

BULLETIN

**TCDS President
Dr. Evangelos Rossopoulos
leads the way to a new future**

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



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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.

In a Member City...

Do you know where this is?
 See page 19 for answer.



Featured Cover Photo

2016 TCDS President, Dr. Evangelos Rossopoulos, brain storms with facilitator Beth Branning at the recent strategic planning retreat.

Presidential Message



At a Glance :

"It's All Greek To Me - II"

Evangelos Rossopoulos, DDS

So, what are your Presidential goals for TCDS for the upcoming year...?" I was having lunch with one of my peers regarding a very challenging treatment plan for one of our patients. After the "business" was taken care of, we began discussing one of my favorite subjects -- Organized Dentistry -- and how we can get everybody involved. His question took me by surprise, but without giving it a second thought, my answer was already at the tip of my tongue: "I have no goals," I answered, while looking him straight in his eye.

I am usually not able to predict people's reactions, but this time I was right on: Silence! Our beloved TCDS President with no goals, no agenda, that was all "Greek to him." He quickly changed the subject: "What time is your next patient?" "At 1:30," I replied, "so we still have time to talk about our society and its bright future."

Why incoming presidents are setting personal goals and agendas during their term and why their success should be judged on whether these goals are accomplished, is "all Greek to me." I do not want to imply here, that an incoming President's goals are not for the benefit of our organization. As a matter of fact, they are almost always great ideas. However, one year is not enough time for these goals to be accomplished and if it so happens that they are not part of the agenda of the next president, lots of energy is wasted and progress is not made-kind of reinventing the wheel!



Sometimes, making a plan for a large, almost 1900 member organization, can be a daunting and confusing task. TCDS President Dr. Rossopoulos writes about the planning process and the recent strategic planning retreat. He says it is all "Greek" to him. It's a good thing he understands Greek -- and how to lead TCDS in 2016!

Our strategic planning retreat on January 23rd and 24th, set the vision and goals for our organization for many years to come.

Several TCDS leaders and staff engaged in a two-day retreat and volunteered their energy and time in order to have this accomplished. Our long term plans and goals are now set for several years and systems will be in place to allow our leadership to pursue these goals.

Our executive director, John Fields, presented an internal and external environmental scan of the trends that are most likely to affect TCDS over the coming decade. He also summarized the results of the survey sent to all TCDS members, so I'd like to thank all of you who responded to that survey for your help and guidance in this process. Having this information allowed us to make decisions based on evidence and your input, instead of relying just on our individual opinions.

Over the course of the weekend, being guided by our facilitator, Ms. Beth Branning from the San Diego Zoo, we engaged in many substantive discussions, most of which centered on diversity, engagement, and value. It wasn't easy, but we came to a consensus on a conceptual strategic plan for TCDS; established a strategic planning process; created a Strategic Management Oversight Task Force to ensure a robust implementation; and outlined milestones and assignments to get started.

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I would like to thank the chair, Dr. Jeffrey Lloyd, and the members of this task force for volunteering to be a part of such an important group.

Our draft strategic plan calls for a revised mission statement; an aggressive vision for the future; as well as sensible strategies and objectives to achieve our vision. The next steps will be to wordsmith the concepts, and to present them to the Board for approval in March 2016. Once the new plan is approved, we will share it with you, along with our blueprint to bring this exciting plan to life.

So, don't ask me what my goals and agendas are. They are already incorporated in our TCDS strategic plan, along with the goals of every other president past and future!

I would like to thank our member Dr. Alfredo Paredes, a fellow prosthodontist, who joined me on January 28th, to present our first "hands on" course of the year on how to incorporate overdenture attachments into a practice. I might be biased, but this dynamic course was sold out and a big success. A big thanks to everybody that participated and contributed to this "learning for all" experience.

By the time that you are reading this message, the special CDA's House of Delegates will be in full swing. There are many resolutions to be considered on the reorganization of CDA's governance as well as several other resolutions. Our delegation has always been very influential and all the delegates volunteer much of their personal time for the good of CDA and TCDS.

Please note, we will again have our hospital-ity suite during the CDA Presents in Anaheim May 12-14. We are looking forward to seeing you there. It's always fun to take a break and mingle with your peers. And maybe one of these upcoming years we will have a toga party. Why we have not had one yet, well... that's all Greek to me!

DENTAL HUMOR

Aerospace Testing of Crowns Nothing to Snicker at!

Larry Evola is a dentist practicing near Buffalo NY. A patient who worked as an aerospace engineer had come in for a crown delivery — one of several he had required in the last few years. As the appointment was finished, the patient said to Larry; "I'm being transferred out of state. I'm sure going to miss having you as my dentist because your crowns have always passed my test to determine if the crown is good or not." Larry was surprised; and knowing the patient was an aerospace engineer he was curious as to what kind of high tech tests he was doing — and if he was doing them while the crowns were in his mouth! Larry asked him how he was testing the crowns.

The patient said, "Well, right after I leave your office I go home, head straight to the freezer, take a frozen Snickers bar out, and bite into it right on the crown. If it doesn't break or come out I figure it's a good crown!"



Editorial



At a Glance :

A Strategy of Value

Daniel N. Jenkins, CDE-DDS

At the recent Tri-County Dental Society Strategic Planning Retreat one of the most common topics discussed was “corporate dentistry.” There are varied concepts of what corporate dentistry is. For some it is any group practice, owned or not owned by a dentist, that is incorporated, whether it is in single or multiple locations. For others it is when a non-dentist corporate entity owns and controls a dental office or offices.

The members at the conference had varying degrees of acquaintance as associates working for corporate dentistry and shared some of their experiences. Some had worked in corporate dental offices before owning their own practices and some had their own offices and later worked in the corporate offices. Some of the concerns the members had were the quality of care due to non-dentists controlling the health care and the working environment for the associate dentists.

