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# QCDS Bulletin

PUBLISHED BY AND FOR THE DENTISTS OF QUEENS COUNTY

Volume 62 Number 1

January/February 2021

## Dr. Arelys Santana Takes Leadership of QCDS, Plans Ambitious Goals for 2021 Administration

Dr. Arelys Santana has become the new president of the Queens County Dental Society, bringing with her a new slate of offices and members of the Board of Trustees. The new officers are facing an unprecedented year, turned upside down by the Covid pandemic.

Other incoming officers are Drs. Milan Gandhi, president elect, Hanette Gomez, vice president, Arthur Feigenbaum, secretary, and Mitchell Greenberg, treasurer.

Taking the helm at the Institute for Continuing Education are several former QCDS presidents: Dr. Doran Kalman, president, Dr. Eric Huang, vice president, and Dr. James Kouzoukian, secretary and treasurer.

Despite the pandemic, Dr. Santana has laid out an ambitious set of goals for her administration. She said she plans to “continue to educate patients and the community about dental hygiene issues and oral disease prevention.” She said as president she plans to personally welcome new members, increase continuing digital education courses, and is ready to reach out to members so they are prepared for the next resurgence, while the city is still in recovery. “The pandemic has totally changed daily routines, but as long as we are all together we can continue to foster the courage and strength to help those in need, to make it through these tough times,” she said.

Dr. Santana, who has had a practice in the heart of Jackson Heights for more than 25-years, has a long history of volunteering her participation in both local and international dental organizations. In addition to serving in numerous positions within the Queens County Dental Society, she is an active member of the Tzu Chi Foundation and has served as the president of the Dominican Medical and Dental Association of New York and vice president of the Hispanic Den-



Incoming Queens County Dental Society President Dr. Arelys Santana presented outgoing President Dr. Prabhakar Koppikar with a plaque in recognition of his service to the Society at the conclusion of his term.

tal Society's New York Chapter. She has also served on the Board of Trustees of the Dominican Dental Association and the Hispanic Dental Association New York Chapter.

Dr. Santana completed her undergraduate education and received her dental degree from the University of Central del este in San Pedro de Macoris in the Dominican Republic. When she came to the United States she earned her dental surgery certification from the New York University College of Dentistry.

She continued her post graduate

training by completing a residency at Woodhull Hospital, Brooklyn. During her residency, she received an Outstanding Knowledge Award for her service and many contributions to the hospital's HIV clinic.

Dr. Santana succeeds Dr. Prabhakar Koppikar, who led QCDS during 2020. The Flushing dentist took on the QCDS leadership last year, just as Covid was hitting the area in full force. His installation was held at the Douglaston Manor, where QCDS Past President Dr. Viren Jhaveri served as master of ceremonies.

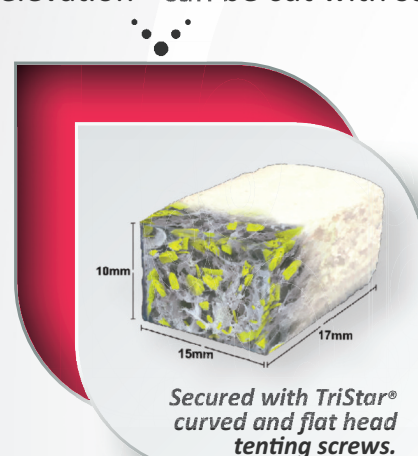


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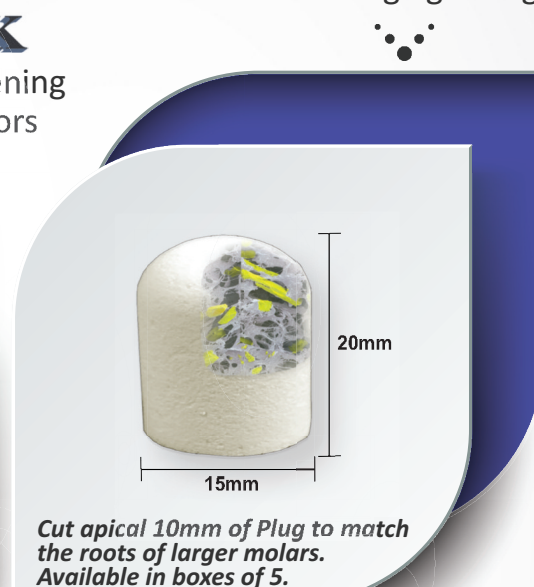
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## From the President



## A Year to Remember, A Year to Forget

By Dr. Prabhakar Koppikar, Outgoing QCDS President

I entered 2020 with great expectations and a host of ideas to improve the Queens County Dental Society in its relationships with our members. As I look back, it is like everything that could have gone wrong actually went wrong!

