

Upcoming Meetings in 2012-2013
Arranged by the Education Committee

May 21, 2013

No Meeting Scheduled
(No Staff Night,
no General Meeting)

Tentative Topics for the 2013-2014 General meetings:

September 17th: Dr. Alan Meltzer.
Full Arch Immediate Loading of
The Maxilla and/or Mandible Using
Tilted Implants.

October 15th: Dr. Vincent Ziccardi
Management Of Trigeminal Nerve
Injuries

November 19th: Mr. Gerard Iaco-
vano, CPA Year- End Tax Strategies
Every Dentist Should Know.

January Officers Night.

February through May: TBD

The Dental Newsletter



www.MCDSofNJ.org

A Publication of the Middlesex County Dental Society

President's Message ... Constantine Simos



My friends, May will bring the dental society to our annual hiatus. We will skip our long standing tradition of Staff Night this year as our Executive Board re-evaluates the needs of our members. Nonetheless, I would be remiss if I did not acknowledge our talented and dedicated staff members without whom we could not function.

I was a patient today; I had a small restoration placed in one of my teeth. It was just a class I occlusal composite that even I knew how to do back in the day. Nothing challenging, right? Well, at all times I could see four hands above my face, passing back instruments, materials, curing light etc. I am sure even this little filling would be a pain to do unassisted and more complicated treatment would be impossible. Of course, I know that in my own practice, surgery would be impossible without our assistants and our group could not function without our dedicated and caring staff. Even though I will not get a chance to say so in person, on behalf of all of the mem-

Continued on page 2

There is no formal Staff Night this year

Although there is no formal MCDS Staff Night celebration this year, I (your Editor) wanted to take this opportunity to reflect on what our teams contribute to our practices.

Those of us who attended the lecture by Dr. Mark Setter in April were made aware of some the many things that our team members do that we don't often think about: The team member who takes the initial phone call from a prospective new patient IS the face of your practice. You can be the most highly skilled technician in the world, but if a patient doesn't have a positive experience during that initial phone call, they are not coming to you. Your receptionist lets them know if they are going to be treated with respect or not.

When you have team members who care about the physical appearance of your practice, inside and out, this has an enormous positive impact. The outside of your building, the reception area, the bathroom, the treatment areas, etc. ALL contribute to the story of the quality of care that the patient will receive. Patients have no idea about the quality of the actual procedures that you perform on them. They use all of these other visual clues to tell them what kind of quality they will be getting in your practice. When you see a team member cleaning your reception desk or mirrors, straightening up your magazines, emptying the garbage, etc. they are doing something just as important or more so than your dentistry; if they don't care about doing these things, you might not even get the chance to do your dentistry.

Your team creates the relationships that make patients feel good, that re-assure them, that explain treatment to them when they are too embarrassed to tell you that they didn't understand you, that help them with understanding their insurance benefits. When you see a team member talking to a patient, see this as strengthening that patient's connection to your practice, because that's what every positive conversation is doing.

Remember that it's not just the duties in the job description that your team contributes that matter; it's all the things that aren't in the job description – the **way** they do their jobs– that are even be more important. Be aware of the way they interact with patients and care for you and your office. A "thank you" from you when you notice this means a lot more than bringing them to an event.

MCDS Board of Trustees Report

-4/9/13-

Attendance: Drs. Simos, Rosen, Satwah, Krantz, Fernandes, Mir-Madjlessi, Weiner, Schambra, Prabhu, Vora, Goldstein, Bernstein, Kahn, Glickman, Silverstein, Modi and Marlene Glickman.

Acceptance of 3/12/13 Minutes- Unanimous

President's Report-Constantine Simos

No report.

Treasurer's Report-Alyssa Bernstein

See report on page 3.

Educational Coordinator's Report-Amit Vora

Dr. Ron Kaminer will be speaking on the "Current Topics in Minimally Invasive Dentistry" at our Tuesday meeting on April 16th. Dr. Mark Setter will be presenting a full day course titled "Happier Patients and a Healthier Practice" on April 17th.

ADA Delegate's Report-Daniel Krantz

The ADA meeting will be held in New Orleans. You can register on line for CE courses and room reservations.

NJDA Trustee's Report-Mark Vitale

See full report on page 5 under "NJDA Noteworthy News."

