

Dr. Shetty Becomes New QCDS President, A Position Fulfilling His American Dream

By Marc Katz

Saying that he has achieved the "American Dream," Dr. Sudhakar Shetty was sworn in as the new Queens County Dental Society president at the Installation Dinner Dance, held recently at the Chateau Briand, Carle Place.

"Dentistry has altered my life course and offered me many gifts, including bringing both of my children into the medical profession," the new president told the large gathering following his installation. "You rewarded me with your trust and confidence...I am honored to be your president of the Queens County Dental Society."

Installed along with Dr. Shetty were Dr. Ronald Garrett, president-elect; Dr. Eric Huang, vice president; Dr. Richard Yang, secretary; Dr. Craig Tischler, treasurer; and Dr. Prabhakar Koppikar, historian.

Also installed were new ICDE officers Dr. Kathryn Schirmer, president; Dr. Prabha Krishnan, vice president; and Dr. Ronald Garrett, secretary/treasurer.

Among the dignitaries in attendance were Congresswoman Grace Meng and her husband, Dr. Wayne Kye, a local dentist. Also present were State Senators Jose Peralta and a number of ADA and NYSDA officials, as well as the presidents and executive directors of neighboring dental associations. William Bayer, who served as QCDS executive director for many years, made a return visit to greet many long-time friends.

QCDS Past President Dr. Prabha Krishnan, acting as emcee, welcomed the many tables of guests to the event. Gadadhara Pandit Dasa gave an invocation. A long list of dignitaries was recognized by Dr. Rekha Gehani, a member of the State Board of Dentistry and its former chair.



Vinitha Shetty stands next to her husband, Dr. Sudhakar Shetty, as he takes the oath of office, administered by ADA trustee and former QCDS President Dr. Chad Gehani.

American Dental Association Trustee Dr. Chad Gehani, a past QCDS president, presented Marion J. Bergman and Stanley Bergman with the QCDS Honorable Membership Award.

The QCDS officers were installed by Dr. Gehani and the ICDE officers were installed by Dr. David Miller, president-elect of the New York State Dental Association.

Dr. Shetty told the audience that the "challenges to our profession are nu-

merous. Utilization of dental services peaked in the early 2000s," he said, "and has been declining steadily over the past decade. Payments for dental services are declining and, as a result, we have more limited resources with which to serve the public. The cost of dental education is increasing along with student debt. We see a change in the way dental care is being delivered, with more dentists working in large group or corporate practices. And, of course, we all wait to see the future impact of the Affordable Care Act."

But, all is not bleak, the new president told the audience. "The good news is that we are members of our components, QCDS, NYSDA and the ADA, all incredibly strong associations which exist because of its members—and for our members."

Dr. Shetty expressed concern about membership numbers. "We must maintain and demonstrate an increase in ac-



Dr. Sudhakar Shetty, left, received a Presidential Pin upon taking office from Dr. Chad Gehani, who installed him.

—Continued on page 10

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Deadlines for manuscripts is six weeks prior to the date of publication. For example, the deadline for March/April issue is January 10th. All Submissions must be typed as a word document and emailed to QCDSBulletin@gmail.com.

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From the President

drshettydds@gmail.com



Getting Going in 2015

By Sudhakar Shetty, D.D.S.

So far, 2015 has been off to a great start! I was honored to see so many of your faces at the officers' installation ceremony in January. Soon after that, I was glad to have the opportunity to meet officers from several other New York dental society components and learn more about their organizations. In fact, the presidents of several components plan to have an informal meeting in order to discuss ways that we might help each other. I hope that this will be the beginning of greater unified efforts among the dentists in our region.

I am pleased to tell you that the "Give Kids a Smile" event returned after a several year hiatus on February 6, and was highly successful. The event took place at the Jacob Riis Community Center in Long Island City. This organization has been serving the needs of their community since 1901 with a broad range of services benefitting youth, seniors and immigrant groups. We were proud to have Channel 1 News cover the event and highlight the work of QCDS member dentists. I hope that we can continue to partner with community organizations such as the Jacob Riis Community Center in order to better serve the Queens community. In the future, we would like to reach out to the senior population as well, by visiting nursing homes and senior centers.

