

BULLETIN

Proudly representing the dentists in Riverside, San Bernardino and eastern Los Angeles Counties

Delegates represent TCDS at CDA House



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Mission Statement

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

Featured Member City

POMONA

The Pomona Fairgrounds were the site of CDA Cares Pomona, sponsored by the CDA Foundation. For more photos and an article on CDA Cares Pomona, go to page 8.



Featured Cover Photo

TCDS members serving as delegates or otherwise representing Tri-County at the CDA House of Delegates in San Diego are from left: (back Row) Mike Mashni, Jerry Middleton, Evangelos Rossopoulos, Ken Harrison, Doug Brown, Butch Ehrler, Jamey Le- ichty. (front row) Mike Clapper, Vijaya Cherukuri, Katherine Cooke, Jeff Lloyd, Marileth Coria, Denine Rice, Penny Gage, Judy Wipf, Wayne Nakamura, Art Gage. For more photos and an article on the CDA House, go to page 9.

Presidential Message

At a Glance :

Will history repeat itself in the future of dentistry for TCDS and CDA? Dr. Brown offers examples of potential changes that will affect us all.



2015: The future of your TCDS

Douglas M. Brown, DDS

It is an honor and a privilege to serve as your Tri-County Dental Society President this year. This will be a year of significant changes for organized

dentistry, and especially for TCDS. As you read this Bulletin, TCDS leadership will be in the process of selecting an individual to fill the position of Executive Director. This coming April, after serving as TCDS's ED for 30 years, Penny Gage will be starting a well-deserved retirement. Penny has been an exceptional ED and we will certainly miss her.

In addition to the significant change at the Executive Director position, I anticipate that there will be some changes on both the local and state level of your dental organization. Last year I wrote an article that was published in the TCDS Bulletin regarding attributes of that distinguish the different generations that fill our membership roster. Understanding these differences is critical for TCDS leadership if we are to be successful in meeting the needs, and exceeding the expectations, of the members. Organized dentistry has been, and will continue to be, an essential partner in making your practice successful.

Thirty-seven year ago, dentists practicing in California were at the mercy of liability insurance carriers. Insurance rates were sky-rocketing as were malpractice awards. Those of you who were practicing at that time will remember annual rate increases of 100-400 percent.

In April of 1977, the CDA Council on Insurance met in Palm Springs to discuss their concerns over the dramatic escalation in liability premiums. During that meeting a presentation was made by an actuary, hired by CDA, showing that the rates being charged were well above the actual costs of providing the insurance. After that presentation, an executive of the CHUBB Pacific Indemnity Insurance Company, who was present at the meeting,

stated that dentists practicing in California had no choice but to pay the premiums as determined by the insurance company.

Leaving that meeting Dr. J. David Gaynor, then President of the CDA, was determined to teach him a lesson. The seed that eventually grew into the giant of a bean-stalk that we know as The Dentists Insurance Company (TDIC) was planted. A group of 10 visionary members of the CDA, one of whom was Dr. John C. Brown, my father and a member of TCDS, spent three difficult and time consuming years developing the company. It launched in 1980 issuing liability insurance policies to an initial 5,000 CDA members.

Suddenly the premium rates of other insurance companies began to fall. They tried hard to make the new company fail, but CDA members held strong. After several years, it became clear that California was no longer a lucrative market and competitive insurance companies stopped writing policies altogether. Formation of TDIC was a dramatic illustration of the power of organized dentistry in supporting the individual member and making sure their practices would be as profitable as possible.

Changes, of the magnitude of the formation of TDIC, may be in the works at CDA this year. Stay tuned for more information.

This past November, the CDA House of Delegates met in San Diego. During sessions of the House a resolution was presented outlining CDA's vision for the future. By an overwhelming majority, the House adopted the resolution which contains a new Mission Statement and a Strategic Plan with two objectives in each of three Goal categories.

The mission statement is Helping Our Members Flourish. The Goals and Objectives are as follows:

Financial Goal: Assure organizational sustainability

Continued on pg 7



Do you think of retiring? When? Why do you think of retiring? Is it time to retire as soon as you can afford it? If you have stress in practicing dentistry, should you retire or change? You are still in control!



Retire?

Daniel N. Jenkins, DDS

Sixty-five years of age has long been mentioned as “retirement age.” It seems that

since I passed that milestone, I have noticed more of my dentist friends have indeed announced their retirement. When this happens, like other major events in life such as marriage and children, I started thinking that maybe I should consider retiring. However, retiring is not appealing to me!

Many years ago, I practiced near a retirement city here in Southern California. I had many patients in their seventies, eighties, and nineties from that city. In my conversations with retired people, I would ask what they did in retirement. I discovered that most of them did absolutely nothing! They might get together with a few friends but they usually waited around for any family members to visit for a few hours and then leave. Many mentioned that because of their health they would get out to go to the doctor. That was their life...going to a different doctor several days a week. They found, because of the time involved with each doctor, they could only see one doctor a day. I’m sure someday, that may be my retirement...but I decided long ago that I would not want to start that at sixty-five or anytime sooner than necessary.