Certainly the quality of care is in the hands of the dentist performing the procedure. However, it can be very difficult to achieve something above the minimal standard of care if low cost, low quality materials; instruments; equipment; and poorly trained staff are provided for the associate dentist – especially if it is at a high production rate. The practice owner, dentist or non-dentist, must make a profit in order to maintain the operation of the practice.

One of the things discussed was that the spe-

“Corporate dentistry” was discussed often at the TCDS Strategic Planning Retreat. Its effect on the future of dental students, new dentists, experienced dentists, and private practices is discussed below. ☺ season of Spring brings about the hope of a bright new future. TCDS also looks to the future. What do you see as the future of TCDS and of dentistry?



cialists and the more experienced dentists seemed to receive better treatment from the supervisors and owners. Both groups felt they could speak up and demand certain changes. Perhaps this was because they were more confident – or, producing more? It was discussed that the new dentists have said they are hesitant to speak up for fear then of losing their position and not having the income to pay their loans.

Of concern to the group was how to help the newer dentists in the corporate offices. The CDA and ADA have set up help centers but it seems the word is not getting out to the new dentists in time. Many students are being recruited from the corporate offices while in dental school. One service for them is concerning contracts they are asked to sign. Students do have access to CDA services but, they are so busy, especially as D-4's (Seniors), that they do not read the ADA or CDA emails to inform them.

The students and new dentists would learn a lot from interacting with those members who have worked or are currently working in the corporate offices. TCDS has social meetings for the new members and New Professionals meetings. It would be good if some members with varying experiences would attend these socials and meetings and offer their advice on various situations and share their experiences so the new dentists could

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avoid some problems.

It would be ideal if the new dentists could find associateships with private offices instead of the corporate owned offices. However, many dentists have soured on having associates in their office as they have had them work a while, build up a patient following, and then open an office right across the street. California does not allow for non-competition agreements with associates. The non-competition agreement only holds if it involves the sale of a business. If this were to change, there may be more private practice owners to hire associates. There are other states that recognize non-competition agreements with associates as it is a unique relationship. One possible way around this in California might be to form a separate partnership between the owner and the associate with a pre-arranged buy-out agreement. But, that's for another discussion.

Recently, a court case between an associate dentist and a corporation run dental group was decided. The dentist sued over not being paid overtime and allowed breaks as he felt he was an employee and deserved the same treatment as the other staff. The corporation held that the dentist was an independent contractor. The court held that the associate dentist was indeed an employee and ruled against the corporation.

The IRS has a publication to help determine if a worker is an independent contractor or an employee-www.irs.gov/pub/irs-pdf/p1779.pdf. If this development grows it could make it even more difficult for private dental offices to hire associates. Of course, it also will have ramifications for the corporate dental offices as well.

The main thing that was obvious during this meeting was that the leaders present are concerned about the future of dentistry and in helping the future members maintain the integrity of our profession of dentistry. The strategic goal will be to establish even more services of value and to communicate those services to all members – new and experienced.

TCDS Membership Status Report

Active/Recent	1466
Life Active	105
Life Retired	158
Retired	34
Post Grad	21
Faculty	50
Disabled	7
Military/Public Health	4
Provisional	42
Hardship	4
Pending Applications	3
*TOTAL	1894

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

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Governance/Ethics
Advertising
Accounting
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HMO Consumer Complaint Hotline

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State Dept. of Corporations Consumer Services division



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At a Glance :

Our Executive Director, John Fields, reflects on his first year here at TCDS and provides a month by month recap of some of the activities and accomplishments that took place during the last twelve months. If you thought 2015 was busy, you ain't seen nothing yet!

Reflections On My First Year As Your Executive Director

John C. Fields



It's hard to believe that, on Wednesday, March 9, I'll be marking my first year anniversary as the executive director of the Tri-County Dental Society. I'm happy to say it has been a very productive year; a busy and successful year, filled with many new positive developments for TCDS.




The brisk pace started almost immediately, with the March 2015 Board meeting taking place on my second day of work. That same week, I attended my first Component Exchange and the CDA Leadership Conference in Irvine, California. It was a very enlightening experience for a guy who was just getting his feet wet in the world of Organized Dentistry. It was here that I discovered that, of the total 32 components, 28 were managed by women and I was one of the only four male component E.D.'s.


April 1 was the deadline for articles for the May-June Bulletin, so before Penny left, I got to experience the production process of coordinating an issue of The Bulletin. On April 16, I flew out to Chicago for the ADA Recruitment and Retention Conference. This was my first trip to Chicago, so it was a new experience on many levels. Former ED Penny Gage was good enough to hang in there until April 22, the exact day of her 30 year anniversary. She provided invaluable training and insight regarding the operation and management of TCDS. In addition, by this time, I was beginning to get to know Shehara, our Membership Coordinator, and Sally Medina, our CE Coordinator. All three of these ladies helped me to hit the ground running. April hadn't ended when I began coordination of my first TCDS Hospitality Suite at CDA Presents Anaheim, including a going away party for Penny.

In May, I had the opportunity to coordinate my first TCDS board meeting and as fate would have it, it was a "duesie!" The meeting included a visit from CDA Executive Director, Peter Du Bois; two by  changes; the creation of an Audit Committee and an Investment Portfolio Review Committee;

changes to the managing authority for both investment portfolios; and the introduction of our plans to conduct a Strategic Planning Retreat. Thanks to our president, Dr. Doug Brown, for his kind leadership and graciousness.

By this time, I had also attended my first meetings as a member of the Advisory Committees for both the Moreno Valley College Dental Hygienist and Dental Assistant Programs; the San Joaquin Valley College Dental Hygiene Program; and the Concorde San Bernardino Dental Hygienist Program. May 2015 was also the time when I began to reach out to the dental programs of both Western University and Loma Linda University, attending Western's graduation in Pasadena and Loma Linda's Awards Ceremony. As I returned to the office, after the awards ceremony, I did a quick change from my suit to my jeans and coordinated my first Shredding event.  and that's a story in and of itself. 

