

Tri-County Dental Society

# BULLETIN

*Representing the Dentists of the Inland Empire*

SEPT/OCT 2010

Volume 58 No 5



*Dr. Russ Webb, Candidate for ADA President Elect*



## TCDS Membership Status Report

Active/Recent	1,400
Life Active	80
Life Retired	137
Retired	35
Post Grad	42
Faculty	39
Disabled	14
Military/Public Health	6
Provisional	106
Hardship	11
Inactive	0
Pending Applications	35
TOTAL	1,905

## Toll-Free Numbers

ADA	(800) 621-8099
CDA	(800) 736-8702
Practice Support Center	(866) 232-6362
Resource Center	(800) CDA-SMILE (232-7645)
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TDIC Ins. Solutions	(800) 733-0633
TCDS	(800) 287-8237
Denti-Cal Referral	(800) 322-6384

HMO Consumer Complaint  
Hotline (800) 400-0815  
State Dept. of Corporations  
Consumer Services Division

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## Mission Statement:

It is the mission of the TCDS to be the recognized source for serving the needs and issues of its members and the dental community.



### Featured TCDS City

#### Jurupa

The banner photo is of the wildflowers at the entrance of the Riverside County Regional Park.

### Featured Cover Photo

Tri-County Dental Society member, Dr. Russ Webb, is a candidate for President-Elect of the American Dental Association. The election will be held during the ADA Annual meeting in Orlando, FL.

## Why Membership in Organized Dentistry?



**R**enewal of your dues is approaching and you may ask, "Why should I renew my membership?" Or, if you are considering membership, "Why join organized dentistry?" In other words, what are the benefits of being a member of organized dentistry?

I consider it important enough to take the time to discuss the benefits of being a member by listing the top five California Dental Association benefits not in any particular order of importance.

The Dentists Insurance Company (TDIC) provides Risk Management Continuing Education courses at CDA Presents as well as other locations throughout the state. TDIC is a full service insurance brokerage that will meet your Professional Liability Insurance and Complete Dental Office Insurance Package needs. In fact, TDIC is able to dispense annual Professional Liability Dividends that demonstrates the company is secure and worth the investment.

I have mentioned in previous messages the benefits of CDA Presents where the admission is free to both Anaheim in the spring and San Francisco in the fall making it possible to earn up to 50 Continuing Education units between both shows while listening to top rated speakers.

Another valuable benefit is the CDA Practice Support Center. This is where you can find the resource and advice on Practice Management and Regulatory Compliance. Also available is Dental Plan assistance and support including a "NEW" Dental Benefit Plan Handbook. This handbook is designed to serve as a guide to help dental office staff navigate the various aspects of maximizing patients' dental benefits.

The content of the handbook represents answers and guidance on members most frequently asked questions and common advice in avoiding and appealing payment difficulties. The handbook is available in electronic form on [cdacompass.com](http://cdacompass.com) and includes links to related resources to help dental office staff properly address payment issues. CDA has also published a new Legal Reference Guide for California dentists with answers to over 200 legal questions pertaining to the business of dentistry that is available on the Compass as well.

Let me next mention CDA Endorsed Programs exclusive to CDA Members that is a collection of products and services ranging from business loans to web site designs all endorsed by CDA. Because of their quality, value, and commitment to you, CDA can save you time, money, and provide piece of mind.

Finally, there is Legislative Advocacy which is the voice in protecting the profession and contributing to its future. Understand that this is a benefit for member and non-member alike as both benefit from a favorable outcome and both take responsibility for not so favorable outcomes to the profession.

I ask the question, "Why membership in organized dentistry?" Legislative Advocacy alone should make your decision as without a voice there would not be the profession of dentistry as we know it now. TDIC, CDA Presents, CDA Support Center, and CDA Endorsed Programs are the other four that make up the top five CDA Benefits of being a member of organized dentistry.

For now, continue to share with me the pride I have in the commitment to organized dentistry dedicated to us, the patients we serve and the public interest.

### What can a CPA do for You?

We have extensive experience with Dental Practices. The professional staff of Frank W. Stearns offers a wealth of knowledge in financial practice management. We tailor our services to meet your specific needs. We offer the highest quality of professional services designed to improve the profitability of your practice while enhancing productivity and performance.

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#### **Frank W. Stearns**

Certified Public Accountant, Inc.

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951-780-5100

## TCDS Ethics Committee at Work



**E**ver wonder who you can call if you find yourself facing an ethical dilemma and you're just not sure of the right thing to do? Are you getting ready to place an ad in your local newspaper but you're not certain if there are any state laws that you need to be aware of before doing so? Have you been asked

to volunteer at a health fair at your child's elementary school and you're wondering if you can use it as an opportunity to market your practice?

The Tri-County Dental Society Ethics Committee is the first point of contact when seeking information and/or assistance regarding ethical questions, guidelines or complaints. The ethics committee members and staff can serve as an invaluable source of information regarding ethical issues and certain aspects of state law. Not only does this allow inquiries to be addressed at a local level, but it fosters the vital relationship between CDA members and the peers who have been selected to assist and represent them in organized dentistry.

In addition to their role in educating members, the ethics committee also serves as the primary contact for members, non-members and patients who wish to file an ethics complaint against a CDA member dentist. The ethics committee can frequently facilitate the resolution of a complaint that has stemmed from a misunderstanding simply by contacting the dentist in question and alerting him/her of the situation and informally working with the two parties to assist them in reaching a satisfactory solution.

For example, if a patient contacts the dental society with a complaint that a staff member at his/her dentist's office is refusing to release copies of their records because they have an outstanding balance for treatment, the ethics committee can often resolve the situation simply by contacting the dentist directly and informing him/her of the state laws pertaining to the patient's right to copies of records. Frequently, in this type of situation, a dentist is unaware that their patient has such a complaint and through contact with the ethics committee, can then ensure that the patient's request is addressed and that his/her office staff is adequately educated to respond to such requests in the future.

The type of informal intervention described above not only provides the patient with a prompt and fair resolution, but constitutes a valuable membership benefit

that can frequently obviate the need for formal action through the Judicial Council and/or Dental Board of California.

While the Judicial Council is the body of the California Dental Association that is charged with enforcing the CDA Code of Ethics and disciplining members who are found to be in violation, the Judicial Council would be unable to fulfill this responsibility without close collaboration with the local ethics committees at each component dental society. For complex complaints, or those that cannot be addressed informally and may warrant disciplinary action, the ethics committee serves as the investigatory body responsible for gathering all applicable information and evidence in the case. Only then is the case forwarded to the CDA's Judicial Council for a determination regarding potential disciplinary action.

