

Upcoming Meetings in 2012-2013  
Arranged by the Education Committee

January 15, 2013

NJDA Officer's Night and  
Life Member Presentations

February 19, 2013

Dr. Shahid Aziz

"Oral Submucous Fibrosis/Update on  
Orthognathic Surgery"

March 19, 2013

Mr. Stephen Schechner  
"Malpractice"

April 16, 2013

Dr. Ron Kaminer  
"Lasers and Minimally Invasive  
Dentistry"

May 21, 2013

No Meeting Scheduled (No Staff Night)

**Save The Date!**  
**MCDS Full Day Course.**  
**Registration form inside**  
**this newsletter.**

April 17, 2013

Dr. Mark Setter  
"Happier Patients and a Healthier Practice"

# The Dental Newsletter



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

*A Publication of the Middlesex County Dental Society*

## President's Message ... Constantine Simos



Dear friends, I hope you are coping well with the aftermath of Hurricane Sandy. Fortunately, for most of us in Middlesex County we had to deal with extended power outages and downed trees but we have been able to bounce back. Some of our members had significant damage to their homes or vacation homes and my thoughts are with them as they move through the phases of reconstruction. Likewise, several areas in our state and surrounding territories are devastated and will need help for an extended period in the future.

The New Jersey Dental Association went into action as soon as possible after the storm trying to assess the damage its members sustained. They immediately convened a conference call of the leaders in the state and started to outline what information and resources they could provide to our members. Two or three days after the storm, I received a

Continued on page 2

## GENERAL MEETING – Tuesday, January 15, 2013

**THE PINES** Route 27 • Edison, NJ

Registration .....	6:00
Business Meeting and hors d'oeuvres .....	6:30
NJDA Officers and Life Member Presentations .....	7:00

## Congratulations to our newest Life Members!

### NJDA Officers Meeting and New Life Membership Presentations

Come hear the stories behind the legislative and legal battles won on your behalf by NJDA this year from the dedicated officers. This annual event is an opportunity to meet the NJDA Directors and General Counsel and to witness first hand their dedication to our members. You will never ask the question, "What is organized dentistry doing for me?" after this evening. It will provide you with the opportunity to learn how to use NJDA's vast resources to get the most of your membership.

In addition, a special presentation to our deserving New Life Members will be featured. Life Members have been members for 30 consecutive years, or 40 years total. Tonight we honor our members who have reached this milestone in their careers, and acknowledge their contributions.

## MCDS Board of Trustees Report

11/13/12

**Attendance:** Dr.'s Simos, Savage, Krantz, Kahn, Vitale, Leung, Modi, Villa, Goldstein, Leizer, Kaga, Ashmen, Schambra, Weiner, Bernstein, Rosen, Stein, Mir-Madjlessi, Silverstein, and Marlene Glickman.

**Acceptance of 10/9/12 Minutes**-vote unanimous.

**President's Report**-Constantine Simos

NJDA emailed out the "Hurricane Sandy Recovery Resource Guide." (Editor's note: the forms are available on our web site in the archives section under the 2012-2013 link).

**Treasurer's Report**-Alyssa Bernstein

See full report on page 3.

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

The following are salient points from the last meeting:

President-elect: Charles Norman (North Carolina)

Treasurer: Ronald Lemmo (Ohio)

Speaker of the House: Glen Hall (Texas)

Dues increase of \$10

Dental Anesthesiology rejected for specialty status

Change in Life Membership status from 50% dues to 75% dues

Proposal to eliminate human subjects in Board Examinations (referred for further study)

No special building fund assessment (\$50 proposed and was voted down)

Proposal to eliminate First and Second Vice President positions (referred for further study)

Proposal to eliminate ADA Library (referred for further study)

Proposal to change size and makeup of the House of Delegates rejected

Maxine Feinberg announced her candidacy for ADA President-elect.

**NJDA Trustee's Report**-Mark Vitale

Contact NJDA if anyone needs help at home or office due to destruction from "Sandy."

Many of us have practice interruption insurance but there is an exception. You are covered only if the loss of power is at the location of your building.