Our executive director vacated the position in early January, leaving the Society's day-to-day functions in limbo with only an administrative assistant at the helm. His departure and a series of incidents led to our inability to access our communication systems, including our website, email and telephones, thus making member contact extremely difficult, as many of you discovered when trying to reach our headquarters.

We were fortunate that Bill Bayer, our former executive director, put his retirement on

“

*...everything that could have gone wrong actually went wrong!*

”

hold to assist us in operating the Society pending the selection of a new permanent director.

Just as the selection process began, the Covid virus caused most businesses, including dental offices, to close and the selection process was put in abeyance.

As the Covid situation worsened, dental offices were required to close except for emergency cases. PPE became difficult to obtain, even when the governor finally agreed to allow dental offices to fully reopen after an aggressive lobbying effort by NYSDA. We were fortunate to obtain PPE supplies for distribution to our members at no cost, including surgical masks, face shields, N95 masks and gloves.

Our in-person CE programs were canceled until we were able to resume limited attendance programs offering CPR and Infection control. We will continue to offer our popular Video Study Clubs until we institute webinar offerings, as the future of in-person CE programs remain in doubt.

Financially, dues payments shrunk as members were unable to pay overhead and staff, no less dues. A major source of funding, our extremely popular and successful World's Fair of Dentistry was canceled, thus decreasing Society income substantially.

On a bright note, our interim director remained in the position well past the short transition that was anticipated, which allowed ADA President Dr. Chad Gehani to complete his term with the ADA and become available as a candidate for the director's position.

After our Search Committee interviewed several candidates, a recommendation was sent to the Board of Trustees, which selected Dr. Gehani to fill the position effective upon completion of his term as ADA president. Just as things seemed to be getting better, our administrative assistant, who held the position for a very long period, resigned her post leaving headquarters to deal with a multitude of issues.

This year presented a set of circumstances with many challenges to the Society. I am proud that the officers and Board members continued their efforts to guide the Society through these troubled times. I would have liked my year as president to be what I had originally envisioned, but you can only play the cards you are dealt.

I have done my best and leave the Society in the hands of our 2021 president, Dr. Arelys Santana.

## Distinguished Dentist And Noted Dental Educator Dr. Burton Wasserman Passes

Dr. Burton S. Wasserman, a distinguished member of the New York dental community recognized by the New York State Dental Association with its highest honor, passed away last April.

The Baldwin, Long Island, resident was a clinical professor of dentistry at Columbia University College of Dental Medicine, clinical professor of surgery at Weill Medical College of Cornell University, assistant professor of community dentistry at Stony Brook School of Dental Medicine and associate professor at the New York University College of Dentistry.

Dr. Wasserman had served as president and chairman of the Board of the American Association of Hospital Dentists. Since 1982 Dr. Wasserman had been a GPR site evaluator for the Commission on Dental Accreditation. He had authored and received more than \$4 million in grant awards.

He is survived by his wife, June, his children, Beth, Mark, Jane, Dominick, and Lisa, and many grandchildren and great-grandchildren.



Dr. Wasserman



Passing of Bayside Dentist  
Dr. Alexander Samuels,  
QCDS Past President

I am saddened to inform the dental community of the passing of my dad, Dr. Alexander Samuels, last May of natural causes, peacefully, in his own apartment, at the age of 93.

My dad practice orthodontics for more than 60-years in Queens. He loved his profession. He attended NYU as an undergraduate, as well as NYU College of Dentistry’s accelerated program (due to World War II) and graduated in 1948 at the age of 21. He did his residency at Grasslands Hospital (now Westchester Medical Center University Hospital) in Valhalla, New York. He practiced general dentistry in Manhattan until completing his certificate in orthodontics in 1955, when he opened his orthodontic office in Bay-side. I joined him in practice in 1988.