While many members may never have occasion to contact their local ethics committee, it's important to know that they are ever present and willing to assist you should the need arise.

For additional information on this or any other ethical issues, or for a hard copy of the CDA Code of Ethics, please contact Brooke Vanderlinde at (916) 554-5948.

### Contact Your Dental Society Staff

*(909) 370-2112 or (800) 287-8237*

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Advertising/Exhibitors

Posters/Videos

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Continuing Education

Give Kids A Smile

Extension 26 – Stacey@tcds.org

#### **Shehara Gunasekera, Membership Coordinator**

Website Assistance

Recruitment/Retention

New Professionals Services

Dental Student Services

Extension 22 – Shehara@tcds.org



## Priorities and Planning in Dentistry



**M**y academic dean in dental school used to make a lot of comments outside of the classroom. One that I remembered was, "The important part of getting through dental school is keeping your priorities straight!" He meant that those things that helped you get through the program were those

that should be at the top of your priority list - make sure those items were done before other lower priority items.

It is sometimes difficult to make up a priority list with so many additional things in our lives such as family, friends, spirituality, social commitments and, of course, a dental practice. Each of these has their own priorities. Your family priorities would be to ensure that it is a strong family unit and that your activities will ensure development and satisfaction in life. The difficult part, however, is in determining if priority number three of your practice is more important than priority number two of your dental practice - and then, of course, there may be a conflict with priority number five of spirituality! I would suggest a family meeting when these types of conflicts arise.

I wish to address the issue of priorities in dentistry. While it may be idealistic, I would say the providing of proper dental care to our patients is top priority. This said, it would be unrealistic to maintain a practice that does not make a profit to sustain your family! A profitable practice, therefore, is necessary to provide proper dental care. You cannot provide dental care if you are out of business.

With the economy the way it has been for two years now, dentists have had to find new ways to maintain a profitable practice. Dentists working as associates may need to become more efficient to do more procedures in a day. Dentists in solo practices may either cut down on expenses by laying staff off, hunting for deals in supplies, using cheaper dental labs from "off-shore," sub-renting their office on days off, or learning and implementing new techniques or procedures to offer to their patients.

There are many continuing education programs available to us today. Some are even on the Internet. All of us want to meet the minimum requirement in CE credits every two years to maintain our license. However, if we fulfilled the hours by taking all the hours on sealants, how would that help our priority list? We

need to open our minds to new techniques that we have not been able to offer our patients before.

As TCDS members, we may attend many classes at the CDA meetings at no additional charge. But, if we only attend classes that do not provide a new technique or service to offer to our patients, (or improve an existing service that we already provide) how will it help our practices' bottom lines or our families?

Tri-County's CE committee has tried to keep in mind the interests and needs of our members in scheduling CE courses. At the TCDS Symposium this year, there is a whole day on dentistry's involvement in treatment of sleep apnea. It has been found that many dentists are involved - but not always properly. This can be a life saving service for both your patients...and your practice.

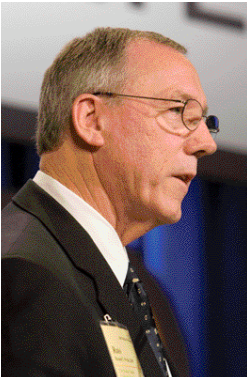
One segment that is left out of many dental offices is pediatric patients. We will have two pediatric dentists making presentations at the Symposium. More and more general dentists are starting to provide removable orthodontic aligners and Dr. Todd Ehrler has studied them extensively. He knows some of the bumps in the road to avoid ahead of time. If you are interested in this service, Todd may help to straighten your road to success.

Look over the flyer you recently received for the TCDS Symposium and think about how it works into your priorities for our practice and family. We all see seminars offered for a thousand dollars per day - the Symposium is half that for two days! Another benefit will be the fun your family can have by going with you. There are many things to do in the area for fun - just ask the TCDS members that live in the Low Desert area!

I hope I stimulated you to make plans for your various priorities in life. I think that the events arranged by TCDS should be high on your list. These events will stimulate your practice and your family.



## TCDS Member, Russ Webb, Vying for ADA President Elect



**L**ong time TCDS member, ADA Trustee Russ Webb, (OMS, Upland), former TCDS and CDA presidents, is nearing his election for the ADA President-elect position at the ADA annual meeting in Orlando, Florida. Even with Russ' busy schedule he was kind enough to let me do an interview with him for the TCDS Bulletin.

When I asked Russ what he hoped to accomplish if he is elected, he commented that since there has been a significant lack of trust within the board of trustees as well as between the Board of Trustees and the House of Delegates (HOD) for the last couple of years, he will work with the Executive Director to begin building the trust between the staff and volunteer leadership. He said, "It is imperative that the ADA correct these internal challenges so we can put more focus on the critical issues that face our profession. I will help lead the ADA in defining the scope of responsibility for each body and begin rebuilding trust through open and honest communication."

In regards to what the future issues for the ADA and its President will be, Russ quickly responded that, "Dentistry is facing huge challenges such as Access to care and midlevel providers, third party intervention in the doctor/patient relationship, and the ADA membership/ market share to name just a few. The ADA must take the lead in these critical issues. As president I will lead the organization in addressing these issues through policies developed by the House of Delegates. A key job as president of the ADA is to communicate our ADA policy to the legislators, foundations, and any other group that seeks to solve the access to care problems with providers that have less training and education than a dentist. The ADA should be the leading advocate for Dentistry in this country."

Those that have known Russ for over the years know that he has been so successful in his leadership role of organized dentistry. I was curious as to whether there was any particular person or persons or an event that influenced him in his approach to organized dentistry. Since Russ' background is in team sports it came as no surprise that he gives credit of his leadership success to the team model.

His UCLA water polo coach, coach Bob Horn, embedded this into him...along with being exposed to

the leadership style of John Wooden for many years. He credits his organizational leadership experience with the Tri-County Dental Society and the California Dental Association for helping him grow. He states that while he still gains a lot of knowledge by reading books by Stephen Covey, Marcus Buckingham, and Jim Collins, it was working with Bob Frazier on the strategic planning of CDA that taught him a lot. "He taught me that we all need to expand our knowledge beyond leadership in dentistry by investigating and learning about different philosophies and perceptions of leadership," Russ recalled.

