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*Due to the sensitive nature of the issues being addressed and our employer-oriented approach, this course is available to dentists and their spouses only.

TDIC policyholders who complete a seminar or eLearning option will receive a two-year, 5% Professional & Dental Business Liability premium discount effective their next policy renewal. To obtain the two-year, 5% Professional & Dental Business Liability premium discount, California dentists must successfully complete the seminar by April 28, 2018. Any eLearning tests received after the deadline will not be eligible for the discount. Nonpolicyholders who complete a seminar or eLearning option and are accepted for TDIC coverage will also be eligible for this discount.

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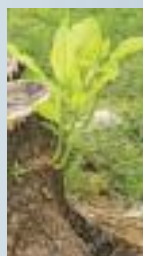
Proudly representing the dentists in Riverside, San Bernardino and eastern Los Angeles Counties

Connection



Looking northwest toward Lake Elsinore

Temecula
Historic
Snow Fall...
December 2014



3 What's Happening at Tri-County?

4 President's Message

6 Editorial

8 Executive Director's Message

10 Perseverance Pays

12 Dental News

13 Dan Jenkins receives ADA Distinguished Editor Award

14 Dental Humor

15 Short Abstracts / In Memoriam

16 CDA-HOD 2017

18 The (Not So) Fabulous Four Objections to Treatment

20 Unclassifieds

21 TCDS Information and Contacts

22 Welcome New Members

25 TCDS Volunteer Appreciation Nite



What's Happening at Tri-County

Day/Date	Event Details	Day/Date	Event Details
Wed. Jan. 10	Board of Directors Meeting TCDS Office 6:45 PM	Sat. Mar. 3	SPECIAL Continuing Education Program \$190 for TCDS Members Fellowship Hall – First Christian Church Registration/Breakfast: 7:00 AM Seminar: 7:30 AM– 5:00 PM - (Lunch served at 12:00 PM) “Quarterbacking Difficult Restorative Cases in Tumultuous Financial Times” Marc Geissberger, D.D.S. 8 CEU's – Seating is Limited
Thur. Jan. 18	Continuing Education Program (FREE to TCDS Members) TCDS Office Registration/Social Hour: 5:30 PM Seminar: 6:30 PM– 8:30 PM “CAD/CAM: From Evidence to Excellence” Steven Gold, D.D.S. 2 CEU's – Seating is Limited		
Thur. Feb. 8	Continuing Education Program (FREE to TCDS Members) TCDS Office Registration/Social Hour: 5:30 PM Seminar: 6:30 PM– 8:30 PM Dental Plans May be Finally Changing: An Insurance Insider's Top Predictions” Gary Dougan, D.D.S. 2 CEU's – Seating is Limited		



About this issue's cover...

Fred Lamb has designed and published Tri-County Dental Society's Bulletin, now the Connection, since 2001. Evolving from his successful career in advertising and design, Fred became an avid landscape photographer and has melded his photography skills with his graphic arts talent to master an emerging art form... Photographic Art, which utilizes proprietary digital techniques he developed over the past 20 years to achieve a soft water color look.

This current cover celebrates this winter season by looking back to December 2014 when Temecula was surprised by a snow storm of historic proportions. Our west side received 4 feet of snow with drifts exceeding 6 feet. You can view Fred's complete art print portfolio at www.fredlambartprints.com

Starting Out Right in 2018



Wayne Nakamura, DDS

It is with extreme pride and humility that I write this initial president's message to the members of Tri-County Dental Society. My name is Wayne Nakamura. I am the incoming 2018 Tri-County Dental Society's president. I have been in general practice at my office in Ontario, California since 1984 and have been involved with organized dentistry since 1978, the first year of my dental school experience at USC's Ostrow School of Dentistry. From this period of time to the present I have experienced and seen many changes in dentistry, some good and some not so good.

One constant that I have seen and come to believe in is the value organized dentistry, especially the ADA and CDA have provided to all dentists whether they are members or not. One very recent example of these values that organized dentistry benefited all dentists in California was CDA's legal challenge against Delta Dental Insurance Company. "CDA took a stand on your behalf — to protect your right to fair dealings — and we succeeded. During 3 ½ years of hard fought litigation, we successfully

blocked Delta's attempt to reduce reimbursement rates for the Premier Plan, saving providers nearly a half-billion dollars in fee reimbursements." This accomplishment is but one example of many actions that organized dentistry's tripartite, ADA, CDA and individual dental components such as our Tri-County Dental Society, (TCDS), have acted upon on behalf of and for the benefit of all dentists. The overriding goal of the tripartite is to help members and the dental profession to flourish.

These accomplishments could only be achieved through the commitment and dedication of organizational leaders willing to self sacrifice many hours and days away from family and their practices to enable progress towards the greater good for our profession and members.

I would like to take this opportunity to give special recognition to several of our own volunteer TCDS leader members who exemplify these characteristics and have contributed greatly to our dental society and to me personally, with their inspiration, mentorship, and guidance. Thank you, Dr. Jeff Lloyd, TCDS past president and ADA delegate, who encouraged me and provided the motivation to become involved with volunteer leadership in organized dentistry; Dr. Butch Erhler, immediate past CDA president and past TCDS president, for teaching me what a leader is and about the intricacies and fine inner workings of being a leader within organized dentistry; (and also for introducing me to Tito's.); Dr. Jerry Middleton, and Dr. Evangelos Rossopoulos who both encouraged me to get involved in community health,

specifically CDA Cares and Donated Dental Services; and last but not least, Dr. Judy Wipf, our immediate past TCDS president, for sharing her vision of daring to dream and inspiring and motivating me, our board of directors, and committee chairs to ... to continue the momentum of work and accomplishments achieved during Dr. Wipf's term of office in 2017.

I envision working closely with our incoming officers and committee chairs encompassing membership, continuing education, finance, community health, new dentists, peer review, and ethics to continue adding benefits and value to TCDS membership.

Ideally I would like to address and expand upon each committee but due to brevity sake I will focus on the one committee and its schedule for 2018, the Continuing Education Committee. I hope to address the other committees in upcoming president's messages in upcoming Connection publications.