Why do dentists retire? I used to tell my children, “Just because you can do something does not necessarily mean you should do something!” There have been reports out for years that only three percent of dentists have enough retirement funds to be able to retire at the same standard of living that they had while practicing. Perhaps that alone should keep ninety-seven percent of us practicing. Of course, if a dentist has medical challenges in performing the dentistry they are doing, they may have no choice. However, I have read articles of dentists over one

hundred years old that still practice! I don’t think all dentists retire just because they have enough money.

I’ve started asking dentists about why they would retire. In 2008, when he was one hundred and one, I asked former Tri-County Dental Society President Dr. Joe Page why he retired at age seventy. He said, “With the growth of dental insurance I was afraid they would give me trouble over still practicing at my age.” It was not because Joe felt he could not do clinical dentistry any longer or to the quality he strived for...it was the stress he perceived from outside of his office. (In fact, after our centennial Bulletin issue with Joe’s picture on the cover, I received several emails from dentists who inherited Joe’s patients and they commented on what excellent work Joe had done that was still holding up fine.)

At the CDA House of Delegates, I heard that an old high school friend of mine, Dr. Ron Mead, former CDA President, was planning on retiring. I asked Ron about it and what he planned to do? He said he and Susie are planning on travelling and just having free time. I asked him again, “Why?” He mentioned the stress of running the office with the staff and insurance issues. Again, he can still do the work!

Then Ron told me, “OK, I’ll give you an example, and you can quote me on this, I knew a dentist that on the day that it was mandated for dentists to wear gloves he walked into his office, asked his associate to come into his private office, sold his practice to the associate on the spot, and walked out of the office!” The dentist felt like he could not do his dentistry as well as he would like while wearing latex gloves. Ron said he felt that a dentist may be just on the edge of quitting or retiring and juggling the everyday stresses of running an office and then...something happens, and they snap!

I’m sure that for many dentists that relate to this, they also have days they would like to snap and retire...but remember, only three percent can maintain their standard of living. If they feel they cannot afford to retire when they hit that stress point, what can they do? What is stressing them? What is



Only three percent of dentists can retire at their current standard of living.

stressing you? I'm sure it varies with each of us, but I do feel there are answers and solutions for each one.

In the past, one of the main personality characteristics of dentists has been independence. Unlike medical doctors, we run our own "dental hospitals" without concerns about a Chief of Staff, or Head Nurse. (I am resisting going into the common parallels in a dental office here.) Over the years there has certainly been more interference with this independence through government agencies and third-party providers. The dentist does not seem to be able to control the "dental hospital" as well as in the past.

Perhaps our concept of what our dental office should be like is a factor in this? Some of us might picture our dental office as a cozy, two to three operator office with one...maybe two staff. Some of us may picture our dental office as one of our many sixteen chair offices with fifty full-time staff running from seven a.m. to nine p.m. seven days a week! Of course most offices are somewhere in between.

My thought on this retirement due to stress situation is simple. As a dentist, I still have that independence. If I write down what stresses me out, I have the power and authority to control it. Of course, there will be consequences. But if something is stressing me out to the point of quitting, and I can't even afford to quit, there will be consequences anyway.

If your stressor is staff issues...you can either have the staff change or change the staff. If your stressor is overhead, get help to guide you in your business plan. If your stressor is insurance...well, I have to be careful in what I write on that! If you are stressed because of your overall practice being so large you can even consider changing to a smaller office. I've even known dentists go to just one chair with their wives at the desk and part-time assisting...no staff!

I would like to close with this comment to those who still want to retire...and sit and watch TV all day. If you still enjoy doing clinical dentistry and being around your fellow dental professionals, seriously consider doing volunteer work. There is, of course, the current drive for CDA Cares but there are also other ways to volunteer your time.

I once had a retired neurosurgeon as a patient. As we talked about his retirement he spoke of how he still missed working. I asked him what he missed about it most. He said he missed going to the hospital and interacting with the other doctors and nurses...even the orderlies. Essentially what he missed the most was the social aspect of practicing. I know I would as well.

Dr. Russ Webb honored for lifetime of generosity

Russ Webb, DDS, was recently honored with the 2014 CDA Foundation Humanitarian Award for his lifetime of incredible generosity and his commitment to giving back.

Webb's humanitarian contributions date back to his college years at UCLA — and from the moment he graduated, he continued to support the university. He has said it's in his family history to give back, with his father starting an endowment at UCLA and both parents also dedicated to volunteering. Webb and his wife, Kathi, in turn started their own endowment to assist UCLA dental students with their ever-increasing debt.

Webb was instrumental in the development of the CDA Foundation's CDA Cares dental program, and has continued as a chair, a lead volunteer, a "chair-trainer" and a recruiter. He also chairs the fundraising committee for the Foundation.

"Dr. Webb is a thankful and appreciative person who shows tremendous dedication," said Don Rollofson, DMD, chair of the CDA Foundation. "His leadership skills shine through anything he is involved in and he is an inspiration to our profession."