For starters, one of the two shredding trucks that we'd lined up, apparently got lost along the way and showed up about two hours late.  Then, there were many more members who showed up than were scheduled, with many more boxes of assorted paper goods and even x-rays than were anticipated.  If that wasn't enough, at about 3 PM that afternoon, we had an unexpected May cloudburst.  Finally, because no one was taking away their empty boxes, by the end of the day, we literally had a mountain of slippery crushed wet cardboard boxes. Thanks to the heroic efforts of Drs. Vyas, Raimondo, Mashni, and Brown all was well that ended well. Dr Brown and his trailer really saved the day!

The month of June 2015 started off relatively quiet and uneventful, and then, towards the end of the month, Sally Medina resigned her position to spend more time with her family. Our already tiny staff was now down to just Shehara and me.  Thankfully, we didn't have any CE courses or clinics scheduled at this time, but an increase in peer re-

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Special Olympics World Games 2015 Healthy Athletes

Wayne Nakamura, DDS

At a Glance : TCDS Vice President, Dr. Wayne S. Nakamura, shares the highlights of a very “special” experience and provides an overview of the relationship between the Special Olympics, Special Smiles, and his own Academy for Sports Dentistry. Finally, he shares a personal experience about how rewarding it is to apply your professional expertise doing unto others.

This past July, at the invitation of Special Olympics Special Smiles founder and global clinical director, Dr. Steve Perlman, Drs. Jeff Lloyd, Lesley McGovern and I were honored to witness and represent the Academy for Sports Dentistry at the ribbon cutting and opening of the 2015 Special Olympics World Games Healthy Athletes Village.

The Special Olympics Healthy Athletes Village is part of the Special Olympics program that offers health services and information to athletes in need. This village housed facilities for seven disciplines where Special Olympics athletes, their care givers and coaches, could receive free examinations in podiatry, physical therapy, health promotion, audiology, sports physical examinations, vision and dentistry.

The three of us were able to volunteer and participate in the Special Smiles tent to provide dental screenings, oral health information and education, and delivery of mouth guards for those athletes requesting them. Individuals seeking dental treatment were able to be cared for by the local dental schools which provided staffing and mobile facilities for dental treatment such as dental prophylaxis, restorations, and extractions.

While some may ask what does this have to do with sports, they should know that the Special Olympics’ mission to raise awareness about the abilities of people with intellectual disabilities uses sports as the vehicle to showcase the skills and dignity of these athletes, overcoming everyday barriers and bringing communi-

ties together to see and be a part of the transformative power of sports.

Special Olympics believes that in our world there are millions of people with different abilities not disabilities. Special Olympics believes many valuable lessons can be learned from sports, some of which are the joy in learning to dream when we train and strive for a goal, the self-determination, and willpower to keep going when we suffer roadblocks, setbacks and losses before reaching our goals.

On a personal note, the time spent away from my practice and volunteering for this event was more than compensated by the experience of being able to witness not only the athletes’ unbridled joy and sense of accomplishment of reaching their goals of participating in the world games, but also the universal feelings of goodwill and giving exhibited by everyone associated with the games from fellow athletes, coaches, and volunteer staff, to the fans in attendance. I was proud to be able to be present and witness such a memorable and positive experience

and also being able to give back through the use of my profession. I would encourage everyone to get involved with Special Olympics Special Smiles or some other charitable function, as the old saying of, “you get more back than what you give” was truly my experience.

I would like to mention that to possibly facilitate and enhance this ability to volunteer, the Academy for Sports Dentistry Board of Directors and Special Smiles, through the support and assistance from Dr. Perlman, is in the process of re-



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The Art
and Science
of Dentistry

Anaheim
Convention
Center

Thursday –
Saturday
May 12–14,
2016



TCDS HOSPITALITY SUITE

ANAHEIM HILTON
PALISADES ROOM

Thursday, May 12
10 am - 4 pm

Friday, May 13
7 am - 4 pm

Saturday, May 14
7 am - 2:00 pm



The value in this piece is to be more aware of how to understand investment finances for retirement.
At a Glance : *Whether you are a new dentist with no money to invest at this time or an experienced dentist looking for retirement within the next few years.*

PLANNING YOUR FUTURE WITH PEACE OF MIND

Are Traditional Investments Working For Us?

Don Stanley

In my last article, I mentioned that the “traditional investments” were subject to market volatility, and what recently happened in the market is a very good example of that. Here, we will first look at how your money typically grows in the market, then, how the markets have performed over the past 10 or so years. Finally, we will look at how we, as investors, deal with our investments in the market.

Typically in the market, we are sold an “equity investment” using the example of investing \$100,000 and watching it grow at 8% for 30 years and having \$1,006,266 to retire on. That is very appealing and most of us will jump at it. Then, if we look at some of the expenses that are associated with that investment, it changes drastically. If we take into account a 20% blended annual capital gains/dividend tax rate on the growth, and a 1.2% mutual fund expense on only 50% of the same \$100,000 invested (which is very conservative), this leaves the net return being 5.8% and our account being worth \$542,713.

Now, if we also add in the money management fee of 0.6% on the invested money (again, this is very conservative), our return drops down to 5.2% which yields us only \$457,585. So our investment has gone from being worth just over \$1,006,000 to \$457,585. This may come as surprise to you, even though this is the reality of our typical “equity investment.”

As we stated earlier, there is market volatility which we recently experienced, and as a result of that, from 2000-2002 the S&P 500 lost from its highest point to its lowest point, 46%. In 2007-2009, it lost 59% from its highest to its lowest point. If the above example of investing \$100,000 after 30 years, say in year 31, had experienced the crash of 2008, the \$457,585 would only be worth \$187,610. These crashes are a reality and something we have no control over. When they will occur or how large they will be, no one can predict. Another one of the big problems associated with mar-

ket volatility is the time lost to make up for the losses incurred. We have lost the time that it took to achieve the gains and we will never get it back. In our 20's and 30's lost time is not such a big factor, but the older we get its impact becomes more and more significant.