My compliments to the 2017's continuing education chairman, Dr. Michael Mashni for his committee's work in establishing an excellent and diverse 2018 CE schedule. 12 courses were established for 2018; 10 of which will continue to be at no charge for TCDS members, as was established by our Board of Directors in 2017. Two of these classes will be for CPR/Basic Life Support courses. The other 2018 topics will include lectures on CAD/CAM restorations, three dental insurance information courses featuring insurance expert and former dental insurance director, Dr. Gary Dougan, identifying and treat-

ing drug addicted patients, sports dentistry, dental ethics, and a California law and infection control course fulfilling the Dental Board of California's requirement for licensure. Upon popular request we will again have two full-day additional fee 8 hour courses to be held in March and September. The first course will be provided by Dr. Marc Geissberger a faculty member from the UOP Dugoni school of dentistry. Dr. Geissberger will be speaking March 3rd, Saturday, on a subject titled "Quarterbacking Difficult Restorative Cases in Tumultuous Financial Times." The additional full day lecture will be held on Saturday, September 15th with Dr. Todd Snyder lecturing on the topic titled "Under Construction; Transforming into the Modern Dental Practice."

Doctor Snyder is a current faculty member of the Esthetic Professionals Continuing Education program in Tarzana California. Thanks again to Dr. Mashni and his 2017 CE committee and welcome to incoming CE committee chair, Dr. Kathy Cooke who is working with her 2018 CE committee to create a 2019 lineup of courses that will equal or surpass the previous years. For CE subject ideas or topic suggestions please contact Programs Coordinator Joceline De La Torre at Joceline@tcds.org.

Thank you again to our membership for giving me the privilege and honor to serve as your 2018 president.

Wayne Nakamura



Membership Has its Advantages



Dan Jenkins DDS, FIAPA CDE-AADEJ

all of that yourself. Just the political contributions alone to give you a voice in the ear of the government would be much greater than your gross production per year – let alone your bottom line!

I'm sure that you are a steadfast ADA member and are not even considering leaving – and in fact, you probably have already signed up and are having your membership paid monthly through your checking account – right?

One thing I'd like you to do though is talk to any and all of your dentist non-member friends about becoming a member. It certainly is in their best interest to become a member. In fact, it is in YOUR best interest as well since the costs would be more evenly distributed to provide the membership benefits that are already being

A popular charge card uses the tag line "Membership has its advantages". Certainly, if it had not already been taken, the ADA-CDA-TCDS could also use it. Membership in TCDS gives dentists the advantage of camaraderie between dentist professionals; continuing education courses; peer review of disputes

Now is the time to renew our ADA membership.

with patients; associate positions available; staff seeking employment; confidential substance abuse counselling; lobbying to both the state and federal politicians through both our PACs and at times directly by our officers; life insurance values; disability insurance; liability insurance; tragedy assistance through the CDA Foundation; and now money saving discounts for supplies through the new The Dentists Service Company – a subsidiary, much like our insurance company TDIC.

provided.

CDA President Butch Ehrler has pointed out many times that using The Dentists Service Company for supplies alone will save a member enough money to pay for the total dues package. Again, the more of us that use TDSC the better the savings.

Now, go out and take advantage of all of us!

Now is the time to renew our ADA membership. If you have ever thought about whether it is worth it, you should read up on my list above and consider how much it would cost you to do



Members save on dental supplies through TDSC Marketplace

Group purchasing program gaining big fans

The savings were so significant the first time Richard Barnes, DDS, and his staff compared dental supply prices on the TDSC Marketplace that they thought there had been a mistake. Barnes, a Visalia dentist with three offices, including a surgery center, compared Marketplace prices to what he regularly paid for supplies and saw a 25 percent savings.

"That works out to about \$1,000 a month just for my private practice. The TDSC Marketplace is so much more cost effective than any other company I am using," said Barnes. "This is exciting and gives me confidence that I can [continue to] make the best choices for my patients while feeling pressure from insurance companies that want to reduce reimbursement for services."

Barnes is among the growing number of CDA members purchasing dental supplies online through the TDSC Marketplace, a shopping site that offers discounts based on the buying power of the association's large membership. The Marketplace is part of CDA's new subsidiary, The Dentists Service Company, which supports CDA members with the business side of practice by offering group purchasing and practice management services. Members who are licensed to practice in California can shop the Marketplace by simply logging in at tdsc.com, where they can find more than 25,000 products across 32 categories.

"Members asked for services to help them be more competitive and efficient. The TDSC Marketplace is saving dentists, including myself, an average of 20 percent, depending on their purchases," said James Stephens, DDS, chair of TDSC Board of Directors and past CDA president. "The more members we have buying through our group purchasing program, the more savings we're able to negotiate, which in turn can be passed along to patients."

Jonathan Ford, DDS, is one of the first CDA members to buy his dental supplies through the Marketplace. The Huntington Beach dentist says he easily found the products he uses, and the free two-day shipping sold Ford on the service. He says he sees prices that are 20–40 percent lower on many items.

"It's awesome! Who doesn't like to save money? In six months, I have saved \$4,000 compared to the retail price," said Ford, who estimates he now purchases 90 percent of his dental supplies through the Marketplace.

At Ford's practice, one of his team members is in charge of adding products to his online shopping cart throughout the week. His office also takes advantage of TDSC's subscription feature for automatic deliveries of gloves, gauze and suction tips on the schedule they choose so they "never have to worry about running out."

Ford also praised TDSC's customer service team for adding products to the Marketplace upon his request.

"If a product isn't available, I email the Marketplace team, and they usually add the product within days if they are able to," said Ford. "The customer service has been outstanding."

Ford observed that e-commerce has affected every aspect of retail, and it was just a matter of time before it impacted health care and dentistry. TDSC's Marketplace offers dentists the same products and supplies they currently use at significant discounts that can make a difference in business.

"Members have told me that their Marketplace discounts have significantly offset the cost of their tripartite membership dues," said Stephens.

Purchasing through the TDSC Marketplace offers members a higher level of control over their dental supplies while supporting organized dentistry. The sentiment is echoed by dentists who have experienced the savings firsthand.

Good Bye 2017 ... Hello 2018!



