

A QCDS BULLETIN EDITORIAL

Reaching Out And Touching Our Communities

By Viren Jhaveri, D.D.S.

A responsible leader should honor the past and look to the future. *There is no future without new members.* Queens is probably the most diverse community in the nation and with changing times we are changing strategies, some heavy thinking and talking on how to reach out and touch the various communities in the Queens microcosm and become more *inclusive*. There are many areas of diversity that we must be aware of, respect and deal with if we are to create a truly representative group.

Oppression exists against diverse groups in quite a few categories, and this must form our behavior when we approach, talk with and work with these communities. We must work respectfully with other people and groups, using concepts of invitation, collaboration and accountability. We should be aware of our imperfections and limits. No one knows everything and we need to keep this in mind when dealing with other individuals and groups. They may know some things we don't - we need to be open to the ideas of others. We may know some things that they don't - we need to be modest enough to tell them in ways that empower and educate, not show-off or deny access to information.

With this concept in mind, QCDS is proud to have had its share in reaching out and touching our communities.

Since its inception, my administration has made membership a priority. We have successfully approached non-members in every possible way. One very successful means has been the Continuing Education Seminars and Diversity Leadership Meetings

see *Reaching Out...* page 9



High-Tech Day and Leadership Breakfast

Tripartite leadership at the Diversity Leadership Breakfast: left to right are NYSDA President Dr. Steven Gold, ADA Second District Trustee Dr. William Calnon, Henry Schein VP for Professional Relations Steven Kess and QCDS President Dr. Viren Jhaveri. see *High-Tech Day...* page 10

Past President Dr. Joseph Caruso To Be Recognized for Service at QCDS Annual Dinner January 17



Editor's Note: Queens County Dental Society takes great pleasure in announcing that Dr. Joseph Caruso has been selected to receive the 2008 Emil Lentchner Distinguished Service Award, to be presented at the QCDS Installation and Dinner Dance on January 17. Although he needs no introduction to most members, for those few who may not know him, meet Dr. Caruso:

Dr. Joseph R. Caruso, who maintains a general practice in Auburndale, Queens, will be the 2008 recipient of the coveted QCDS Emil Lentchner Distinguished Service Award.

It will be the latest recognition given to Dr. Caruso. Among many other distinctions he has received while maintaining his dental practice, last year The Consumers' Research Council of America selected Dr. Caruso as one of "America's Top Dentists."

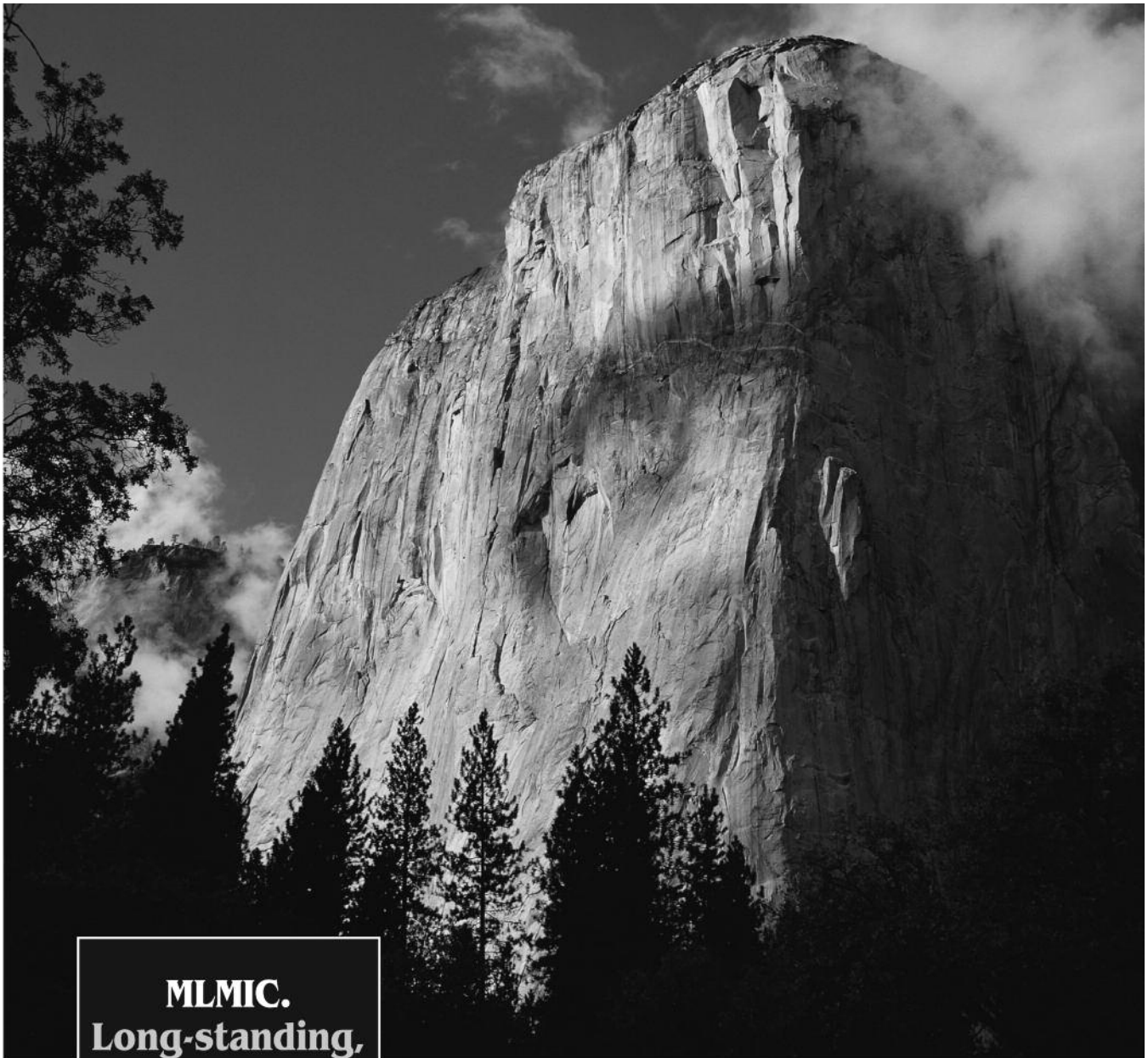
In the Queens County Dental Society, Dr. Caruso has gone through the ladder, serving as president in 1997. He has returned to the posts of chairman of Government Affairs, Component EDPAC chairman and serves on the Board of

