Rooms – availability was reviewed.

Registration Guide -- The guide was unveiled. Dr. Emmer commended the staff on their work. The book will be mailed out on Monday 3/19. The Linda Miles sessions continue to sell. We have sold 87-AM / 53-PM. We are also slowly selling other course seats. 15 attendees have registered for the Middlesex Reception. And there are only a handful of Hotel rooms left on Friday and about 50 left on Saturday.

For the 2013 meeting, Maureen announced that Ocean Place has been sold to United Capital Corp., which has a small hotel portfolio. They are keeping current staff in place. The 2013 contract is under review. Maureen is asking for an addendum to cover any changes or delays due to construction. Stan is exploring cancellation insurance for 2013. Chiche – Dr. Chiche is holding dates for our show. To date, 3MEspe has promised \$2500 toward the speaker and Dentsply would consider a maximum of \$2500. Dr. Chiche's fee is \$9500 plus travel. A motion was made by Dr. Kahn, seconded by Dr. Giantomas, to sign the contract with Dr. Chiche and deal with funding as we move forward. Discussion

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## MCDS Board of Trustees Report, continued from page 3

included checking Chiche's schedule to see where and when he will be speaking in 2013. The vote to sign Chiche was unanimous, pending a check of his schedule. Final Council meeting prior to the 2012 conference: May 17, 2012, 6:30 PM dinner, 7:00 PM meeting.

### Dental Benefits-Devang Modi

The next Council of Benefits meeting will take place on Wednesday, April 18th. I will have a report next month after that meeting.

### Dental Education-Bob Ashmen

Dr. Kahn talked about the meeting. There was a big talk about Dental assisting programs where people, usually young high school graduates are tricked into some of the programs that promise deceptive things, some promised even CDA and RDA licenses. They even promise jobs after education but have no real returns.

### Governmental and Public Affairs-Mitch Weiner

See full report on page 10.

### Membership-Tara Savage

A membership subcommittee was formed in order to begin developing an action plan for use of the two grants which NJDA was awarded by the ADA as part of its Membership Program for Growth. The subcommittee held a conference call meeting on March 26, 2012 to begin discussing ideas which will be presented to the council on membership and further developed at its next meeting on April 11, 2012. Some of the ideas discussed included: 1) ways to further promote the non-member luncheon at the annual conference in Long Branch, including developing a "package" of value received for attending, personal invites from NJDA president, Dr. Rich and chair of the council on membership, Dr. Batastini, and encouraging member dentists attending the meeting to invite a nonmember dentist to attend the lunch with them, 2) developing a symposium addressing the needs of the female dentist striving to maintain her practice while having and raising children, 3) speaking with fellow board members of IDANA (Indian Dental Association of North America) about the NJDA attending/sponsoring a meeting and/or providing the CE and offering staff presentations, 4) developing a comprehensive continuing education model beginning with speaker development through to credit maintenance.

The next Council on Membership meeting is scheduled for Wednesday, April 11, 2012 at 11:00 am.

### Peer Review-Sandy Goldstein

There was no activity in the peer review last month.

### Committee Reports:

#### Corporate Sponsorship-David Stein

Sponsorship issues for the upcoming CE year were discussed.

#### Mentor-Amit Vora/Nima MirMadjlessi

The next bi-annual OSHA program that satisfies the OSHA standard on Occupational Exposure to Blood Borne Pathogens, which is required annually for dentists and staff, will be given on June 28, 2012 at JFK Medical Center in Edison, NJ. **Please note that due to a scheduling conflict with the speaker, there is a change in DATE and VENUE for this particular OSHA program.** Two CEU credits are awarded to the Dentists & staff members attending these 2-hour seminars. These seminars are available to our members & staff for \$25/pp as a member benefit of MCDS.