John C. Fields

First of all, Happy New Year! This is always an exciting time of the year, as we close one chapter and open the next. January is both a time of nostalgia, reflection and review, as well as a time of vision, goal-setting, and planning.

2017 was a very busy, very good year for TCDS!

Here's just a few of the highlights:

We completely redesigned and transformed the TCDS publication from the old "BULLETIN" newsletter to the new "CONNECTION" digital publication, you see today.

We completely reviewed and updated the TCDS bylaws, including a new layout and format, based on the CDA bylaws.

We implemented a whole new approach to Continuing Education... Including:

- A full twelve month CE schedule – One course per month. Nearly double that of the 2016 schedule.
- A modest dues increase allowed us to provide FREE CE - Eight out of the twelve courses

are being offered to TCDS members at no cost!

- Two special 8-hour CE programs, featuring Drs. Bruce Crispin and Raymond Bertolotti, were included in the CE schedule at a nominal fee.
- A creative new partnership with Western University's "Virtual U." was implemented, promoting online CE courses to TCDS members at a substantial discount.

Ms. Joceline De La Torre was hired as TCDS's new Program Coordinator in July 2017 and she has truly hit the ground running, coordinating TCDS's continuing education, community health, and peer review programs. Special thanks to Ms. Shehara Gunasekera, our Membership Manager, who was instrumental in Joceline's training.

The Annual Family Fun Day at Fiesta Village in Colton drew nearly 100 attendees, including: TCDS members, members' staff, and their combined family members.

The New Dentist Committee was expanded and the number and quality of activities were increased.

Financially, TCDS did well in 2017...

- As of November 30, 2017, Actual Y-T-D Net Profit surpassed Budgeted Y-T-D Net Profit by over 300%!
- Total assets, as of November 30, 2017, were over \$1.4 million, exceeding total assets for the same period in 2016 by over \$150,000!

Membership increased substantially in 2017...

- As of November 30, 2017, TCDS had 1,909 members, just 41 members less than the San Diego County Dental Society, which is the sec-

ond largest component at 1,950 members.

- It's important to note that TCDS also serves another 728 student members at the Loma Linda University – Dental School and the Western University of Health Sciences – College of Dental Medicine. Adding these 728 student members to our 1,909 TCDS members brings us to a total of 2,637 members to be served.

- Currently, the largest component is the Orange County Dental Society with 2,288 members. If TCDS included the students we serve in our total membership count, TCDS would be the largest component, surpassing OCDS by 349 members.

- It is also important to note that TCDS has one of the best members to staff ratios of all 32 components. Using just the 1,909 membership total, that ratio is 636.33 members to 1 staff member. If you use the expanded total of 2,637 members, the ratio is a staggering 879 members to 1 staff member!

- Finally, through 11/30/17, TCDS had 141 new members, the greatest number of Y-T-D new members of all 32 components!

The 2017 CDA House of Delegates was held in Sacramento and our 16 TCDS Delegates did a wonderful job in representing our component. The award for Heroic Comeback goes to Dr. Kathy Cooke, who was miraculously able to bounce back from a nasty bout of severe food poisoning, missing only one day!

An Appreciation Banquet, which included the installation of officers and the 2018 board, took place in November and was held in the fellowship hall of the First Christian Church next to the TCDS offices. Dr. Butch Ehrler, CDA President, served as the Installing Officer and he adminis-

Tri-County Dental Society Continues to Grow and Prosper



tered the oath of office to the following:

- Dr. Wayne Nakamura, President
- Dr. Michael Mashni, President-Elect
- Dr. Katherine Cooke, Vice President
- Dr. Hemant Joshi, Secretary-Treasurer
- Dr. Judy Wipf, Immediate Past President

Drs. Joan Dendinger, Deborah Hutton, Michael Clapper, and Paul Simateys will continue as Board Members in 2018, as will Dr. Daniel Jenkins, as the Editor of this publication. It is important to note that our Editor, Dr. Jenkins, received the 2017 Distinguished Editor Award from the ADA and the American Association of Dental Editors and Journalists, their highest honor!

Dr. Evangelos Rossopoulos was thanked for his years of service on the Board and Dr. Mauricio DosSantos (A new dentist) was welcomed as the newest member of the 2018 Board of Directors.

2017 was a special year for Drs. Judy Wipf and Butch Ehrler as they both of them served as presidents this year and, even more exciting, they announced their wedding engagement! Congratulations to both of them!

Well, as you can see, 2018 will have a tough act to follow... Here's just a taste of what's planned for the coming year:

- CE, Membership and New Dentist activities will be coordinated with a more regional approach in mind. In addition to our regular schedule, traditionally centered at our offices in Riverside, possible regional locations may include: Temecula (South), Palm Springs (East), Victorville (North), and Pomona (West).

- 2018 CE will largely follow the 2017 schedule format of at least 12 courses, one being offered each month. Three special courses (two 8-hour courses and one 4-hour course) will require members to buy tickets, the remaining nine courses will be provided to TCDS members at no cost. It's projected that there will actually be more than 12 courses, because additional regional courses will be added to those currently scheduled in the Riverside area. Additional changes for the 2018 CE Schedule address sponsorship. First of all, a fresh new sponsorship packet has been developed by Joceline, which provides potential sponsors with easy to understand bundles and package opportunities. Secondly, we will be using Cata-pult Speakers for a number of our courses and they provide their own sponsors to offset their honorariums, which will definitely help our bottom line.

- New membership social activities (also with a regionalized approach) are planned for 2018, including concerts, wine tasting, horse races, sporting events, and an even larger Installation Banquet. Remember, TCDS turns 110 years old in 2018 and I feel like we're just hitting our stride!

- In February, a group of 20 TCDS leaders will join leaders from the other Southern California components for a joint strategic planning seminar. It is anticipated that this activity will help TCDS combine previous strategic planning information gathered in early 2016 with fresh new ideas and approaches.

- In April, a group of TCDS leaders will visit the state capitol in Sacramento for a Legislative Day with CDA to interact with Assembly Members and State Senators who represent districts

with the TCDS service area.