Executive Secretary Report-Marlene Glickman

143 attendees have registered for the full day Mark Setter course on April 17.

NJDA Council Reports:

Dental Benefits-Jeff Chustckie, Devang Modi

NJDA has received a number of questions from members regarding Horizon Dental Plan claims since the transition of its claims processing to DeCare in Minnesota. NJDA has been working directly with Horizon's new Dental Director, Dr. Brian Bastecki, to expeditiously address these issues. Dr. Bastecki has asked NJDA to alert its members that a letter will be mailed to New Jersey dentists on April 10th to inform them on changes that will take effect on August 1, 2013, of how claims are processed and reimbursed. Please be on lookout for this important message.

Membership-Tara Savage, Genevieve Fernandes

The Council will meet on April 15, 2013. We intend to go over strategies to implement active participation in our "NJ Dental Office" at the Garden State Conference in Long Branch, NJ. Member recruitment and retention will be further discussed. 2 new member Dentist will be presented with their membership certificates.

Peer Review-Sandy Goldstein

There were no cases assigned or mediated last month.

Committee Reports:

Corporate Sponsorship-Ira Rosen

All members in attendance are encouraged to visit every vendor's table and get their card stamped by each vendor. The completely stamped card can then be submitted to Marlene to be entered into a raffle drawing. 2 winners will be selected receiving \$50/ each in gift card.

The full day course by Dr. Mark Setter on April 17, 2013 is being sponsored by TD Bank as our lead sponsor and Phillips Oral Health Care as our secondary sponsor. Thank you to both our sponsors.

Mentor-Nima Mir-Madjlessi

Our bi-annual OSHA program that satisfies the OSHA standard on Occupa-

Presidents's Message – Continued from Page 1

bers, I thank all of our staff for their hard work, perseverance and dedication to our practices. We cannot do it without you!

It was a great year for the society. Clearly the highlight for me was the Centennial Celebration in October. It truly was a great night to mark such a special occasion. Dr. Amit Vora, our Educational Coordinator, did an outstanding job organizing our monthly meetings at The Pines and bringing us interesting and relevant CE. I am grateful to him for his time and energy that he devoted to the program. Dr. David Stein will take over as president this month and I know that with his great leadership we will continue to thrive.

I wish to thank the Executive Board for their unwavering support this year and the tireless work ethic that they instill in all of us. Most importantly, I thank all of you for giving me the opportunity to serve as president this year; it has been a privilege and my honor to do so.

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.



The Dental Newsletter

A Publication of the Middlesex County Dental Society

Published at the office of Dr. Robert Silverstein

www.MCDSofNJ.org user name: mcds

password: mcds1912

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Detailed Treasurer's Report As of March 31, 2013 Alyssa Bernstein, DMD

	3/31/12	2/28/13	3/31/13
Checking	\$ 38,326.54	\$34,794.48	\$ 43,210.07
Savings	\$ 24,230.67	\$24,258.17	\$ 24,258.17
PayPal	\$5,594.87	\$11,484.64	\$16,715.95
Total:	\$ 68,152.08	\$70,537.29	\$ 84,184.19

(03/01/2013 through 03/31/2013)

P&L STATEMENT CHECKING ACCOUNT INCOME

CONT. EDUC.-INC	2,165.00
CORP SPON-mtns	1,500.00
DUES	11,229.50
TOTAL INCOME	14,894.50

EXPENSES

DINNERMEETINGS	4,596.03
DINNERMEETINGS:LECTURE FEES	500.00
TOTAL DINNERMEETINGS	5,096.03
DONATIONS	500.00
EXECUTIVE SECRETARY	700.00
NAME BADGES	58.88
POSTAGE	124.00
TOTAL EXPENSES	6,478.91
OVERALL TOTAL	8,415.59

P&L SAVINGS ACCOUNT INCOME

INTEREST	4.12
TOTAL INCOME	4.12

P&L PAYPAL MONEY MARKET

Cont. Educ	5,231.31
Total Income	5,231.31

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MCDS Board of Trustees Report

Continued from page 2

tional Exposure to Blood Borne Pathogens, which is required annually for dentists and staff, will be given on Thursday June 20, 2013. **PLEASE NOTE THAT THIS COURSE WILL BE GIVEN AT JFK MEDICAL CENTER CONFERENCE ROOM, 70 JAMES STREET.**

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/person as a member benefit of MCDS. Please see the insert in this newsletter and/or website for additional information and registration for the OSHA program.