One of our initiatives for the coming year will be to encourage members to get involved in community action. In order to remain relevant and adapt to the dynamic landscape

of dentistry, it is important to stay in touch with the population that we serve. My hope is that younger dentists will be the ambassadors for this effort. As we all know, community service not only benefits those who we serve, it also greatly benefits those who offer their services. This is one way that we can maintain the strong reputation for dentists in Queens, and I hope, a crucial way to improve the "value" of membership in QCDS.

Dr. Mota-Martinez and Dr. Santana are the co-chairs of the National Children's Dental Health Month subcommittee. They will be organizing NCDHM events in the future. I urge all of you to consider getting involved in this exciting program. Many of you have raised concerns about the start of e-prescribing for all offices. The mandate was expected to begin on March 27. However, due in large part to the advocacy of your NYSDA delegates, the New York State Senate and Assembly have just passed a bill to postpone e-prescribing for one year. The bill has been sent to the governor for final action. In anticipation of this change, we have arranged several workshops in order to help answer your questions and help you to prepare.

Finally, I want to reiterate that the programs organized by QCDS are for you—they exist to better serve our member dentists. Therefore, please do not hesitate to contact me if you have ideas for future events that would benefit you as well as the Queens community.



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From The Executive Director

ed@qcds.org

Why Stay A Member?

By Oleg Rabinovich

This is a question many members face when confronted with a bill for dues—among all the other bills a practitioner needs to address, such as salaries, rent, equipment, office supplies, etc. We hope most, if not all of our members choose to renew their membership and see value in it. Before you consider whether to renew, I think it is worthwhile to list just some of the professional benefits that come from membership:

- Probably the most important is the advocacy by the tri-partite in influencing public policy before legislative and regulatory agencies at all levels of government
- ADA and NYSDA online Continuing Education Programs
- QCDS Live Continuing Education Programs (many of them free to members)
- Access to Medical Liability Mutual for professional liability insurance
- Insurance, Retirement and IRA programs
- “Find a Dentist” on the ADA, NYSDA and QCDS websites
- ADA Annual Session
- Publications, including the Journal of the American Dental Association, the New York State Dental Journal and the Queens County Dental Society Bulletin
- ADA business resources
- Component membership meetings
- NYSDA Contract Analysis Service
- Peer review
- Events to connect you with colleagues for mentoring, networking and support
- Continuing Education Registry for your CE record keeping
- Chemical Dependency Network
- Legal and business resources
- Practice management and marketing
- ADA library resources
- NYSDA Legal Services Panel

There are also personal financial reasons to be a member, as membership comes with significant financial savings from many different vendors including:

- Mercedes: up to \$4,000 off
- HP: 30 percent off
- UPS: 36 percent off
- Land’s End: 10 percent off
- Hyatt: 10 percent off
- Alamo Car Rental: 25 percent off
- National Car Rental: 25 percent off
- New York Yankees: 50 percent off
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- Have Dummy Will Travel course and equipment discount: Use code QCDSADVANCED 20 percent off on advertising with the following newspapers:
 - The Queens Courier
 - Boro Magazine
 - The Courier Sun
 - El Correo de Queens
 - Queens Business

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- Healthwise Magazine
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- Key to Queens Magazine

At this point I am sure that you can see that membership has great value both personally and professionally. If you have any questions on how to access these member benefits, call me at 718-454-8344 or e-mail me at ed@qcds.org.

If you are experiencing a temporary financial setback, please call me in confidence to discuss possible alternatives to retaining your membership. Organized dentistry derives its strength from the unity of its membership and each member adds to that strength. Keep that voice loud and strong by renewing your membership as soon as possible.