With budget cuts everywhere and organizations consolidating like many corporations, I have wondered if some of the various ethnic dental organizations might merge in with the ADA and become a sub-unit of the ADA. I asked Russ if he thinks that might happen in the near future but he responded, "No! Nor would I push for that to happen. Our diversity is one of our strengths. I have and will continue to work hard to open the lines of communication within the dental community and set the table for all groups to come together for the betterment of dentistry. During my years in leadership at CDA we developed the Dental Forum which brought together all the organized dental ethnic groups in California. This, along with our Committee on Diversity, opened the door for increased opportunity for input and for increased involvement in CDA leadership.

"ADA also has a Diversity in Leadership Program in which several members from California have participated. The ADA will continue to reach out to all our dental organizations and facilitate open discussions on key issues so we can strengthen our profession. I don't think it is desirable to merge all of our diverse dental associations. It is, however, very important that we continue to communicate so that we have many voices that put forward a similar message."

Russ commented that the ADA, like any organization, needs to be open to varying opinions in dentistry - otherwise there would be nothing to discuss. (Kind of like a "reunion" instead of a meeting!)

In the spirit of having a "transparent" ADA, I asked Russ if there had been any thoughts to having the HOD live on the Internet for all members to watch the proceedings. He said that there have been discussions of having the various committee meetings recorded and accessed by delegates only, but the idea of opening the whole open HOD proceedings would probably depend upon the desire of the membership. It sounds like the ADA is getting pretty high-tech already with recording the committee meetings!



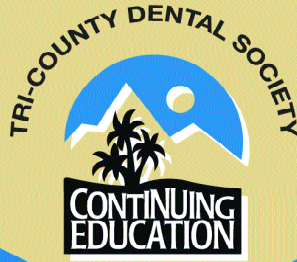
## **TCDS Member, Russ Webb, Vying for ADA President Elect (continued)**

Any of the positions of leadership in organized dentistry require a large amount of personal time devoted to the office. I know that Russ and his wife, Kathi, pretty well surround their lives with organized dentistry and their children. I can't imagine how much more time the position of ADA President would demand from them. I also know that Russ is an avid sportsman in duck hunting and fishing and that some

sportsmen tend to just let the world drop when the season starts. I asked Russ if he thought he was going to be able to give the ADA his top priority - even with his sportsman passion. He laughed and said "I guarantee it!" With dedication like that, the ADA will be in very dedicated competent hands with Russ Webb as President!

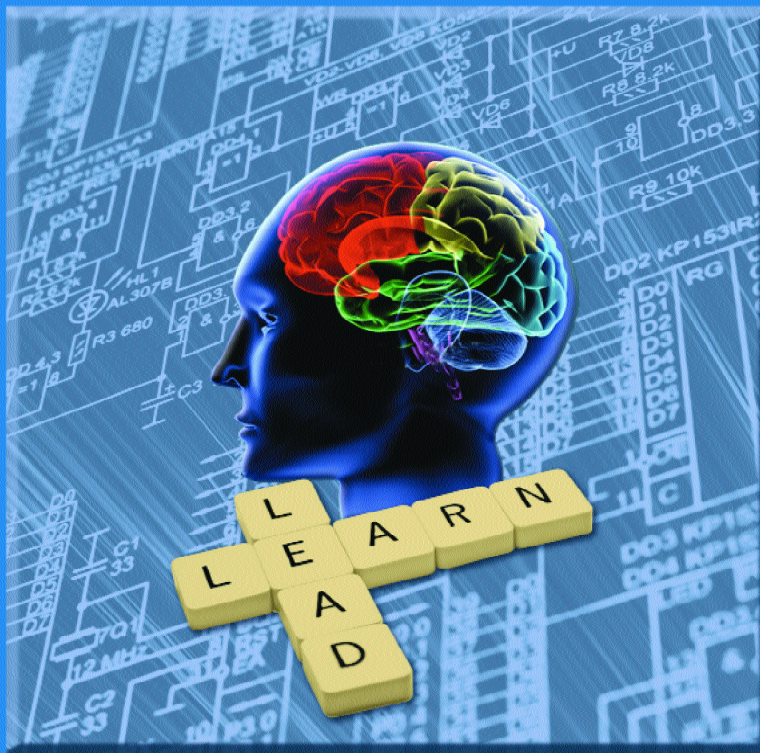
waiting for photos





## **“Technology, Science and Leadership: Tools for Enhancing the Dental Practice”**

**FRIDAY & SATURDAY, OCTOBER 29-30, 2010**



## **SYMPOSIUM at the Morongo Casino, Resort & Spa Cabazon, CA**

**ATTENDEES OR EXHIBITORS**

**If you have any questions, please call Annah at (909) 370-2112  
or (800) 287-8237 or email: [annah@tcds.org](mailto:annah@tcds.org)**



# The Cab to Cabazon

It does not matter how you get to the TCDS Symposium in Cabazon at the Morongo Casino, Resort and Spa on October 29, 30 - just get there! You can take a cab, (or your own plane), if you want to, but you may just want to take your car to a great dental meeting experience.

Fall is a perfect time to visit the desert area and the Morongo Casino, Resort and Spa is a great place to base your visit. You may wish, as others did at our last Symposium, to spend some extra time there and play golf, visit the outlet mall, or travel the short distance to Palm Springs for additional fun.

The Symposium itself will be on a Friday and Saturday from 8 am to 5:30 pm. There will be 1 \_ hours of lunchtime to eat at one of the several restaurants onsite as well as visit with some of the over 20 exhibitors that will be there with their special end-of-the-year deals.

Friday will be filled with lots of information on sleep apnea and how to properly provide treatment on it in a dental office. There is more to this than simply putting in an appliance - and it could prove deadly! Dr. Kent Smith is experienced in treating sleep apnea patients in his office in Dallas and runs a training center for dentists. His presentation will make you and your team a lot more aware of signs and symptoms of sleep apnea that your patients are presenting to you already - but you might not know it! Many of the CE programs on sleep apnea only provide about 1 \_ hours or less on this subject but there is so much to learn we have scheduled Kent for the day. This will enable you and your team to clearly understand the disease and encourage your patients to seek treatment. You will save lives!

On Saturday morning, there will be multiple presentations going on - just like at CDA. We have arranged for two chemists from 3M to speak. These are the guys who actually work on the development of products and it should be interesting to hear how things actually work from the mouths of chemists rather than a sales person who is giving it to you third or fourth-hand from another sales person! It will also be interesting to hear what products on which they are currently.