Webb and Kathi are also both actively involved in volunteering at The Gathering Inn, a homeless shelter in Northern California that works to get people back on their feet and working again. The two also play key leadership roles with another organization, California CareForce, which provides care to underserved Californians. He is a past CDA president and past Thirteenth District ADA trustee and has held many positions with the ADA, CDA and

(Article courtesy of the CDA Foundation.)



Dr. Russ Webb, CDA Foundation Humanitarian Award recipient, is congratulated by Dr. Don Rollofson, president of the CDA Foundation board.

TCDS Membership Status Report

Active/Recent	1448
Life Active	93
Life Retired	157
Retired	27
Post Grad	26
Faculty	35
Disabled	10
Military/Public Health	4
Provisional	132
Hardship	6
Pending Applications	19
TOTAL	1957

HMO Consumer Complaint Hotline
(800) 400-0815

State Dept. of Corporations Consumer Services division

Toll-Free Numbers

ADA.....	(800) 621-8099
CDA.....	(800) 736-8702
CDA Member Contact Center	(800) CDA-SMILE
	(800) 232-7645
Practice Support Center.....	(866) 232-6362
TDIC	(800) 733-0634
TDICIS	(800) 733-0633
TCDS.....	(800) 287-8237
Denti-Cal Referral.....	(800) 322-6384

Contact Your Dental Society Staff

(951) 787-9700 or (800) 287-8237

Penny Gage, Executive Director

Administration
Governance/Ethics
Advertising
Extension 23 – Penny@tcds.org

Sally Medina, CE Coordinator

Continuing Education
Community Health
Exhibitors
Extension 21 – Sally@tcds.org

Shehara Gunasekera, Membership Coordinator

Recruitment/Retention
New Dentist Services
Dental Student Services
Website Assistance
Extension 22 – Shehara@tcds.org

Chaffey College opens full-service dental clinic

The Chaffey College Dental Assisting Program was recognized recently for being the first junior college program in the United States to have an adult treatment program.

The school is working with Western University of Health Sciences, College of Dental Medicine students and doing a variety of treatments on campus. The clinic only serves students enrolled at Chaffey College.

The clinic opened in the fall 2014 semester and in the first 6 weeks of opening, it served 80 students and provided approximately \$40,000 in dental services, free of charge.



From left: Sue Bartell, Gwen Gorden, Susan Yamashita, Beverly Cox, Josiah Hostetler, Alexandra Saucedo, Tim Martine.



1) Increase Non-dues revenues by 6 percent annually.

2) Target reserves at 85 percent of total CDA operating expense and not fall below 70 percent.

Membership Goal: Increase member loyalty and investment

3) Market share will equal no less than 70.6% in 3 years and retention of dentists as they transition to full dues paying members will equal no less than 75%.

4) The components of the loyalty index will equal no less than 13% for 'loyal' and 34% for 'favorable'; and no more than 47% for 'vulnerable' and 6% for 'at-risk'.

Organizational Goal: CDA's capacity will be sufficient to meet the needs of our members

5) Mechanisms will be in place to consistently provide a core level of value to every member.

6) CDA's decision making process will facilitate the delivery of high quality member services in a timely and effective manner.

As you can see, CDA is completely focused on providing service to the members. Here

at TCDS your leadership has the same focus. We want to provide what you need most, and ensure that you have an exceptional return on your investment. We understand the many 'hats' that you wear as a dentist, the financial burdens that you carry, and how precious is your time.

TCDS serves members over a vast area that includes six cities in eastern Los Angeles County and all of Riverside and San Bernardino Counties. One of the greatest barriers to membership participation in leadership, educational and social functions is the distance that one must travel and the time away from family that it entails. A major change that TCDS is exploring, and I intend to have implemented during my presidential year, is a method of holding Board and Committee meetings on the web, where leaders will sit in the comfort of their own homes so that members from all areas of TCDS could participate in leadership.

We also know that somewhere out there, within the boundaries of TCDS, are dentists as visionary as Dr. Gaynor and the original 10 founders of TDIC. **We need you, CDA needs you, and we will do what we can to break the barriers that prevent you from guiding our organization into the future.**

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.

We can assist you with:

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1,752 volunteers **Thank you!**

319	Dentists
85	RDHs
422	RDAs
22	Lab Techs
189	Dental Students
727	Community Volunteers

1,861 patients received care



\$1.66 million in oral health care services provided at no charge to patients who experience barriers to care



345 complete and partial dentures and denture repairs

cdfoundation.org/cdacares



CDA Cares Pomona, 2014

On November 21 and 22, the CDA Cares event took place at the Fairplex in Pomona. This was the sixth of such events around California. I found many of the attendees that came through the triage area had traveled as far from Northern California and San Diego where they had been treated before.

TCDS members registered to participate in diagnosing and treatment for these patients that were otherwise financially unable to receive dental care. Many of the patients expressed over and over their appreciation for everyone donating their time to provide dental care for them. In all, over 1,800 people were seen and over \$1.5 million of care was provided in those two days.