He was an active member of organized dentistry, and served as president of the Queens County Dental Society, general chairman of GLIDM, and president of the North-eastern Society of Orthodontists. He was the recipient of the QCDS Distinguished Service Award in 1993 and NESO’s Distinguished Service Award in 1996.

He was at the forefront of orthodontics—doing research at Columbia University in 1967 on "Use of Computers in Orthodontic Diagnosis and Treatment Planning."

For more than 15-years, he volunteered his orthodontic services to underprivileged children at the Northern Dispensary in Manhattan. He was a superb teacher and his didactic ability was well enforced by his consummate skill as a meticulous clinician. He touched and influenced so many colleagues that at least one person at every meeting I attend will relate a story.

Throughout his career, he taught orthodontics at Booth Memorial Hospital (now New York Presbyterian Queens Medical Center), Fairleigh Dickenson University, NYU College of Dentistry, and St. Barnabus Hospital.

He is survived by my brothers, Michael (Janie) Samuels, Mark Samuels, grandchildren Jeffrey and Craig Samuels, and me (and my husband, Richard).

My dad was very proud of our Romaniote Greek Heritage and we ask that any donations in his memory be made to the Kehila Kedosha Janina (280 Broome Street, New York, NY 10002) or through their website: [www.kkjsm.org](http://www.kkjsm.org).

Every little girl thinks their father is wonderful—and my case is no different. I had the great privilege of spending most of my professional career initially under his guidance and tutelage, and later as a colleague.

Alex Samuels, the ultimate—a kind, gentle, modest, and soft-spoken gentleman who was devoted to his family and his profession. His humanity and compassion will be dearly missed by his family, friends, patients, and colleagues.

—Risa Samuels, DDS  
QCDS Past President

<b>Executive Director</b> Chad Gehani	<b>Administrative Assistant</b> Lucy Chabria	
<b>2021 Officers</b> Arellys Santana, <i>President</i> Milan Gandhi, <i>President-Elect</i> Hanette Gomez, <i>Vice President</i>	Arthur Feigenbaum, <i>Secretary</i> Mitchell Greenberg, <i>Treasurer</i>	
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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](mailto:QCDSBulletin@gmail.com).

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Summarizing a Successful Term

By Dr. Chad Gehani

*Editor’s Note: Dr. Chad Gehani competed his term as president of the American Dental Association at the end of last year with the following report, delivered to the ADA House of Delegates.*

Friends and colleagues of the House: I am honored to stand before you, the supreme legislative body of the American Dental Association.

Before I begin, allow me to recognize some people to whom I owe an enormous debt of gratitude. Without them, our many successes this year would not have been possible.

First and foremost, I thank all of you, my bosses—our delegates and alternates delegates—for holding me to the highest standard and for allowing me to serve our profession. You elected me as an agent for change: I am happy to announce: mission accomplished.

There is one very special delegate here today that I must recognize. She is a former chair and current member of the Council on Dental Education and Licensure, a former chair of the New York State Board of Dentistry, a dedicated teacher of orthodontics, my professional partner, my strongest supporter, and of course the love of my life—Dr. Rekha C. Gehani. Rekha, you have been the first lady of the American Dental Association this year. But you have always been and will always be my first lady. Thank you for your grace, love and unwavering encouragement.

Also, to our three children, Drs. Dan, Kiren and Neal and their spouses, and our six grandchildren: you have been Rekha’s and my greatest gifts. Thank you for being the lights of our life.

To my ADA Board of Trustees: Wow! What a journey we have taken together. Typically, the Board meets five times a year. But this year our Board has been convened an unprecedented 22 times—mostly virtually via Zoom calls. It has been an honor to serve with such a dedicated group of professionals. Thank you!

Next month, our nation will celebrate Thanksgiving. This year marks exactly 400 years since the pilgrims set foot on Plymouth Rock, grateful for the opportunity to pursue their dreams of happiness and fulfillment in a new land.

