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Dr. Savitha Reddy to Become New QCDS President, Seeks to Boost Membership

By Marc Katz

When Dr. Savitha Reddy becomes the new president of the Queens County Dental Society early next year she will bring to fruition a long line of



accomplished family dental profesionals, including her grandfather, father, several aunts and uncles, and cousins, as well as her brother, an oral

surgeon.

Dr. Savitha Reddy

In addition, her husband, Chiran, who she met in dental school, shares a Floral Park office with her. The couple's son, Sunil, continuting the family dynasty, is currently doing his dental residencyat Brookdale Hospital, Brooklyn. Their daughter, Neena, just recieved her veterianry degree.

"Dentistry has sort of been a family business for us," she said with a smile recently, reflecting on her many family members in the dental profession. Chiran Reddy is about to become the QCDS president-elect, and will follow his wife at the president of the organization next year.

The Reddy dental office offers patients general dentistry, including restorative, endodontic pediatric, oral surgery, and prosthetics, among other services.

Dr. Reddy came to the United States in 1993 after graduating with a BDS degree from the India Rajah Muthiah Dental College and Hospital. In 1996, she earned her DMD degree from the University of Pennsylvania School of Dental Medicine. She also served as a clinical instructor in the Restorative Department, overseeing student diagnosis and treatment, at the University of Pennsylvania.

After opening their dental office in Queens in 1998 the Reddys both became active in QCDS, regularly participating in continuing education courses and serving on the Board of Trustees for a number of years. Savitha has also served as the organization's vice president and secretary.

She has also been the first vice president of the Indian Dental Association. Dr. Reddy has performed community service at dental camps in rural areas to help diagnose oral cancer.

She said she would like to focus on increasing QCDS membership by reaching out to residents at area hospitals. "I'd like to see us invite them to come to our programs," she said. "We have to reach out to the schools and encourage them to become part of our community. Perhaps we can entice recent graduates with reduced dues in our organization. We should become the place where both residents and students can network."

She also said she, with the guidance of Executive Director Dr. Chad Gehani, would like to see the annual QCDS World's Fair of Dentistry continue to increase in size with outstanding speakers and still larger attendance.



Queens County Dental Society's Annual World's Fair of Dentistry once again drew record attendance. It was coordinated by, left to right, QCDS President Dr. Patrix Schroff, Executive Director Dr. Chad Gehani, and event chairs Dr. Mitchell Greenberg and Dr. Doron Kalman.

The World's Fair of Dentistry –Photo Scrapbook page 8-9



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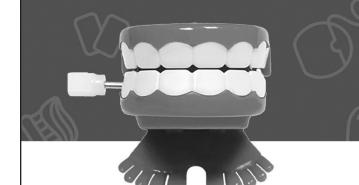


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Deadlines for manuscripts is six weeks prior to the date of publication. For example, the deadline for March/April issue is January 10th. All Submissions must be typed as a word document and emailed to QCDSBulletin@gmail.com.

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From the President

pratixshroff@gmail.com

The World's Fair of Dentistry

By Dr. Pratix Shroff, D.D.S.

Greetings fellow colleagues. The World's Fair of Dentistry is one of the highlights of our yearly attempt to deliver quality continuing education programs to everyone. This year was no less impressive than past years.

I would like to take this opportunity to highlight what it takes to host such a large event. Organizing a successful dental convention requires careful planning, a thorough understanding of the target audience and attention to logistical details. Whether it is a small local gathering or a large international convention, these events serve as essential platforms for sharing knowledge, fostering networking opportunities and advancing the field of dentistry.

Many dental conventions aim to provide continuing education credits for professionals through workshops, seminars and presentations. They serve as platforms to share the latest research, technologies and trends in dental care. Some conventions focus on fostering networking opportunities, encouraging collaborations among dental professionals, industry leaders, and researchers. Dental conventions can also serve as trade shows where exhibitors from the dental industry present their latest products and technologies, allowing professionals to explore cutting-edge innovations. The World's Fair of Dentistry aims to do all three.

This year, many of the topics covered at the World's Fair resonated with current trends and interests in the dental field. For instance, discussion themes included "The Future of Oral Health" and "Advanced Technologies in Dentistry," which appealed to a wide audience of professionals eager to stay updated on the latest dental developments. The program content was carefully curated to offer value to attendees. State required courses, like Risk Management and Infection Control attracted many attendees.

It takes months of planning to obtain speakers who are experts in their field and can deliver lectures that the atten-

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dees can relate to and actually use in their practice. It is not an easy task. We are lucky and honored to have Dr. Chad Gehani as our executive director. He has worked diligently to find quality speakers. Many of us do not realize the ef-

forts that goes into doing this. But, this year I witnessed firsthand how difficult it can be to do this single handedly. Speakers addressed emerging technologies, clinical challenges and policy issues related to dental care. These topics attracted the attention of attendees and made for a very successful convention. The schedule of the convention was carefully planned to allow ample time for learning, breaks, mealtimes, and social time, where participants could interact informally. Terrace on the Park is easily accessible for both local participants and those who have to travel a distance.