New Dentist Committee-Sanjeev Satwah

May 1st is our Implant CE/Golf Clinic. Open to New Dentists (graduated 2003 and later). \$125 includes 3 CE credits, Lecture by Dr. Edenbaum, Breakfast, Lunch, and a Golf Clinic. All members are urged to spread the word to make this event a success.

Dental Shadowing-Maha Kaga

Dr. Glickman is giving a lecture to the Rutgers Pre-Dental Society on "Basic Office Dental Skills and OSHA" on 4/9/13.

Hygiene Study Club-Alyssa Bernstein

The Central New Jersey Dental Hygiene [CNJDH] Study Club met on Wednesday March 6, 2013 at the Crowne Plaza Hotel in Edison. The lecture was presented by Dr. Blumenstock on sleep apnea and methods of diagnosis and treatment. Two CEU credits were awarded to the 27 Hygienists that attend this meeting. The next CNJDH meeting will be on Wednesday May 1, 2013 at the Crown Plaza Hotel in Edison. The speaker will be Gail Malone, RHD and the lecture will be on the proper use of the cavitron. 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 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.

New Business

The MCDS Think Tank Meeting to Address New Dentist Concerns was held April 4 at JFK Hospital.

Top 3 concerns expressed:

1. JOBS!!!!!! General Meetings are NOT providing networking opportunities for jobs that they had hoped for.
2. DEBT level that impedes ability to finance a one time practice purchase. Not enough opportunities for long term buy in/out arrangements.
3. Lack of perceived value of membership for many. Many associates are working during times when MCDS/NJDA's low cost CE opportunities are held and cannot take advantage of many membership opportunities.

Ideas to implement that will address these concerns:

1. A Transitioning Networking Group that brings together New Dentists looking for employment or a practice to buy and established dentists looking for associates or to transition towards retirement and sale of their practices. For established dentists that wish to stay 'under the radar' and not be present for these gatherings, MCDS will have a 'surrogate' to represent them to act as a conduit. (Sunday's preferable-see #5 below)
2. Establishment of a Practice Management Study Club or Symposium where new practice owners and new dentists contemplating a practice purchase can gain mentorship from established practitioners that share their knowledge/experience.

Continued on page 4

3. Bringing the Colleague Program back to life to provide New Dentists access in real time to an established colleague that can address various concerns (clinical, practice management, ethics, financial, personnel, etc.).
4. Establishment of an MCDS anonymous (for HIPPA protection of patient and doctor) online discussion board in the same genre as 'Dentaltown' where there would be a link into a members only job bank that would include categories for dentists looking for associateship, practices for sale, members looking for practices, and members looking for associates that would have to be renewed every 2 months to keep data accurate. Extra effort will be made to CONSISTENTLY solicit jobs for new dentists at EVERY MCDS General Meeting at the Pines.
5. As most new dentist associates are working while their owner dentist employers are at CE courses, they need courses to be held on SUNDAYS to guarantee their attendance.

Think Tank Participants: Drs Gautam Govitrikar, Elisa Marantz, Sunny Satwah, Ethan Glickman, Jason Aptaker, M. Dinani, Afreen Hoque, Christopher Fears, Greg Czachor, Mariam Gawargi, Devang Modi, Nima Mir Madjlessi, Danny Krantz, Richie Kahn, Mitch Weiner and Marlene Glickman.

Good and Welfare

Dr. Michael Stern and his wife Jessica welcomed the birth of their son Drew Stern on 4/5/13.

Respectfully submitted, Devang Modi, Secretary

MCDS Newsletter Online

Please register online to receive our newsletter electronically,
in lieu of receiving it in the mail.

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

By registering, 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.



Visit www.njda.org/expo to sign up now!

On the site, you can:

- Preview courses and events before you begin registration.
- Sign up for courses, Showcase Packages, and Special Events
- New this year: Register multiple people under one account! Plus, if you want to add courses or events, you can simply log back in and pay for a second invoice.

Highlights of the show include:

- **The New Jersey Dental Office.** A specially designed dental office with a hands-on opportunity to try out current dental products. Hosted by the NJDA Partners.
- Return of the **General Residency Program Fair** on Saturday with 9 GPR programs exhibiting!
- **Walk a Mile for a Smile!** Take a one-mile walk on the boardwalk to benefit the *NJ Give Kids a Smile!* program.