There were no Gehanis on the Mayflower. But as an American by choice—not by chance—and as the outgoing servant leader of the ADA, I am thankful and proud to say that my hopes and dreams have been fulfilled. I have the highest regard for the profession of dentistry and the country that I love—our home, the United States of America. America is a nation of nations, and diversity is our greatest strength. It is crit-

ical that we as a profession continue to embrace our diversity, without regard to the race, ethnicity and gender of any dentist. We are ONE. We are dentists.

We are living in transformative times. The entire world is changing, and our profession is changing with it. With change comes the opportunity for success. It was not too long ago that I addressed this House discussing my plans for the profession as candidate Chad Gehani. I had many goals, hopes, and aspirations that I thought would define my presidency.

Little did I know that my presidency would be defined by adversity, by the greatest unexpected health care crisis of our lifetime. Sadly, it remains, as the Covid-19 virus continues to wreak havoc around our nation and throughout the world. We are in the middle of a life-threatening crisis, and that is not a good place to be. But let us not forget that whether it is running your office, supporting your family or dealing with health issues, the key to your character and your value to the world, above all else, is not how you respond to good fortune and happiness, but how you respond to adversity.

We remember great leaders—Lincoln, Roosevelt, Churchill, Mahatma Gandhi, Martin Luther King, and Frida Kahlo—not because of the happiness they had, the fortunes they amassed or their good luck. We remember them for their courage, their conviction, dedication to principle, and their willingness to confront the adversities of their times.

As one walks through life, one cannot always expect the journey to be unencumbered or easy, but I can take satisfaction as I reflect on my term of service and say farewell. I stand here before you with enormous pride in our profession for what it has done and continues to do in the face of the pandemic.

Imagine the heroic actions of our members who, at the beginning of the crisis, were treating emergency patients with significant risk and without having adequate information and availability of PPE. Our members had a duty to the public, and they answered the call much to the benefit of this nation’s health. I salute our members.

Also, I am proud of the ADA’s past and ongoing efforts to better educate and equip our members who are at the front lines of the delivery system. There is no question that we have made great progress in this area—progress that we could not even have imagined just a very short time ago.

And there is no question that the ADA tripartite stood as one, stood firm, and did what was right for the practicing dentists and the patients they serve. Today, the ADA is as strong as

—Continued on page 12

“  
Our members  
had a duty to the public,  
and they answered  
the call much to the benefit  
of this nation’s health.  
I salute our members.  
”



# Congratulates The Newly Elected 2021 Officers and Board

## ELECTED REPRESENTATIVES FOR 2021

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President Elect: Milan Gandhi  
Vice-President: Hanette Gomez

Treasurer: Mitchell Greenberg  
Secretary: Arthur Feigenbaum

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## Get to Know Your 2021 QCDS Officers



**Arelys Santana**  
President

Dr. Arelys Santana completed her undergraduate education and received her dental degree from the Universidad Central del Este in San Pedro de Macoris, Dominican Republic. Dr. Santana received her Doctor of Dental Surgery certification from New York University College of Dentistry and continued her post-graduate training by completing a GPR residency at Brooklyn's Woodhull Hospital. Dr. Santana established her private practice in Jackson Heights, where she has provided dental care for more than 25 years.



**Milan Gandhi**  
President Elect

Dr. Milan Gandhi came to America as a young dentist from Bombay, India, when he was only 21 and graduated at age 24 from New York University. Dr. Gandhi finished his residency at Seaview Hospital on Staten Island. He has been in private practice in Richmond Hill for the past 25 years. In addition to his practice as a general dentist, he does not limit himself to general dentistry. He also places implants and does minor orthodontics.



**Hanette Gomez**  
Vice President

Dr. Hanette Gomez received her dental degree from the Universidad Autonoma de Santo Domingo and her Doctor of Dental Surgery degree from New York University College of Dentistry in 1990. She has offices in Corona and Howard Beach. She has served as vice-president of the Dominican Medical Dental Society and also has been the president of the Hispanic Dental Association, New York Chapter. Dr. Gomez said she loves to give back to her community and her underserved former country. Every year she goes to the Dominican Republic with the Dominican Medical Dental Society to provide free dental services to those in need. She also participates in several foundations including the Drug Free World, which educates

children and families about the use of drugs, and The Mustard Seed Foundation, which helps and supports abandoned children with disabilities. Dr. Gomez received a certificate of recognition from the office of the City of New York Chief Medical Examiner for her outstanding service and extraordinary, unselfish efforts in identifying victims of the September 11, 2001 attack and the crash of American Airline Flight 587.