Trustees. He has also served on the Ethics Committee, Administrative Committee, Executive Committee and the Committee on Budget and Finance. He is also on the Board of Trustees of the Institute of Continuing Dental Education.

As a member of the American Dental Association, Dr. Caruso has served as a delegate, alternate delegate and was asked to serve on a Reference Committee. He is also active in the ADPAC Grassroots Campaign and is a member of the ADPAC Capitol Club.

In the New York State Dental Association Dr. Caruso has served on the Board of Governors, during which time he has served on various reference committees,

see *QCDS Spotlight...* page 4



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A Threat To Us As Professionals

By Dr. Jay Ledner,

I graduated SUNY Buffalo in 1984 and continued my membership in organized dentistry by joining the QCDS. Four years later I felt a desire to become actively involved in the QCDS because I felt isolated as a solo practitioner in Bayside and wanted to find out what QCDS was all about. To say that the QCDS is a member driven staff supported organization is too simple a description. I feel the QCDS is an evolving entity that adapts to the changing demographics and the changing threats that our members face in their practice of dentistry.

If you listen to Barack Obama, then change is good. For me a lot has changed over the past 20 years; some not so good like my bald spot, pouchy midsection and a touch of grey, and some good like growing

from a solo practice of two employees to a group practice of 12 employees.

The changing demographics of my employees and of my patients mirror that of Queens County and for that matter of the QCDS. Although the primary language spoken is English, members of my staff speak Chinese, Korean, Italian, Spanish, Russian, Hindi and a little Yiddish. I have adapted to the changing population in my community by embracing these changes and have succeeded by doing so.

The QCDS has embraced the growing diversity of its membership and I am certain it will succeed by doing so. The threats to our dental practices and to the public, such as independent practice of hygienists, Medicaid reform, trial lawyers and their attempts to increase the statute of limitations are threats to us all.

'QCDS has embraced the growing diversity of its membership'

QCDS Spotlight On... Joseph R. Caruso, D.D.S.

from pg 1

state chairman for the Council on Governmental Affairs and on the Executive Committee and the Committee on Audit, Budget and Finance.

Dr. Caruso has served as secretary of the Empire Dental Political Action Committee and on its Executive Committee. He is also an active member of the EDPAC Capitol Club. Dr. Caruso has served on the Board of the New York State Dental Association Support Services, and is currently its chairman.

He is a fellow of the American College of Dentists, the International College of Dentists, the Pierre Fauchard Academy and the Long Island Academy of Odontology. Dr. Caruso is a member of the American Academy of Oral Medicine and the Xi Psi Phi Dental Fraternity, where in 1981 he was instrumental in the reactivation of the Beta Chapter at NYUCD. He is a past mem-

ber of the American Society of Dentistry for Children, the New York Academy of Sciences and the Academy of General Dentistry, of which he served as president of the Queens County Chapter.

While establishing his general practice, Dr. Caruso taught at NYUCD, where he achieved the level of clinical assistant professor in the Department of Operative Dentistry. While teaching at NYUCD, Dr. Caruso co-authored papers and presented a table clinic at the 130th Annual Session of the ADA. He has also presented at the Annual Session of the AGD, and has lectured extensively on a variety of topics.

Dr. Caruso has also served as an attending doctor on the staff of the Department of Dentistry at Flushing Hospital Medical Center. He received his D.D.S. degree from New York University College of Dentistry in 1984.

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Making It Happen

By Viren Jhaveri, D.D.S.

If you want something done, give the task to someone who is really busy.

Making it happen is all about relating, and relating is an advanced skill that requires the use of several interpersonal skills. The most basic of which is listening. When it comes to relating, we have shown our members that we don't just talk about it, "We Care."

My administration has brought several changes to QCDS. Our continuing education programs have been a huge success this year. In particular, members have responded very favorably to our series of Sunday CE programs.