- During 2018, it is planned that TCDS will address a new look for its website. If the new Aptify member management system is fully implemented by CDA, TCDS plans to completely redesign all aspects of its website. If it is not, the revision may take the form of something more of a facelift.

- Membership is projected to hit approximately 1,920 at the close of 2018, based on a logarithmic trend using 14 years of year end data. It's important to note that TCDS membership rose substantially from 2004 to 2010, but from 2011 to 2014 TCDS end-of-the-year membership totals actually went down each year. In contrast, from 2014 to 2017, end-of-the-year membership totals have increased steadily each year. That's why the trend line predicts a very small increase for 2018. Assuming the revitalized economy continues through 2018, it's expected we'll see renewed growth in new residential and commercial developments throughout the TCDS service area. Where there's a trend of increasing new families and jobs, they'll also be a need for more dentists.

- Finally, TCDS has a bright financial forecast with continued growth in assets and a net profit budgeted for 2018.

In closing, I just want to say how wonderful it has been working with Dr. Wipf and the TCDS Board in 2017 and I'm looking forward to working with our new President, Dr. Wayne Nakamura and his entire leadership team in 2018.



By
Parth Kansagra,
BS, MBS

Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.

President Calvin Coolidge

Starting my undergraduate career right out of high school, I was excited to leave my parents' nest and expand my horizons at this wild dream we know as college. The freedom to wake up as I please, the ability to sleep when I wanted, and the liberty to live my daily life at my pleasure was emancipating in the moment but came with many consequences. Although I was an exceptional student in high school, I found myself struggling in my first semester of college. My newfound autonomy was starting to create a void in my academic goals.

My senior year of college, I decided to apply to dental school for the first time, not even receiving one interview for that application cycle. Once I became more aware that my academic shortcomings were a hindrance to my life goal of becoming a dentist, I had a decision to make: would I continue down this path or reassess my career, and make a drastic change to my goal?

Perseverance Pays

After careful consideration, a lot of research, and some sleepless nights, I decided that dentistry was truly the career for me. To achieve this route, I would have to persevere the grueling process of remediating this mess I had found myself deep inside.

Immediately, I started to evaluate my dental school application, and honestly gauge the weakest aspects of my application. It was apparent that I needed to strengthen my lackluster application. I enrolled in upper division Biology classes, got a job tutoring Biology and Chemistry to high school students, and worked

nally solidified every doubt I ever had and made my dream very real.

Now that I am in dental school, I have been able to look back and reflect on those years leading up to this point. I realized that, although I was frustrated that I was not getting admitted into dental school, the perseverance I exhibited and the struggle I dealt with allowed me to grow into a much more focused, passionate, and mature individual. This maturity has given me the confidence in my ability to conquer dental school. It has also allowed me to concentrate on future endeavors and not stress about immediate success. It has allowed me to get through my first semester of dental school with minimal stress, and still have time to continue my hobbies. I was able to learn all of these vital lessons because of my own experiences, and learning from them. We all are going to have testing moments along whatever road we chose to take, but it is important to "just keep swimming."

on developing dental offices for a dental corporation. Later, I went on to obtain my Master's in Biomedical Sciences, which was one of the best decisions I made. This program allowed me to take graduate level biomedical courses, similar to those I would have to take in dental school. This program was demanding and fast-paced, which turned out to be helpful when adjusting to the intensity of dental school.

While I was completing my Master's degree, I received some dental school interviews, eventually choosing to attend Roseman University, College of Dental Medicine. I still remember the day I received my first acceptance into dental school. I was sitting in the conference room of the Biology department in graduate school, when Dr. Harman called me personally, to tell me that I had been accepted into their program at Roseman University. I was overcome with emotion; this was the moment that I had imagined for years and was brought about by my perseverance and hard work. It was an emotion of relief, gratitude, excitement, and confusion - but nonetheless empowering. This feeling fi-



Shop for dental supplies with confidence

When The Dentists Service Company launched its online shopping site for dental supplies to CDA members earlier this year, it was with a commitment to make purchasing easier and more affordable for practices of every size. The TDSC Marketplace was also designed to allow dentists and their office staff to procure supplies across categories with confidence in the source and quality of every item.

CDA established The Dentists Service Company as a response to members' call for support in the business side of practice. TDSC's group purchasing program was built on the strength of CDA's 150-year heritage, 27,000-strong membership and history of innovation serving them. Now, group purchasing benefits are available free to CDA members through the TDSC Marketplace.

"I shopped the Marketplace when it started because it sounded like a great idea, and it was being done by a company I trusted," said John Jeppson, DDS. "[It] has proven to me in my 30-year career to be a company that is dedicated to making the lives of dentists easier."

This trust is something that TDSC continues to foster. In a fast-paced digital market, TDSC is committed to protecting practices from gray-market goods, all while offering significant savings and shopping convenience. In the first nine months of Marketplace operation, shoppers saved an average of 20 percent compared to manufacturers' list prices.

"Since TDSC started, I have tracked my savings on dental supplies, which is now at \$7,000 and counting," noted Jeppson.

What does the Marketplace carry?

The shopping site is home to more than 25,000 items across 32 dental supply categories. Products range from everyday disposables to small equipment and handpieces. When building the initial catalogue, TDSC consulted CDA members and third-party data to ensure a comprehensive offering that reflected the products dentists most prefer to use. Popular categories within the site's extensive selection are burs and diamonds, cosmetic dentistry products, instruments, infection control and orthodontic products. In the event shoppers can't find a desired product, they can request it online or by phone and the Marketplace team will make every effort to responsibly source it.

As of November, some of the top-selling Marketplace products include Filtek™ Z100 Restorative Universal Composites, Valiant® Snap-Set® Sure Cap® Alloys and Strip Crowns.

Who are the Marketplace suppliers?

Every item available in the Marketplace is supplied by a trusted, authorized source. TDSC and a dentist-led advisory team reviewed major suppliers across the country before committing to work directly with a small number of them. These suppliers directly provide the wide range of Marketplace dental products — all of which are authentic, shipped and stored properly and delivered through secure supply chains.

How were suppliers evaluated?