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RISK MANAGEMENT ALERT



DENTAL MALPRACTICE INSURANCE UPDATE

Topic: Negligent Treatment Plan Claims

Recent Court Decisions

The execution of a properly prepared written informed consent is widely understood to be necessary in the context of surgical procedures, but is often overlooked when treatment plans are being formulated. A review of case law and jury verdicts, however, makes clear that practitioners cannot rely on a simple written treatment plan to establish informed consent, and that it is necessary to secure proper informed consent before initiating any planned restoration.

In *Harvin v. Roth, et. al.*, a patient was provided two options for treatment of loose front teeth and receding gums. The patient signed the written treatment plan, agreeing to the treatment option recommended by the dentist. Following placement of gold/porcelain inlays, the patient required root canal and sued the dentist alleging lack of informed consent for “unnecessary restorative treatment” and a failure to advise of the risks and complications inherent in the treatment. Assessing the dentist’s proof of informed consent, the court determined that there were issues of fact for the jury to decide.

Case law also demonstrates that pointing to a patient’s signature on a consent form which lists the risks and benefits of the procedure is not, by itself, enough to defeat claims for lack of informed consent where the consent form does not address alternative treatment options, and the patient testifies that alternative treatments were never discussed. See, e.g., *Giambone v. Farha, et. al.*; *Rojo v. Young, et. al.*

The American Academy of Cosmetic Dentistry predicts increases in the demand for veneer procedures and crown and bridge work. To protect against a corresponding increase in lack of informed consent claims, practitioners should take care to manage patient expectations for treatment outcomes and thoroughly communicate and document discussions regarding the necessity of treatment, the risks, benefits and cost of all treatment options, as well as the prognosis of proposed treatment and any refusal of preferred treatment.

Practice Points

Focus: Obtain proper written informed consent for all restorative treatment plans

✓ Provide patients with a **WRITTEN TREATMENT PLAN** identifying the necessity of proposed restorations, all known and foreseeable risks and benefits of the recommended treatment, and all treatment alternatives that are generally accepted among dentists in your community, inclusive of referrals to specialists.

✓ Obtain the **PATIENT’S SIGNATURE** to demonstrate their selected treatment option.

✓ **IF RECOMMENDED TREATMENT IS REFUSED**, determine whether it is appropriate to dismiss the patient. If it is acceptable to proceed, have the patient sign a statement that they are electing non-preferred treatment and document the reason (ex. inability to pay cost of preferred treatment).

✓ **DOCUMENT YOUR CONVERSATION IN THE PATIENT’S CHART** and reiterate the necessity of treatment, the risks and benefits of the options, and – where preferred treatment options have been refused – the short term goals and likely prognosis.

✓ Secure a properly executed **INFORMED CONSENT FORM** that is tailored to the elected procedure.

See Why So Many Dentists Have Made The Switch

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ADA Trustee Report

cgehani@gmail.com



ADA’s New Dentist Conference

By Chad Gehani, D.D.S.

New Dentist Conference

The New Dentist Committee is hard at work with CAS to make the “meeting within a meeting” of the New Dentist Conference and the Annual Meeting a success. The new dentists will have a dedicated hotel at the D.C. meeting and there will be a leadership track of CE courses available. NDC has set a goal of 400 registrants to the New Dentist Conference. The combined meeting will include time specifically for interaction between the Board and new dentists.

The Success Program is another area of focus with the NDC and the committee is working hard to improve that program as part of our student strategy. The NDC has also been charged with considering ideas for new, innovative programs for the Association, as well as considering the value of existing programs from the perspective of new dentists. I urge everyone to support this meeting, starting on November 5, 2015 in Washington D.C.