We at QCDS are constantly looking for increased member participation and novel ideas to improve our ability to provide our members and the marketplace with ingenious products and services. We seek people who are motivated to make something better, to continuously improve—the kind of member participation that makes our vision possible. We know our members welcome ingenuity in the products and services

they use. Our goal is to make them better practitioners and leading advocates of oral health. Good products, great service and a member friendly environment is how we run QCDS.

QCDS is a member driven and staff supported organization. The importance of active members in any professional organization like QCDS cannot be over estimated. Besides projecting an impressive image, it enables the ADA to derive its strength from its members. Considering the large number of dentists in Queens, present membership strength leaves much to be desired. Hence, there is an imperative need to sustain the membership drive. With rationalization of membership procedures and the convenience of having applications on the web, the entire mechanism has now been made very simple. The rigors of the payment mechanism has also been overcome with reduced dues for five years after graduation, installment plans and acceptance of credit cards for membership dues.

QCDS accomplishments are the products of staff, volunteers on councils and committees, effective lobbying and, sometimes good fortune. In a position like mine, it is easy to imagine that you are a driving force, but the truth is you're pretty much lashed to the wheel of the boat and a whole bunch of "other" stuff is determining your direction. I will be proud of what is achieved by QCDS this year, but every one should know this is teamwork.

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Executive Director's Report

Keeping Up and Moving Forward

By William Bayer

Batteries are recharged after a productive summer, which included the scheduling of various CE offerings in both July and August allowing members to keep QCDS as part of their summer routine. We are continuing our concentration on CE by scheduling Dr. Barry Musikant on September 7 followed by another blockbuster event: having Dr. Dick Barnes speak on September 21st. In addition, a full day course sponsored by Sirona is scheduled for Sunday, October 26 at the LaGuardia Marriott. All events should be in high demand, so early pre-registration is a must.

Rather than reiterate our full schedule, please visit our QCDS website, <www.QCDS.org>, which has a month by month listing of upcoming courses and events. While on the subject of our website, I encourage any suggestions you might have that could improve the site, so please feel free to give me a call. Our CE committee is hard at work planning our 2009 calendar and our next Bulletin will note our preliminary schedule. Our website will be updated frequently as the schedule develops, so you may wish to check often.

We have also sent our first "e-blasts" to members, whose e-

mail addresses are on file, alerting them to upcoming events. If you would like to be included in this system, please call or e-mail our office, so we can add you to the list.

In an effort to keep you up to date, we also sent summer mailings noting the upcoming schedule of events and will be sending mailings on a regular basis. We hope that our Bulletin, "e-blasts," updated website and mailings provide ample opportunity for our members to keep abreast of "goings on" at the Society.

We also are partnering with our neighboring component in Nassau County to provide oral health screenings at Belmont racetrack on October 3. Volunteers are welcome. Hopefully, this cooperative venture will be the beginning of other events with our neighbors. Dr. Doron Kalman is co-chairing this public health service event with former QCDS member Robert Trager, on behalf of Nassau County.

It seems like only a short time ago that I began working with our president, Dr. Jhaveri, but his tenure is drawing to a close and I look forward to working with our 2009 president, Dr. Prabha Krishnan. The 2009 Installation and Dinner Dance is scheduled for January 17th at the Crest Hollow Country Club and I ask that you make an effort to show support of your volunteer officers by attending the event. It should be an enjoyable evening at a very nice venue and we look forward to seeing you. For those of you who cannot attend the dinner dance, we welcome any contribution to defray expenses.

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We are very fortunate in having sponsors support the Society, which enables us to provide you with the services and programs that are available to you. Our dues structure is such that dues income alone would not enable QCDS to provide these programs throughout the year. Although our sponsors are generous, they also have businesses to run and it is reasonable for them to expect our members to do business with them. I would ask that you support those who support us and make an effort to use the products and services provided by our supporters and identify yourself as a member of QCDS.

I have received the Continuing Education Awards for our recipients from the Dental Foundation and am pleased to note our own Dr. Howard Kirschner has completed 3,000 credit hours as of December 31, 2007, placing him in a very select group. Our neighbors in Nassau and Suffolk each have a single member with 3,500 hours, followed by Dr. Kirschner. In addition, Dr. Heidi Nelson has completed 2,000 hours. With the wealth of CE courses we have planned, we anticipate several other members will reach these levels in the coming years. Congratulations to Dr. Kirschner and Dr. Nelson! All of the CE award certificates have been mailed and if you were eligible, you should have received your certificate.

By now, you probably have heard of the law relative to Dental Health Certificates. The present law requires that schools request a dental health certificate from students entering grades K, 2, 4, 7 and 10. If compliance is widespread, this will be an im-

portant stepping stone to promoting good oral health on the part of school age children. We are currently working with the NYS Dental Foundation in assuring that those who cannot afford the dental screening will have access to free or reduced fee screenings so that children actually have access to oral health care regardless of economic status. Dr. Milton Lawney is the Public Advocacy Coordinator for this program at the Foundation and questions or comments can be directed to him via e-mail: <nysdf@nysdental.org> as the program evolves. Further information and updates will be made on the Foundation's website at <www.nysdentalfoundation.org>.