New CE Options!

We have three different routes you can go when choosing your CE courses at Annual Session this year.

Pick from CE courses a-la-carte

Over a dozen courses are available on our a-la-carte menu.

NJ Speaker Showcase Package*

Choose from an exclusive menu of 13 courses to attend on Friday and Saturday.

Chiche & Saturday NJ Speaker Showcase*

Attend a Friday session with Dr. Chiche, plus choose from an exclusive menu of 7 courses to attend on Saturday.

*Come Early for best available seating

Featured Speaker:

Gerard Chiche, DDS
Smile Design, Esthetic and Occlusal Techniques



3M ESPE

NJDA Noteworthy News

Membership- Ms. Tricia DeCotiis reported that membership is up 58 members over this time last year. Also Membership is processing 20 new applications.

She reported on the new welcome procedure the council has developed to acknowledge new members. There are 4 steps:

- 1) Send out a welcome email.
- 2) A personal call from a council member
- 3) A package is sent out, including a welcome letter signed by the NJDA President and the Council Chairperson.
- 4) Art Meisel sends out a hand written note.

The New Dentist Committee has scheduled two upcoming courses: May 1, 2013 and June 29, 2013 for new dentists. Both courses are hands on.

Ms. DeCotiis recently attended the UMDNJ Dental School Expo Day with the Executive Director of the State Board of Dentistry, Jon Eisenmenger to assist the senior students with their license applications. In April she plans to address the senior students from Temple and Penn and hopes to get to NYU and Columbia. She attended the ADA Conference on Recruitment & Retention on April 3rd.

Marketing and Communications- Mrs. Nicole Schneekloth updated the marketing plan targeted to New Dentists as well as those members that have dropped their membership. The new branding strategy is going forward. For those of you who have not seen the new tag line, it is: 'Serving your practice. Advancing your profession.' She has created a dues billing insert and is working on creating a New Dentist guide with targeted content and photos of staff members. She will also be working on developing a post card to dentists that have left the Association within the past year. She is working on upgrading the NJDA website with the hope of completing by October/ November of this year. The New Member Kit will be launched around the same time. In addition a campaign on non-member dentists that were "never" members will be launched.

A Committee to Develop the Association Marketing Plan was formed and will meet quarterly each year.

Give Kids a Smile- This year's GKAS was very successful and the locations were increased from last year. A GKAS video was created to distribute to new dentists in order to get them involved. The video will show them that any office can have GKAS; it need not be a special set-up. This GKAS video will be presented at the HOD meeting in June. Registration for the 'Walk-A-Mile for a Smile' is included on the Advance Registration Form for Annual Session. It will be held Saturday, June 29th at 7:00 am. A donation of \$25.00 is to help fund the bussing needed to get children from schools to the GKAS sites.

Committee on Continuing Education- Dr. Tom Rossi reported that a continuing education meeting was held here at the Association office on February 28th. The committee has been moving forward in choosing courses and meeting deadlines. He reported that immediately after Annual Session, the committee will start planning 2014 CE.

The Committee on Continuing Education discussed webinars and it would like to see an example. It is concerned about cost effectiveness, feasibility and financial resources.

The committee would like to know how much time would be involved concerning staff, i.e., in writing or editing the film and just how much manpower would be needed to initial the program. The Committee suggested we do a pilot run and get feedback from other organizations before going forward. A motion was made, seconded and APPROVED by the Board (Vote #2 BT-13-3-3) to develop a pilot program to include several ADA webinars and track them through NJDA to see how many are opened and how many are viewed.

Governmental Affairs- The Assignment of Benefits Bill passed the Senate with a vote of 32 yes, 4 no and 4 abstentions. Senator Tom Kean, who supports this Bill has signed on as a co-prime sponsor making the Senate bill bipartisan like the Assembly's version.

On April 15th, NJDA is meeting with the Department of Banking and Insurance on a number of matters including Assignment of Benefits. DoBI is opposed to the bill and feels that there will be an erosion of networks, and will lead to more fraud. The NJDA disagrees and no evidence has been provided when prompted by legislators under public testimony by Delta or other insurers to this effect. The NJDA believes this is a pro-consumer bill and important for the doctor/patient relationship. Dentistry wants the patient treated effectively and timely and this bill will help.