A very big "Thank You" to Dr. Devang Modi, Residency Program Director – JFK Medical Center, for arranging our room accommodations at such short notice. Please see the insert in this newsletter for additional information and the NEW registration for the Mentor/OSHA program

#### Continuing Education-Mark Schambra

A full day practice management course will be given by Mark Sader on April 17th, 2013.

#### Oral Cancer Screening-Constantine Simos

The next oral cancer screening will be on April 17th at the Middlesex County Community College hygiene program from 9-1 pm.

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## NJDA Noteworthy News

**Governmental Affairs-** Mr. Jim Schulz reported that the General Supervision bill passed in the Senate 39-0. It still has to pass in the Assembly which will reconvene in May. He feels that it should be on the Governor's Desk by July 1st. On the health insurance exchange there are pros and cons. We support the legislation that allows for dental only insurance plans. This has to be put in place by January 1, 2014. Mr. Schulz reported that Governor Christie has made some new appointments to the State Board of Dentistry. Both Dr.s. Alexander Hall and Arnold Rosenheck were not reappointed. Dr. Roger M. Kriete replaced Dr. Hall and Dr. Richard Riva replaced Dr. Rosenheck. Dr. Nicholas Corrado DeRobertis has filled the vacant seat of Dr. Jack Ricciani. Dr.s. Shelia M. Dashkow and Herbert B. Dolinsky have been reappointed. He added that all appointees are NJDA members. The Governor wants a bi-partisan balance on Boards. The subject of fluoridation is very engaged and getting more so. This legislation ends in January 2014. We plan to send letters to the editors. We continue to broadcast what good dentists are doing.

**Continuing Education-** Ms. Tricia DeCotiis distributed to the Board a discussion draft of an annual continuing education model. Following discussion, the Board decided to form a committee. It asked Dr. Tom Rossi to Chair the Committee. Members of the Committee are Dr. Jeffrey Delson as Chair of the Council on Annual Session; Dr. Frank Batastini as Chair of the Council on Dental Education; Dr.s. Mike Messina and Mark Vitale and staff, consisting of Eric Elmore, Tricia DeCotiis, Maureen Barlow and Jim Schulz. The Committee will report back to the Board with a recommendation when it completes its review.

**Membership-** Ms. DeCotiis reported that we have 180 fewer members than at this time last year. NJDA will be identifying those that paid last year but have not this year and will ask them to participate in a payment plan. Component involvement is needed with retention and recruitment. At Annual Session, ADA staff will be at the Street Fair and Membership Pavilion along with NJDA staff. Membership is producing another Continuing Ed record keeping form that will be distributed at the Conference. We will host a non-member luncheon on Saturday, June 23rd. We have sent a marketing piece to every prospective member. Dr. Rich is working on re-activating the New Dentist Committee. If you know of any younger member that might be interested, please contact Tricia or Dr. Rich.

**Meeting and Events-** Ms. Maureen Barlow announced that sales for the annual session are picking up steadily. The Linda Miles course is selling; rooms are almost sold out, however, 25% of the booth space is not sold. We will continue to sell booth space and table tops. Ms. Barlow reported that the hotel has changed hands again. It really does not affect anything except the GM is new, no other changes were made. Moving forward, we are seeing a great deal of component support this year. Eight components have supported the \$500.00 sponsorship in which they can place a 250 word ad/article in the Conference Newsletter that will be distributed. The components that have supported the sponsorship are Atlantic-Cape May, Bergen, Central, Middlesex, Monmouth, Passaic, Southern and Tri-County, with a promise from Hudson. Dr. Gerard Chiche will be speaking at the 2013 Annual Session. Dr.s. Vitale and Messina have been instrumental in securing the funding for this CE program. In addition there will be a speaker showcase including Nainesh Desai, Maya Prabhu, Purnima Hernandez, Eric Weiss, Anthony Sallustio, Hillel Ephros and Cavan Brunsden.