Medicaid

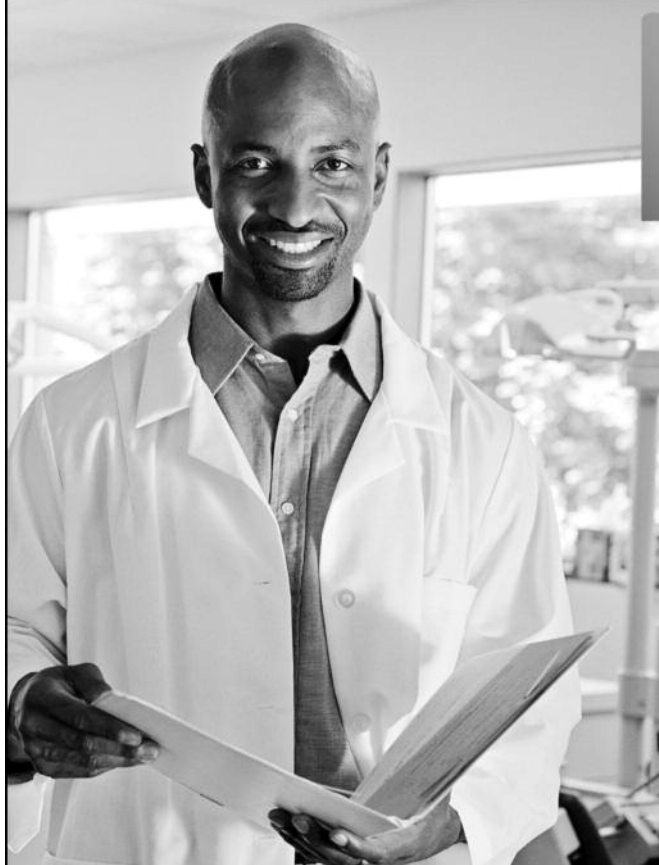
Medicaid is very essential to the public and to many dentists. We have created a workgroup of trustees to guide our

efforts on this front. Staff, too, will be working to develop possible approaches for the workgroup and we all look forward to progress on this issue.

The Dental Market

The data shows that the dental market is not recovering with the general economy. Demand for dental care will likely continue to stagnate, with the exception of the public sector, especially for children.

While the number of children gaining dental care continues to grow, that growth does not exist for adults. Financial barriers and the lack of perceived need (“my mouth is healthy”) far exceed any barrier relating to the number of providers. This may not be the case for Medicaid adults, but more work is needed to fully understand the dominant barriers facing this population. In many states there is a rapid expansion of the dental Medicaid population, but this poses its own threats and opportunities. The threats focus on the fact that Medicaid coverage expansion does not mean funding expansion. Medicaid expansion is an opportunity because it should increase the demand for dental care.



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Dr. Shetty Installed As New QCDS President

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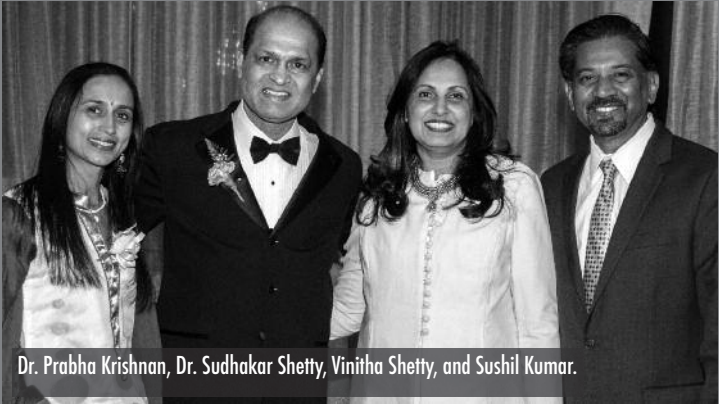
tive members,” he said. “During my term as president...I, along with staff and volunteers, would like to focus on delivering member value to strengthen our organization and increase our relevance to the member dentist. I would like to invite speakers to the trustee meetings for us to better understand the change in demographics and how different generations think. When new members join QCDS, what do they expect and how do they want to be involved? Our dental community in Queens County is strong because of our diversity. Our Society will be stronger if it continues to reflect varied interests across ethnicity and gender.