Thank you to the CDA Foundation and all those who organized this event. Thank you, too, to those who participated in this needed care to treat the unfortunate and to exhibit to the community that dentists are altruistic and do care.



CDA HOD 2014

The Tri-County Dental Society sent sixteen delegate representatives to the California Dental Association House of Delegates (HOD) in San Diego in November. With the over 200 total delegates, the HOD is a meeting containing many varied thoughts on how the CDA should operate and represent dentistry in California.

The HOD has various responsibilities each year at its annual meeting. One responsibility is to review the decisions made by the CDA Board of Trustees and vote as to whether those decisions are approved or not. No fights here... the delegates approved the actions by the board.

Another responsibility is to review the reports by the various officers of the CDA. This may require more reading but it is important to remember the officers that wrote them took their time to write the reports. It is also the responsibility of the delegates to vote on the nominees for the various offices of the CDA. The election was extra special once again for TCDS as we voted to keep moving former TCDS president, Dr. Butch Ehrler, forward through the Executive Committee chairs. This year he assumes the office of CDA Vice-president. In two more years, he will become President of the California Dental Association. With the alternate years of the HOD being held in Southern California, Butch's installation will take place in Newport Beach in 2016. I should remind you that all CDA members are allowed entrance to the CDA House of Delegates except during closed sessions. (Just a hint!)

One of the main responsibilities of the delegates is to review and even propose resolutions to be voted on. Most resolutions are developed through what are called "Reference Committees." This last year one of the two reference committees was chaired by former TCDS president Dr. Ken Harrison... who I must say did an outstanding job!

Due to a limited budget for space I will not list all the over thirteen resolutions that were presented. However, one major resolution was approved to allow CDA to develop a new service for its members in regards to the operation of their offices. More specific information on that will come as it is developed.

No doubt the most exciting resolution was the one designating our TCDS Executive Director, Penny Gage, as an honorary member of the CDA. This is in recognition of her pending retirement after thirty years as our executive director. The only issue that came up with that was when our CDA Trustee and former TCDS president, Dr. Jerry Middleton, went to the microphone and objected to the resolution in hopes that if it was voted down that Penny would stay on as Executive Director! It was a very "Hail Mary" play by Jerry but... it provided a moment of levity. Be sure to welcome our newest "member" when you get the opportunity!



License needed to play movies in your practice

TDIC Risk Management Staff

If you are showing “The Lego Movie,” “Frozen,” “The Sound of Music” or any other movie in your practice, copyright is a consideration.

The Dentists Insurance Company reminds dentists that motion pictures and other programs available for rental or purchase are protected by the U.S. Copyright Act and are intended for personal, private or home use only. Movie presentations outside of the home, such as within a dental office, require a public performance license. TDIC reports increased calls and questions from dentists in several states about this license or about a letter the practice received regarding this topic.

The Motion Picture Licensing Corporation (MPLC) handles public performance licensing of more than 250,000 facilities across the nation, including thousands of dental offices. Sal Laudicina, president of the licensing division at MPLC, said some dentists still do not realize they need a license to show movies in their offices. However, this perception is changing through agreements with dental organizations and increased education.

MPLC offers a “blanket” or “umbrella” license that makes it simple to comply with federal copyright law regarding the public performance of audiovisual works, Laudicina said. “We represent Disney, Warner Brothers and more than 400 other motion picture producers, and the license applies to DVD or any other legal digital format whether streamed or downloaded.” The annual license fee is \$330 per location, and MPLC offers a discount for offices with multiple locations.

The California Dental Association’s Legal Reference Guide states that dentists need to obtain a public performance license to show movies anywhere in the dental practice, including waiting and exam rooms. The legal guide also includes information about copyright violation penalties: “It is important to comply with the copyright law because infringement carries significant penalties. For example, if an infringement is considered ‘willful,’ you could be subject to statutory damages as high as \$150,000 for each infringed work. Moreover, even if the infringement is considered inadvertent, you could be subject to statutory damages ranging from \$750 to \$30,000 for each infringed work. You may also be subject to other costs, including reasonable attorneys’ fees to the prevailing party.”

Compared to potential noncompliance fees, the public performance license is notably less expensive.

MPLC has about 10,000 independent field representatives nationwide who send information to the corporation about businesses showing movies with-

out a license, according to Laudicina.

If a violation is discovered, MPLC contacts the business via phone or letter and explains what needs to be done to stop copyright infringement. “We just say, ‘Here’s what you need to do,’ and we send an application for the license,” Laudicina said. “People want to do the right thing, and we make it easy for them to comply.”

Laudicina added that some dentists mistakenly think a letter about a public performance license is a scam. “Don’t ignore a letter about a public performance license,” he said. “If a letter is ignored, the violation becomes more egregious and that’s not a good thing. Take the time to check it out.”

TDIC’s Risk Management Advice Line answers questions about copyright compliance and other dental practice issues at 800.733.0634 Monday through Friday 7:30 a.m. to 5 p.m. David R

“License needed to play movies in your practice.”