As an aside, you might be interested in knowing that NYSDA, which was founded in 1868, has approximately 14,000 members representing 76 percent of practicing dentists in the state and we are quite pleased that you have chosen membership in this tripartite system. Your participation in organized dentistry in New York has made NYSDA one of the largest constituents of the ADA. Please encourage any colleagues who are not presently members to call me and I will be happy to discuss membership and its benefits.

A number of members have expressed concern regarding the legality of "teeth whitening kiosks" that seem to have sprung up in area malls. We have related those concerns to NYSDA Counsel, who is working with the State Education Department to make a determination as to whether or not these offerings by non-licensed personnel constitute the improper offering of dental services as defined in the Dental Practice Act. In addition to legal concerns that these non-licensed persons are in fact practicing dentistry without a license, there are legitimate safety concerns that these offerings can actually cause harm to their "patient." Any complaints related to this issue are being forwarded to OPD, which will be investigating and forwarding to the Attorney General's office for further action as possible unauthorized practice of dentistry.

Speaking of OPD, the following statistical information may be of interest to you. In 2005, 1,221 complaints against dentists were made to OPD resulting in 87 recommendations for further action. In 2006, 1,274 complaints were made against dentists resulting in 77 referrals for further OPD action. In 2007, of 1,1153 dental complaints, only 53 referrals for further action were made. Although OPD investigates a large number of complaints made to them regarding dentists, only a fraction of those complaints are determined to warrant further action by OPD with the vast majority of cases being closed after investigation. This may not offer any consolation to you if you happen to be the subject of any OPD inquiry. However, it is readily apparent that the vast majority of OPD dental investigations are closed after investigation without any disciplinary action. If you have any questions regarding OPD processes, feel free to call me and I would be glad to discuss this with you.

As always, I encourage you to contact me regarding any matter you might wish to discuss.



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Risk Management For Today's Dental Professional

By Amy Kulb, partner, Jacobson, Goldberg and Kulb, LLP

Excellence in quality of care and documentation is a professional responsibility and legal requirement. All aspects of dentistry, including your evaluation of the patient, your treatment plan, informed consent, progress notes, specialist referrals, when indicated, as well as after care and follow up, can be subject to review and potential malpractice and/or disciplinary action. Accordingly, now more than ever, an understanding and implementation of risk management strategies is crucial, both to prevent problems and to effectively address problems.

There are numerous circumstances under which a dentist's professional conduct can be reviewed by the New York State Office of Professional Discipline. Malpractice awards are reported to the National Practitioner Data Bank and the chart can then be requested by the Office of Professional Discipline. Patient complaints are the most typical and frequent cause for a chart request and investigation by the Office of Professional Discipline, but there are many other sources as well, including complaints by other dentists who have examined the patient. For example, criminal convictions are automatically referred to the Office of Professional Discipline. A criminal conviction can emanate from an insurance billing, controlled drug ordering or prescribing issue. The Drug Enforcement Administration and the New York State Bureau of Narcotic Enforcement can independently report violations to the Office of Professional Discipline. The New York State Medicaid Program and private insurance networks may report their audit findings to the Office of Professional Discipline and report terminations to the Data Bank. Hospitals and nursing homes can also report misconduct.

Any disciplinary penalty imposed by the Office of Professional Discipline is a matter of public record and in this information age is instantly available for review. There are significant collateral consequences that can substantially affect a dentist's livelihood. For example, it is currently the policy of the Office of Medicaid Inspector General to review all disciplinary penalties. In many cases, even if the penalty does not involve a license suspension and does not bear any relationship to Medicaid, the Office of the Medicaid Inspector General will place the dentist on the Disqualified Provider List. Similarly, the private insurance networks review all disciplinary penalties and may terminate participation. A disciplinary penalty may also be raised as a creditability issue in a malpractice case.

Beyond the obvious of providing excellent care and keeping excellent records, it is essential to be aware of and to utilize the resources available to you as members of organized dentistry as soon as you become aware of any problem that could result in any of the above actions. Peer review is confidential and limited to the amount of any payments received. You are strongly encouraged to utilize peer review whenever a dispute with a patient can not be resolved in the office. Law firms which participate in NYSDA's legal panel are always available to promptly respond to your questions. Early guidance and intervention, if needed, in any situation in which a problem arises with a patient gives you the best chance to avoid it going further. Legal assistance should always be sought at the outset of any inquiry by the Office of Professional Discipline or any other regulatory or law enforcement agency or insurance entity.

There are numerous circumstances under which a dentist's professional conduct can be reviewed...

QCDS to Conduct Oral Cancer Screening at Shea Sept. 9

By Alan N. Queen, D.D.S.

As many as 47,000 fans are expected at the September 9th Mets game at Shea Stadium when the Queens County Dental Society will be conducting free oral cancer screenings.

According to Stephen W. Karl, community and group sales and services representative for the Mets, "advance sales are 41,000 as of late July, and I would expect that to climb to at least 47,000."

"With that many people in the stadium, we hope a lot of them will take advantage of the screenings," said William Bayer, QCDS Executive Director.

Eight screening stations are planned, Karl explained. There will be two on each level of the stadium. Fan assistance representatives and signs posted on each level will be directing fans to the tables for the screenings.