Unfortunately, to recover from these types of losses, the returns need to be greater than we initially think. For example, if you experience a 20% loss, your gain the next year needs to be 25% to get you back to where you were. For greater losses, say 30%, 40%, or 50%, the returns need to be 43%, 66%, and 100% respectively. The reason for this is that after you take a loss, you have less money growing in your account, so the return must be significantly larger than the amount of the loss to bring you back to even.

To look at how we as investors handle our investments, I found the DALBAR Study (www.dalbar.com). It illustrates how the “average investor” has done with their investments in the stock market over different time frames, and compares that to what the stock market as a whole has done over that same period. We will look at what the market (S&P 500) has averaged over the last 1, 5, 10 and 20 years from 1995 to 2014, and then what the “average investor” has averaged during those same time periods in several types of investments.

The S&P 500 has averaged 9.85%, 7.67%, 15.45%, and 13.69% for 20, 10, 5 and 1 years, respectively, while the “average investor” in Equity Investments has earned, 5.19%, 5.26%, 10.19%, and 5.50% over the same time frames (20, 10, 5, and 1 years). In Fixed Income investments, we (average investors) have earned 0.8%, 0.69%, 1.21%, and 1.16% respectively, and in an Asset Allocation scenario, we have achieved 2.47%, 2.25%, 5.09%,

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searching a possible affiliation to provide volunteers and dental consultants for Special Olympics events both domestically and internationally.

At this time, I would like to publically acknowledge Steve Perlman's role in bringing to light the



problems facing individuals with intellectual disabilities with regards to dental health care disparities as it cannot be praised enough and also to thank him for all of his hard work and dedication in this endeavor. The association between Special Olympics and Special Smiles was made possible through Dr. Perlman's successful treatment and care of Rosemary Kennedy... yes, that Kennedy family.

As a development of this relationship with Rosemary's legal guardians, Eunice Shriver and Senator Ted Kennedy, Dr. Perlman was able to bring clarity and awareness to the significant health disparities that exist for people with intellectual disabilities to the Kennedy family and was granted a request to align the Special Smiles program with the Special Olympics Healthy Athletes' role in becoming the largest global public health organization dedicated to serving people with intellectual disabilities.

Dental Assistant Laura Conejo does x-rays on a 5 year old patient at our First Give Kids A Smile Clinic at the Montclair Plaza Dental Group. Stay tuned for more pictures from our GKAS events in the next issue.



and 2.24% respectively. During this same time, Inflation was determined to be 2.28%, 2.13%, 1.69%, and 5%, respectively. Most financial planners tend to use the "asset allocation" model.

The simple reason our results are typically so much lower than the market, is because we, the American investor, are not capable of buying and holding stocks or mutual funds for the long term. We continuously try to "beat the indexes" by trying to "sell high" and "buy low" instead, we "buy high" and "sell low" creating the returns we see above.

Your investment returns in your IRA's, 401(k), etc. will achieve the same gains or losses in the market as we have already discussed because of the same expenses associated with them, but as you may recall, because they are tax-deferred, you are taxed at your ordinary income tax rate when you withdraw the money. With respect to tax-deferred investments there are two significant variables that need to be considered—1) What are the tax rates going to be when we retire/withdraw the money, and 2) The unknown effects of market volatility both before and during our retirement—we saw the potential effects of this earlier in this article.

Due to our current economic situation, most people feel that our taxes are going up in the future. Today, our upper tax rate is 39%, but in 10, 15, or 20 years when you retire, the tax rates could easily be 40%, 50%, or higher (like in the past). Building up large sums of money on a "tax-deferred" basis with taxes going up, you may actually be compounding your tax problem.

The good news is that there are alternative investments available which are very secure, "not subject to market volatility" and "your gains are locked in." These have returned 8.41% over the last 10 years which actually outperformed the markets 7.67%. More on this next time.....

For more information or any questions, contact Donald Stanley at 760-408-2273 or email light-housefinsvcs@gmail.com or visit: <http://bit.ly/1NfChkx>



At a Glance :

Are you on social media? Whether you are an associate or a practice owner, you can have a better presence and response by posting pictures. Austine Etcheverry provides many tips for social media success.

Using Quotes

Austine Etcheverry

Now that you have learned how photographs can enhance your Social Media presence and increase engagement to build your relationships with patients (last edition), it is now time to focus on how you can utilize quotes and words within your photos and posts to encourage and build relationships with patients. Social Media presents a distinct challenge for business owners across the United States. Now you can thrive in your business by utilizing effective social media strategies and increase the number of new patients that come into your practice.

While photos do well on Facebook and Twitter, and it is recommended you post several photos a week to increase patient engagement, there is a time and place for quotes and facts that give patients valuable information. Social media can be tricky and dentists have a lot of competition out there.

Twitter is the best tool for some of your quotes. You can take snippets of quotes or information from your blog and share. Twitter only allows for two hundred and fifty characters. This means you will need to say what you want in a few short lines. On Twitter you can place links in the quotes, letting potential patients and current patients know you have a website, blog or other social media where they can also locate information.

Quotes you utilize should have balance behind them. Use a mix of facts, new information and humorous sayings. You only have a few seconds to gain the attention of someone who is scrolling through his or her current threads. The shorter the quote, attached to a great photo, the more likely you are to catch an individual's attention and encourage them to share the information on their page. This engagement can also increase the building a




relationship with an unknown patient, causing them schedule an appointment with your office.

Review quotes on your website, Twitter, LinkedIn, Facebook and other social media sites are a very powerful tool. A simple review from another patient endorsing your set of skills can give patients an opportunity to build trust with you and your staff. EMarketer found sixty-five percent of in-

dividuals review and search for online reviews and information prior to making a decision about where they will schedule a dental appointment.

While an individual may not be able to control all the information posted about them, you can control what is said about you on your direct sites. If you have one bad review out there it will take five times that to negate it. Control and post as much positive information about your business as possible. This can be even more powerful when you have patients posting positives about your office.