There will be a hands-on workshop on fabrication of temporaries for the dental assistants - but if a dentist really wants to attend...?

The dental hygienists will find Mike Brewer's presentation on the "the role of caries risk assessment in minimally invasive dentistry" very educational. He has lectured at many dental hygiene meetings over his forty year dental healthcare career and is always a popular in-demand speaker.

Dr. David Chotiner practices in San Diego. He will present newer "high-tech" devices and applications available in

dentistry today. He has lectured at many dental meetings on this subject and is in demand for consultations for those dentists wanting to take their offices to a higher level.

Orthodontic aligners are becoming a very popular treatment modality in dentistry. Dr. Todd Ehrler, (orthodontist, Fontana), has studied the aligners a lot and has a presentation to help you avoid trouble with the use of aligners.

Of course, one big speed bump in dental practices these days is the economy. It is hard to decide what to do about it. Lenora Milligan has over twenty years of experience in helping dental offices succeed and meet their goals - she was even a co-owner of eleven dental offices at one time! Her presentation is for the dentists on how to recover from the recession. It is difficult for an office to succeed if the team members are not on board and working with the strategy. Debra Quarles is not only experienced in the training of the team to work together but, she wrote the book! - "Team Strategies for the Dental Practice."

One of the areas many dentists avoid is pediatric dentistry. Dr. Rick Nichols, (Pediatric Dentistry, Redlands), will help you with what is the most common reason general dentists prefer to refer children out of the office - behavior management! Many times people tend to go to where they can not only get all of their care taken care of but also to where the whole family can go together. Let Rick expand your treatment repertoire...and income. Many times when a child falls there is damage to their teeth. If you are prepared to treat this on an emergency basis it could mean picking up a new family of patients. Dr. Linda Tran, (pediatric dentist, Chino Hills), will show you how to diagnose and manage the care for many traumatic injuries.

There are only about two hundred board certified dental radiologists in the world - and one of them is Dr. Bruno Correa de Azevedo of the Western University of Health Sciences College of Dental Medicine in Pomona! We are so fortunate to have Bruno in our society and he has agreed to present to us the latest information regarding 3D Cone Beam CT technology. There are applications for this in endodontics, implants, periodontics, orthodontics, general dentistry, and TMJ disorders.

As you can, see this is going to be a monumental meeting with a lot of new and useful information. But, it will be a lot of fun too. The last symposium was a great success and almost all of the attendees stated they wanted us to do another - so here it is. See you there!

For more information and to make reservations, contact Annah at (909) 370-2112 or (800) 287-8237 or e-mail her at [Annah@tcds.org](mailto:Annah@tcds.org).



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# Workforce proposals emerge nationwide

*CDA comprehensive research evaluates other state activity*

**A** growing number of states are wrestling with proposals to overcome oral health care barriers - estimated to impact 82 million Americans - through the creation of a new dental provider.

Two dental therapist proposals are under consideration in Washington - one from dentists and the other from hygienists - that will likely be introduced to the legislature in 2011. Connecticut is ready to test a two-year dental therapist model targeted for public health and institutional settings. In Minnesota, two models now in law - the dental therapist and advanced dental therapist - will have practices that vary in scope and supervision. And already at work in Alaska, the dental health aide therapist (DHAT) is currently delivering oral health services to Alaskan and American Indian Natives on tribal lands. Furthermore, pilot projects in California, Oklahoma and Philadelphia are training a new allied personnel category developed by the American Dental Association, the community dental health coordinator (CDHC).

Across the nation, policy organizations, public health advocacy groups, and think tanks are researching and evaluating workforce models as a way to ease disparities between those who access care and those who don't. One of the more active organizations, the W.K. Kellogg Foundation, is working in five states - Washington, Vermont, Ohio, New Mexico, and Kansas - to build coalitions for new legislation to create a dental provider who can render basic restorative care. Additionally, Kellogg partnered with the Josiah Macy Jr. Foundation to grant funds to the American Association of Public Health Dentistry to develop a two-year dental therapist curriculum.

This article outlines a small sample of the significant momentum around dental workforce activities across the nation, and it is important to note that California will likely experience activity as well. The Children's Partnership of California, backed with funding from the PEW Center on the States, has initiated efforts to promote the creation of a new primary care dental professional to meet the access needs of underserved children, many of whom will have dental coverage for the first time when national health care reform requires plans to include pediatric dental benefits in 2014. In an attempt to provide capacity for these new patients, health care reform includes pilot project funding for the creation of new dental workforce models.

With so much widespread activity underway, various state dental associations have formed two informal groups - the Boston Group and Austin Group - with the purpose of networking and sharing information about workforce developments. CDA has met with the Boston Group, consisting of 12 state dental associations, to learn more about workforce proposals at the state and national levels.

These emerging activities underscore the importance of CDA's current research into strategies to address access challenges and workforce models, and form the evidence-base that allows CDA to be the expert in future discussions with policymakers and stakeholders.

For all of the research CDA is doing in this area, the political landscape across the country, and more, go to [cda.org/access](http://cda.org/access). Please send your comments to [access@cda.org](mailto:access@cda.org).

## Change Is In The Air

**A**fter more than 19 years employed at Tri-County, Annah Kreps, CE Coordinator/Receptionist, will be retiring at the end of the year. To minimize the loss trauma to the staff that has depended on her CE expertise, dependability and loyalty, a new staff member has been added to Tri-County.

Stacey Drake joined TCDS part-time on August 2. She will train under Annah's tutelage and cross train with Membership Coordinator Shehara Gunasekera. She will also be coordinating Give Kids A Smile events for 2011. In January, Stacey will become a full-time employee.

Please welcome Stacey if you have the opportunity to speak to her on the phone. She will be attending the September 17 continuing education course in the Palms Room so you will have a chance to meet her in person.

Annah will be honored during the Installation of Officers and Holiday Gathering on December 2 at the Sheraton Fairplex in Pomona. Please plan to attend and share your good wishes for Annah.



# Data Breach: Will it Happen to you?

Taiba Solaiman *Risk Management Analyst,  
Risk Management Analyst, TDIC*



**D**entists have an ethical and legal responsibility to safeguard the confidentiality of patient information which includes name, date of birth, address, driver's license number, Social Security number, credit card numbers, in addition to health and other personal information. The practice

owner is responsible to ensure the information is accessible to those authorized and is restricted from generalized use. Keeping current on privacy requirements under state and federal laws will help dentists and the dental team protect their patients. Compliance can also help protect the dental practice from claims of improper disclosure or use of a patient's information.