The oral cancer screenings are part of a health fair the Mets are holding that night, Karl said, which will include tables with information on breast cancer as well as other health-related topics. Current plans are for breast cancer survivors to be on the field lining the warning track during the national anthem.

In addition, a public service announcement on oral cancer is being developed for possible use on the Diamondvision screen between innings, Karl said.

Stuart Kesner, who is chairing the event for the QCDS, said, "I think this is a tremendous community service. I'm hoping to save lives with this" by detecting lesions during the screenings.

"It's important to make people aware of oral cancer," Kesner said.

Approximately 8,000 people die every year in the United States from oral cancer,



which is more than the annual total from cervical cancer, according to statistics from the American Cancer Society.

Volunteers are needed to staff the screening stations. The screenings will run from approximately 6 P.M. (an hour before the 7:10 P.M. game start) until the fifth or sixth inning of the game, which is versus the Washington Nationals. To volunteer, call QCDS office at (718) 454-8344.

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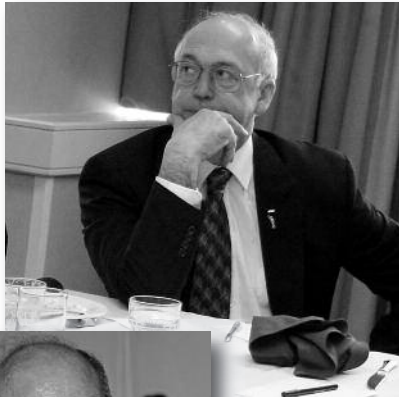
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HIGH-TECH DAY AND LEADERSHIP BREAKFAST



Dr. Muhammed El-achi, President of Arab American Dental Association, expressing that his dream is that one day all Arab American dentists will be ADA members.

Dr. Cecelia Durant: President Metropolitan Dental Association, local chapter of National Dental Association, expressing to the tripartite leadership that her association would like to partner with the ADA on programs like *Give Kids A Smile*.

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Reaching Out and Touching Our Communities

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held by QCDS. One such event was held last June at the LaGuardia Marriott. It was a day filled with buzz and excitement, attended by more than 225 dentists throughout Queens. More than 80 non-members were present and six signed up on the spot to become ADA members. This was quite an achievement—a membership initiative like no other.

The day started with a leadership breakfast hosted by Steven Kess, vice president of professional relations at Henry Schein and our own veteran leader, Dr. Chad Gehani, and was sponsored by Henry Schein Company. Presidents of nine ethnic dental societies were invited for breakfast with leaders of the tripartite system. ADA was represented by none other than our second

district trustee, Dr. William Calnon and Michelle Bressler. NYSDA was represented by President Dr. Steven Gold and QCDS was represented by Dr. Chad Gehani, our NYSDA VP elect and President Dr. Viren Jhaveri. In addition to Mr. Kess, many “team Schein” members attended, including Mark Soberman.

The theme of the breakfast was to get the ethnic association presidents



to talk to organized dental leaders, express their concerns in an open dialogue so we can understand their concerns and act accordingly. Leaders of all nine ethnic dental societies voiced their concerns and participated actively in this interactive session. QCDS thanks Dr. Bill Calnon for taking time out of his busy schedule to attend this meeting. The rest of the day took more than 225 attendees on the Hi Tech Information Super Highway.

This goes to say that one should not make assumptions about people different from themselves, people from other ethnic backgrounds, people with other abilities. Even informed assumptions can be wrong. Talk and listen!

Investing in membership is like investing in dental care. We pay for a product in anticipation that it will

ensure a better future and help us attain our goals. Routine dental care can prevent a small cavity from progressing to a root canal, post and crown, then extraction and implants. Similarly, being involved in organized dentistry, whose mission is to protect and advance this great profession, will give you a voice in the future. The trick is to start early so that you can be ahead in the game. In my experience, the head start that organized dentistry provides and the protection it gives against the erosion of the profession is unparalleled and more than worth my membership dues investment.

I hope that you will join your colleagues in organized dentistry, committed to advancing this great profession. We welcome you and look forward to adding your voice to ours.



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CE Courses Summer/Fall 2008

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Tuesday, September 2nd	7:00 p.m.	Sunday, October 26th	9:00 a.m.
General Membership Meeting		Basic Cardiac Life Support & CPR	
Sunday, September 7th	9:30 a.m.-12:30 p.m.	Sunday, October 26th	9:00 a.m.
Dr. Barry Musikant Endo Presentation		CSirona CEREC Presentation at LAGUARDIA MARRIOTT	
Sunday, September 21st	8:30 a.m.-3:30 p.m.	Tuesday, November 4th	7:00 p.m.
Dr. Richard Barnes Presentation		General Membership Meeting	
Tuesday, October 7th	7:00 p.m.	Friday, November 7th	9:00 a.m.
General Membership Meeting		Video Study Club	
Sunday, September 7th	9:00 a.m.	Friday, December 5th	9:00 a.m.
Dr. Barry Musikant Course		Basic Cardiac Life Support & CPR Certification/ Recertification	
Friday, October 10th		Sunday, December 14	9:00 a.m.-12:30 p.m.
Video Study Club		Dr. James Cannon Orthodontic Presentation	
Friday, October 17th			
Infection Control			

Tuesday September 2 7:00 p.m.
General Membership Meeting
 7:00 p.m.: Pre-Meeting Workshop:
 Presentation by K.K. Mehta, C.P.A.
 8:00 p.m.: Scientific session: DDS/Fluid Think
 2 C.E. Credits
Topic: Computers, Software and Technology in today's dental office focusing on Practice Software, Digital X-Ray (intraoral and pan/ceph), Camera Images, HIPAA and Patient Education.
 Meeting sponsored by K. K. Mehta, Fluid Think and Washington Mutual Bank. Complimentary buffet dinner served at 6:30 p.m.