**Arthur Feigenbaum**  
Secretary


Dr. Arthur Feigenbaum graduated from Tufts University School of Dental Medicine in 1978. He has been in private practice for the past 40 years in Forest Hills. During the last 10 years he has transformed his career into a sleep-only practice and became a Diplomate of the American Board of Dental Sleep Medicine. He is director of dental sleep medicine for ProHealth Dental, and clinical director for Delta Sleep Center of Long Island. He co-founded Delta Sleep International, an organization that holds an annual educational conference in Las Vegas which brings together the leaders in the industry. Dr. Feigenbaum is very involved in the American Academy of Dental Sleep Medicine and is presently vice-chair of their annual meeting committee. He frequently lectures nationally and has served as a consultant.



**Mitchell Greenberg**  
Treasurer

Dr. Mitchell S. Greenberg is a 1984 graduate of the University of Pennsylvania School of Medicine. He completed his advanced education in endodontics at the NYU College of Dentistry in 1986. Dr. Greenberg is a member of the American Association of Endodontics, a fellow of the Pierre Fouchard Academy, a fellow of the International College of Dentists, and a fellow of the American College of Dentists. He was a clinical assistant professor of endodontics at Stony Brook School of Dental Medicine from 1996-2004. He has served as president of QCDS, governor of NYSDA, and is currently the chairman of the NYSDA Council on Ethics. Dr. Greenberg established his private practice limited to endodontics in Kew Gardens in 1990.





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**Dr. Santana**  
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QUEENS COUNTY DENTAL SOCIETY

## An Additional Option for You to Exit a Practice: Selling Your Office to a Private Equity Firm

By Robert B. Danziger and Joshua Levine

In the past when a dentist or medical doctor wanted to retire, his options included selling his practice to his partner, or if he was a sole practitioner, selling to another unaffiliated professional or a hospital system.

Another option has presented itself: Selling to a private equity firm.

A private equity firm raises funds from investors and seeks to purchase privately owned businesses. Historically, private equity has shied away from investing in professional practices in New York State due to its strict regulations preventing non-professionals from owning professional practices and its strict fee-splitting laws. Private equity has now cracked the code on how to properly structure the purchase of a professional practice in New York State and private equity firms are investing heavily in this area.

In order to adhere to the strict New York laws referred to above, a private equity firm will form two separate entities to

purchase the assets from a dentist or medical doctor. A professional entity (i.e. a PLLC or P.C.) owned by a dentist or medical doctor affiliated with the private equity firm, will purchase the professional assets (i.e. patient list, goodwill of the seller) and a separate business entity (an LLC or corporation) will purchase the non-professional assets (furniture, fixtures, equipment, supplies, etc.). A management agreement will then be established between the business entity and new professional entity whereby the business entity will be paid a fee for providing management services to the professional entity.

Selling to private equity has many attractive features: often the purchase price is higher than that offered by another buyer (typically based on a multiple of EBITDA), and is not constrained by the anti-kickback provisions which may be applicable to a hospital transaction; the purchase price is typically allocated to capital assets being sold so that the seller will pay tax at the lower capital gains tax rates; a portion of the purchase price is offered as equity of the buyer (so the seller can participate in the growth of the private equity entity); and the seller is typically offered an employment contract with the buyer so he can continue to work for a few years (typically a guaranty up to five years) before fully retiring.

Some of the items that the seller needs to be concerned with when selling to private equity: the seller will typically be offered less compensation than what he was earning prior to selling his practice (the advantage to the seller is that he receives cash upfront at capital gains rates in exchange for a reduced income from his practice taxed at ordinary income tax rates); the seller will typically not be guaranteed employment with the buyer for more than five years; the seller will not be paid all cash for his practice at closing (the buyer will require a large portion of the purchase price be paid in equity in the buyer [i.e. "roll-over" equity]) which will have limitations on when and how that "roll-over" equity can be converted to cash.