**NJDA Council Reports:**

**Give Kids A Smile**-Cavan Brunsden

Give Kids A Smile is on Friday, February 1, 2013. 84 volunteer sites are registered at this time. This day of volunteerism is one of the most successful efforts to address the access to care issue in dental care for children. New Jersey has the pre-eminent program in the USA in terms of active volunteers, numbers of children seen and total dental care delivered. Please consider volunteering yourself, your office, and your staff to this very worthwhile cause. Join all of us as we support the efforts of NJDA as they lead the way in providing preventive dental care services to children. For the newer dentists, this is one of the best ways to establish your practice and your name in your community and to grow your practice. Good volunteer efforts on behalf of others demonstrates corporate social responsibility and is good for everyone. Call Maureen 'Mo' Barlow at NJDA 732 821-9400 and sign up now.

**Dental Benefits**-Jeff Chustckie, Devang Modi

See full report on page 7.

**Dental Education**-Bob Ashmen

The council will no longer be involved with any CE courses, only the weekend study club.


phone call from Dr. Messana, NJDA President, asking me how my component was fairing and what help he could provide. These actions show me that our association is very concerned about us. I wish many dentists who are not members could learn about these actions as just a small sample of what organized dentistry is about. The resulting emails and written information regarding disaster recovery resources have been very valuable in the hard hit areas of our state.

Lastly I would like to inform the membership that staff night is cancelled for May 2013. As the years have gone by, the number of attendees for staff night has declined. As with most things, the costs have gone up. The Executive Board has been concerned with providing a quality function at a cost that would not be prohibitive for most offices. Given these circumstances, the Board feels that it is in the Society's best interest to cancel staff night for this coming year and re-evaluate the needs of the society about one year from now.

Please joins us at the Pines on January 15th for the annual visit from the NJDA officers and the induction of our life members, I hope to see you there.

### General Membership Meeting Business

The 2013 budget was presented to the General Membership for approval. The budget passed with unanimous consent.



*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

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## Detailed Treasurer's Report As of October 31, 2012 Alyssa Bernstein, DMD

	10/31/11	9/30/12	10/31/12
Checking	42,676.94	45,172.54	26,927.66
Savings	24,202.75	24,239.24	24,243.32
PayPal	2,757.72	9,037.09	9,037.09
TOTAL:	69,637.40	78,448.87	60,208.07

(10/1/2012 through 10/31/2012)

### P&L STATEMENT CHECKING ACCOUNT

#### INCOME

Centennial Celebration Ad Journal	1,150.00
Centennial Celebration dinner dance	1,700.00
INTEREST	3.31
MENTOR COMM-INC	820.00
TOTAL INCOME	3,673.31

#### EXPENSES

CENTENNIAL CELEBRATION	16,825.57
Dinner Meetings, Lecture Fees	500.00
Exec Comm Dinner	309.38
Executive Secretary	1,375.00
Memorials and Gifts	91.96
Newsletter	325
Office Supplies	1,401.80
Postage	843.65
Telephone	245.83
TOTAL EXPENSES	21,918.19
OVERALL TOTAL	-18,244.88

### P&L SAVINGS ACCOUNT

INCOME	
INTEREST	4.08
TOTAL INCOME	4.08

### P&L PAYPAL MONEY MARKET

Total Income	0.00
Total Expenses	0.00

## Office Space for Lease

308 Raritan Ave. (Route 27 at the  
BUS STOP), Center of High-  
land Park, NJ 08904

Dental tenant of 11 years retired  
and the landlord purchased all 3  
sets of equipment and furniture  
for new dentist to use.  
Call 973-280-8206 or  
Lkathy98@yahoo.com

## Insurance Claims Problems?

The Board would like to remind  
you that Claims Resolution  
Service is available through the  
NJDA to help you resolve any  
dental claim issue. Please contact  
Mary Moskal at 732-821-9400.  
This service is provided free to  
you as a member benefit.

## MCDS Board of Trustees Report

Continued from page 2

### Membership-Tara Savage, Genevieve Fernandes

An ergonomics continuing education course designed specifically for female dentists featuring a dental ergonomic expert, Bethany Valachi, PT, MS, CEAS and a master trainer, Celeste Leonard is scheduled for December 7, 2012.