Use your information, quotes  words to build professional relationships. An advantage of social media is that you are instantly - for free - connected to other professionals around the world. Review the newest technologies being utilized in your office, the most recent laser technology or procedure you are using to help and prevent dental decay, and suddenly you have become the expert in your local area.

What should a quote say?

A quote can educate the public about an in-home dental procedure or product that can help enhance their smile. It can encourage users to make a change in their dental habits and educate them on opportunities you

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provide in your office. The information you can provide is limitless, but it should be professional and carefully thought out. It should be your voice, your image and your practice behind the quote.

It can be easy to search the web for quotes you like and post random information. These will not necessarily build your practice; it will simply be more information your patients are being bombarded with. Find social media that supports, causes you to like, or supports other patients. Social media works because it entices people to visit a location they did not necessarily even know about before.

People like happy words of hope. Build this concept into your mixture of quotes. You may want to find some posts your patients are posting with these items, then like and share them. This not only shows you hold the same values they do, but it also allows patients to know you are paying attention to them and what they do on social media.


Make your quotes inspiring. You do not have to have identical messages each time or reach the same goal in one post. You want to make people laugh, inspire them and engage them. Some posts are going to be funny, while a different post may inspire them to take action. Another post may simply give them the facts. All of these posts are critical to the overall image of your practice, but yet display a very different message.

In order to begin with quotes you have to know where you're going. As anything in business, you begin with the goal. Prior to posting information, sit down and really decide what your goal is and then decide how you want to reach your overall social media contacts. For example, do you want to build a relationship with existing patients? Do you want to build your social media audience? Or do you want to increase like and shares on your social media sites, because you are consistently posting but no one seems to be listening? Knowing where you want to go and prioritizing these goals can help you focus on sharing the

Quotes and the information you share should not be used to shame patients or make them feel bad about their decisions. Protecting your patients' right to make choices for themselves is important, while sharing information. Patients who feel they may be judged are not going to step up and want to visit your office, and they may also tell their friends and family about your practice

without ever stepping foot in your office.

Your words should be non-robotic sounding. If you consistently post short updates about what you are doing or what is going on in the office, but they lack character, emotion or are not personable, the result of your efforts is wasted. Happy Holidays is a start, but post with it a photo of you and your family ice-skating or a photo of your practice. Expand on your quotes and information with a photo to enhance the words.

Avoid drastic, over and over selling of your practice. Patients will learn how great you are by visiting your practice. You may share a promotion you are providing, give your patients facts, or you can share reviews from patients to help promote your practice, but always talking about yourself over and over will decrease the likelihood of patients following you and your practice. If you have a promotion running, run it for a short time, share the information and after that avoid posting about it for a while. Or  other quotes post throughout the week and repost your promotion on Friday.

Social media platforms can be difficult to navigate and there is a ton of information to read through. Nevertheless, instead of wasting time on information that isn't going to move your social media practice forward, focus on what you do know and what people and patients love about your office. Take time to let your patients know what you value through quotes and words.

Social Media takes time to build. For more information on the Do's and Don'ts of your social media contact Austine Etcheverry at;
bitscreativemedia@gmail.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.

"If you have 5 years experience as a general dentist, or in a specialty field the TCDS' Peer Review Committee needs your help. Please contact TCDS at (951) 787-9700 or email Alexandra@tcds.org."



SHORT ABSTRACTS


The loss of interproximal contact between posterior fixed implant prostheses and adjacent teeth: a retrospective study. Zhonghua Kou Qiang Yi Xue Za Zhi. 2016 Jan;51(1):15-9. doi: 10.3760/cma.j.issn.1002-0098.2016.01.005. The interproximal contacts between 97 crowns of 78 subjects were evaluated from 1-44 months post placement. 29% lost contact with mesial loss 3 times greater than distal. There was a higher incident with a short time interval between tooth loss and restoration placement.

<http://www.ncbi.nlm.nih.gov/pubmed/26792182>

Pyoderma gangrenosum-like oral ulcerations in an elderly patient. Gerodontology. 2015 Dec;32(4):309-13. doi: 10.1111/ger.12158. CLINICAL REPORT: Oral lesions of PG are extremely rare and have not been previously reported on a chronic leukemia patient. This report presents the first case of a 73-year-old man who had PG-like oral ulcerations which offered the possibility of an initial finding of chronic myeloid leukemia. Clinicians should always take into consideration that PG in the oral mucosa is a recalcitrant ulcer and can precede the development of underlying clonal malignancy.

<http://www.ncbi.nlm.nih.gov/pubmed/26768815>

Effect of Subgingival Irrigation with Different Substances in the Treatment of Periodontal

 **ease. A Histometric Study in Rats.** de Freitas CV, Galdez LPm, et al, J Int Acad Periodontol. 2016 Jan 14;18(1):2-6. Ninety one Wistar rats were treated for induced periodontitis with root planing followed by subgingival irrigation with one of the solutions of 0.9% saline, 0.2% chlorhexidine, 0.1% and 0.5% sodium hypochlorite and 11% propolis extract – except for the control group. It was concluded that there was no difference in results between any of the groups.

<http://www.ncbi.nlm.nih.gov/pubmed/26764965>

Intraoral photobiomodulation-induced orthodontic tooth alignment: a preliminary study.

Shaughnessy T, Kantarci A, et al, BMC Oral Health. 2016 Jan 13;16(1):3. doi: 10.1186/s12903-015-0159-7. Photobiomodulation was used on non-extraction subjects with Class I or Class II malocclusion. The mean alignment rate for the PBM group was significantly higher than that of the control group - a 54% decrease. Free full article available.

<http://www.ncbi.nlm.nih.gov/pubmed/26762247>

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
856.430.0922

Southern California
816.437.3204 / 714.814.7732

San Diego
619.275.7180



What's Happening?