HOT SHORTS

SAVE THE DATE. The 7th Annual CDA Ride will be based at Topaz Lake Lodge, Topaz NV, September 3-6, 2015. Topaz Lake is located in the East Sierras approximately 50 miles south of Carson City. This is a great area with activities for everyone. In addition to CDA Presents quality continuing education and fellowship with other dentists you will be able to enjoy the following: Motorcycle or drive some of the most beautiful mountain passes in the world – Sonora, Ebbetts, Monitor and Carson! Participate in great mountain biking and dual sport rides. Enjoy water sports on Topaz Lake. Ride bicycles on Benton Crossing Road, portions (or all) of the Death Ride route and many other areas. Hike on the Sierra Passes. Something for everyone! All net proceeds benefit the CDA Foundation. For more information, contact dentistrides@gmail.com.

Not All Websites Are Created Equal



Austine Etchevery, ClickBits
Creative Media.

At a Glance :

Whether you already have a website or are contemplating starting one you should make sure you have it done correctly either by yourself or an expert.

As a dentist, you may understand the importance of having a website, however, it can become very confusing with all of the options available to you. There are several things you need to know before hiring a web designer to build your custom website or choosing a template to build your own.

A website communicates to potential patients who you are, so knowing what you want from your website is critical. Ask yourself whether the purpose is to bring new patients into the practice? Is it to give existing patients an idea of services you provide and a place for forms to be downloaded? Is it to allow patients to get to know your team, or is it a place for you to showcase your brand and what separates you from others in your field?

No matter what your purpose is, the design you pick will communicate a different impression and you'll want to make sure your design doesn't ineffectively communicate information about you and your team. Think consistency here. Review your other marketing materials, such as business cards and letterheads and also keep the look similar to what patients can expect when they visit your office.

Photos should be up-to-date and look good in different size formats. For example, you may have a photo of yourself on the home page, but then need to use it for another tab. While it looks good in a medium size on the first page, when it's on another page and larger, it appears blurry. If someone is creating your website for you, you'll want to make sure they have several photos from which to choose. Photos should be bright, warm and welcoming.

If you or a member of your team has the ability, there are multitudes of free and paid sites that allow you to build a customized website which reflects your personality, your practice

and your team. Yes, you can create a site from scratch. Before you do this though, you will want to know HTML code. There are websites that are pre-designed which allow you to upload pictures and content quite easily. For example, Google has a website design feature you can access by simply signing up for a Gmail account. These designs are simple to set-up, simple to edit and allow you to create a professional looking result from a template.

Word press is another website option and is a more popular forum. It costs a little bit of money and, depending on the template you use, may be more complicated to create. If you are unfamiliar with web design, you may want to hire an outside individual who can efficiently do what may spend you hours of frustration. When custom designing a website from scratch, keep in mind you or a member of your team will be responsible for putting together all the content.

Companies, such as Prosites – a CDA approved website designer and PBHS are good choices for those who have no desire to reinvent the wheel. These companies generally allow you to create a professional design, which is easy to edit, is cost efficient and many times gives you full capability to change content without having to hire someone to change a heading or wording. And they are not the only ones out there. Today there are hundreds of options for website design companies. You'll want to find one that understands the dental field, gives you editing capability, has an easy-to-edit site and doesn't require extra money for new content or pages to be added.

Whichever type of site you decide to go with, you should know it takes time to build a quality site. If you're hiring someone to build your site for you, you should discuss a budget and a timeline. You'll want to periodically check-in with them to make sure they are on track. You may also want them to contact you to edit

Writing for a dentist is different than writing for an indoor skate park. You'll want someone who understands what is important to your potential new patients.

Continued on pg 13



**You are not a
sales goal.**

tdic.

You are a dentist deserving of an insurance company relentless in its pursuit to keep you protected. At least that's how we see it at The Dentists Insurance Company, TDIC. And our latest Risk Management seminar was designed with that goal in mind.

Beyond the Science: Patient emotions in dentistry

Learn to correctly handle patients who exhibit dental fear, anxiety or worry and understand how to:

- Recognize when, and how to dismiss a patient without placing them at risk
- Establish trust in the doctor-patient relationship to encourage treatment compliance
- Create office protocols to instill confidence in the dentist and staff

Plus:

- Receive 3.0 units of Core C.E.
- Earn a 5% Professional Liability premium discount for two years*
- Obtain professional advice via a Q&A
- eLearning options available for those unable to attend in person

Learn more at **thedentists.com/seminars**

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800.733.0633 | tdicsolutions.com | CA Insurance Lic. #0652783

*To obtain the Professional Liability premium five (5) percent, two-year discount, California dentists must complete the current TDIC Risk Management seminar. Visit thedentists.com/seminars for current deadlines and seminar details.

Endorsed by the Tri-County Dental Society

content before it's published or allow you to review photos. All of this should be discussed and agreed upon prior to starting work. If you plan to build your site on your own, you may want to set short and long term goals for yourself. Building a website is not an overnight project and you don't want to start cutting corners, or become frustrated.