“I would like our Membership Committee to focus on retention, recruitment and maintaining student members after graduation. It is important to remember that your passion for making a difference will help inspire your colleagues to get involved.

“As your newly elected president, I am charged with following our mission, vision and strategic goals. I will also see to it that the Board’s values are maintained and followed. I would like you to know that I will be hearing your thoughts and concerns every step of the way.”



Vinita Shetty, Dr. Sudhakar Shetty, Dr. Chad Gehani, Dr. Rekha Gehani, Stanley Bergman, Dr. Marion Bergman, and Steve Kess.



Dr. Prabha Krishnan, Dr. Sudhakar Shetty, Vinita Shetty, and Sushil Kumar.



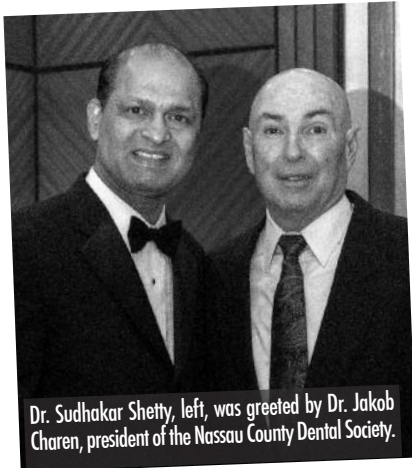
Dr. Sudhakar Shetty, Vinita Shetty, Patrice Miller, Dr. David Miller



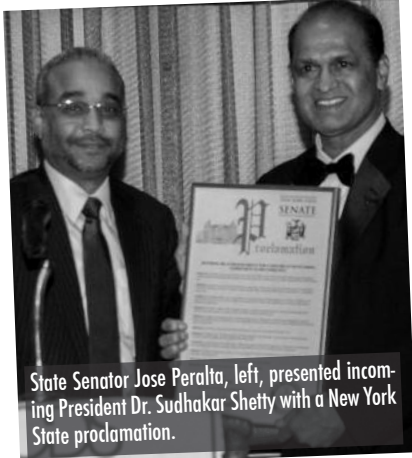
New QCDS officers Dr. Sudhakar Shetty, Dr. Ronald Garrett, Dr. Eric Huang, Dr. Richard Yang, and Dr. Craig Tischler were installed by Dr. Chad Gehani, at podium.



Dr. Sudhakar Shetty, standing at center, was greeted by members of the Chinese American Dental Association.



Dr. Sudhakar Shetty, left, was greeted by Dr. Jakob Charen, president of the Nassau County Dental Society.



State Senator Jose Peralta, left, presented incoming President Dr. Sudhakar Shetty with a New York State proclamation.



Stanley Bergman and Dr. Marion Bergman received an award from Dr. Joe Caruso, right, on behalf of State Senator Jack Martins.



Dr. Sudhakar Shetty, State Senator Jack Martins, and Dr. Viren Jhaveri.



Dr. Steve Essig, Dr. Sudhakar Shetty, Dr. Judith Shub, and Vinita Shetty.



Vinita Shetty, Dr. Sudhakar Shetty, and Steve Kess.



Stanley Bergman and Dr. Marion Bergman received honors from Dr. Chad Gehani, right.



Dancing the night away!

QCDS Volunteer Dentists Help 'Give Kids A Smile'

Volunteer dentists from the Queens County Dental Society provided free oral exams and education about oral hygiene to children ages 6-10 at the Jacob A. Riis Settlement's after school program at P.S. 166, Long Island City, in February.

Drs. Sudhakar Shetty, Mercedes Mota Martinez, Arelys Santana, and Edward Garjarian examined the children.

Over 50 children received free oral screenings, oral hygiene instructions and oral hygiene kits. Those who were in need of dental treatment and could not afford the cost were referred to

volunteer dentists for free dental care, while others who have coverage or can afford the treatment were asked to return to their dentists.

The event was part of the National "Give Kids A Smile" program, a national endeavor by the American Dental Association, which provides a way for dentists across the country to join with others in their community to provide dental services to underserved children. The ADA's program enhances the oral health of large numbers of needy children across the country.