To ensure the authenticity of every Marketplace product, TDSC executed a comprehensive review of potential suppliers. Through this vetting process, multiple quality-control factors were evaluated, including:

- Company size, years in operation, market position and financial stability
- Reputation for excellent service and reliability, backed by references

Must I Accept a Dental Plan's Credit Card as Payment?

While some dental benefit plans and third-party administrators (TPA) now pay dental offices with credit/debit cards instead of traditional paper checks, not all dentists want to receive payment this way.

These card payments are often delivered electronically, either by fax or secure email. The office processes the payment just like any other credit card transaction — by entering the card number, security code, expiration date and amount. However, these cards may come with a much higher processing fee than traditional credit or debit cards.

There's a simple solution to avoid these fees: You can call the toll-free number on the explanation of benefits (EOB) and tell the company you'd rather receive a check.

For more information on these credit/debit payments check out the video from the Center for Professional Success.

New Dentist Members On ADA Councils Now Have Voting Privileges.

The ADA News (10/31, Solana) reports that on Oct. 23, the House of Delegates voted to give new dentist members voting privileges on councils to ensure they have a more "meaningful representation." According to the article, "Resolution 47H-2017 instructs all ADA councils to add one voting member — a new dentist who is recommended by the ADA New Dentist Committee and nominated by the Board of Trustees." The article notes that "previously, ADA councils' composition included one new dentist serving in a non-voting role."

ADA, others ask Senate to prioritize oral health. ada.org: The ADA and 44 health organizations are urging U.S. Senate members to protect access to oral health coverage for all Americans as the legislators examine ways to reform the nation's health care delivery and financing systems. Read more on-



line at ADA News at [ADA News](http://ADA.org)

Sleep-related breathing disorder treatment outlined in new policy October 31, 2017

- Dentists who provide oral appliance therapy to patients should monitor and adjust the appliance for treatment efficacy as needed, or at least annually.
- Surgical procedures may be considered as a secondary treatment for obstructive sleep apnea when CPAP or oral appliances are inadequate or not tolerated. In selected cases surgical intervention may be considered as a primary treatment.
- Dentists treating sleep-related breathing disorders should continually update their knowledge and training of dental sleep medicine with related continuing education.

The resolution stated that once the policy is adopted, the Council on Dental Practice will sponsor continuing education opportunities to educate the profession about sleep-related breathing disorders as well as inform the council's medical colleagues of the policy and develop information for the public on dentistry's role in sleep-related breathing disorders. More information is available at ADA.org/sleepapnea.

Op-Ed: Washington Dentists Seek Reforms From Delta Dental.

In an op-ed in the [Seattle Times](http://SeattleTimes.com) (11/5), Dr. Craig Neal, an oral surgeon and president of the Seattle/King County Dental Society, states that Washington dentists voted in September on

bylaw amendments, aiming to make Delta Dental of Washington "more patient-focused, transparent and responsive to member dentists." Although "more than 91 percent of the votes cast supported the changes," Neal states that "Delta's board of directors recently vetoed virtually all the changes," and the board also "canceled the organization's annual meeting, depriving member dentists of another opportunity to advocate on behalf of their patients." Given these actions, Neal says "the battle for accountability is likely to shift to the courtroom." Neal concludes, "If the dentists' reforms are upheld, patients will get more money going to their care, more transparency about how their premium dollars are spent, and access to a legitimate, independent forum for resolving disputes with their insurance company."

From CDA:

CDA achieves favorable Delta litigation outcome

CDA has achieved a favorable settlement on behalf of dentists in our litigation against Delta Dental. CDA took a stand on your behalf — to protect your right to fair dealings — and we succeeded. During 3 ½ years of hard fought litigation, we successfully blocked Delta's attempt to reduce reimbursement rates for the Premier Plan, saving providers nearly a half-billion dollars in fee reimbursements. A summary of the settlement is included on this page. We urge you to read the summary along with CDA Practice Support resources that offer assistance in managing your practice and evaluating the plans you accept. Read more at: www.cda.org/Portals/0/pdfs/delta_settlement_summary.pdf

Membership renewal now open online

With a single annual renewal, you can continue to experience the benefits of the ADA, CDA and your local dental society. Your ongoing participation in organized dentistry allows you to leverage dedicated legislative advocacy, expertise navigating the business side of dentistry and innovative tools to save time and money in your practice.

Renew your membership online and enroll in EDP today at: cda.org/member.

Crowns To Go, Please?

You take time to build relationships with your patients and plan long-term treatment success. But what happens when a patient has “a better idea” of what should happen midtreatment? Though many patients desire a sense of control in their dental care and want to exercise choice, the trouble happens when a patient attempts to dictate clinical decisions. TDIC has seen a recent trend in the number of patients who are requesting their restorations simply be handed over to them. [Read more](#)



Philip Pumerantz, PhD, MA, LHD, president emeritus of Western University of Health Sciences, passed away on December 26, 2017.

He was the second-longest-serving university president in the United States at the time of his retirement, in 2015.

Doctor Pumerantz, upon graduation from High School, enlisted in the Army, and served in Germany. After his service he enrolled at the University of Connecticut where he earned his BA, MA, and PhD. He was the founding president of Western U. in 1977. Western University of Health Sciences is now composed of nine colleges – including the College of Dental Medicine. More than 3,900 students currently are enrolled and the number of alumni is more than 12,500 health science professionals around the world. Dr. Pumerantz, from the time he conceptualized the university, promoted his philosophy of: “The discipline of learning. The art of caring.”

On November 16, 2006, the TCDS Board of Directors were invited to a tour of Western U. and dinner to discuss the development of a dental school. (Pic above-right) I sat across from Dr. Pumerantz and his charming wife, Harriet. He asked me a lot of questions about dentistry and explained his plan for the uniqueness of inter-professional education. He was an amazing visionary man. He has left his mark in our TCDS territory – and the world. Our condolences go out to his wife, Harriet and to Western U’s faculty and alumni.

TCDS Editor, Dan Jenkins, receives ADA Distinguished Editor Award

Dan Jenkins was presented the ADA Distinguished Editor Award by ADA President, Dr. Gary Roberts at the annual meeting of the American Association of Dental Editors. While this award is usually given to editors of state associations, this shows the position of TCDS in national situations. Dan states he was “shocked at the honor” but has always been honored to serve as the editor for TCDS. “I have been fortunate over my 15 years as editor to have been trained by former TCDS Executive Director, Penny Gage and our Publisher, Fred Lamb and to be allowed the freedom to carry on by current TCDS Executive Director, John Fields. This award does not happen through the works of just one person.”