NJDA will be sponsoring this course using the grant money it received from the ADA for membership recruitment. This course will be offered to female dentists, both members and non-members. The title of the course is "Optimizing Health for the Woman Dental Professional: Evidence-based Strategies to Prevent Pain and Extend Your Career." This will be a half day course followed by an exercise class with a trainer. It will be at the Renaissance Woodbridge Hotel, Iselin, NJ The fee for this course is \$100 for NJDA members and \$140 for non-members. It starts with breakfast from 8-9 with a lecture from 9-12, then lunch from 12-12:45. This event concludes with an hour of fitness session from master trainer, Celeste Leonard.

The NJDA is marketing a "15 for 12" quarter year dues program. Any eligible prospective member applying in the last quarter of 2012 will receive 15 months of membership for the price of 12.

The Board of Trustees adopted a new member recruitment incentive program- a \$100 cash prize will be given to a member who acquires a non-member. The recruited member must submit an application and be a full dues paying member. The \$100.00 will be paid when dues are fully paid by the new member. The Board of Trustees has adopted the "Power of One" program. Every Trustee, Officer and Council on Membership representative must recruit a non-member by the end of the year. The recruited member must submit an application. An evening event featuring Art Meisel and Jim Schulz as speakers will be scheduled with IDANA members who are not NJDA members.

### Peer Review-Sandy Goldstein

There was one case assigned for peer review in the past month. The peer review training seminar was cancelled due to the hurricane.

Relief-Ethan Glickman (Editor's note: not part of the 11/13/12 minutes, but the 12/5/12 meeting notes were appropriate here):

During a telephone conference call on Wednesday evening, December 5, 2012, the Council on Relief approved the attached two documents:

- (1) Hurricane Sandy Grant Program Application Form
- (2) Rules for NJDA Hurricane Sandy Grant Program.

To date, the NJDA has received donations from four constituent dental societies totaling \$47,500. The Council intends to match that amount from funds that it currently administers in the Indenture of Trust, for a grand total of \$95,000. Depending on funds available, a grant amount for any applicant shall not exceed the lesser of:

- (1) 25% of the loss suffered by damage to a dental office or its content, or
- (2) a maximum of \$20,000.

At 7:00 p.m. on Wednesday, January 16, 2013, the Council will meet at the office of the Association to review applications for grants.

### Committee Reports:

#### Corporate Sponsorship-Ira Rosen

Encourage everyone to visit the sponsors. Ideas were discussed to increase traffic to the vendors including raffling a prize at the end of every meeting. Attendees must visit every sponsor and get their card stamped.

#### Mentor-Nima Mir-Madjlessi

The next OSHA course will be on 11/15/12 at St. Peters Medical Center. 100 people are registered.

Continued on page 4

**Continuing Education**-Mark Schambra

Mark Setter is our speaker for the April 17, 2013 full day course. His honorarium is \$7000. Marty from Schein can cover half of the honorarium through his sub sponsors. MCDS would have to find other sponsors to cover the cost. Dr. Setter also works with some sponsors but there maybe a conflict of interest between his sponsors and Schein (ex. Kodak/Dexis). Another conflict is that Henry Schein now offers its own practice management consulting service which is the theme of our full day course.

**Budget and Finance**-Ira Rosen

MCDS Budget will be voted upon at next weeks meeting. MCDS will allocate \$2500/year to fund Dr. Maxine Feinberg's campaign.

**Hygiene Study Club**-Alyssa Bernstein

The Central New Jersey Dental Hygiene [CNJDH] Study Club met on Wednesday September 19, 2012 at the Crowne Plaza Hotel in Edison. The lecture was presented by Dr. Brunsdon on "Treating the Autistic Patient". Two CEU credits were awarded to the 29 Hygienists that attend this meeting.

The next CNJDH meeting will be on Wednesday November 14, 2012 at the Crown Plaza Hotel in Edison. The speaker will be Annabelle Bacchione, RDH, NTP and she will be lecturing on depression and the link to nutrition. Two CEU credits will be awarded for this seminar. The schedule and registration form for the upcoming lecture series will be in the next newsletter.