One of the most important parts of organizing an event such as this is to obtain necessary financing to



tain necessary financing to QCDS President Dr. Patrix Schroff welcomed attencover the cost of the dees at the 2024 The World's Fair of Dentistry.

venue, speakers, audio visual aids, meals, and much more. As your president, I experienced firsthand how difficult this task can be. Even the most well-organized convention would not be successful without a robust marketing and promotional strategy. This involves multiple channels and a clear communication plan to attract attendees, sponsors and exhibitors. Dr. Gehani, Lucy and I have worked hard to plan and make sure that everything goes as planned and there are no last-minute glitches.

I would like to thank all of the volunteers who helped out throughout the day at the registration desk, so that the attendees would not have to wait in long lines and insure that all of their questions were answered.

I would like to conclude by saying that this year's World's Fair of Dentistry attracted more than 350 attendees with most of the old and many new exhibitors. The end result was that the event was impactful, well-attended and memorable.

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Report Of The Nominating Committee

In accordance with QCDS Bylaws, the Committee met and considered all nominations that were received. The following Committee recommendations are made for 2025:

President: Savitha Reddy (per QCDS Bylaws, automatically assumes the office) President Elect: Chiran Reddy Vice-President: Tinnysha Chopra Secretary: Chad Gehani **Treasurer: Mitchell Greenberg** ADA Delegates (Vote for 2) Rekha Gehani Savitha Reddy ADA Alternate Delegates (Vote for 2) Mitchell Greenberg Chiran Reddy NYSDA Delegates (Vote for 7) Pratix Shroff Arthur Feigenbaum Hanette Gomez Savitha Reddy Rekha Gehani Prabhakar Koppikar Robert Shpuntoff NYSDA Alternate Delegates (Vote for 4) Tinnysha Chopra Chad Gehani Viren Jhaveri Chiran Reddy **OCDS Board of Trustees (Vote for 25) Bijan** Anvar Joseph Caruso Stuart Kesner Robert Olan Daljeet Sidhu Boris Arbitman Ashok Dogra Kaushik Khakhar Amita Persaud Raj Singla Naushir Lalani Charlene Berkman Eric Huang Alan Queen Craig Tischler Deepak Bhagat Viren Jhaveri Lawrence Lehman Vinod Sharma Beatrice Vallejo Mohammad Bhuyan Doron Kalman Mercedes Sudhakar Shetty **Richard Yang** Mota-Martinez **ICDE** President: Doron Kalman Vice-President: Lawrence Lehman Sec./Treasurer: Robert Shpuntoff

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In accordance with our Bylaws, any additional nominees for an elective office may only be made by written petition signed by twenty members in good standing and received by the Executive Director not later than ten days after the October 1st general membership meeting at which the report of the Nominating Committee is presented. No additional nominations, including nominations from the floor, shall be accepted for elective offices to be filled by a vote of the General Membership unless otherwise specifically provided in these Bylaws. Voting shall take place at the November 5th General Membership meeting.

Scenes from This Year's QCDS World's Fair of Dentistry

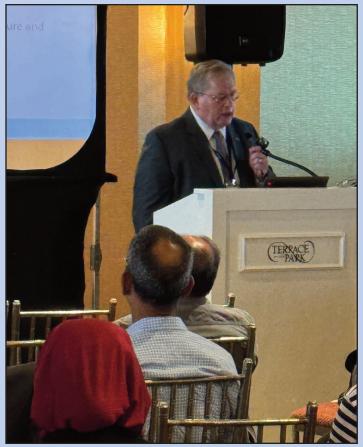


The World's Fair of Dentistry featured many exhibitors showcasing their products, including Mobile Dental Anestheshiology, left, along with Haleon.



Presentations at the World's Fair of Dentistry were well attended, drawing record crowds.a

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Dr. Frederick Wetzel of MLMIC discussed risk management.

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Dr. Geetha Shetty, left, won a raffle prize presented by Michele Gabriel of DDS Match.

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Social Media Hygiene for the Dental Practice

Healthcare communication continues to become more electronic, and while social media accounts tend to have a more casual communication style, healthcare providers must remain vigilant about the security of their platforms as well as the message they convey to their existing and potential patients. Social media is a powerful tool, but it is not without risks.

Social media hygiene is a set of practices and behaviors related to cleaning up and maintaining your digital presence in terms of both security and the message your social media applications deliver to existing and potential patients. In much the same way as we regularly wash our hands with soap and water, it is critical to follow those practices that will keep you and your virtual data secure and convey an appropriate message about your organization.