"If the kids oral health issues are not

taken care of properly at a young age, when they grow into adults those issues becomes more magnified and then it becomes a bigger problem for them," said Dr. Sudhakar Shetty, president of the Queens County Dental Society. "They don't have to suffer if problems are taken care of at an early age."

New York 1 News covered the event. The news segment can be seen at <http://www.ny1.com/nyc/all-boroughs/news/2015/02/7/queens-students-get-free-dental-exams.html>

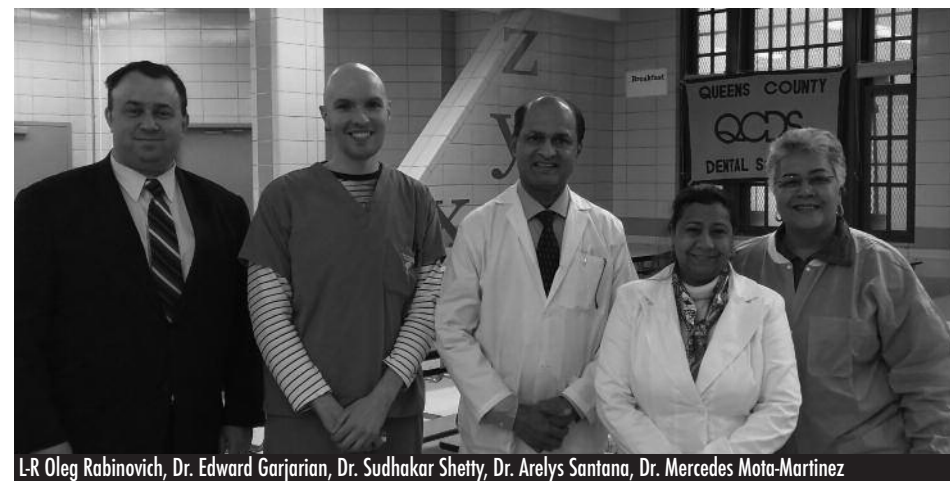
To volunteer for this program next year, call QCDS at 718-454-8344.



Group Photo



Dr. Shetty performing an oral screening



LR Oleg Rabinovich, Dr. Edward Garjarian, Dr. Sudhakar Shetty, Dr. Arelys Santana, Dr. Mercedes Mota-Martinez

Bayside Dentist Leads Outreach Group to Jamaica

By Marc Katz

Tropical Jamaica is known for many beautiful things, but a team of Queens County dentists has been seeking to make it still more beautiful through their dental outreach.

For the past six years Queens County Dental Society member Dr. Albert Yoo has been leading a team of dentists on annual trips to the sunny island to provide free dental care for residents. Recently, five dentists and one surgical assistant brought their expertise to the community of Buff Bay, where during the course of four days they treated 282 patients, extracted 362 teeth, provided 45 fillings, completed a root canal, and provided six cleanings.

"So many individuals benefited from our trip," Dr. Yoo said. "The heartfelt response from the community was overwhelming."

Dr. Yoo, in private practice in Bayside, is also a clinical assistant professor at the Stony Brook School of Dental Medicine.

He expressed special thanks to his professor and friend, Anthony Ienna, a Stony Brook postgraduate periodontics professor and past president of the Nassau County Dental Society; his friend and colleague, Ariel Abramson, in private practice in Washington, D.C.; his cousin, John Lee, of Progressive Oral Surgery; Winthrop GPR resident Michael DeSivo; and his assistant, Ting Xue, also known as "Jojo," for their "invaluable contribution to the mission and for all of their hard work on the trip."



CE Courses

Pre-registration is required for all continuing education courses, except General Membership Meetings

Monday, April 13 7:00 p.m.