*The authors of this article, Robert B. Danziger and Joshua Levine of the law firm Danzoger and Markhoff, have represented sellers of professional practices to private equity firms as well as representing private equity firms in acquiring professional practices. They can be contacted at 914-948-1556 to discuss this type of transaction.*

*Selling to private equity has many attractive features...*

### TAX TIPS FOR DENTISTS

**Congress recently passed "The Secure Act." This act raised the mandatory retirement distribution age from 70.5 to 72. It also removed the restrictions on traditional IRAs if you are still working past age 70.5. Now you can still do the traditional IRA beyond that age. There are new life expectancy charts for required minimum distributions. No RMD for 2020.**

#### **Stuart A. Sinclair CPA**

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# ADA Report: Outgoing President Chad Gehani Reflects Back on a Busy, Successful Term

—Continued from Page 5  
ever, getting stronger every day. And I will forever be grateful for the opportunity I had, as your president, to play a role in showing the world the courage, competence, compassion, and kindness of the American Dental Association.

### Achieving Our Goals

Prior to the Covid-19 situation, we had already embarked upon our journey, taking some daring steps on issues that would impact dentists and the communities they serve. For one, this year we assisted state dental societies on third-party payer efforts.

As a result, many states have seen significant legislative victories in network leasing, assignment of benefits, down coding, prior authorization, claim payment through virtual credit cards, and other areas. Other states continue the fight, and the ADA is proud to support them in achieving this goal.

In November 2019, the ADA and several dentists filed a class-action anti-trust lawsuit against Delta Dental. The lawsuit asks the court to require the Delta member companies to change the way they do business and seeks damages for what we see as unfair competitive practices. With these legal and legislative activities, we have made strides in achieving fairness and I repeat, fairness for all dentists as they navigate the turbulent waters of the dysfunctional third-party payer system.

In our mission to advance public health, we have also worked toward fairness in health insurance. I am pleased that the U.S. House of Representatives has recently voted in favor of the Competitive Health Insurance Reform Act, which will help create a transparent marketplace for patients, providers, and insurance companies.

We also recently adopted an interim policy declaring dentistry as an essential health service. As we all know, oral health is an important component of overall health.

This is an important step to ensuring that in any crisis—whether it is this pandemic, a future pandemic, or a natural disaster—patients will always have access to a full range of dental services.

On the public health front, the ADA took a stand on vaping: Adopting an interim policy calling for a total ban on vaping products that were not FDA-approved for tobacco cessation.

Our public health efforts have extended into meeting our responsibilities to our nation’s elderly. In this House, you will be voting on the results of a two-year study on elder care Task Force. At the close of the House, for the first time in recent memory, we will have a comprehensive and coherent policy regarding the fastest growing population in this country.

Our responsibility to protect the public has also driven our efforts to educate them about direct-to-consumer dentistry. I was also interviewed about this in a National Public Radio (NPR) podcast, reaching 30 million people.

One place where the ADA, itself, has been the creative innovator is in the arena of dental licensure. The ADA has developed the DLOSCE (Dental Licensure Objective Structured Clinical Examination), which provides a straightforward pathway to licensure, eliminating the need for patient-based examination.

You will be pleased to know that DLOSCE was officially launched this June—a full year ahead of schedule. The DLOSCE has already been adopted in six states. We assumed our natural leadership position for transforming the licensure process and we succeeded.

We have been working on another kind of transformation, a digital one, one that will modernize the ADA member journey. With the digital member experience, or DMX, we are primed to catch up with a fast-growing population of technology-driven dentists.

In the coming years, the ADA will be our members’ virtual concierge. Every member deserves a personalized experience from the ADA, fulfilling the vision I shared last year—that the ADA and all of its resources should be at the fingertips of all dentists.