**Dental Benefits and Peer Review-** Ms. Mary Moskal reported that on February 9th she and Art Meisel met with Peter Hartt, the new Director of the Division of Insurance, and some of his senior staff. The meeting was cordial and touched on a few topics, but the majority of time was spent discussing the problems with MetLife and its lack of compliance with prompt payment and other rules. Contact information for a complaint resolution specialist at the Department was provided, but the Department will not examine the overall problem; rather, it will investigate specific problems as they arise. That remedies the instant problem (if the plan is a fully insured plan in New Jersey) but does nothing for the overall problem. It is only when the Department receives a "pattern" of complaints that it will conduct a performance audit. Some Board members reported they had experienced similar problems with MetLife. Ms. Moskal also reported that the Department of Health and Human Services released the final rule establishing the minimum standards that states, employers, and insurance carriers must meet to operate in the insurance exchange. Several provisions directly affect the mandated "essential pediatric oral health benefit", including the fact that the oral health benefits, even if offered by a stand-alone dental plan, must not include annual and lifetime maximum coverage. If the essential benefits are determined to include orthodontics, the premiums would have to reflect the risk. Further, there is no requirement that qualified health plans price the pediatric oral health benefits separately, which would make it difficult for stand-alone dental plans on the exchange to be competitive.

**Communications-** Mr. Eric Elmore distributed the 2012 Program Review of GKAS and remarked that on page 5 of the national report, participating locations and volunteers were down. However, the number of participating children was up; this could be a problem if it persists. This was the 10th anniversary and again, we were the 2nd largest program in the country, second only to California who had 65 fewer locations this year from last year. The GKAS National Advisory Committee had more than 30 members tour NJ. A question was raised concerning the Head Start Programs

Continued on page 8

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# Middlesex County Dental Society

## REGISTRATION FORM

**MCDS Bi-Annual OSHA Seminar/Certification**

**THURSDAY**

**JUNE 28, 2012**

**Time:** Registration: 6:00 PM Program: 6:30 - 8:30 PM

**Place:** JFK Medical Center Conference Room,  
70 James St, Edison, NJ

**Tuition:** MCDS Member Dentists & Staff **\$25 per person** [member benefit]  
NJDA Member Dentists & Staff **\$55 per person**  
Non-MCDS/NJDA members/Staff **\$75 per person**  
(payable to Middlesex County Dental Society)

This program will satisfy the OSHA standard on Occupational Exposure to Blood Borne Pathogens, which is **required annually for dentists and staff**. Each office person trained will receive certification that they have been properly instructed for this OSHA regulation on Infection Control.

**Two CEU credits** will be awarded to those attending this 2-hour seminar.

This seminar is available to our MCDS members as a

**member benefit of MCDS**

MCDS Member Dentists & Staff **\$25** @ # \_\_\_\_\_ = **Total \$** \_\_\_\_\_

NJDA Member Dentists & Staff **\$55** @ # \_\_\_\_\_ = **Total \$** \_\_\_\_\_

Non-MCDS/NJDA members/Staff **\$75** @ # \_\_\_\_\_ = **Total \$** \_\_\_\_\_

Please **REGISTER** as early as possible since this program tends to fill up quickly - Thank You

make CHECKS payable to: **MIDDLESEX COUNTY DENTAL SOCIETY**

**Office Name** .....

**Office Address** .....

**Office phone #** ..... **Office fax #** .....

Name (Dentists & Staff attending) title

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**MIDDLESEX COUNTY DENTAL SOCIETY**

**P.O. Box 7026 East Brunswick NJ 08816**

**MCDS OFFICE: (732) 238-1255 MCDS FAX: (732) 390-2332**

## MCDS Board of Trustees Report, continued from page 4

### Dental Hygiene Study Club-Alyssa Bernstein

The next meeting of the CNJDH will be on Wednesday May 2. Two CEU credits will be awarded for this seminar. This CNJDH study club is available to our hygienists as a Dentist-member benefit of MCDS. Please contact Marlene Glickman, our Executive Secretary for MCDS, at # 732-238-1255 for additional information and registration in advance for the program. Thank you.