Be picky about who builds your site. Lots of individuals make an attempt at becoming web designers and someone may have built a website once before back in the day. This does not mean they are qualified to build your site. Check them out, evaluate other sites they have created and get feedback from previous customers. Then really look at other sites they have built and discuss with them which web design template they are going to use for your custom site. If they are planning to build a site from scratch, it may cause a problem for you later on. For example, if you need to edit it, you may only be able to have them do it. This costs more money and creates an issue if you ever go separate ways or they are no longer a web designer.

No matter which direction you chose to go you'll want to make sure of the following items.

Your home page should let individuals know who you are, where you are located and a phrase that is going to get people's attention. You need somewhat of a hook. This is the first page people are going to see when they check you out on-line. You don't want them to leave before they get to know you and your team.

All of your pages should have tags. Tags allow for users to find you and increase the amount of traffic your site gets. For example, if you provide whitening, you'll want to let new patients know that you provide cosmetic services. You'll want to add one or two words that describe the page. Spelling counts when you are writing tags, so you'll want to double-check this prior to publishing.

A website takes maintenance. Building a site doesn't mean you're done. You want to spend time on a regular basis updating the content, providing new ideas, or uploading new photos. You might want to add a maintenance schedule in order to enhance your website. Your content over time will become stale and very quickly your site can become obsolete if careful attention is not paid to it.

Content should be comprehensive, well written and updated. If you no longer accept certain insurances, make sure you remove them from the site. You do not want outdated information representing you. Information on your site should be professionally written. Not everyone can write content that is informative and descriptive. If someone else is designing your site,

you'll want to see some previous writing they have provided for other businesses. Writing for a dentist is different than writing for an indoor skate park. You'll want someone who understands what is important to your potential new patients. Headings and subheadings should be used to break apart content on a page, but you do not want one page to be too busy.

Don't cram too much information on one page. Maybe, you pick Weebly as a template, five pages are free. That is awesome, but you'll want to create the best five pages you can. Don't lose ground by cramming too much information into one place. Post to your website the most important information, and then blog about the other stuff you didn't get to present on your webpage. Now you have a two-fold approach to increase business to your page. You have a fantastic designed webpage and blog content that gives your patients updated information on specific issues.

Advertise your other social media sites on your webpage but make sure all your links are accurate and work. Facebook, Yahoo, LinkedIn and your blog can all be connected to your website. This way individuals can take a look at your website but then also connect to your other content as well which allows them to get updates on information and other activities that are happening in your office.

Appeal to your patient base. If you have patients that are younger and are connected to their phone, utilize a mobile webpage that gets their attention. If your patient base is older, you will want photos and content that appeal to their needs. If you are a pediatric dentist, have content that gets parents' attention.

No matter what template or design company you go with, don't sell yourself short. Take the time to create a fantastic website that keeps patients coming back for more. Look for future articles on social media and your dental business.

Great teams take effort. Take time to work on your practice regularly to build quality communication and strengthen your results. For more information visit <http://clickbitscreativemedia.com/>.

Austine Etcheverry is a positive, dedicated professional with over 10 years of experience in the dental field. Austine has a keen eye for designing websites and blogs. She has experience in social media and search engine optimization.

DENTAL HUMOR

All in the family

George was a D2 student assigned to triage at the dental school. An elderly lady presented for evaluation and treatment. He observed she was edentulous and did a thorough oral examination.

He asked her if she had dentures. She handed him a pair of dentures. He seated them in her mouth and noted that they were very loose. George proceeded to inform her about how a reline could be done after border molding and impressions to provide her with a better fitting denture. She asked how much it would cost and George told her.

When he told her the cost, involved the lady looked at him and said, "Look Sonny, these teeth belonged to my dearly departed sister. When she died I took her dentures and I just put a paper towel in them in the morning. I chew everything with them! Now, you can just go and do your relines and border moldings till the cows come home!" And, she left.



Plan your CE Calendar for 2015. Look at what TCDS is offering:

January 15 - Composites: Better, Faster, and Easier **Hands on Course** with *Dr. James C. Hamilton* —**2 CEUs**

March 19 - Mini dental implants with *Dr. David R. Powers* —**2 CEUs**

June 4 - A proactive team approach to avoid pitfalls with the All-on-4 concept with *Vic Rodriguez* —**2 CEUs**

September 18 - Infection Control & California Dental Practice Act with *Leslie Canham* —**4 CEUs**

November 19 - Your lips are moving, but I can't hear what you say

Effective patient communication for case acceptance with *Dr. Sudhakar R. Chokka* —**2 CEUs**

For further details or to register go to



www.tcds.org or call (951) 787-9700

Members in the Spotlight

TCDS members honored at 2014 ACD annual meeting in San Antonio

Tri-County's Immediate Past President and three School of Dentistry faculty members were honored by induction into the American College of Dentistry (ACD) October 9 at the ACD annual meeting held in tandem with the American Dental Association's 2014 annual session in San Antonio, Texas. Art Gage, DDS, past TCDS president as well as Kenneth Abramovitch, DDS, MS, professor, Department of Oral Diagnosis, Radiology and Pathology; Neal Johnson, PhD, DDS, associate professor, Dental Education Services; and Ahmed Khocht, DDS, BChD, professor, Department of Periodontics are new ACD Fellows.