### Delivering On Promises

As I reflect on the past two years of service, I believe we have delivered on ALL the promises I made. Recently, I was humbled to hear from the ADA’s 2018 Humanitarian Award recipient, Dr. T. Bob Davis, whose heartfelt letter stated in part: “Dear Chad,

Your leadership has really helped many. I want to congratulate you on the exceptional job you have done as the President of the ADA under the most trying times in our recent history. We all stand amazed in honor of many efforts on our behalf, many successes for each of us, and the huge impact for dentistry. Just know of my prayers.”

Throughout the crisis, we received many positive messages, and it proves one thing: While we may have been socially distant, we have never been disconnected. In fact, the ADA is more connected to its members than ever before. We have never been so sought after by dentists, patients and the public.

I want to thank all of our members for standing together during these trying times. Our results have come as an outcome of hard work, good will and sincere collaboration with all stakeholders. We positioned ourselves for an unknown future. We are thriving within it.

Our national crisis is far from over, and neither is the ADA’s work.

- |   |                  |
|---|------------------|
| •Securing dentistry’s position as an essential health service | •Mental health   |
| •Covid-19 Testing   | •Economic relief |
| •PPE supply challenges  | •Education       |
| •Legislation  | •Information     |
| •Clinical concerns  | •Advocacy        |

Our list is long, and we will not slow down. We want our members to know that the ADA has their back. Our members

will not be alone, no matter the challenges they encounter. Our members will not be alone as they return to their practices serving their communities in what is now our new normal. We will always be bound together, speaking with one united voice for our entire profession.

Most importantly, I believe that our ADA has been bound by something greater: The implicit human contract to help our members in times of need. To help our colleagues do good and be successful in times of difficulty. I am proud to report that we are honoring this commitment. I had countless sleepless nights and hard-fought decisions. But I can state with the utmost confidence that, with your support, I have always done the right thing.

I am a man of faith, and I believe God will guide and bless us if we focus on the mantra I strongly believe in: Do your duty. Do it right, and do it for the right reasons. One step at a time.

I will leave you with this thought: When the story of the ADA in the year 2020 is told, I am confident that we can all say that we were guided and blessed. I know that I have been blessed to create, blessed to serve, and blessed to call you all my friends and comrades throughout this journey together.

We are living in historic times—in this nation we love and in this profession we hold so dear. We still have a lot of work to do, and we must always strive for excellence  
Choice, not chance, determines our destiny.

### ADA leaders, volunteers and staff mobilized to lead dentistry’s response to the crisis

With oversight from the ADA Task Force on Dental Practice Recovery, the ADA developed a suite of Covid-19 resources on ADA.org/virus, resulting in a total of 548,762 downloads of Covid-19 resource documents (such as the Return to Work Interim Guidance Toolkit, Patient Return Resource Center, Interim Mask and Face Shield Guidance, Small Business Loan Fact Sheets for Dentists, Paycheck Protection Program Loan Summary, the Definition of Emergency Procedures, and more.)

As part of its resource offerings, the ADA hosted 35 digital events for more than 55,932 live attendees and over 55,392 continuing education hours awarded.

The ADA also deployed a robust Covid-19 communications plan, which generated the following:

- 3 million page views on ADA News and 6.9 million deliveries of the ADA Morning Huddle, which saw a 30 percent increase in subscribers
- 6,900+ news stories in outlets such as CNN.com, The Washington Post, National Public Radio, Forbes, the Wall Street Journal, and others with a total audience reach of 8.7 billion.

Social media engagement increased 335% on Instagram, 223 percent on Twitter, and 78 percent on Facebook. The ADA’s YouTube channel reached an all-time high of 3.6 million video views. The channel also added 16,800 new subscribers this year.

The ADA mounted a major governmental affairs effort to, among other things, ensure legislative provisions that benefit dentists and dental practices in the Coronavirus Aid, Relief, and Economic Security (CARES) Act. The ADA’s advocacy helped secure the following:

- Paycheck Protection Program (PPP) loans funded at \$349 billion
- Economic Injury Disaster Loan (EIDL) advances, which provides grants of up to \$10,000 to applicants of the EIDL program
- An additional round of funding (\$370 billion) for PPP loans and EIDL
- Tax credits for dentists who are providing pandemic-related leave to their employees
- Interim Centers for Disease Control and Prevention (CDC) guidance for protecting dental patients and staff during emergency and urgent treatment administered in Covid-19
- More than federally provided 2.6 million face masks and 504,000+ gowns distributed by the ADA to over 54,000 dentists.