### MCDS Study Club-Tara Savage

The MCDS study club met on Thursday, March 29, 2012 at 7:00 pm. Dr. Larry Brent gave a presentation about his experience using the "Onset" local anesthesia buffering from Onpharma. 2 CE credits were awarded. The meeting was held at the NJDA headquarters in North Brunswick. The study club is a member benefit available to all MCDS members. Please contact Marlene Glickman, our Executive Secretary, at 732-238-1255 for additional information and registration in advance.

### Old Business

NJDA lawsuits- the one against Horizon for assignment of benefits is out of the door and the one about non covered services maybe out of the door soon. Dr. Kahn said that the court has confirmed that NJDA as an organization has a stand to fight for its members.

### New Business

For the Centennial celebration, there will be an open bar at the cocktail hour. We are still debating about cash bar option after the cocktail hour is over. There was a discussion about inviting our main sponsors by giving two tickets to Schein, Kuwata and 3i representatives. Dr. Weiner emphasized the need to market this event to the members now rather than wait since there will only be two general meetings before the event.

Respectfully Submitted,

Nainesh Desai,

Secretary

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and how they get involved with GKAS. Seventy percent of the children in Head Start go to a GKAS program. Head Start has their own vans which is very helpful. As this was the 10th Anniversary, eleven individuals will be honored for their work over the last ten years. To date, we have signed agreements with twelve Partners and are in the process of receiving eight more. The Committee on Partners has expanded to include Drs. Barbara Rich, Mark Vitale, Nancy Villa and David Monokian. The Committee plans to meet in May and to discuss the status of a few partners and review others. We will be repositioning the NJDA brand due to information gleaned from the membership survey and Membership's focus on the value of NJDA as well as social media and Constant Contact. The plan is to have mock-ups available by the September Board meeting. Prior to last year, we gave four \$500 scholarships to dental assisting students and received little response. In 2011 we changed to presenting two \$1000. scholarships and the response of applicants increased significantly.

Additional Business- Dr. Michael Messana reported that SmileCheck is ongoing. Approximately twenty schools and some 700 students have been screened. They are experiencing a bump in the road in that the schools that agreed to be screened had already been screened. He acknowledged that Dr. Ethan Glickman and Dr. Bob Giantomas have been very helpful in assisting with this project. They have been talking about the budget and process but still do not know what it will cost; it could be around \$8,000. Delta gave SmileCheck \$10,000 and Delta had to change its specifications to accommodate us. We did pledge \$2500 to the program as well. Dr. Mark Vitale, Chairman of the Council on Dental Benefit Programs, reported that as chair of this Council, he is also on the Committee on Medicaid that is chaired by Dr. Sid Whitman. The Medicaid Committee meets as needed and it was his opinion that the information discussed at these meetings was redundant with that of the Council on Dental Benefit Programs. Dr. Vitale suggested that a change be made to the Rules of the Board and remove the Committee on Medicaid from page 8 of the Rules and incorporate the Committee as a Subcommittee of the Council on Dental Benefit Programs. Dr. Vitale has discussed this with Dr. Whitman and Dr. Whitman had no objection. A motion was made, seconded and unanimously ADOPTED by the Board (Vote #2 BT-12-2-7) to remove the Committee on Medicaid from the Rules of the Board and incorporate it as a Sub-Committee of the Council on Dental Benefit Programs.

Dr. Bryon Roshong asked the Board to approve a \$300.00 expenditure for NJDA to join the Association of State and Territorial Dental Directors so that NJDA would become an Associate Member of this organization. He felt that this would be a great resource to NJDA as they also work with the ADA and we would not be in conflict. A motion was made, seconded and unanimously ADOPTED by the Board (Vote #3 BT-12-3-8) to join the Association of State and Territorial Dental Directors as an Associate Member and to take the \$300. from the SmileCheck funds.