Any business that stores personal information can be the victim of a data breach. Networks can be hacked, a laptop computer stolen or personal information inadvertently revealed in an e-mail or on a Website. The thief can use a patient's Social Security number and birth date to create a false identity and utilize it to commit fraud. According to a 2006 survey by the Federal Trade Commission (FTC), three percent of identity thefts involve a person's healthcare information. A thief steals a patient's dental identity to get free dental services, prescriptions or to file false claims with insurance companies.

Establish the following protocols to protect from data breach:

- Develop a secure password system and train staff to understand why your security procedures are important.
- Encrypt sensitive data, such as Social Security numbers. Encryption provides better protection than passwords alone. It is the most effective way to achieve data security. To read an encrypted file, one must have access to a secret key or password that enables you to decrypt it. These protocols must be applied to all forms of data storage that contain patient information including computer hard drives, lap tops, thumb drives, CDs and back up tapes.
- Physically destroy or electronically remove data from hard drives before disposing of computers.
- All internet connections must have secure fire walls and anti spy/spam/virus programs.
- Disable computer jacks, such as USB ports, to

make it difficult to copy information onto portable media.

In the event your office sustains a data breach, follow your state laws to find out how to respond. Reporting identity theft to local law enforcement will enable a more effective response.

The Health Insurance Portability and Accountability Act (HIPAA) has provisions regarding data security breach notifications. The provisions were amended by the Health Information Technology for Economic and Clinical Health Act of 2009 (HITECH). As of September 23, 2009, patients must be notified any time their unsecured personal health information (PHI) may have been compromised through unauthorized acquisitions, access, use or disclosure. HITECH's security breach notification requirements apply to covered entities.

TDIC developed a sample letter for dentists to send to patients as notification of a data breach. This letter can be accessed at [thedentists.com](http://thedentists.com) in the recordkeeping and forms section of the Risk Management link.

The impact of losing electronic data is expensive, time consuming, and can be damaging to the operations and reputation of a dental practice. Often, office property insurance provides coverage for physical loss or damage to electronic data processing hardware, software and media. This does not usually cover costs associated with data being lost, stolen or damaged. TDIC offers Data Compromise Coverage to help dentists respond to loss or theft of patient information as an optional piece of the office property policy. Contact your TDIC broker to inquire about Data Compromise Coverage. If you don't have TDIC, contact your existing carrier to determine coverage and limits in the event of a data breach.

## ***All County / U.S. Construction***

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## SEC Investigating Offshore Wine Investment Program Targeting US Dentists

**T**he United States Securities and Exchange Commission (SEC) is currently investigating an investment program allegedly targeting American dentists and involving sales of interests in fine wines. The SEC has asked the ADA to forward to its members a request for assistance in the SEC's investigation of the program. Following is the message from the SEC:

The United States Securities and Exchange Commission requests your assistance with its ongoing investigation into an investment program targeting American dentists and involving sales of interests in fine wines. The SEC has information that an offshore company has been cold calling dentists to solicit these investments.

The company apparently describes the opportunity as more lucrative than investments in various stock indices and claims that the wine investment is guaranteed to grow in value as the underlying wine ages and becomes more rare. Dentists who express interest in the program are mailed promotional materials.

It then appears that, after making an initial investment, the company sends dentists a contract and

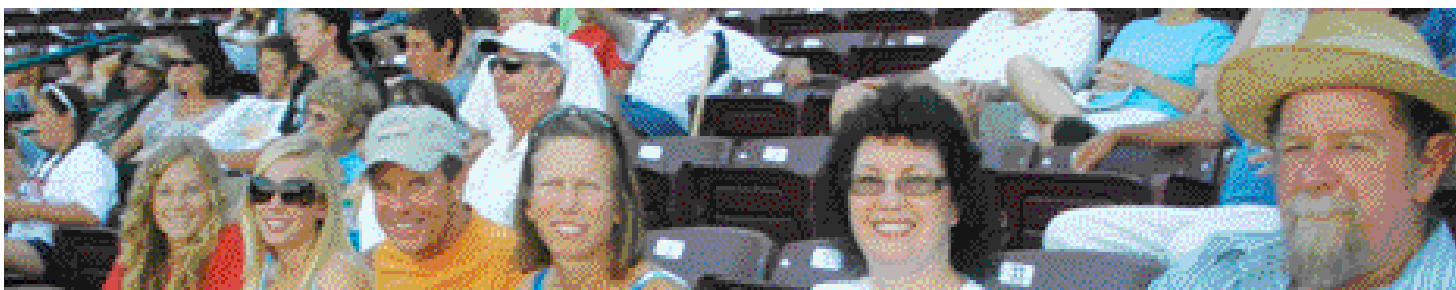
invoice seeking payment of a much larger amount.

The contract and invoice describe the initial investment as merely a down payment and indicate that, if additional payment is not received, the investor will forfeit his original payment and lose the opportunity to complete the investment. If the investor makes the additional payment(s), he purportedly may instruct the company to sell his wine in the marketplace, which is how investors purportedly earn the high investment returns promised in the sales pitch.

If you have been solicited to invest in this program, the SEC asks that you contact its investigators, David Peavler (peavlerd@sec.gov) or Jessica Magee (mageej@sec.gov). Be aware that the SEC's investigation does not mean that anyone has violated the law or that the SEC has a negative opinion of any particular investment, company, or person.

(Information provided by ADA e-GRAM)

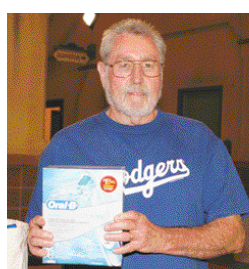
## Night at the Ballpark raises money for GKAS



**G**ive Kids a Smile benefitted from two fundraisers in August. On July 18, TCDS members and friends flocked to Diamond Stadium in Lake Elsinore to see the Storm take on the Modesto Nuts. On July 25, sponsors, members and friends headed to the Arrowhead Credit Union Stadium in San Bernardino to see the Inland Empire 66ers beat the Rancho Cucamonga Quakes.

Thrivent Financial Services for Lutherans sponsored the "Fun Zone" at the 66ers game so all children in attendance could have "fun" at no charge. Crest Oral-B provided goodie bags for the attendees at the 66ers game.