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

Day/Date	Event Details
Tue. Mar. 1	Board of Directors Meeting and pre-house caucus TCDS Office 6-7 P.M.
Mar. 4-5	CDA Special House of Delegates Sacramento
Thurs. Mar. 24	Continuing Education Meeting TCDS Office Social Hour : 5:30 p.m. Seminar: 6:15 – 8:30 p.m. “Third Party Payers” Greg Alterton 2 CEUs – Seating is Limited
Thurs. Mar. 31	New Dentist Study Club Meeting TCDS Office Social Hour : 5:30 p.m. Meeting: 6:15 – 8:30 p.m. 2 CEUs – Seating is Limited
Apr. 1-2	CDA Leadership Conference San Diego
May 12-14	CDA Presents... Anaheim
Fri. May 20	Shredding Event TCDS Office Parking lot Must register online to attend
Mon. May 30	Memorial Day Holiday TCDS Office Closed
Thurs. Jun. 23	Continuing Education Meeting TCDS Office Social Hour : 5:30 p.m. Seminar: 6:15 – 8:30 p.m. “CPR & AED” Jim Rybicki 2 CEUs – Seating is Limited

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Year long Sponsor



January 2016

**Interested in Sponsoring a
CE event?**

Visit <http://bit.ly/1RTl47p>



Register Early & Save \$20

March 24- "Third Party Payers" with Greg Alterton—**2 CEUs**

June 23- CPR & AED with Jim Rybicki—**2 CEUs**

July 7- "Supra-gingival Dentistry: A healthier approach to restorative and esthetic dentistry" with Dr. Jose-Luis Ruiz—**2 CEUs**

Sponsored by Burbank Dental Lab & Kettenbach USA

August 25- "Predication for the Dental Patient"

with Dr. Liviu Eftimie—**2 CEUs**

September 15- "Infection Control & CA Dental Practice Act"

with Leslie Canham—**4 CEUs**

November 3- CPR & AED with Jim Rybicki—**2 CEUs**

For further details or to register go to www.tcds.org or call (951) 787-9700



TCDS NEW DENTIST STUDY CLUB MEETINGS

dine and discover

2016 DATES

- **March 31** - **August 18** - **October 27**

**TREATMENT PLANNING
HELP FOR NEW DENTISTS**

C.E.: 2.0 UNITS

**COST: MEMBERS- \$10
NON-MEMBERS- \$20**

TIME: 6:30- 8:30 PM


**LOCATION: TCDS OFFICE
3993 Jurupa Ave., Ste. 104
RIVERSIDE, CA 92506**

News for *Dentists*



CURES sign-up

All dentists who are authorized to prescribe, order, administer, furnish or dispense controlled substances must register in the Controlled Substance Utilization Review and Evaluation System (CURES) by July 1. There should be additional information in the CDA Update.

This is to help monitor narcotic prescriptions. In the past the California computer system has slowed the prescription process down and it is hoped it will operate efficiently now. I registered to see how that went. I went to; oag.ca.gov/cures, gave them my email address; they sent a link where I filled out a long list of security questions, (Name of who I had my first romantic kiss with! My dog!), and then they sent me confirmation right away - and again two days later. One more thing to do for the government and no.  you cannot charge them for your time.

From the ADA Huddle news: The 7 most important pages of a dentist's website By Dan DelMain ---
<http://www.dentistryiq.com/articles/2016/01/the-7-most-important-pages-of-a-dentist-s-website.html>

1. The "About" page - The "About" page is the second-most visited page on a dentist's website. Why? Because choosing a dentist is a very personal, difficult, confusing, and sometimes nerve wracking process. How do prospective patients tell one dentist from another? What is the deciding factor that pushes a prospective patient to schedule his or her first appointment?

2. Payment Methods - Be clear about what methods of payment you accept. Avoid ambiguity. Provide clear information to prospective patients.

3. New Patient Special - Your "New Patient Special" page is your opportunity to make an offer that prospective patients can't refuse.

4. Location/Hours - Where are you located and when are you open?

5. Appointment page - If you offer online appointments, you're doing your patients and staff a big favor. Your staff will spend less time scheduling appointments on the phone. Your patients will be able to request appointments when it's convenient for them, without the need to make a phone call.

6. Testimonials - Create a "Testimonials" page for your website where you can post a curated collection of your favorite reviews and testimonials.

7. Services Pages - Create a page for each major service you offer. These pages can rank well in Google search results and can be used as landing pages for your online marketing and advertising campaigns.

Texas Court Rules Non-ADA-Recognized Specialty Dentists Can Advertise As "Specialists."

The ADA News (1/26) reports the US District Court for the Western District of Texas ruled on Jan. 21 that "dentists who don't practice one of the nine specialties recognized by the ADA may still advertise as 'specialists' in Texas if they meet certain conditions." According to the article, "The court interpreted the Texas Dental Board's advertising regulations as permitting use of the term 'specialty' and 'specialist' only in connection with one of the ADA recognized specialties," ruling that "the restriction violates the First Amendment rights of dentists who have earned credentials in other dental practice areas from competent, bona fide credentialing boards." The plaintiffs in the case included the American Academy of Implant Dentistry, American Society of Dentist Anesthesiologists, American Academy of Oral Medicine, and American Academy of Orofacial Pain.

ADA Library & Archives Offers 81 New E-Books In 2016.

The ADA News (1/26) reported that the ADA Library & Archives has “added 81 new e-books.” The e-books are “accessible remotely by ADA members” and “selected based on member interest, which includes books on dental specialties, practice management, implantology and evidence-based dentistry, said Grazyna Krzycka, electronic resources and outreach librarian.” Additional information on the ADA Library & Archives is available online.

Bottom Line:

Practices must display two new posters. Updated poster sets not available until spring of 2017. Injuries Caused By Work, can be downloaded at www.dir.ca.gov/dwc/NoticePoster.pdf. California's Whistleblower Protection poster is available to download and print at www.dir.ca.gov/dlse/WhistleblowersNotice.pdf.

CDA Practice Support's resource Access to Patient Records FAQ contains important information for handling patients' request for records.