Dr. Walter Chinoy is on the ADA Council on Ethics, Bylaws & Judicial Affairs (CEBJA) and he distributed a copy of the ADA Member Conduct Policy. He reported that when you become an ADA member, you agree with the Code of Ethics and if that code is violated and you have a hearing, there are four prescribed alternative punishments: Censor, probation, suspension or expulsion. The Member Conduct Policy has five punishments; the four listed above and/or removal from office. It is Dr. Chinoy's intention to make changes to the NJDA Bylaws to enforce this, have it approved by the Board and then send it to the House of Delegates in June to be adopted.

Annual Audit- The auditors from Eisner Amper, Heather Taylor, Director and Amy Anderson, Manager, reviewed a printed presentation and financial statement that was distributed to the Board. She explained that they look at the risks in areas of revenue recognition; override of internal controls and auditing standards. In summary, they felt there were no specific risks. Ms. Anderson ran through the listing and explained each line. The footnotes were very comparable with last year; there were no deficiencies.

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***COME TAKE A PEEK AT DENTISTRY'S FUTURE.  
JUNE 22-23, 2012 AT OCEAN PLACE RESORT, LONG BRANCH***

**Register online for free at [www.njda.org](http://www.njda.org) through June 8<sup>th</sup> or  
look for your *Registration Guide* in the mail.**



6:00-7:00  
Cocktails

# STAFF NIGHT

## TUESDAY, MAY 15, 2012

### YEE HAW, HOWDY Y'A LL

7:00-9:30  
Dinner,  
Music,  
Activities



ROUND UP YOUR BOOTS AND PUT ON YOUR HATS  
GRAB YER PARDNER TO DO-SI-DO  
IT'S TIME FOR A  
ROOTIN, TOOTIN, YEE HAWIN, FOOT STOMPIN  
HOEDOWN!  
SADDLE UP AND MOSEY ON OVER TO THE PINES



#### MCDS STAFF NIGHT REGISTRATION FORM

(See our web site for Online Registration which allows payment by credit card)

Cut-out and send check for total payable to MCDS to:

Middlesex County Dental Society, P.O. Box 7026, East Brunswick, NJ 08816

Doctor's Name: \_\_\_\_\_

Names of Staff \_\_\_\_\_

Members: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

MCDS Member Dentists and Staff: **\$90 per person**

Total # Attending: \_\_\_\_\_ Total Remittance: \_\_\_\_\_ Includes Open Bar

### Highlights from the April 2012 Meeting



MCDS President Dr. Robert Ashmen (L.) and Education Coordinator Dr. Devang Modi (R.) with April Featured Speaker Dr. David Lederman. MCDS presented Dr. Lederman with the Sy Symanski Memorial Award for 2012.

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## NJDA Council on Governmental and Public Affairs

### Governmental Affairs Update:

General supervision Legislation- Passed in the Senate Commerce Committee and Senate. It is currently in the Assembly awaiting action. Three steps left to passage. We need the Assembly Regulated Professions Committee to move the bill, a successful vote in the Assembly and for the governor to sign the bill. The NJ State Board of Dentistry voted unanimously to support the bill.

NJ Health Insurance Exchange Legislation – Goals are transparency, consumer freedom of choice and portability. In NJ, we want to add dental only plans to the pool and mandate that medical and dental plans are priced and sold separately.

There will be a mandatory pediatric dental benefit but no adult dental benefit as of now.

Immunity from AED Usage Legislation- Provides immunity from civil liability to certain individuals who acquire or use an automatic external defibrillator.

Community Water Fluoridation- Although NJDA faces heavy opposition from environmental groups and water companies; we are working on accumulating data sets through local studies to support our position for community fluoridation. We have until the end of this legislative session in January 2014 to move this legislation. In cooperation with UMDNJ grad students and Delta Dental, in-state research that analyzes caries rates, cost centers, flow of water between municipalities, and systemic health issues related to water fluoridation is being done. In addition, the community of Perth Amboy is being looked at with great detail as it does not share its water supply with any neighboring municipality and is the perfect town to focus on in such a study. Although Perth Amboy is fluoridated, it is at a substandard level than recommended. We will be pushing to get them up to the designated level.