More than \$2,000 was raised from the two events. Special thanks go to Erickson Orthodontics, Children's Dental Practice of Menifee, Winchester Dental Group, Pacific Dental Services, Oak Grove Dental Group, Thrivent, Crest Oral-B, Just for Kids Pediatric Dentistry, Winning Smiles Dentistry, Dr. Grant Jong, Dr. Jerry Middleton, Dr. Oariona Lowe and Dr. Evangelos Rossopoulos. Matt Kowallis and Byron Marquez from the 66ers and Raj Narayanan of the Storm were instrumental in these fundraising events.



Tri-County Dental Society joined the California Dental Association during D1 orientation at Western University's College of Dental Medicine. The second incoming class for Western U learned about the benefits and advantages of being a member of organized dentistry.



Attending the June CE practice management course featuring Sally McKenzie are left to right: Genoveva Cruse, Barbara Cardoza, Nancy Sullivan and the leader of the team Dr. Marc E. LeBlanc.



## TCDS Joins Volunteer U.S. Army Dental Advisory Board

**P**racticing dentists may not be aware of the range of professional opportunities with the U.S. Army Reserve Dental Corps. To increase awareness and build dialogue with the dental and medical communities in Southern California, this past spring, the Army invited area faculty, association executives and other leading medical and dental influencers to attend a kick-off volunteer advisory board meeting.

Penny Gage, executive director of the Tri-County Dental Society, was appointed to lead the board as Chair. Tri-County members Drs. Marileth Coria, Art Gage, and Jim Koelbl also attended the meeting as members of the board.

U.S. Army Reserve Officers are afforded opportunities to expand their leadership and expertise, while earning extra regular income, stipends and bonuses. Reserve dentists provide care to departing and returning soldiers, conduct humanitarian missions overseas and participate in trainings twice a year. They may also take part in paid continuing education and specialized courses, and are eligible for bonuses, health insurance benefits and loan repayment.

Rosiemarie Cruz, DDS, a 1987 graduate of the UCLA School of Dentistry established her private practice in Long Beach more than 20 years ago. In 2009, she received an e-mail from the Army, which brought back memories of her long-ago desire to join the military and the call to service that had stayed with her over the years. After careful consideration, Dr. Cruz was commissioned as a major in the Army Reserve Dental Corps on Sept. 11, 2009.

"This was my chance to do something completely out of the box, and at the same time take pride in service to my country," said Major Cruz. "The opportunities for learning and travel, and possibly taking my career in a new direction some day, are endless. The Army has opened doors for leadership and learning experiences that I couldn't get anywhere else. It's all very exciting to me."

Reserve dentists commit to service one weekend per month, and deploy with their units on humanitarian missions in the U.S. and around the world for two weeks each year. Dentists may join the Army Reserve up to age 60 with a waiver. The Army Reserve offers dentists financial rewards, a chance to serve our country and an opportunity to learn new professional and leadership skills, within a fairly flexible scheduling environment.

Even so, Major Bruce Britson, head of the local recruiting company, says that some dentists are hesitant about how a service commitment might disrupt their current lifestyle or practice. To address these worries, he says, "the Army limits mobilization for Reserve doctors to 90 days, and deployment to just once every five years."

"I plan to hire a dentist to run my practice for three days a week when I deploy," said Major Cruz. "I'm also open with my patients about being in the Army and they have been very supportive."

Participation in the U.S. Army Dental Corps can start as early as dental school and continue at various levels through retirement. Dental students can apply for the Army's Health Professions Scholarship Program (HPSP), which pays the full cost of tuition,

school-related fees and books, as well as a stipend of more than \$2,000 per month during the school year. In addition, scholarship recipients are eligible for a one-time \$20,000 signing bonus. Students graduate virtually debt-free and begin their careers as officers in Army dentistry.

The U.S. Army Dental and Medical Advisory Board in Los Angeles is reaching out to the California dental community to raise awareness of opportunities to practice in the U.S. Army Dental Corps at any career stage. For more information about the Los Angeles Advisory Board or career opportunities in the U.S. Army Reserve Dental Corps, contact Major Bruce J. Britson at 877-732-4233.



## CDA Compass Tip



To download the Sample Employee Manual - 2010 Edition and customize it for your own practice, go to [cdacompass.com](http://cdacompass.com). This new edition was designed to be used specifically in a dental office. **PLEASE NOTE:** The correct contact information for members to receive the CDA Legal Reference Guide provided by the Practice Support Center is 866.232-6362 or [cdacompass.com](http://cdacompass.com).

**MONTEREY.** This is a four operator, high quality practice that has consistently grossed approximately \$1.1 million over the past few years. The owner is retiring and will help with the transition. Leave name and phone #, or e-mail at: [sellingdoc@gmail.com](mailto:sellingdoc@gmail.com).

**Faculty Positions Available.** Western University of Health Sciences College of Dental Medicine (CDM) seeks applications to fill full-time, clinical-track faculty positions at the Assistant and Associate Professor levels. General Dentists with extensive fixed and removable restorative experience, Prosthodontists and Endodontists positions are currently available. Please submit your curriculum vitae and letter of interest to [rmonehen@westernu.edu](mailto:rmonehen@westernu.edu).

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**Space for Rent.** Dental office on Arlington Ave. has office space for rent. Busy Riverside dental office had an orthodontist subleasing space for many years. Orthodontist retired and sold his business to

local orthodontist. We now have office space available to lease. Previous tenant's lease included use of 4 operatories on Tuesday and Thursday. Separate office reception check-in and consultation room. Great location for an Orthodontist or Endodontist to work 1 or 2 days a week in their own practice. Call Dr. Slepiski at (951) 785-1209 for more details. Rental fee to be discussed.

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**Periodontist Wanted.** Position available in a beautiful group dental office in Las Vegas, NV. We are looking for a motivated and experienced periodontist to join our busy group general practice that has a strong emphasis on specialties. 1-2 days a month, state of the art offices, excellent compensation, flexible days. Would prefer more than one year of experience. For more information, please send resume to [periodontalproviders@hotmail.com](mailto:periodontalproviders@hotmail.com) or call (818) 389-7288.

## Hot Shorts

**Desert Friends of the Developmentally Disabled, DFDD,** is looking for volunteer dentists, hygienists and dental assistants to work on our developmentally disabled population. To volunteer, or for more information, contact Marianne Benson, (760) 832-6555 or [dfddnow@me.com](mailto:dfddnow@me.com). DFDD is located in Rancho Mirage.