Performing proper social media hygiene is a two-step process, the first of which is "system hygiene":

• Regularly update all electronic devices and applications as recommended.

• Use passwords that follow appropriate security protocols: Longer passwords are more secure: 16 or more characters is recommended. Passwords should include different characters: numbers, symbols and at least one capital letter. Avoid recycling passwords. Do not use the same password for all devices, apps and accounts. Do not allow staff to share passwords.

 Review the organization of files stored on your devices to determine whether you have the right information and applications on the right device. Define the files that are mobile, laptop,

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and PC-appropriate.

• Optimize factory settings: Use default settings as appropriate. Know how to disable, lock or erase information in the event of device theft.

 Use multifactor authentication (MFA) to log into your social media accounts.

When possible, employ device encryption.

• Lock down who can see your posts/information.

These steps are often cited as the best measures to employ for protection against cyberattacks. However, your cybersecurity must extend beyond your devices to include the information that is attached to you and your practice.

Reviewing the information on your social media platforms is the "profile hygiene" portion and second step of this process:

• Analyze your current social media profiles to determine if there is anything that must be immediately addressed or can wait for revisions or is no longer current.

 Clean up your digital past: Delete old photos and posts that are no longer relevant, delete old and/or neglected social media accounts, and obtain consent from patients for photo use.

• Ensure that the privacy settings on your platforms remain up to date.

 Review your blog and website to ensure that all information remains relevant and accurate and consider whether the message presented about your practice is as you intend. If links are embedded, test that they are still functional and appropriate to your message. Delete any stale or non-functioning links and, if appropriate, replace them with current information.

• Keep personal and professional social media accounts separate.

• "Friend" requests are to be avoided. Patients will be able to "Like" or "Follow" your page without you needing to "Friend" or "Follow" in return.

• Educate your staff about social media and use the same guidelines for keeping personal and work social media accounts separate. Refrain from discussing PHI and avoid "Friend" requests from patients. If a staff member manages the dental office's professional page all posts are to be reviewed.

• Never discuss PHI on social media, publicly or privately. If a patient contacts you through a post, comment or direct message, direct them to contact you through your office phone, email or secure patient portal.

• Do not post anything that could be construed as misleading. The New York General Business Law, NY Gen Bus Law §350-A, says that whatever you are using in any type of advertising must be truthful and not misleading. Any statements you use in advertising or on social media, such as an accolade or success rate, are subject to the New York State General Business Law. Edited photos could also be in violation because someone could argue that the photos are not truly indicative of the work done. If a dentist is in violation of NY Gen Bus Law §350-A (2012), it may be considered professional misconduct.

Routinely performing social media hygiene can help protect your practice from security breaches, keep your social media sites informative and improve overall patient satisfaction.

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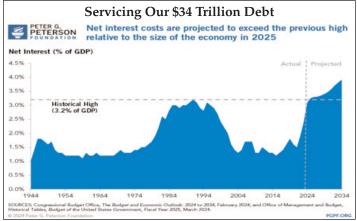
Getting the Inflation Genie Back in the Bottle

By Peter J. Klein, CFA®, CRPS®, CAP®, CSRIC®

We are all familiar with the concept that it is difficult to get the genie back in the bottle—once something is already afoot it is almost impossible to reverse.

If you told your spouse, "That outfit looks small on you," it would be hard to unsay that, and more likely than not you will find yourself in the proverbial doghouse.

When we speak of economics, inflation is the element that is most difficult to walk back—to vanquish inflation an economy often needs tough medicine in the form of higher interest rates and a possible recession (the rare "soft-landing" notwithstanding). Much of the process depends upon the definition of inflation, or better yet the cause—be it generated by cyclical or secular factors. If the inflation in question is generated by cyclical forces, then interest rate increases should be able to do the trick. With higher rates and tighter monetary policy, the economy will slow down (and sometimes that slowdown is more pronounced; read: a recession), and that economic slowdown is likely to lower the rate of change of prices on goods (inflation). Mission accomplished! But, not so fast.



Side note: inflation is the rate of change from month-tomonth or year-over-year. "Lower inflation," as a headline might read, does not mean lower prices. It means that the prices rose less than they did the prior period, that the rate of change was lower. This is called disinflation. Deflation is the economic term that describes a lowering of prices (or, expressed quantitatively, as negative inflation figures).

So back to the genie getting back in the bottle—no easy task. Will it be possible for the monetary gurus at the Fed to balance the world's largest, most intense and interconnected economy through the levers at their disposal for a soft landing, avoiding the pain of higher rates (inflation) while maintaining employment growth? And, by the way, they must do this while trying to avoid an "event" (be it market-related or possibly a major trade gone south, a geopolitical flare-up that disturbs already fragile supply chains, or a company caught with an upside-down balance sheet now exposed) that often accompanies such changes in the overall economic machinations. This is the nature of cyclical generated inflation and in this domain, the geeky PhD economists from grad school become "The Masters of the Universe."