Mr. Schulz on a TV panel discussion program on pediatric oral health hosted by Sara Lee Kessler. The program aired on Sunday, March 24th at 2:30 pm on WHYY and May 5th at 1:00 pm on NJTV. This is a good piece that gives dentistry a

positive image.

NJDA will again hold its Oral Health Week in Trenton on Monday, June 10th at the State House. This event is sponsored by Delta and UMDNJ.

PAC money is down from last year. It is important for members to realize that it is their contributions to PAC that allow our profession to move forward with legislation such as Assignment of Benefits and General Supervision. General Supervision alone has allowed many dentists to increase their office production. All members are urged to contribute to PAC at the highest level they can afford.

Mr. Meisel is working on a brief for the Overpayment Recovery lawsuit. It is in its final stages. The Defendants' will have 30 days to respond, then we have 10 days to file a reply brief. Oral argument likely will be scheduled about three months later.

Dental Benefits- Mary Moskal reported that the NJDA Bylaws dictate that dentists who do not comply with peer review decisions must be reported to the State Board of Dentistry and, if a member, to the NJDA Judicial Council as "conduct subject to discipline". Such a situation now exists and a letter will be written to the State Board.

Dr. Mark Vitale reported that the Insurance course presented by several members of the Council on Dental Benefits was held on March 13th. A total of 24 dentists and 31 dental office staff members attended (over capacity) and evaluations were excellent. NJDA staff received numerous calls from attendees with follow-up questions.

Problems are being experienced with Horizon Dental Plan due to the transition of administration to DeCare in Minnesota. Dentists should check their EOBs from Horizon carefully to assure payment is being made correctly. Further, some dentists who participate with Horizon are being treated as non-pars and checks are being sent to the patient. Dr. Brian Bastecki is the new Dental Director (based in New Jersey) and he is working with NJDA to resolve the issues expeditiously. At the council's invitation, Dr. Bastecki has agreed to attend the council's next meeting.

Representatives of Henry Schein Practice Solutions (Dentrix) met with the council on February 20, 2013 to discuss Schein's acquisition of Axiom, the dental software being used in dental schools. An interesting item to come out of the discussion was that Schein believes there is a big market for this type of software in large corporate dental practices, which is an area projected to be a growth industry.

The Board discussed improvements to NJDA Headquarters physical plant. Due to the number of CE programs and Receptions held at NJDA it was felt that improvements are needed. We have invited outside clubs and societies to use our facility and the facility should be a good reflection of NJDA. A motion was made, seconded and unanimously ADOPTED by the Board (Vote #1 BT-13-3-2) to create a line in the Budget called 'Capital Improvement Fund' and to forward this to the Committee on Finance and Investments.

Highlights from the General Meeting



Incoming MCDS President Dr. David Stein (R.) presents MCDS President Dr. Constantine Simos with a plaque thanking him for his service as our President from 2012-2013.



Our incoming officers for 2013-2014 are inducted by Dr. Daniel Krantz (far R.). From L. to R.: Dr. David Stein (President), Dr. Alyssa Bernstein (Vice-President), Dr. Amit Vora (President-Elect), Dr. Genevieve Fernandez (Educational Coordinator). Dr. Devang Modi (Secretary) is pictured on page 9.

MCDS Welcomes our Newest Members



MCDS President Dr. Constantine Simos (far L.), and MCDS Membership Co-Chairpersons Dr. Tara Savage (second from L.) and Dr. Genevieve Fernandez (far R.) welcome our newest members (from L. to R.): Dr. Afreen Hoque and Dr. Rachna Ihakker

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Middlesex County Dental Society

REGISTRATION FORM

MCDS Bi-Annual OSHA Seminar/Certification

Thursday June 20, 2013

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

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Highlights from the April Meeting



Incoming MCDS President Dr. David Stein (R.) and MCDS Secretary Dr. Devang Modi (L.) with April Featured Speaker Dr. Ron Kaminer.

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Sue Y. Chang, D.D.S. has acquired the practice of
Tamar Roodner, D.D.S. - Madison, New Jersey

Timothy Strouse, D.M.D. has acquired the practice of
Thomas W. Van Nosedall, D.M.D. - Brick, 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	422-7777
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
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