This CNJDH study club is available to our hygienists as a Dentist-member benefit of MCDS. Please see the registration form in the newsletter to register for next year. Please contact Marlene Glickman, our Executive Secretary for MCDS, at 732-238-1255 for additional information and registration in advance for the program.

**Old Business**

**There will be NO Staff Night in May 2013.** A scientific lecture may be considered in the future as an alternative.

**New Business**

It was agreed that Dr. Alan Rausch can give a gold inlay/ onlay lecture at our mentor or study club meeting but not at our Tuesday membership meeting, in keeping with the established rules of our Society.

Respectfully Submitted,

Devang Modi,

Secretary

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**Participate in the 11th annual day of free dental access for children 12 and younger  
and be entered to win \***

**Give Kids a Smile! on Friday, February 1, 2013**

- ☺ Open your office to children ages 12 or younger for free cleaning and treatment
- ☺ Volunteer at a participating location
- ☺ Provide a monetary donation to offset school bus transport and purchase restorative supplies
- ☺ Earn up to 3 CEUs

**\*All 2013 GKAS dental professional volunteers will be eligible to win  
a two night stay at Ocean Place Resort during the Garden State  
Dental Conference & Expo, Friday & Saturday, June 28 & 29, 2013.**

For information about registering or donating: [gkas@njda.org](mailto:gkas@njda.org)  
Or visit: [www.njda.org/gkas](http://www.njda.org/gkas)





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## MCDS Induction of New Life Members

The following MCDS members have achieved life membership this year.

Cavan Brunsten, Brian Dubin, Hugh Habas, Lucian Kahan, Daniel Krantz, Aaron Prestup, Robert Rickards, Philip Schrager, Michael Spiegel, Stephen Traum and Raymond Ungermah.

They have shown a steadfast dedication to their profession and organized dentistry over their careers. They will be formally inducted as life members at this month's dinner meeting. Each new life member was asked to submit their biographical information, and those who elected to do so are recognized below.

### CAVAN BRUNSDEN

Cavan Brunsten was born in London, England. He graduated from Fairleigh Dickinson University in 1970 with a BS in Biology and a BA in Elementary Education. He graduated with his DMD degree in 1979 from UMDNJ and in 1981 with a Certificate in Pediatric Dentistry from Montefiore Medical Center. He was an associate in a dental practice in East Brunswick, NJ before starting his own practice, Kidzdent, in 1985, in Old Bridge, NJ. He is currently in full time practice at Kidzdent which is a center for Pediatric Dentistry, Orthodontics for Children and Adults, Special Needs and Pediatric Oral Sedation.

Dr. Brunsten is a Past President of MCDS, NJDA Board member, Chair of Communications NJDA, State director of Children's Dental Health and the State Manager of GKAS 2000 - 2012

Cavan and his wife Dr. Nancy Villa, an Orthodontist, are the parents of Andrew and Jessica and the grandparents of Jack and Zola.

### BRIAN DUBIN

Brian Dubin was born and raised in Jersey City, NJ and went to college at Rutgers University. He received his dental education from University of Pennsylvania graduating in 1971. He then completed his Orthodontic certificate program from University of Pennsylvania in 1973 and served in the USAF from 1973-75. He was a Major at the Wright Patterson AFB and Chairman of Orthodontics. He worked in Edison, NJ for a year before opening his own office in North Brunswick, NJ. Subsequently he also opened offices in Highland Park and Monroe. Currently he is practice with his son Joseph.

Dr. Dubin is the past chairman of the Children's dental health month as well past program chair for MCDS. He is also a member of the AAO.

Brian and his wife Shelly reside in Skillman, NJ and are the parents of Marc, Joseph and Stacie. They are also proud grandparents of 3 granddaughters and 1 grandson. Besides practicing full time, he likes reading on the beach in summer and skiing in the winter.

### HUGH HABAS

Hugh Habas was born in Brooklyn, NY and went to college at SUNY, Stonybrook. He received his dental education from Case Western Reserve, graduating in 1971. He then did a dental internship at Florida State Hospital and a one year post graduate training in Periodontics. He worked as an associate in various practices before opening his own practice in Perth Amboy, NJ in June 1977. Subsequently, he relocated to Fords, NJ in 1998 where he is in full time practice.