Sunday September 7 9:30 a.m.-12:30 p.m.
Dr. Barry Musikant Presentation 3 C.E. Credits
FEE: Members \$40 Non-Members \$95
Topic: Learn Stress Free Endodontics and Build Your Practice with Confidence
Goals and Objectives: View instrumentation and obturation results, Learn to gain quick and simple endodontic access to root canals including MB2, learn alternatives to hand instrumentation and rotary nickel titanium. Discover engine driven reciprocation, Learn obturation techniques that enable you to fill canals laterally not apically without lateral or vertical condensation, perform superior single visit endodontics.
Speaker: Dr. Barry Lee Musikant
 Dr. Musikant has lectured in over 250 international and domestic locations. He has co-authored over 250 articles in peer reviewed dental journals globally and is a partner in the largest endodontic practice in Manhattan. His 30-plus years of practice experience has crafted him into one of the top authorities in endodontics.

Sunday September 21 8:30 a.m.-3:30 p.m.
Dr. Richard Barnes Presentation 6 C.E. Credits
FEE: Members \$100 Non-members \$250
ATTENDANCE IS LIMITED!
Speaker: Dr. Dick Barnes, the world leader in practice management, in conjunction with Arrowhead Dental Laboratory, will be teaching his dental, business and success techniques

Topic: How to maximize your daily production. Become a highly effective, efficient, and successful team: how your staff becomes your most important asset and how they can receive higher pay, how to implement proven practice building techniques by providing ideal treatment for patients, the importance of presenting comprehensive dentistry, how to comfortably and effectively persuade your patients to have the dentistry they need, what to say to patients who say they want to "think it over," and the art of case presentation—a step by step procedure for achieving acceptance of treatment.

Slide presentation on full mouth reconstruction.
 How to present "Value" not sell "hardware."
 Implementing structure for predictable results of success.
 New technology—its all digital. Why Implants?

Tuesday October 7 7:00 p.m.
General Membership Meeting
7:00 p.m.: Pre-Meeting Workshop: Presentation Martin Mattler president, Countrywide Practice Brokerage
Topic: Be Prepared for the Unexpected
 Presentation will focus on the importance and mechanics of having a plan in place to help yourself, your family and staff handle the operation or sale of the practice should you become disabled or die prematurely.
8 p.m.: Scientific session: Dr. Paul D. Freedman, director of oral pathology at New York Hospital Queens

Topic: Oral Premalignant Lesions and Oral Cancer
 Presentation regarding differential diagnosis of white and red oral lesions, their clinical significance and discussion of risk factors. Clinicopathologic features of snuff dippers, keratosis, leukoplakia, erythroplakia, koilocytic dysplasia, submucous fibrosis, proliferative verrucous leukoplakia, sideropenic dysphagia, squamous cell carcinoma, verrucouscarcinoma, melanoma and metastatic lesions to the oral cavity will be described.

Lisa Marini, QUEENS QUITTS, will also be present.
 Meeting sponsored by Countrywide Practice Brokerage and Elbee Dental Supply. Complimentary buffet dinner served at 6:30 p.m.

see CE Courses... page 14

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Robin Zalewski, EMT-D, PPC, IT

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- Days, evenings, weekends, whatever works for your schedule.
- Earn "4" CME credits (ADA and ADG)
- (2) Year National Safety Council or American Heart Association Certifications.

Friday October 10

Video Study Club 2 C.E. Credits

Preparing for your next medical emergency

Moderator: A. Al Gulum

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This is a great staff training aid! Your team needs to be educated in medical emergencies that will occur. We never know when a medical emergency will happen in the office. Oftentimes, it has nothing to do with planned treatment. This video includes loss of consciousness, respiratory distress, allergies, chest pain, and other life-threatening situations. Example "medical emergencies" are demonstrated on live patients for you and your staff to analyze and determined appropriate emergency treatment. Prepare for your upcoming emergency today!

Friday October 17

Infection Control

In the past, this course has had an overwhelming positive response from those clinicians and their staff who earnestly want to stay informed of the latest infection control recommendations and does so through the eyes and thoughts of a speaker/clinician who understands the nature and demands of everyday dental practice. This will be a comprehensive update of the CDC guidelines especially highlighting new issues, including:

1. Update guidelines on post exposure management
2. New guidelines on hand hygiene and latex sensitivity
3. New Hepatitis B requirements
4. New requirements for dental unit waterlines
5. Engineered sharps/safety devices

There's more, so bring your entire staff and satisfy OSHA's annual staff training requirements.