\*Metrics as of October 1, 2020

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### NYSDA VP Election

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Elected candidate will be presented by QCDS to the Nominating Committee of the New York State Dental Association in January/February 2022 to be finally elected by the House of Delegates of the New York State Dental Association at their annual meeting in May/June 2022.

Any active/retired/life member of QCDS in Good Standing may apply for this nomination by sending a CV with a cover letter via email to queenscountydentalociety1@gmail.com or by mail to The Queens County Dental Society, 86-90 188th Street, Jamaica, NY 11423.



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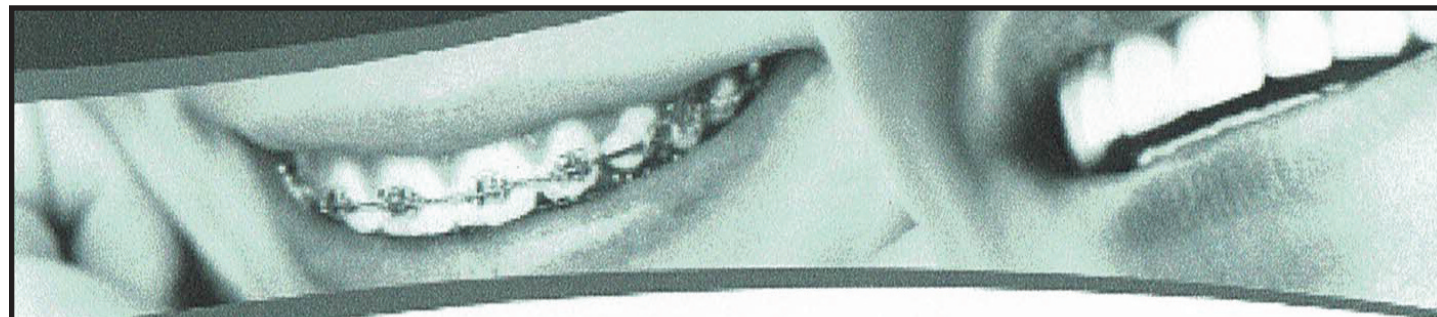


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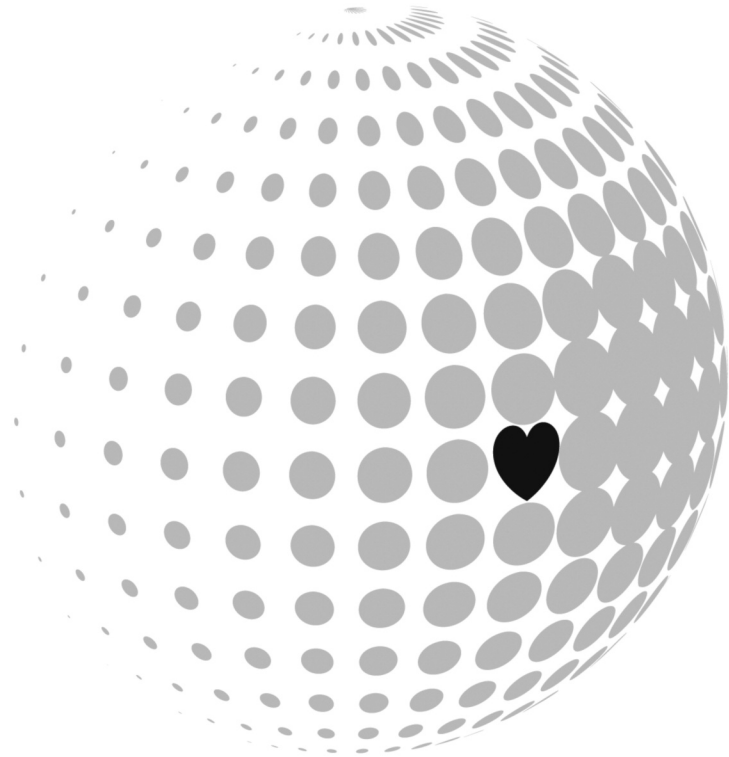


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