Dr. Habas is a Past President of the Middlesex County Dental Society and the Raritan Valley Study Club, where he is currently an active member. He is also a member of the Dental Practice Study Club since 1980. He was the State trustee at the NJDA from 1991-1994 for Middlesex County Dental Society and currently serves on the Alumni Board of Trustees at Case School of Dental Medicine.

Hugh and his wife Sherry reside in Warren, NJ and are the parents of Owen and Ashley.

### LUCIAN KAHAN

Lucian Kahan was born in Romania and attended Yeshiva College where he graduated with a BS in Physics. He graduated from Columbia University College of Dental Medicine in 1974 with his DDS degree and in 1977 with a Certificate in Periodontics. He practiced in dental practices in Forest hills, NY and Woodbridge, NJ before starting his own practice in 1980, in East Brunswick.

Dr. Kahan completed a one year implant residency at NYU in 1994 and is an attending at JFK and Robert Wood Johnson hospitals. He is the founder of the Garden State Periodontics and Implant study club and a Past President of the US Dental Tennis Association

Lucian and his wife Roberta are the parents of Scott, Howie and Michelle and the grandparents of Alex, Joshua and Cole. He is avid tennis player, skier and ballroom dancer.

## MCDS Induction of New Life Members, continued

### DANIEL KRANTZ

Daniel Krantz was born and raised in Brooklyn, NY and went to Hunter College and then Lehman College. He graduated from NYU College of Dentistry in 1975 and went on to complete a one year certificate program in General Practice and Oral and Maxillofacial Surgery at Brooklyn Jewish/Greenpoint Hospitals in 1978. He worked for several practices and opened his own practice in Somerset, NJ in 1980 where he currently practices full-time.

Dr. Krantz is a Past President of the NJDA and the MCDS. He is a Past Chairman of the NJDA Council on Dental Benefits. He is a Master in the Academy of General Dentistry, Fellow of the ICOI, ACD and a member of the American Society of Dental Sleep Medicine. He is a member of the first class of 26 recipients of the Lifelong Learning and Service Recognition (LLSR) award from the AGD. He is currently an ADA Delegate and the 4th ADA District representative to the ADA Council on Dental Benefits.

Daniel and his wife Lois reside in Somerset, NJ and are the parents of Joshua and Laurie and grandparents of Eli, Lily, Matthew and Jonah.

### PHILIP SCHRAGER

Phil Schrager was born and raised in New York City and went to college at Indiana State University. He graduated from NYU College of Dentistry in 1973. He then served in the Army from 1973-15 where he was the Captain in US Army Dental Corp. After graduation he opened his first practice in Brooklyn, NY in 1975 and then relocated to North Brunswick, NJ in 1977 where he is currently in full time practice.

Dr. Schrager was President of the Raritan Valley study club on two occasions. He is an attending at the Robert Wood Johnson University Hospital and a supporter of the Robert Wood Johnson Hospital Foundation.

Phil and his wife Leslie reside in Marlboro, NJ and are parents of Brad and Dara and grandparents of Elias and Everett.

### STEPHEN TRAUM

Stephen Traum was born and raised in Brooklyn, NY. He graduated from Brooklyn College in 1967 and from SUNY, Buffalo in 1971 with his dental degree. He served in the US Army Dental Corps from 1971-73 at Fort Gordon in Augusta, Georgia. He then went to Tufts University School of Dental Medicine and graduated with a certificate in Periodontics in 1975. He worked for another periodontist for a year and a half before opening his own practice in Edison, NJ. He sold his practice in 2008 and works one day a week and spends most of his time bicycling with the Princeton Freewheelers.

Dr. Traum taught at UMDNJ and Middlesex County Hygiene school where he was head of the Periodontal section. He was also on staff at the Robert Wood Johnson and JFK hospitals, where he is currently an Emeritus. He formed the Raritan Valley Study Club in 1975 and served as its president on three separate occasions. He is also a Past President of MCDS and the New Jersey Society of Periodontists.