**New show days for CDA Presents.** In response to attendee feedback, CDA has shifted the CDA Presents show days to Thursday through Saturday. This change takes effect with the upcoming San Francisco meeting on Sept. 9-11. Courses and the exhibit hall will be available on all three days. To celebrate the new days, CDA Presents is hosting a happy hour in the exhibit hall from 4:30 to 6 p.m. on Thursday, Sept. 9. The new day pattern also applies to the Anaheim meetings. For more convention information, visit [cdapresents.com](http://cdapresents.com).

## Dental Dote

### Added Dental Services?

Many years ago, when Dr. Robert Stevenson was in private practice, he walked into an operatory to examine a new patient. After a thorough examination and discussion of his findings, Bob asked the patient if she had any other questions for him.

She thought a second and replied, "Why, yes! I was wondering if you do any 'bondage' in your dental office?"



## Short Abstracts

### Sleep Apnea Lowers Grades of Students?

The average academic grades of children and teens with moderate to severe obstructive sleep apnea are worse than the grades of students who have no sleep-disordered breathing, according to a research abstract that was presented June 8, 2010, in San Antonio, Texas, at SLEEP 2010, the 24th annual meeting of the Associated Professional Sleep Societies LLC. Dean W. Beebe, PhD, associate professor of pediatrics in the division of behavioral medicine and clinical psychology at Cincinnati Children's Hospital Medical Center in Ohio, American Academy of Sleep Medicine, 05/18/2010.

### Postural Problems Related to Facial and TMJ Pathology? Craniofacial features of children with spinal deformities.

Segatto E, Lippold C, Végh A., BMC Musculoskelet Disord. 2008 Dec 22;9:169.

The objective of this epidemiological study is to map the dentofacial anomalies that can be correlated to the two most frequent spinal diseases responsible for postural abnormalities and that can be clinically identified by the orthodontic examination.

**METHODS:** Twenty-three children with Scheuermann's disease participated in the study (mean age: 14Y8M; SD: 1Y8M), 28 with Scoliosis (mean age: 14Y7M; SD: 2Y3M) and a control group of 68 orthopedically healthy children (mean age: 14Y8M; SD: 0Y11M). Standardized orthodontic screening protocols were used to map the occlusal relations in the sagittal, vertical, and transversal dimensions, space relations of the maxillary and mandibular frontal segment, and the TMJ status and function. The examinations for the children with orthopedic disorders were supplemented by the evaluation of routine orthodontic radiograms - lateral cephalograms and panoramic X-rays.

**RESULTS:** The majority of the dentofacial features examined revealed more and greater abnormalities among patients in the Scheuermann's disease group than in the scoliosis group. In the latter group the proportion of the TMJ symptoms and the consecutive functional deviations were greater. When comparing the values of the two spinal-disorder groups and the control group, statistically significant differences ( $p < .05$ ) occurred for the following measurements: frequency of unilateral Cl.II. molar occlusion, overjet and extreme overjet mean value (Scheuermann's disease group), as well as the frequency of TMJ pathological symptoms (scoliosis group). The evaluation of the panoramic X-rays showed significant differences among the mandibular measurements of the two spinal-disorder groups. Within the framework of the evaluation of the cephalograms significant differences ( $p <$

.05) were found only in the case of dental relations. However, several values differed significantly from the Ricketts' norms, none of the indices strictly characterized any of the groups with spinal disorders.

**CONCLUSION:** The more extended treatment of the malocclusions closely correlated to postural disorders draws attention to the indicators of a higher frequency and severity occurring in the case of the dentofacial deviations in the patients of the MSCH group who had previously been less examined.

### Head Posture and Dental Wear Evaluation of Bruxist Children with Primary Teeth.

A. L. Ve' Lez, C. C. Restrepo, et al., Journal of Oral Rehabilitation 2007 34; 663-670

The aim of the present study was to compare the head position and dental wear of bruxist and non-bruxist children with primary dentition.

**METHODS:** All the subjects had complete primary dentition, dental and skeletal class I occlusion and were classified as bruxist or non-bruxist according to their anxiety level, bruxism described by their parents and signs of temporomandibular disorders. The dental wear was drawn in dental casts and processed in digital format. Physiotherapeutic evaluation and a cephalometric radiograph with natural head position were also performed for each child to evaluate the cranio-cervical position for the bruxist group ( $n = 33$ ) and the control group ( $n = 20$ ). The variables of the two groups were compared, using the Student t-test and Mann-Whitney U-test.

**RESULTS:** A more anterior and downward head tilt was found in the bruxist group, with statistically significant differences compared with the controls. More significant dental wear was observed in the bruxist children.

**CONCLUSIONS:** Bruxism seems to be related to altered natural head posture and more intense dental wear. Further studies are necessary to explore bruxism mechanisms.



Orlando

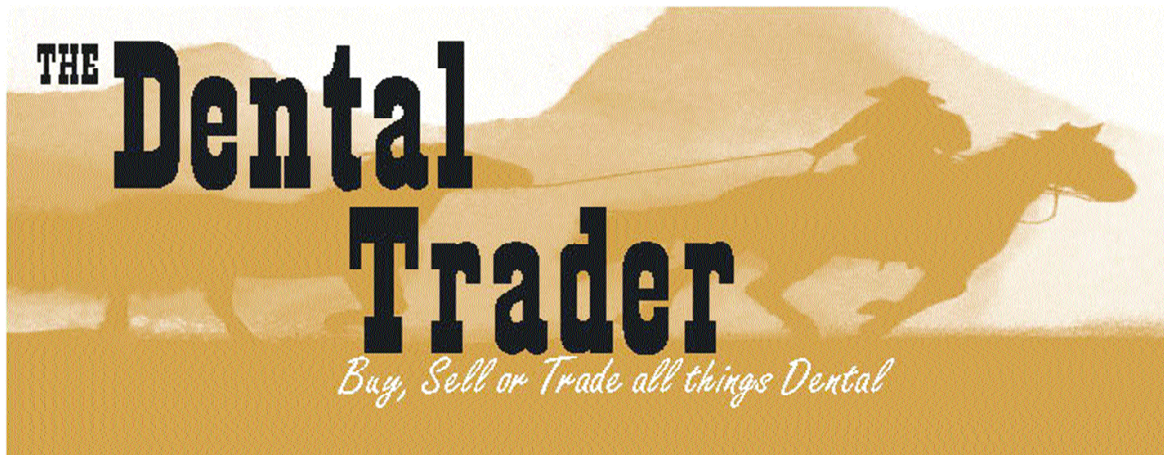
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# What's Happening?