Fellowship in the College is by invitation and is based on a proven, confidential, peer-review system. About 3.5% of dentists in the United States have been granted Fellowship in the ACD. Founded in 1920, the American College of Dentists is the oldest major honorary organization for dentists. Fellows of the College have records of leadership, excellence, and meritorious achievement in dentistry or public service. For dentistry, these credentials may be reflected in professional organizational involvement, dental education, dental research, dental journalism, or other areas. Additionally, candidates must be members of the American Dental Association or an equivalent foreign organization if applicable.

There is also an ethical component to Fellowship as specified in early College records, "The candidate . . . must be of good moral character, and have a reputation for ethical conduct and professional standing that is unquestioned. Personality, integrity, education, unselfishness, and high professional ideals as well as freedom from mercenary tendencies shall be considered."



Dr. Art Gage and his sponsor, Dr. Michael Mashni, await Dr. Gage's induction as a Fellow of the American Dentists.



Dean Ron Dailey, PhD, (second from left) celebrates with School of Dentistry faculty at their induction as Fellows of the American College of Dentists (L-R): Dr. Neil Johnson, Dr. Ahmed Khocht, and Dr. Kenneth Abramovitch.



Practice Support

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Did you read about the stolen computer?

In the September 2014 issue of CDA Update, an article highlighted the necessity of having HIPAA privacy policies in place and the consequences if your computer equipment falls into the wrong hands. See the September CDA Update, page 3, and for more information, view the CDA Practice Support resource HIPAA Security Rule – A summary of Data Breach Notification Requirements at cda.org/privacy-HIPAA.

Resource questions? Contact CDA at 800.232.7645 or practicesupport@cda.org.

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Dr. Peter Jacobsen

"Fighting Dental Disease: Drugs, Bugs, and Dental Products"

Dr. Peter Jacobsen lectures extensively in Dental Pharmacology as well as Over-the-Counter Dental Drugs and Products. He also presents on the topic of the Dental Management of Medically Complex patients. His information is practical and clinically relevant for dentists as well as dental hygienists. Dr. Jacobsen's Ph.D. is in Comparative Pharmacology and Toxicology and he directed the Oral Medicine Clinic at the University of the Pacific Arthur A. Dugoni School of Dentistry for over 25 years.



Dr. Joel Laudenbach

"Oral Cancer Screening Update"

Dr. Laudenbach received his DMD from the University of Pennsylvania in 1998. He completed the general practice residency program at Cedars-Sinai Medical Center in 1999. From 2002 – 2004, Dr. Laudenbach completed residency/fellowship in oral medicine and geriatric dentistry at the University of Pennsylvania. Dr. Laudenbach maintained a private oral medicine practice in Philadelphia, PA from 2004-2011 and was selected as a "Top Dentist" for oral medicine by Philadelphia Magazine in 2011.



Dr. David Lazarchik

"Diet, Reflux, and Dental Erosion"

Dr. Lazarchik received his dental degree at University of Florida in 1984 and then a GPR certificate at University of Alabama at Birmingham. Currently, as Associate Dean, he is responsible for the clinical education program and the operations of The Dental Center at Western University of Health Sciences in Pomona, CA. His research/clinical interests include medically complex patients, dental erosion & GERD, and the plaque control potential of carbamide peroxide.



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For more information visit <http://www.westernu.edu/dentistry>

Unclassifieds

Be sure to visit Classified Ads on the TCDS web page at www.tcds.org.

Seeking General Dentist. Private PPO office in beautiful mountain community. Seeking general dentist with two years experience. 2 plus days a week. Ask for Kathleen 909-338-1782. Email carlson-dental14@yahoo.com.

For Sale :Cerec Omnicam Acquisition unit by Sirona together with the Milling unit Cerec MC XL and Porcelain Furnace Programat CS. Bought new from Patterson at the end of 2012. Very lightly used. Loaded with the latest software version 4.3. Last annual maintenance by Patterson in November 2014. Tip top condition. Offer price \$79,999. Patterson allows transfer ownership. Call 909-200-5012 or e-mail jklaidds@yahoo.com.

General Dentist Opening. Moreno Valley office looking for a general dentist preferably bilingual. Call (951) 242-5585 or e-mail : paredesdds_mv@yahoo.com.

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Short Abstracts

For your information: The Journal of the Canadian Dental Association has a website with dental news and research that I feel our members will enjoy. Check it out at:
www.oasisdiscussions.ca/category/news-events/.

Dental caries and its relationship to malocclusion in permanent dentition among 12-15 year old school going children. Gaikwad SS, Gheware A, et al, J Int Oral Health. 2014 Sep; 6(5):27-30.