UPON COMPLETION OF THIS COURSE, A CERTIFICATE WILL BE PROVIDED. THIS COURSE SATISFIES THE N.Y.S. REQUIREMENT FOR RELICENSURE.

Instructor: Harold Edelman, D.D.S.

Tuition: ADA member\$75
ADA Staff member\$60
Non ADA Member\$250

Sunday October 26

9:00 a.m.

CPR-Certification and Recertification 4 C.E. Credits

Topic: Basic Cardiac Life Support

Certification/ Recertification 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.

If your CPR certification is 2 years old or less and you want to re-certify, you must submit a copy of your BLS card or you will need to take the complete certification course again.

Instructor: Robin Zalewski, BLS Instructor

Tuition: ADA member\$95
ADA member staff\$95
Non ADA member\$250

Sunday, October 26

9:00 a.m.-3 p.m.

Sirona Dental Systems Seminar 6 C.E. Credits

Fee: Members.....\$50
Non-Member staff\$100
(Breakfast/Lunch included)

Presentation relative to CEREC CAD/CAM and GALILEOS CONE BEAM SYSTEMS, which can bring more speed and precision to your practice.

Course held at LaGuardia Marriott- Seating is limited, Pre-registration is a must! Call QCDS at 718 454-8344 to reserve your seat.

Tuesday November 4 7:00 p.m.
General Membership Meeting
7 p.m.: Pre-meeting workshop: Presentation by Harish Chugh, V.P. at AXA Advisors
8 p.m.: NuLife L.I.
Topic: To be announced
Meeting sponsored by NuLife, AXA Financial and Hayes Handpiece
Complimentary buffet dinner served at 6:30 p.m.

Friday, November 7 9:00 a.m.
Video Study Club 2 C.E. Credits
IPS e.max A Complete All Ceramic Restorative Solution
Moderator: A. Al Gulum
A membership benefit course!
The all-ceramic indirect restorative resolution is providing both strength and esthetic excellence that was non-existent in the past. Both high-strength glass or zirconia substructures are now successful. Understand the indications, strengths and contra-indica-

tions of all ceramic restorations, the benefits of the 'press-to-zirconia' technique and the advantages of one overlay ceramic. Observe a live patient demonstration, which accomplishes the best techniques from tooth preparation to cementation. Your patients want tooth-colored restorations. Are you ready?

Friday December 5 9:00 a.m.
CPR-Certification and Recertification 4 C.E. Credits
See course description noted in October 26 listing
Instructor: Robin Zalewski, BLS Instructor
Tuition: ADA member\$95
ADA member staff\$95
Non ADA member\$250

Sunday, December 14 9:00 a.m.-12:30 p.m.
Dr. James Cannon Orthodontic Presentation
FE: Members \$25 Non-members \$75
Topic: Determining the relationship between the arches by utilizing the Cannon Cephalometric Analysis and the approach to treatment of cases with harmony and disharmony between the arches. Discussion of the use of straight wire appliances where indicated and contraindicated. Demonstration of a new bracket system whereby all differing arch relationships can be easily treated.

Study Clubs September/October 2008

Steinway Study Club

CONTACT DR. KIRSCHNER (718) 634-2123

Sept. 16 6:30-9 p.m. CE: 2.5
Speaker: Ms. Bridget O'Sullivan
Topic: "Cementation"
Location: Mezzo Mezzo Restaurant

Oct. 21 5:30-9:30 p.m. CE: 4
Speaker: Steinway study club
Topic: "CPR"
Location: Mezzo Mezzo Restaurant

Dr. Fialkoff Study Club Group

CONTACT DR. FIALKOFF (718) 229-3838

Sept. 17 7:00-10 p.m. CE: 3
Speaker: Adam Leed
Topic: "Implant Abutment Selection Which type, What Costs, How to"
Location: Chester's Restaurant
38-05 Bell Blvd. Bayside, N.Y.

This course is designed to teach the restoring dentist the indications and choices available in implant abutment technique. Gingi-Hue stock abutments, Performance temporary posts, Provide snap on abutments; "Zirreal - zirconia stock abutments, UCLA custom abutments; "New Encode Complete "abutment - "With No Further Need for a fixture level impression."
Adam Leed —Regional Manager 3 I; Previous Field Training Territory manager 3 I for ~ 7 years with extensive experience in restorative techniques and options; Virginia Wesleyan College BA 1999; Former Texas Ranger Baseball Professional Player

Sept. 15 7:00 p.m.
Speaker: Marilyn Byron

Topic: CPR
Location: Chester's Restaurant, 38-05 Bell Blvd. Bayside, N.Y.
This course is designed to teach recognition and care of breathing and cardiac emergencies in adults, as well as, heart disease prevention and to fulfill the mandated NY State Dental Licensing Guidelines.

Ms. Marilyn Byron EMT-CC and Dr. Christopher S. Byron founders of Nationwide Instruction for Cardiovascular Education, Inc., (NICE, Inc.) are celebrating their 11th year of educating and training in first response. Have certified 1000s of students, installed over a thousand AEDs, implemented hundreds of PAD/AED programs, and provided thorough training and medical direction in many schools, camps, corporations, recreational facilities, and religious organizations Credits include "Rescuer of the Year" (2 times), NY State Proclamation for Volunteering and Life Saving, Top Responder Awards in Rescue, national recipient of the "Doing It Right Award", and featured articles in Newsday, NY times, and Tele-Care Network.