The ADA Distinguished Editor Award is the top annual award for dental editors.



FREE DENTAL SUPPLIES?



I should quickly mention that the dentist who shared this story with me has requested that his name not be mentioned. I assume he does not want this kind of publicity in his area.

A patient was seen for a routine prophylaxis and exam by the hygienist. An ultrasonic device was used during the cleaning followed by hand scaling. Everything went normally and while the hygienist proceeded to her next patient, the assistant went to notify the dentist that the patient was ready and left the patient and his wife in the room. When the assistant returned to be with the patient she saw the patient handing the ultrasonic tip to his wife and telling her to put it in her purse. The assis-

tant asked them what they were doing. The patient, a mechanic, said, "Well, I can use that in my garage!"

The assistant brought the dentist to the room and the dentist informed the patient that the office does not supply free dental instruments! The couple was (unbelievably) upset with the dentist!

Editor's note: If this is a common practice among your patients, it might explain some missing instruments and higher supply overhead. Another reason to order through TDSC and save money on replacing "missing" instruments!

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Association of vasomotor symptoms and sleep apnea risk in midlife women.

Gao, Catherine C.; Kapoor, Ekta; Lipford, Melissa C.; Journal of MENOPAUSE, October 30, 2017

More women self-reported vasomotor symptoms (VMS) and obstructive sleep apnea (OSA) risk Hot flashes
Menopause Obstructive sleep apnea Sleep disturbance Vasomotor symptoms.

Conclusions: Self-reported severe/very severe VMS were associated with intermediate/high risk for OSA in midlife women, even in women with BMI <25 kg/m². Given the limitations of the STOP-BANG tool, OSA risk may, however, have been overestimated. (C)
2017 by The North American Menopause Society.



A Pragmatic Study Shows Failure of Dental Composite Fillings Is Genetically Determined: A Contribution to the Discussion on Dental Amalgams

Alexandre R. Vieira, Marília B. Silva, Kesia K. A. Souza, Arnôlido V. A. Filho, Aronita Rosenblatt and Adriana Modesto, Front. Med., 06 November 2017.

<https://doi.org/10.3389/fmed.2017.00186>

"In summary, our studies of cases with extensive direct composite resin restoration failures suggest that composite resins can fully substitute dental amalgams in routine dental practice. Smoking tobacco and alcohol drinking increase the chance of failure in anterior complex direct composite resin restorations. Finally, MMP2 may have a role in the cases that composite restorations fail and genotyping rs9923304 may be useful to determine follow-ups of extensive direct composite resin restorations."

In Memoriam

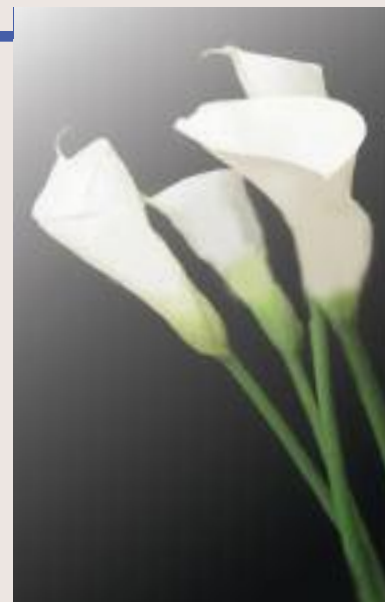


Jim Pettey, DDS

Doctor Jim Pettey passed away on November 9th, 2017 from his battle with Acute Myeloid Leukemia. Jim was a longtime member of TCDS and besides attending many of our CE meetings, he served on the Peer Review Committee. He was always one of the friendliest faces to appear at the TCDS Hospitality Suite each year at the CDA Presents in Anaheim.

Jim graduated from LLUSD in 1975 after growing up in the Riverside area. Jim and his wife, Jean were classmates at Ramona High School in Riverside along with former TCDS Executive Director, Penny Gage. Besides being active in our dental society, Jim was very active in his community. Jim practiced dentistry for 42 years in Riverside. Many of his patients expressed their love and appreciation for his devotion to dentistry and his care and humor. Jim used to fly to Nicaragua on dental volunteer flights and was a pilot himself.

Tri-County Dental Society extends our deepest sympathies to his wife, Jean. We know that all who knew Jim will miss this gentle dentist who has portrayed an excellent example for other dentists to follow.



CDA— HOD 2017

The Tri-County Dental Society Delegates to the CDA House of Representatives met once again, along with several hundred other delegates from across California, in Sacramento, November 17-19, 2017. Some of the issues that came up were regarding dentists in evaluating and treating sleep disorders; changes in membership categories; revisions of the Code of Ethics; Peer Review member training locations; and the installation of CDA officers – as well as a few other matters.

CDA President, (TCDS member) Dr. Butch Ehrler has moved to becoming CDA Immediate-Past President and the new CDA President is, Dr. Natasha Lee from the San Francisco Dental Society.



Box lunches at 1 pm. I was pretty sure I requested "Steak & Lobster" for lunch. Life of the volunteer!



Discussion on resolutions go on between, Jeff, Wayne, John, and Ross! Maybe it was just about lunch?



Former TCDS President, Robert Stevenson makes a point, while Art Gage looks on.



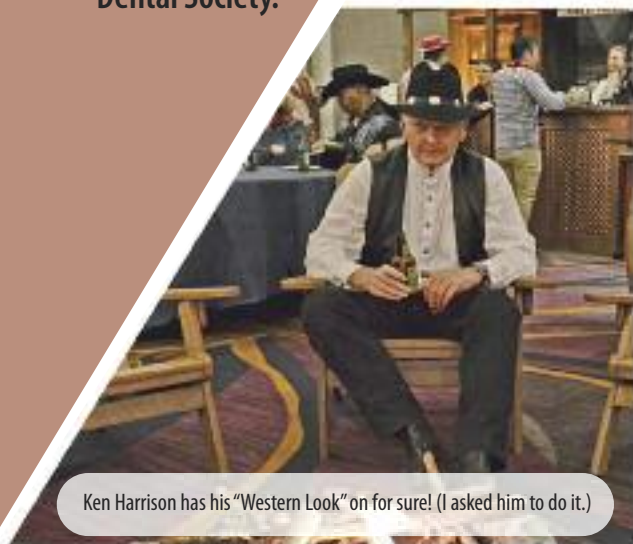
I gave ADA President, Joe Crowley, one of my "Make Dentistry Great Again" caps. He loved it!