<http://www.cda.org/NewsEvents/Details/tabid/146/ArticleID/3190/Handle-patient-record-requests-the-right-way.aspx>

Want to be a room or speaker host? Host Perks at CDA Presents Anaheim: Two tickets to Friday CDA party; Free lunch on host day; Access Hospitality Suite; Access VIP Lounge. <http://www.cdapresents.com/SpeakersHosts/HostResources.aspx>

CDA site for news information:

<http://www.cda.org/news-events> 

ADA brief: Dentists' earnings to stay stagnant: The average net income for owner general practitioners was \$183,340, while it was \$134,020 for non-owners. Read ADA brief at: http://www.ada.org/~media/ADA/Science%20and%20Research/HPI/Files/HPIBrief_1214_1.ashx

Upcoming TCDS: New Dentists Meet 

 Upcoming TCDS: Shred-a-thon

CDA Cares Ventura - Apr 16 - Apr 17. Still time to volunteer! Upcoming CDA Presents Anaheim: May 12-14 – Take a break and join us at the TCDS Hospitality Suite! Hilton Hotel – Palisades Room

Dr. Steven Morrow Becomes President of the California Dental Board

By Douglas Hackleman



Steven G. Morrow, DDS'60, MS, assistant dean, Office of Advanced Education, and professor, Department of Endodontics, assumed the office of president, Dental Board

of California, on January 1, 2016.

Appointed to the Dental Board by then Governor Arnold Schwarzenegger in 2010, Dr. Morrow was elected secretary of the Dental Board in 2013.

Along with his duties as professor and assistant dean, Dr. Morrow remains director of LLUSD's Patient Care Services and Clinical Quality Assurance, a responsibility he acquired in 2000.

He is a Diplomate of the American Board of Endodontics and a member of the Scientific Advisory Board of the Journal of Endodontics. Dr. Morrow has been a member of the board of directors of the American Association of Endodontists and is a past president of the Southern California Academy of Endodontics and the California State Association of Endodontists.

Dr. Morrow was presented the Distinguished Service Award from Loma Linda University School of Dentistry in 2009 and the Distinguished Alumnus Award in 2013.

Feature Member Site Answer:

Citizens Bank Sports Arena, Ontario

Unclassifieds

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

Dental office space for lease: Ideal for Ortho., Pediatric, or combo. Three chair open bay, one private treatment room. Two consultation rooms, private Dr.'s office with restroom and shower. Large reception and front office area. Sterilization and tray prep area. Over 2,100 sq. ft. Located in Moreno Valley. For more information call (909) 241-6087.

Associate wanted - An enthusiastic General Practitioner with experience in all fields of dentistry is wanted to work as an associate, leading to acquiring the office. At least 2 days/week at the beginning. Pleasant work environment. Spanish++. Please send resume to: Dr. Pedro Sandoval at pedrojrIII@hotmail.com.

For Rent. Dental office for rent in Riverside. Plumbed for 5 operatories. Second office plumbed for 3 operatorie . Prime location. Well maintained. Excellent parking. Call Mina Boyd for more information. (909) 241-8907.

Office Space For Rent. Dental office on Arlington Avenue in Riverside has office space for rent. Good opportunity for Orthodontist or Specialist to start or relocate practice in Riverside. 4 operatories ready for use. Call for more information (951) 785-1209.

Fully Built Out Dental Office Space With High Visibility Frontage- Great opportunity for a Dental Group/Specialists to expand into upscale Rancho Mirage area with prominent location. 4113 sq ft with fully built out 11 operatories, Drs. Offices, modern lab, consult rooms, custom reception, two restrooms, storage and ample parking. Meeting Rooms available on facility. Please visit for inquiries.

Share a space - Dental office on Arlington Avenue in Riverside has office space for rent. Good opportunity for Orthodontist or Specialist to start or relocate practice in Riverside. 4 operatories ready for use. Call for more information (951) 785-1209.

Practice for sale - North Central Los Angeles #1100 Restorative Fee-for-service practice, contemporary suite in upscale location, four (4) treatment rooms, digital x-ray/pan, 44% profit in 2014, 2015 revenues of \$725K. Asking \$575K. Please Contact Brooke Palmer with Wiederman & Potter Premium Practice Sales at 714-259-0501 or brooke@wppps.com.

Hi...



Just a quick reminder that your invitation from John Fields to join the free TCDS Bulletin Dropbox team is still pending. Join the team to unlock new work features:

- A team folder to centralize the files everyone needs
- Separate work and personal Dropbox accounts
- Groups for speedier sharing with select team members
- Sharing settings to protect company data

Join your team...

Questions about how a team works? Check out the TCDS Bulletin folder for our Getting Started guide!

Welcome New Members...



En Chen, DDS
General Practitioner
USC, 2014
No Practice Address Listed

Nasrin Ergash, DMD
General Practitioner
Western U, CDM, 2015
No Practice Address Listed

Farimah Goshtasbi, DDS
General Practitioner
UOP, 2015
No Practice Address Listed

Hany Ibrahim, DDS
General Practitioner
Univ of Cairo, Egypt, 2001
32065 Temecula Pkwy Ste C
Temecula, CA 92592-6806
951.204.7325

Kyung Joo, DMD
General Practitioner
Western U, CDM, 2015
No Practice Address Listed

Armen Karimyan, DDS
General Practitioner
Indiana University, IN, 2004
68487 E Palm Canyon Dr, Ste 1
Cathedral City, CA 92234-5434
760.328.6208

Yvette Rivera, DMD
General Practitioner
Temple University School of
Dentistry, PA, 2004
King Jr-Drew Medical Center
(GPR), 2005
1042 N Mountain Ave Ste A2
Upland, CA 91786-3695
909.595.0807

Sandy Wissa, DDS
General Practitioner
NYU, NY, 2015
No Practice Address Listed

TCDS HAS SUPPLIES

For members hosting a free
Give Families A Smile clinic.



Please contact us for further details
(951) 787-9700
Alexandra@tcds.org

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

view cases kept me hopping.