This study aimed to know the prevalence of dental caries among children having malocclusion. The students examined were a cross section of 880 students 12-15 yoa. They determined that the decayed teeth and overall DMFT components significantly increased with an increasing dental esthetic index.

PMID: 25395789 [PubMed] PMCID: PMC4229825

The effect of photopolymerization on the degree of conversion, polymerization kinetic, biaxial flexure strength, and modulus of self-adhesive resin cements. Aguiar TR, de Oliveira M., J Prosthet Dent. 2014 Nov 25. pii: S0022-3913(14)00464-8. doi: 10.1016/j.journal of prosthetic dentistry 2014.09.011.

Understanding the effect of the degree of conversion on the mechanical properties of auto- and dual-polymerizing self-adhesive resin cements leads to a better estimation of their performance in different clinical scenarios.

The purpose of this study was to evaluate the effect of photopolymerization on the degree of conversion (DC) and polymerization kinetic of 4 dual-polymerized resin cements, 20 minutes after mixing, and its effects on the mechanical properties (biaxial flexural strength [FS] and modulus [FM]) after short-term aging.



Tri-County members who served as CDA Delegates to the ADA House of Delegates in San Antonio pose with ADA President-Elect Carol Summerhays. TCDS members from left: Dan Jenkins, Jerry Middleton, Ken Harrison, Butch Ehrler and Jeff Lloyd.

Material and Methods: Conventional (RelyX ARC and Clearfil Esthetic Cement) and self-adhesive resin cements (RelyX Unicem and Clearfil SA Cement) were used with direct light exposure (dual-polymerizing mode), exposure through the prepolymerized disk, or autopolymerizing. The polymerization kinetic was recorded for 20 minutes. FS and FM in both extreme polymerization conditions (dual-polymerizing or autopolymerizing) were evaluated.

Autopolymerizing groups exhibited reduced DC means, whereas intermediate values were observed when resin cements were polymerized through the disk. All groups exhibited higher DC at the end of 20 minutes. The polymerization kinetic revealed a rising curve, and materials, when directly photopolymerized, reached a plateau immediately after light exposure. Regarding the flexural biaxial testing, most of the resin cements were affected by polymerization mode and differences among groups were product dependent.

Conclusions: The resin cements achieved immediate higher degree of conversion and mechanical properties when photopolymerized. The total absence of photoactivation may still impair their mechanical properties even after short-term aging.

PMID: 25432362

Help is one call away.

The CDA Well-Being Program

Concerned that you or a dental professional you know may have an alcohol or chemical dependency problem? Support is available.

Northern California
530.310.2395

San Francisco/Bay Area
866.430.0922

Southern California
818.437.3204 / 714.814.7732

San Diego
619.275.7180





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What's Happening?

Register for any TCDS event online at
www.tcds.org.

Day/Date	Event Details
Tues. Jan. 13	Board of Directors Meeting TCDS Office 6:45 p.m.
Thurs. Jan. 16	Continuing Education Meeting TCDS Office Social Hour: 5:30 p.m. Seminar: 6:15 – 8:30 p.m. "Composites: Better, Faster, and Easier" Dr. James C. Hamilton Hands-On Course 2 CEUs – Seating is Limited
Mon. Jan. 19	Martin Luther King's Birthday TCDS Office Closed
Mon. Feb. 16	Presidents' Day TCDS Office Closed
Tues. Mar. 10	Board of Directors Meeting TCDS Office 6:45 p.m.
Mar. 13-14	CDA Leadership Education Conference Irvine
Thurs. Mar. 19	Continuing Education Meeting TCDS Office Social Hour: 5:30 p.m. Seminar: 6:15 – 8:30 p.m. "Mini Dental Implants" Dr. David R. Powers 2 CEUs – Seating is Limited
Mar. 27-28	CDA Cares Sacramento

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DATED MATERIAL

**TODAY
IS A
NEW
DAY**

Are you interested in: Membership, CE Program Planning, Peer Review, Give Kids A Smile, Give Adults A Smile, Ethics, Leadership Development or New Dentists? Become a volunteer on a TCDS Committee, so you can reach new heights in 2015.

Most committees meet only 1-3 times per year and require as few as 2-8 hours of your time.

Please contact the Leadership Development committee chair, Joan Dendinger, at joandendinger@earthlink.net or call the TCDS office at (951) 787- 9700 to inquire about volunteering during 2015.

MEMBERSHIP RENEWAL IS NOW OPEN*



*Payment deadline without incurring a late fee is March 31st.

You can **renew** your membership or sign up for **EDP** at:
http://www.cda.org/page/Join_CDA



What Is a QR Code?

A QR code is a type of bar code designed for use with smart phones and other devices that contain cameras. QR are useful for directing users to websites and other online information. Any modern smart phone can interpret and use QR codes.

To Download QR Scanner, visit your App Store on your phone and search for QR Scanner. Once downloaded, open app and scan the barcode.

Now you'll be able to access more information with just a quick scan.



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