Saturday morning discussions on resolutions and proposed amendments.



CDA President and TCDS member, Dr. Clelan (Butch) Ehrler, gives his President's address at CDA-HOD



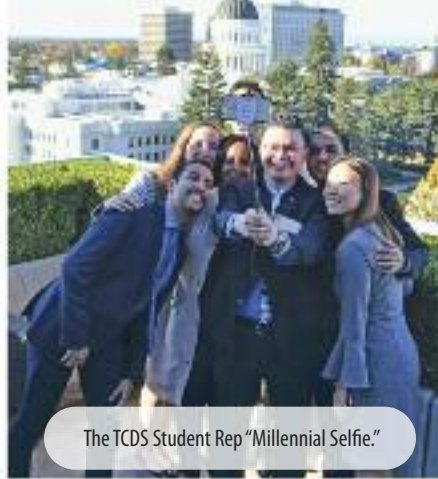
Ken Harrison has his "Western Look" on for sure! (I asked him to do it.)



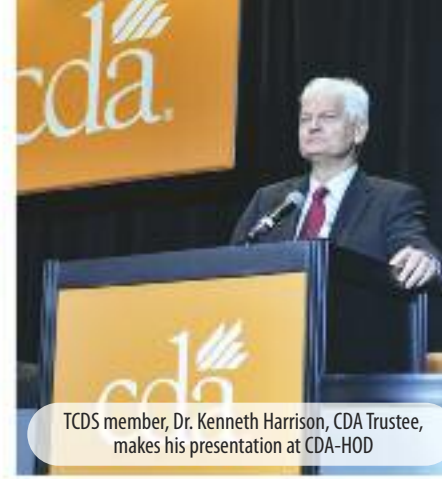
Butch Ehrler shares a humorous story about troubles with his room at the ADA-HOD in Atlanta



John Fields and his lovely wife, Rima, were really putting the moves on the floor!



The TCDS Student Rep "Millennial Selfie."



TCDS member, Dr. Kenneth Harrison, CDA Trustee, makes his presentation at CDA-HOD



Dr. Ehrler receives his "CDA Past-President Pin" from Dr. Ken Wallis.



Western was the proper wear for Butch's farewell President's party



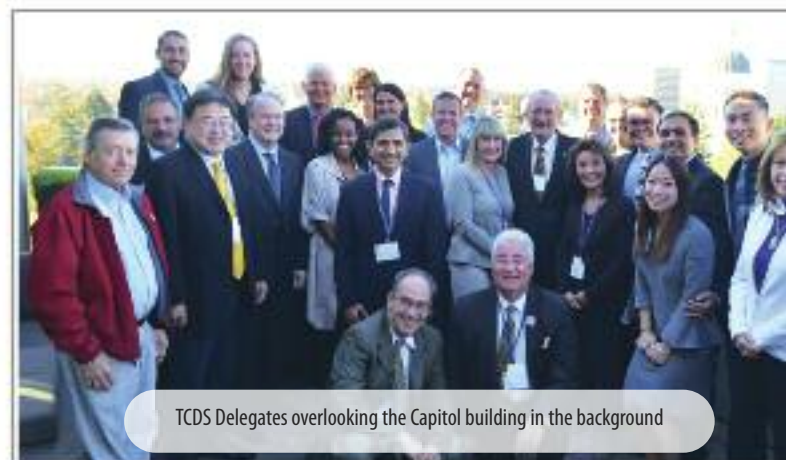
TCDS Delegates to CDA-HOD discuss issues together in TCDS Board Room.



ADA District 13 Trustee, Dr. Lindsey Robinson has announced her campaign for ADA President-elect!



Dinner with the student representatives in the basement. Better food but still no lobster



TCDS Delegates overlooking the Capitol building in the background



By
Alan Mead, DDS
Midland, MI

The (Not So) Fabulous Four.....

crystal ball, I can see that one tooth is at risk of breaking. I can follow a crack down the side of the tooth and I can see some discoloration along the crack. Not a good sign. And the filling looks like it's starting to break down at the edges. The other tooth has a small to moderate sized cavity under the filling. The hygienist and I take a photo of the offending teeth and show it to the patient on the iPad.

•Time: Sometimes the patient is just too busy to do anything about it right now. It's not that they won't do anything, but right now isn't good. Perhaps they have their daughter's wedding coming up. Maybe they've got everyone coming to Thanksgiving dinner at their house. Often, it's other medical issues that are just more pressing at the moment. It's happened many times that a patient breaks a tooth a couple days before they're scheduled to have a hip replace-

"I'm not having any troubles with any teeth, doctor."

I sit down next to my patient who has just had her teeth cleaned. The hygienist gives me a quick update of the patient's health history, how the patient's teeth and gums look and alerts me to a couple of teeth that we've been keeping an eye on. One tooth has a big silver filling in it with some pretty suspicious looking cracks and the tooth behind it has a pretty suspicious looking shadow around another large silver filling.

The patient says, "I'm not having any troubles with any teeth, doctor."

I take a look at the teeth. They're in trouble. Although I don't have a functioning

I point out the fracture, the broken down filling and the suspicious discoloration. The patient can see my concerns. I explain my treatment recommendation: place a crown on one tooth and replace the filling in another.

So, she immediately makes an appointment to have the work done, right? Well, sometimes. Sometimes it's not enough to just describe the problem. Sometimes it's not enough to show them the problem in living color. Sometimes, patients have objections.

Assuming the patient understands the problem and understands the solution I'm proposing, there are four main objections patients typically have: time, fear, cost and trust.

ment or some other surgery they've been waiting to have for a while. When time is the issue, it's rarely a big problem.