### Lawsuit Updates:

Horizon Assignment of Benefits Suit- This suit was ruled against us even though it is allowed on the medical insurance end. Our next step is going legislatively to move the issue. The problem we had when we tried this last time was that if the insurance company accepted assignment for non-par dentists, they demanded the right to perform chart audits at will.

Non Covered Services Suit- This suit was ruled against us as well. We filed a petition for certification with the NJ Supreme Court and they are considering whether they will take the case up. Non covered services may be looked at differently in regards to frequency limits, after reaching the annual maximum and truly uncovered services by the courts.

Beach Bum Tanning Suit- Successful ruling in Appellate Division reversing the trial courts decision. The issue will now be settled by a ruling from the State Board of Dentistry.

Recovery of Overpayments- This suit is being argued in the Appellate Division.

### State Board Appointments:

Dr. Dick Riva replaces Dr. Arnold Rosenheck

Dr. Nick DeRobertis replaces Dr. Alex Hall

Dr. Roger Kreite replaces Dr. Jack Ricciani

Dr. Herb Dolinsky and Dr. Sheila Dashkow reappointed.

### Pro Active Legislative Ideas:

Expungement of Records- Our desire is a bill that would help expunge the public record of dentists that have past violations (primarily advertisement violations) that do not involve clinical misconduct. The Attorney General's office, due to the number of state boards, wants a general bill that would encompass all professions and licensing boards under its jurisdiction. Due to the differences between advertizing legality and regulations in the different regulated professions, this may be very difficult to achieve in one single piece of legislation and may be an uphill battle.

Hospital-Based Dentistry Requirements- Many large community hospitals do not have a dental service or dental residency program yet receive a high volume of ER visits that are beyond their scope to address adequately. Some hospital affiliated programs have cut days even though they have volunteer dentists providing care because they do not want to pay the salaries of the assistants or hygienists. As dental therapists (mid-level providers) have become a hot topic nationwide and possibly an unavoidable fate for NJ, pushing for more of these community hospitals to start dental residency programs will help strengthen access to care, alleviate some of the burden on the ER's that are currently filling the void, and assure that licensed dentists (and not mid-level providers) are providing the treatment. Legislation that requires a community hospital that serves a certain defined population density to equip and staff a dental service/residency program is being considered.

### New Business

We will be paying the membership dues for NJ to join the Association of State and Territorial Dental Directors. Our ongoing Smile Check program, which is conducting screenings on children throughout the state and gathering examination data for analysis, will benefit from access to the associations resources.

# Kudos for Kuwata

"I wouldn't ever consider working with another lab."

*David Klugman, DMD, Kenilworth, NJ*

"Kuwata Pan Dent treats their dentists as if each one is their most important customer, and that makes a world of difference!"

*Elliot N. Cohen, DMD,  
Prosthodontist, Livingston, NJ*

"My large cases delivered 30 years ago are still functioning well and continue to be very attractive and natural looking."

*Richard R. Cavanaugh, DDS,  
Prosthodontist, Doylestown, PA*

"Kuwata produces world class results"

*Joshua Kleederman, DMD,  
Prosthodontist, Williamstown, MA*

"Kuwata Pan Dent has been my exclusive fixed prosthodontic laboratory for over 10 years."

*Alan Oshana, DMD, Guilford, CT*

"I love the craftsmanship and detail."

*John Pagliei Jr., DMD, Jamison, PA*

"Kuwata Pan Dent focuses on excellence in every aspect of the case."