In July, I continued my efforts to fill the Coordinator position and I attended the ADA's Management Conference in Chicago. After reviewing 100's of applicants who had responded to our advertisement on Indeed, the popular online job search site, I narrowed it down to a top five and Shehara and I interviewed them. The clear stand out was Alexandra Hernandez, who we hired at the end of the month, with a starting date of August 24.

In August, Shehara and I joined CDA staff in the Freshmen Orientation at Western University. Nearly 80 bright fresh faces got their first taste of the features and benefits of Organized Dentistry. Mid August saw the TCDS staff coordinating a new family version of the Annual Members Meeting at Fiesta Village in Colton. Even Alexandra joined in to help, even though she hadn't yet started her official first day of work. The temperature that day was somewhere near 102 degrees, as I recall.  But we had a terrific turn out and made the decision to repeat this type of event for the 2016 Annual Meeting. Later that same week, I flew up to CDA Presents San Francisco with Laura Petersen, ED from OCDS, for an all day Component Exchange Meeting.

September opened up with the Freshman Orientation for Loma Linda University students and this time a full three-person TCDS staff teamed up with CDA and TDIC staff to introduce these eager faces to the benefits of tripartite membership. In the second week, we had our September Board meeting with special presentations from CDA President-Elect Dr. Ken Wallis and Western University, College of Dental Medicine Dean, Dr. Steven Friedrichsen. With the House of Delegates scheduled right around the corner in October, much of the evening's discussion revolved around caucuses, resolutions, and pods. September also marked the 100th year anniversary for the Harbor Dental Society and TCDS bought a table to commemorate the event. With a Roaring 20's theme, a great night was had by all who at 

In October, Alexandra went up to CDA Cares in Fresno to volunteer and Dr. Dan Jenkins and I attended the All Component Caucus near LAX so we could bring our delegation the votes and comments from all those components present regarding each of the resolutions. Mid-October saw lots of activity, with the TCDS Pre-Caucus meeting and the House of Delegates in Sacramento. Sadly, the tragic death of one of the CDA leadership team cast a pall over the entire event and the House voted to postpone the majority



of business to a Special House in 2016. We closed out October with a "Meet and Greet" event for Congressman Marc Steinorth in Redlands.

November found Dr. Jenkins and me traveling again. This time we attended the annual meeting of the American Association of Dental Editors and Journalists (AADEJ) in Washington, D. C. as a prelude to the ADA's Annual Meeting. On the 17th we had our November Board meeting where the 2016 budget was approved, the audit firm was selected, and the facilitator for our strategic planning retreat was chosen. Later that same week, on the 19th, TCDS President Dr. Doug Brown and I attended an informative dinner which included representatives from four components and six Dental Service Organizations (DSO's). There was an interesting discussion regarding how we can better interact to assist young dentists and the profession.

After Thanksgiving, December seems a blur with the horrible tragedy in San Bernardino, the audit team spending a few days in the office, and then our Christmas break. I'm very happy to report that your Tri-County Dental Society added 160 new members during 2015, the largest amount of all the 32 components!

January 2016 woke us up from our holiday slumber quickly.... On January 17, Shehara celebrated 10 years as the Membership Coordinator at TCDS, a significant milestone! Shehara has now been promoted to Membership Manager. At the January Board meeting, it was approved that Andrea Graham's media firm would perform a media audit of TCDS and this will help us better position all our communications to more effectively reach our current and potential members. Immediately following the board meeting, our two day Strategic Planning Retreat, facilitated by Beth Branning, really made some significant progress in clarifying our mission and vision for the future, establishing goals and creating strategies to accomplish those.

And so, here we are coming down the back end of February 2016... In our near future is the Special House on March 4th and 5th, a TCDS Day at the Capitol in which a delegation of our members will meet with legislators on March 29.

It has been a great, educational, first year for me  and a very productive year for TCDS. I want you  to know what an honor it is to serve as your executive director and how grateful I am that I have been given this opportunity. Thanks, John

Become a volunteer on a TCDS committee so you can meet other dentists and contribute to your organization

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

GET YOUR FEET WET

Please contact Leadership Development Committee Chair Joan Dendinger, at joandendinger@earthlink.net or call the TCDS office at (951) 787-9700 to inquire.

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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If we can assist you in any of these areas, please call Frank (Chip) Stearns.

Frank W. Stearns

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951-780-5100



Practice Support

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REMINDER: Use professional judgment when disclosing protected health information

The Department of Industrial Relations requires employers to post information advising employees of workers' compensation benefits in a conspicuous location frequented by employees where it can be easily read during the workday. In addition to minor verbiage changes, the California Division of Workers' Compensation made substantial changes to the notice including:

- Medical Care
- Permanent Disability Benefits
- Supplemental Job Displacement Benefit
- Naming Your Own Physician
- Reporting Injury
- See Your Primary Treating Physician

This poster should be posted in English and Spanish if an employer has Spanish-speaking employees.

Notice to Employees--Injuries Caused By Work <https://www.dir.ca.gov/dwc/NoticePoster.pdf>

Employers must prominently display a list of employees' rights under the whistleblower laws, including the telephone number of a whistleblower hotline maintained by the Office of the Attorney General. Changes included expanded to protect an employee who complains internally to a person with authority over the employee or another employee who has the authority to investigate, discover, or correct the violation. This is a mandatory change. Lettering must be larger than size 14 point type.

California's Whistleblower Protection <http://www.dir.ca.gov/dlse/WhistleblowersNotice.pdf>



BULLETIN

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The opinions expressed in this newsletter are those of the author(s) and do not necessarily represent those of the Tri-County Dental Society. TCDS does not assume liability for contents of advertisements.

DATED MATERIAL



What is a QR Code?

A QR code (quick response code) is a type of 2D bar code that is used to provide easy access to information through a smartphone or other smart devices that contain cameras. QR codes are useful for directing users to websites and other online information.

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

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



Website



Facebook



Events Calendar

SHREDDING DAYS

MAY 20 2016* 1-5 pm

Next Event for Members

OCTOBER 14 2016 1-5 pm

***Members Must Register online by May 15 to Participate.**