• Fear: Some people are going to avoid dental work because they're afraid of the process. No surprise there. A lot of adults had bad experiences at the dentist when they were younger. Some folks have experienced negative stuff in the dental office as adults. It seems like everyone has a horror story of their experiences in the dental office. Technology and techniques in dentistry have come a long way over the years. We can usually keep patients comfortable through procedures and afterwards. For those that need help with their anxiety, dentistry has various pharmacological options to help keep patients relaxed

..... (Objections to treatment)

throughout procedures. However, this fear is real. It keeps a lot of people out of the dentist and in pain. It takes a lot more good experiences to outweigh past bad experiences, so we go out of our way not to be the bad experience that a patient remembers for the rest of their life!



If fear is your objection, we're happy to talk to you about it and see what we can do to help control that fear.

"Wait one minute there, Doc!"

- **Cost:** Cost is always a concern. It's not always an objection, but no one wants to spend any more than is necessary to get a great result. Dentistry can be expensive. Especially if you're surprised by something that you can't plan for. That's why we believe strongly in preventive visits. If you come in regularly and have us look things over, there's less likely a need for the expensive stuff. And if there is need, we can plan for it so it isn't such a financial hit. On the other hand, if there is one objection that keeps most people from getting the best dental care, it's cost. Many people can't or won't spend any more than the absolute minimum on dental health. I'm frus-

trated by this on a daily basis. There are some pretty amazing treatments that dentistry has to offer that people don't choose because of money. I often have to remind myself of my duty to patients, which is to diagnose their problems, explain treatment options (including the financial arrangements) and let the patient choose. Sometimes it's hard not to take a patient's rejection of these awesome treatments personally.

- **Trust:** I've written about this on several occasions in the past. Sometimes a patient just doesn't trust that the dentist has their best interests in mind. It's not the timing, it's not the fear and it's not the cost. It's just that they don't believe that they need that treatment. I feel helpless as a dentist when this happens. When a patient feels that way, they probably need a change. Perhaps a second opinion or even a new dentist. If you don't trust what your dentist is telling you, do yourself a favor and do something different. Whatever you do, don't just keep feeling like your dentist is trying to sell you unnecessary treatment. If the relationship doesn't work, move on. Seriously! It will be better for everyone! These are the 4 main objections I run into on a regular basis. Sometimes I'm able to help a patient move past them. Other times, not so much. I keep coming back to what my duty is. I can't make choices for patients. What I can do is: diagnose,

explain the options and allow the patient to make the right choice for themselves. I'll keep doing my best at that!

Objections



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CEREC Omnicam, MCXL mill, Programat CS Oven - CEREC 2013 Omnicam SW 4.4, 2012 MCXL mill, 2012 Ivoclar Programat CS Oven. Excellent working condition. Supported and transferable Patterson Service Club Membership. Please email Daniel at danieltdn@yahoo.com for details and make best offer.

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Dentist Needed - Child-friendly Dentist needed for Pedo office. PT/FT. Email resume for an interview to: officemanager.drko@gmail.com.

Share a space - Modern 6 operatory dental office in Redlands, available to share. Panorex, small lab, sterilization area. Ample convenient parking. Please make inquiries by calling Dr. Sharlyn Ziprick at 909-793-6700 or 909-557-4232, or via email at skziprickdds@gmail.com

RDA back office Children's Dental Office - This is a pediatric dental office looking for a highly motivated and enthusiastic registered dental assistant for the back office to work Mondays, Wednesdays and Fridays 8-5. RDA certificate is a requirement for this position. This is a new, upscale PPO-only dental office in beautiful Rancho Cucamonga. This is a dream job for the right candidate. Email your resume. to: contactchildrensdentistry@gmail.com

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

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 Managing Editor - John C. Fields
 Publisher - Fred Lamb Design



TCDS Membership Status Report

Active/Recent	1517
Life Active	101
Retired	36
Life Retired	166
Post Grad (not counted by CDA)	32
Faculty	45
Disabled	11
Military/Public Health	4
Provisional (not counted by CDA)	84
Hardship	8
Pending Applications	11
TOTAL	2015

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	(800) 232-7645
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No Practice Address Listed

John Won, DDS
Prosthodontist
Loma Linda University, 2005
Loma Linda University, 2009
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Standard Programs:



1.18.18

Cad/ Cam: From Evidence To Excellence
Steven Gold, DDS
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5:30 - 8:30 PM



6.21.18

Third- Party Payers: Understanding Dental Insurance To Maximize Success In Your Practice
Gary Dougan, DDS, MPH
2 CE Units
5:30 - 8:30 PM



2.08.18

Dental Plans May Be Finally Changing: An Insurance Insider's Top Predictions
Gary Dougan, DDS, MPH
2 CE Units
5:30 - 8:30 PM



7.19.18

"Tweaked", "Cracked" And "Loaded": A Profile Of The Addicted Dental Patient
Ronni Brown, DDS, MPH
2 CE Units
5:30 - 8:30 PM



4.12.18

Sports Dentistry: Integrating It Into Your Practice Can Be Fun And Rewarding
Andrew Arriola, DDS
2 CE Units
5:30 - 8:30 PM



8.09.18 & 12.06.18

CPR/ BLS
Stat CPR Solutions
2 CE Units
5:30 - 9:00 PM



5.16.18

Dental Ethics:
150 Shades Of Grey
Robert Stevenson, DDS
2 CE Units
5:30 - 8:30 PM



11.15.18

Secrets Of Smoother Claims Processing: Top 10 Reasons Your Claims Are Denied
Gary Dougan, DDS, MPH
2 CE Units
5:30 - 8:30 PM

Special Programs:



3.03.18

Quarterbacking Difficult Restorative Cases In Tumultuous Financial Times
Marc Geissberger, DDS
8 CE Units
7:00-5:00 PM



9.15.18

Under Construction: Transforming Into The Modern Dental Practice
Todd Snyder, DDS
8 CE Units
7:00 - 5:00 PM



10.11.18

Infection Control + California Dental Act
Nancy Dewhirst, RDH
4 CE Units
8:00 - 12 PM
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