But, how about a secular-generated inflation era? Maybe the levers of the macro-economy so deftly deployed by said "MOTUs" become numbed, rendered nearly ineffectual, to larger forces in the economy? Forces that cannot be ameliorated so "easily."

At the current juncture, there are a couple of these "big picture forces" at play that are likely to have a substantive impact to inflation over the next several years:

• Deglobalization—Clearly geopolitics as of this decade have been sort of on the hot, perhaps even very hot (two wars!) side. It becomes more difficult to arbitrage labor costs and production costs between countries to gain efficiencies and protect profit margins (even at lower prices) when no one is talking nice to each other anymore.

• Decarbonization—The global effort to "bend the curve" and save the earth from heating up too much. This is a large trend that is impacting economies around the world—all noble reasons (who doesn't want to save the planet?), but the bill will be an expensive one and likely a burden not shared equally. The demand for certain green metals that are crucial in the electrification process, such as copper, will outstrip supply if it hasn't already, and hence prices will rise. Increasing supply is not as easy as turning on a switch. It will be roiled in regulations and permitting and powerful unions, all of which are inflationary.

Deficit spending and the \$36 trillion of national debt is also a secular force that can very well maintain the inflation wheel turning fast. Here is how that might play out: DC continues to spend, more deficits, and more national debt until perhaps the "Bond Vigilantes" awake from their near 30-year hibernation to ask/demand higher returns (read: higher interest rates) for what they see as a broken system and an increasingly poor fiscal situation. It was James Carville who suggested that he would like to be reincarnated as the bond market because you can intimidate everybody.

There are other big-picture or secular forces at play that could add to the threat of increasing inflation for a time to come. The above are my top three. My hope is that the above provided some context as it relates to the notion of inflation and the chance that future headlines are filled with more uncertainty.

Peter J. Klein is the chief investment officer and founder of ALINE Wealth, a group of investment professionals registered with Hightower Securities, LLC, member FINRA and SIPC, and with Hightower Advisors, LLC, a registered investment advisor with the SEC. Securities are offered through Hightower Securities, LLC; advisory services are offered through Hightower Advisors, LLC.

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Objectives:

List and describe the indications for a Biodentine pulpotomy. List and describe the indications and contraindications for an indirect and direct pulp caps. Describe the steps for a Slot Prep using GIC. Describe the indications and the steps for Silver Diamine Fluoride and when to use the SMART Technique

Learning Goals:

Attendees will learn the Biodentine pulpotomy, how to do a GIC indirect pulp cap, how to do a Slot Prep, use new restorative materi-



als, and understanding the Hall technique and the advantages of SDF and the SMART technique.

Presenter:

Dr. Lance Kisby is a graduate of Tufts University School of Dental Medicine. He was chief of pediatric dentistry and assistant director of dentistry at Rhode Islanbd Hospital in Providence. He then went on to spend 17 years in private practice in Massachusetts until accepting the position of chief of pediatric dentistry at St. Mary's Hospital in Waterbury, Connecticut. He is currently the staff pediatric dentist at the Lac du Flambeau Band of Lake Superior Chippewa Indians in Lac du Flambeau, Wisconsin. Dr. Kisby has over 45 years of clinical and teaching experience thus bringing new and exciting techniques and insights to those dentists and staff who treat children.

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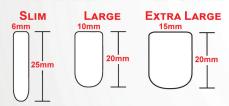
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Regional Acceleratory

extracted.

At less than \$50 per piece, the Impladent Ltd OsteoGen® Bone Grafting Plug combines bone graft with a collagen plug to yield an easy and affordable way to clinically deliver bone graft for socket preservation and ridge maintenance, all without the need for a membrane!

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The collagen promotes keratinized soft tissue coverage while the OsteoGen[®] crystals resorb to form solid bone In this image, a core sample was retrieved.

Implant is placed. Note the histology showing mature osteocytes in lamellar bone formation. Some of the larger OsteoGen[®] crystals and clusters are slowly resorbing. Bioactivity is demonstrated by the high bone to crystal contact, absent of any fibrous tissue encapsulation.





Two Slim OsteoGen® Plugs are in place. Suture over top of socket to contain Plug. Do not suture through Plug. No membrane is required.

OsteoGen[®] is a low density bone graft and the OsteoGen[®] Plugs will show radiolucent on the day of placement.

As the OsteoGen® crystals are resorbed and replaced by host bone, the site will become radiopaque.



Contact 800-526-9343 or Shop Online at www.impladentltd.com