GENERAL MEMBERSHIP MEETING 2 C.E. Credits
7:00 P.M. Digital Oral Imaging: Radiography and Beyond

Course Description:

- Standard of care issues with respect to diagnostics and digital imaging;
- Why digital radiography over film?
- PSP vs. hard sensor radiography systems in dentistry including technical comparison;
- CBCT-Introduction to 3D imaging;
- Will the expert witness please take the stand?"
- Intraoral and extraoral photography as practical tools, not just for practice promotion

Speaker: Dr. Jim Kouzoukian

Free admission to all members. Dinner included.

Friday, April 17 7:00 p.m.

Video Study Club – Affordable Treatment 2 C.E. Credits
of Complex Rehabilitative Needs

You face these patients every practice day! They are usually middle-aged patients who are finally in a financial situation that allows some elective spending, but does not allow the expense of a total rehabilitation. A complete rehabilitation can cost a patient the same amount as a fine automobile and very few average income patients can afford such expenditure all at once. Gordon shows clinical demonstrations on a patient using a segmented treatment plan that allows accomplishment of an oral rehabilitation at a cost that most average income patients can afford. The following subjects are included: logical treatment planning for segments of the rehabilitation, treating the esthetically challenging areas first and then progressing from the worst to least challenging areas. All materials, devices and techniques are shown. You can implement the sequential rehabilitative concept as soon as you view the DVD. After learning their oral condition can be improved within their financial means, your patients will be excited to begin treatment immediately!

Instructor: Dr. Al A. Gulum

Tuition: QCDS member: FREE Non-QCDS members: (one time) \$100 Non-QCDS members (VSC annual pass): \$350 A \$15 late fee will be added for same day registration or payment. Pre-registration is required. Call 718-454-8344 to register. A light breakfast is included.

Sunday, April 19 9:00 a.m.

CPR- Certification 4 C.E. Credits
Topic: Basic Cardiac Life Support

Certification will cover 1 and 2 rescuer CPR, Heimlich maneuver, child CPR and AED. The ability to recognize the signals of a heart attack and provide stabilization of the victim at the scene of a cardiac arrest is a priceless commodity. Life over death may some-

day become a reality to someone you know or care for. Be prepared to help save a life.

Pre-registration is required. Call 718-454-8344 to register. Class begins promptly at 9:00 a.m. **Registration at 8:30 a.m.**

Instructor: Eric Zalewski, BLS Instructor

Tuition: ADA member/staff: \$105 Non-ADA member: \$260

A \$15 late fee will be assigned to all those who pay and/or register on the day of the event. A light breakfast will be included.

Friday, May 1 9:00 a.m.

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Instructor: Larry Oxenham, author, senior advisor

Tuition: ADA member: \$20 Non-ADA member: \$60

A \$15 late fee will be assigned to all those who pay and/or register on the day of the event. A light breakfast will be included.

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Dr. Fialkoff Study Club

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June 17 7:00 -10:00 p.m.
Topic: "Pediatric Dentistry"

Speaker: Dr. Ivan Vazquez
Location: 47-10 Bell Blvd., Bayside

July 14 7:00 -10:00 p.m.
Topic: "Computer Security"

Speaker: Kamran Zokai
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above taken from irs.gov website

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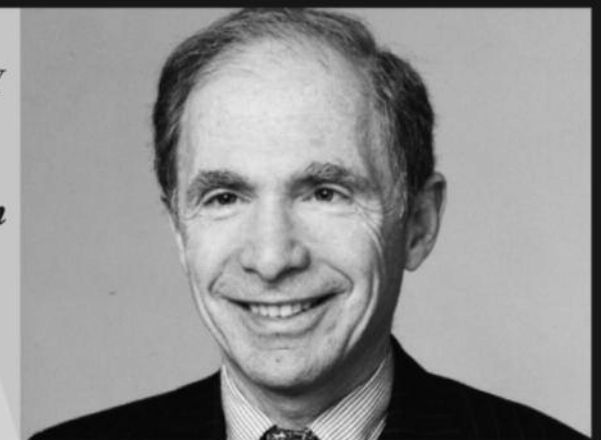
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