Day/Date	Event Details	Day/Date	Event Details
Mon. Sept. 6	Labor Day - TCDS Office Closed	Mon. Oct. 11	GKAS Planning Meeting
Sept. 9-11	CDA Presents - San Francisco		TCDS Office, 6:30 p.m.
Fri. Sept. 10	CPR/BLS Provider Course	Oct. 29-30	TCDS Symposium
	9 a.m. - 12 Noon		Morongo Casino, Resort & Spa,
	National Institute for Healthcare		Cabazon "Technology, Science &
	Education - Colton		Leadership: Tools for Enhancing
Tues. Sept. 14	Board of Directors Meeting		the Dental Practice" Various
	TCDS Office, 6:30 p.m.		speakers for the 2-day event
Fri. Sept. 17	CE Program - The Palms Center	Tues. Nov. 9	Board of Directors Meeting
	Registration: 7:30 a.m.		TCDS Office, 6:00 p.m.
	Lecture 8 a.m. - 4:30 p.m.	Tues. Nov. 9	TCDS Pre-House Caucus
	"The Dental Practice Act"		TCDS Office, 7:00 p.m.
	Bette Robin, DDS, JD	Nov. 12-14	CDA House of Delegates
	"Infection Control"		Beverly Hills
	W. Eugene Rathbun, DDS, PhD	Mon. Nov. 15	GKAS Planning Meeting
	"Staff Motivation for Patient		TCDS Office, 6:30 p.m.
	Benefit" Debra Quarles, Innovative	Nov. 25-26	Thanksgiving Holiday
	Practice Solutions		TCDS Office Closed
Mon. Sept. 20	GKAS Planning Meeting	Thurs. Dec. 2	Installation of Officers &
	TCDS Office, 6:30 p.m.		Holiday Gathering
Oct. 9-12	ADA Annual Session - Orlando		6:00 p.m.
			Sheraton Fairplex Hotel, Pomona

## New Dentist Conference in Review

**If you are just out of dental school, starting a new practice, in a residency program or an associate, the ADA New Dentist Conference more than met its expectations.**

Every New Dentist that attended the June meeting benefited from the networking opportunities, the CE courses, the vendor showcases and the forum discussions that filled the schedule in San Diego. This brief summary will review the conference and highlight a few of the advantages that come from participating in the ADA's Committee on the New Dentist here in the Tri-County Dental Society.

Anyone from the newest dental school graduate to the seasoned practitioner profited from the excellent CE course selection. The speakers were fantastic. The topics were important and pertinent. Some of us needed help honing our leadership skills. Others learned how to effectively incorporate the newest forms of social media into their practices. We all need help improving our root canal technique; some of us got that. Dr. Gordon Christensen spent a day divining the future dentistry and expounding on product recommendations. We learned subtle yet invaluable ways to improve our production, motivate our staff, and please our patients. Tips on how to improve our posture and ergonomic operative techniques were taught as well. Needless to say, we all came back with the ideas and the motivation to make improvements. Each meal was exceptional. The food was good, but the networking opportunities were priceless. The ADA President, Vice Presidents and the majority of the Trustees

were present at every meal. As New Dentists, we had the opportunity to discuss the issues facing us with the leaders of organized dentistry. We strengthened our relationships with the leadership of the CDA. Most importantly, we all got to meet New Dentists from around the country. We were able to network with dentists who are dealing with issues we all share. We heard their ideas, their failures, and their successes. We all gained much as we extended our professional networks.

The ADA President and Board of Trustees spent an afternoon explaining the most current issues facing organized dentistry today. They took our questions including hot topics like the changes in health care and mid level providers. We were able to hear from each of the candidates running for the President-elect. The Board of Trustees offered their opinions regarding the directions dentistry will take in the next several years. This year's conference was certainly a highlight for all who attended. Ideas were shared, CE courses taught, networks were extended, our stomachs were filled and our minds were expanded.

Next year, the ADA's New Dentist Conference will be held in Chicago, June 16-18. Put it on your calendar and make plans to attend. For more information, contact Shehara Gunasekera at shehara@tcds.org or (909) 370-2112/(800) 287-823.



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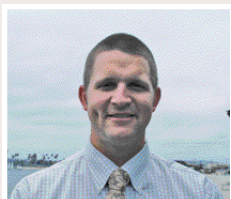
## Say What?

Members meeting in San Diego in June were asked, "What do you enjoy most about ADA's New Dentist Conference?"



Dr. Mark Estey -  
Redlands

*"Great CE. Also, a wonderful opportunity to meet other dentists from around the country and to be able to talk with them about different ideas and concerns we all have."*



Dental Student  
Adam Burr - Loma  
Linda

*"As a dental student, I really appreciate the willingness of everyone- new dentists, staff, trustees- to offer advice, contact information and friendship."*



Dr. Kevin Brown -  
Upland

*"Having a conference where the attendees are all close to the same age and freely share stories with each other on the struggles and successes that they experienced in the first years out of dental school."*



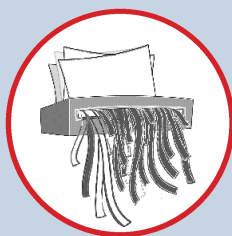
Dr. Al Ochoa - Banning

*"The opportunity to meet the ADA Board of Trustees and the chance to meet the new leaders of the ADA from around the country."*



Shehara Gunasekera  
TCDS Membership  
Coordinator

*"Attending the ADA New Dentist Conference is a great opportunity to network with fellow New Dentist Committee volunteers, from across the country, who are interested in sharing and gaining insight, as well as learning tips and tricks on how to best make available all that a tripartite membership has to offer. I'm excited to bring back all the good ideas and make the membership experience for Tri-County members even better!"*



## Shred It and Forget It!!

But don't forget to come to TCDS' Shred-It event on October 22, 2010, from 10 a.m. until 2 p.m. Shred-It trucks will be in the dental society parking lot to shred your old files...x-rays included. PLEASE RSVP so we can schedule the appropriate amount of trucks. The TCDS office will be open and refreshments will be available. To make a reservation, please contact Shehara at (909) 370-2112 or (800) 287-8237. You can also e-mail her at [Shehara@tcds.org](mailto:Shehara@tcds.org).