Stephen and his wife Eileen live in Edison, NJ and are proud parents of Dr. Marcy Traum and Jeremy Traum. He has two wonderful dogs, Sunshine and Rocky, who keep them busy and energetic. He enjoys hiking and jogging and continues to attend courses at the School of Practical Philosophy in NYC. He loves to read and study many diverse subjects such as the Torah, Talmud, Plato, Ficino, Bhagavad Gita, Upanishads and Sanskrit.

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## MCDS Welcomes Our Most Recent New Members



From Left to Right:

MCDS President Dr. Constantine Simos, Dr. Keren Levine, Dr. Atmuri Hima Bindu, Dr. Muhammadali Dinani, Dr. Sneha Brahmabhatt, Dr. Sunitha Nanjappa, MCDS Hospitality Chairperson Dr. Genevieve Fernandes, and MCDS Membership Chairperson Dr. Tara Savage.

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## Council on Dental Benefits

- A. Special order of business: Dr. Scott Navarro and Bruce Silverman, Delta Dental: Dr. Navarro and Bruce Silverman briefed the council on Delta's view of the potential effects on dental benefits from the Affordable Care Act's implementation of "qualified health plans" including a pediatric oral health benefit. New Jersey's proposed legislation to form its Health Insurance Exchange was vetoed by the Governor, but it would have allowed stand-alone dental plans to be included on the exchange. However, since covered services may not include an annual or lifetime maximum (customary in dental benefit plans) the premiums would have to be priced accordingly and may not be competitive with full-service health plans. On other topics, Delta is currently programming its computers with the new CDT codes that will take effect on January 1, 2013, and is also set to roll out the individual dental product. (Subsequent to the meeting, Delta e-mailed complete policy descriptions of the new plans.) Of interest, Delta reported that only 67% of claims are submitted electronically.
- B. CRP Statistics: Staff provided the council with 2012 year to date cumulative statistics indicating a total of 76 complaints (MCDS-18) submitted to NJDA for the year. Of that number, NJDA successfully resolved 29; 22 were for data purposes, 17 are still pending and eight were not resolvable. Most of the complaints are against Aetna (14) and MetLife (16) for COB, refund requests and denial of claims.
- C. MetLife COB Problems: The council reviewed redacted examples of the problems MetLife participating dentists are experiencing when MetLife is secondary coverage. Briefly, MetLife does not pay to the dentist the full patient liability, but limits its payment to the MetLife contract fee, then sends the remainder to the patient who profits from the dental visit. In one example, MetLife actually requested that the dentist return an "overpayment" that he did not receive. Staff is working with the Department of Banking and Insurance (DoBI) on these issues. MetLife's explanation to DoBI is simply "human errors do occur".
- D. Guardian Settlement (COB): The council reviewed the letter Guardian sent to participating dentists with a check for underpayments occurring over the last six years (plus interest). This action was prompted by NJDA's report to DoBI relating to Guardian's failure to implement the COB rules. Staff reported that DoBI would not disclose further details of the settlement (e.g., number of dentists, average payment amount, etc.) citing confidentiality. Two council members reported receiving checks.
- E. MetLife Overutilization Letter: The council reviewed, as informational, the type of letter MetLife sends to dentists when its computer profiles show a utilization pattern of certain codes that fall outside the norm; in this case, x-rays.
- E. Horizon Secondary E-Claims: Dr. Vitale reported that his office has been having problems with the inability of Horizon to pay claims for secondary coverage that had been submitted electronically. Upon inquiry from NJDA, Horizon reported that it identified a "workflow issue" that has since been corrected.
- F. Conference Call on Tricare (MetLife contract): The chairman reported on a conference call he and staff had with Dr. Chaffin, Chief of the TRICARE Dental Care Operations Division, concerning language in the MetLife contract that appears to limit a dentist's right to appeal decisions related to quality or necessity. (Subsequent to the meeting, NJDA received assurances from Dr. Chaffin that a dentist may appeal, except in the case of non-covered services, despite language contained in the contract.)
- G. ADA Dental Benefits Conference (9/14/12): Dr. Vitale reported that he was registered to attend the ADA Dental Benefits Conference.
- I. Horizon Dental Advisory Committee: The council reviewed the description and duties of Horizon's Dental Advisory Committee, required to be formed as part of the class action settlement. The committee consists of five members, two of whom were to be appointed by NJDA. Drs. Vitale and Bilenker agreed to serve on this committee.
- J. ADA Code Action Report (previously emailed): The council discussed ADA's code action report. Several new procedure codes were approved by the committee to be included in the 2013 CDT, including new bone grafting codes in the implant category, and a restorative procedure for resin infiltration of incipient smooth surface lesions.
- K. Medicaid Orthodontic Coverage: The council reviewed the new criteria developed by the state for approving "medically necessary" orthodontic treatment. Problems have been experienced in the past year with Medicaid HMOs inappropriately denying qualifying cases.
- L. CDBP Insurance Course, October 3, 2012 and March 13, 2013: Dr. Vitale reminded the council that two more dental benefits courses were scheduled, with the presenters including Drs. Bilenker, Dubowsky, Pettigrew and Vitale.