*Kevin F. Muench, DMD, MAGD,  
Maplewood, NJ*

To see many more testimonials, please visit **KuwataPanDent.com**

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has acquired the practice of

**Louis Comanducci, D.D.S.**

Leonardo, New Jersey

AFTCO is pleased to have represented  
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# Middlesex County Dental Society Councils and Committees

## – NJDA Council Representatives –

Richard Kahn.....	ADA Delegate .....	828-6622	Ira Rosen.....	Judicial Council.....	422-7440
Daniel Krantz .....	ADA Alternate Delegate .....	469-8083	Tara Savage .....	Membership.....	679-2323
Mark Vitale.....	ADPAC.....	494-7575	Sanjeev Satwah.....	New Dentists .....	452-1270
Nainesh Desai.....	Annual Session .....	254-2550	Mark Vitale.....	NJDA State Trustee .....	494-7575
Jeff Chustckie.....	Dental Benefits .....	271-1220	Nancy Villa.....	NJDA Alt. State Trustee .....	679-2323
Robert Ashmen.....	Dental Education .....	846-6366	Sandy Goldstein .....	Peer Review.....	442-0037
Mitch Weiner.....	Governmental/Public Affairs.....	297-4900	Ethan Glickman.....	Relief .....	572-4244

## – MCDS Committee Chairpeople and Members at Large –

Ira Rosen.....	Budget and Finance .....	422-7440	Alyssa Bernstein.....	Hygiene Study Club .....	388-3100
Cavan Brunsden .....	Children's Dental Health .....	679-2323	Genevieve Fernandes	Membership Hospitality.....	613-1931
Mark Schambra .....	Continuing Education.....	846-6366	Nima Mir Madjlessi ..	Mentor Co-Chair .....	651-8470
David Stein.....	Corporate Sponsorship .....	257-6500	Amit Vora .....	Mentor Co-Chair .....	494-2444
Maha Kaga .....	Dental Shadowing .....	873-3333	Cavan Brunsden .....	Special Olympics.....	679-2323

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

## MCDS Officers

Emeritus Editor:	Dr. Theodore Symanski	(1898-1998)
News./Web Ed.:	Dr. Robert Silverstein	732-846-8686
Facebook Editor:	Dr. Gautam Govitrikar	215-834-7642
President:	Dr. Robert Ashmen	732-846-6366
President Elect:	Dr. Constantine Simos	732-247-8083
Vice President:	Dr. David Stein	732-257-6500
Treasurer:	Dr. Alyssa Bernstein	732-388-3100
Secretary:	Dr. Nainesh Desai	732-254-2550
Ed. Coordinator:	Dr. Devang Modi	732-873-4122



Business Editor: Dr. Constantine Simos  
109 Livingston Ave, New Brunswick, NJ 08901  
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**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.

***Middlesex County Dental Society***  
***CENTENNIAL CELEBRATION***  
***Honoring our Past Presidents***  
***Saturday, October 13, 2012***

All living past-MCDS Presidents will be honored to recognize 100 years of MCDS excellence. Given that it has been many years since our last formal couples dinner dance, the MCDS Executive Board has planned an evening of excellent food, drink and entertainment that our members can enjoy with their spouses/partners. For established members, it's a chance to bring back the social energy of past MCDS Dinner Dances. For our newer members, it's a chance to spend time and network with your colleagues in a non-lecture environment and let loose!!! Please join us for a memorable evening.

Date: **Saturday, October 13, 2012**

Place: **East Brunswick Hilton Hotel**  
**East Brunswick, NJ**

Time: 7:00 pm- 8:00pm      Cocktail Hour  
8:00 pm- Midnight      Dinner Dance Celebration

Cost: \$100/person    \$200/couple

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Dr. Name.....  
Office Address.....  
Office Phone #..... Office Fax #.....  
Office E-mail: .....

Attending:

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

TOTAL \$ \_\_\_\_\_

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***P.O Box 7026***  
***East Brunswick, NJ 08816***

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Dr. Name.....  
Office Address.....  
Office Phone #..... Office Fax #.....  
Office E-mail: .....

Attending:

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

TOTAL \$ \_\_\_\_\_

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***East Brunswick, NJ 08816***