# Middlesex County Dental Society

## Full Day CE Program 7 CEUs

Dr. Mark Setter

“Happier Patients and a Healthier Practice”

Sponsored in part by Henry Schein

Open to Doctors and Staff

Wednesday, April 17, 2013

8 am to 4 pm



Dr. Setter graduated from the University of Michigan with a DDS and a Master's Degree in Periodontics. He has had a private practice Limited to Periodontics in Port Huron since 1981, with a focus on dental implantology. Dr. Setter is on the faculty of the Misch International Implant Institute, as well as on the faculty of The University of Michigan School of Dentistry and Temple University School of Dentistry. Dr. Setter has been invited to lecture at state, national and international meetings on topics related to Dental Practice Management and Dental Implant Prosthetics.

The more assumptions any business makes, the less success that business will have. Real, factual information is more difficult to get, but results in amazingly higher success. Our dental offices make a wide range of assumptions, each lowering our success potential. What assumptions are patients making when they visit our offices? What assumptions are we making about our patients? What are their thoughts about dental insurance? What examination features are consistently included in your periodic examinations?

Exceptional practices that desire to get exceptional results need to have the people and systems in place to break-down the assumptions patients have when visiting the dental office and the assumptions within our offices. The key is having consistent systems, consistent diagnosis criteria, excellent verbal skills and impressive customer service that will assure your patient's willingness to invest in their own dental health. This program will start with the first phone call to the office and go through to the case presentation, identifying where invalid assumptions can occur. The entire dental team must learn the steps involved in turning untreated dental issues into wanted and needed services. This program is the most direct path to getting your office to take the potential treatment that is in your file cabinet and make it treatment that is in your schedule. Your entire office team needs to participate in this program.

### Registration Form

Doctor's Name (Last) (First)

Address

City State Zip

Office Telephone Number Fax Number

Non-Dentist Staff Members:

Name

Name

Name

Name

Name

### Registration Fees: (Please check appropriate boxes)

MCDS Members/Residents: ..... \$90 / \$115 ea\*

NJDA Members (non-MCDS) ..... \$125 / \$160 ea\*

NJDA Non-Members: ..... \$250 / \$285 ea\*

Staff (non-dentists):

MCDS: \$85 per staff member

Non-MCDS NJDA: \$100 per staff member

NJDA Non-Members: \$150 per staff member

Total Enclosed: \$ \_\_\_\_\_

\* Early / Late registration cutoff dates:

Setter Course: March 15, 2013

Checks Payable to MCDS (Payment must accompany registration)

Mail to: Middlesex County Dental Society

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

Registration for all courses starts at 7:30 a.m.

All programs to take place at the Pines Manor in Edison, NJ

Continental Breakfast and Lunch Included

For further information call 732-238-1255 or visit

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

To register more than one dentist for your office, please use  
copies of this form, or register online.



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## Highlights from the November Meeting



November featured speaker Dr. Jeremy Mao (C.) with MCDS  
President Dr. Constantine Simos (L.) and MCDS Education  
Coordinator Dr. Amit Vora (R.)

**Kuwata Pan Dent**

**The Laboratory  
Dentists Trust**



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Nina Benton, CFP®, CLU®, ChFC®  
Financial Planner



John R. Benton, Jr.  
Financial Planner



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