Glen Head Study Club

CONTACT DR. GLICKER (718) 634-2123

Oct. 1 7:00-10 p.m. CE: 3
Speaker: Glenn Steinhauser
Topic: "Materials and Techniques to Promote Dental Practice Success"
Location: Il Bacco Restaurant, 253-08-10 Northern Blvd. Little Neck, N.Y.

Glen Steinhauser has served the dental industry for over 30 years and was instrumental in the introduction and acceptance of an all ceramic crown and laboratory processing system, having lectured extensively throughout North America on Ceramic Dentistry. He has held several sales and sales management positions at 3M for the past 23 years. He is currently a Regional Business Leader with 3M ESPE's Dental Products Division In New York and serves as the Northeast's Direct Restorative Specialist.



Dr. Lynne Halik, a Fortress Dentist.

I live

in Fairport, NY with my husband and two kids. We lived in England and Japan while I was in the US Air Force. It was a way to travel and be a dentist.

I practice

pediatric dentistry. I started my own practice in 1997 so I could have more autonomy, and have my kids with me. My daughter says it was great to be raised in a dental office!

I recharge

with music. I've always played in orchestras, bands, quartets. Music is part of my family. I play the cello at church with my daughter Wendy, and enjoy watching my son Scott play trombone.

I love

seeing my patients' senior pictures, we get new ones for the wall each year. It's incredible to see them grow up. It'll be wild when I start to see their kids.

I believe

in volunteering. During my year as President of our District Society, we started a community program called "Give Kids A Smile Day."

I plan

to add a full partner this year. We have the same philosophy, and really love talking about cases.

I hope

to go to Africa someday with our church, to help a Methodist Minister we know in the Congo.

I admire

anyone who can keep their family happy, and their career going. My husband Jeff is a tremendous help.

I recommend

Fortress for professional liability coverage. I feel more secure knowing that they only insure dentists. I think it's an excellent company.



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Tell them Dr. Halik sent you.

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CARITAS – Mary Immaculate New Oral Surgery Program

CARITAS and its Mary Immaculate Hospital component has reported that their Residency Programs are all fully accredited by the ADA's Council on Dental Accreditation.

Dr. Vito Cardo, the Chair of Dental Medicine and Oral-Maxillo-facial Surgery, stated they were proud of having recently been granted full accreditation without reporting requirements for their Oral-Maxillofacial Surgery Residency Program. In late 2009, the ADA will return for a site visit regarding the General Practice Residency Program as part of the seven year review cycle and if granted full accreditation, the program will not be revisited until 2016.

Dr. Cardo also noted that they recently petitioned the ADA to establish a General Practice Residency with concentration in General Anesthesia, Sedation and Pain Control with a scheduled site visit in September and an anticipated start date in 2009 pending a favorable outcome of the scheduled site visit.

On a community level, the Dental Department has a large "Ryan White" program that allows treatment to be provided to many patients with all kinds of infection diseases.

QCDS Executive Director Bill Bayer states that Mary Immaculate residents have participated with QCDS in past access to care events such as the annual oral cancer screenings at Belmont Race-track and have attended many CE courses at QCDS.

He thanked both Dr. Cardo as well as Dr. David Miller for encouraging the residents to become members of organized dentistry and for their participation in QCDS programs.

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One tax move you can do after April 15 is to open up a SEP (Simplified Employee Pension) up to the extended due date of your tax return which is October 15. This would enable you to shelter 20% of your business profit up to \$45,000 for tax year 2007. A U.S. citizen living abroad has until June 15 rather than April 15 to file form 1040. He can then extend his return to October 15 if he wishes.

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Why Some Practices are Hard to Sell

By *Risë & Martin Mattler, Countrywide Practice Brokerage*

In our 25 years of selling practices, we have seen some practices sell very quickly, while others never sell. Here are some of the most common barriers to a successful sale. Hopefully, by knowing some of the pitfalls, you will not stumble into any of these traps when the time comes for your own practice transition.

THE PRACTICE IS OVERVALUED

Most Queens County practices sell within a range of 50 percent to 75 percent of the practice's gross income for the prior year. But that range is dependent on a variety of factors. There's really no magic percentage that works in all practice situations.

Most dentists believe that the work they perform is complicated, yet many want to apply a simple rule of thumb when it comes time to sell their practice. While you don't want to give away an important asset that you've built through the years, you also want to be sure that your practice is appropriately valued rather than overvalued. Overpricing a practice can turn off qualified buyers, who are generally evaluating your opportunity within the context of a variety of other practices they have seen. It can also attract bargain shoppers, who end up considering your price just an asking price.

Sometimes we find dentists who base their practice value on what they "hear" their colleague's practice sold for down the street. Without being privy to their colleague's practice tax returns, sales contract and other key details of the practice, it's nearly impossible to make comparisons with your own practice.

Every dentist is entitled to receive the maximum value for his practice. The fair market value should be based on the opportunity you are offering: your patient base, fee structure, the expected profits a doctor will receive upon purchasing your practice. By having an experienced transition specialist conduct a comprehensive practice appraisal within six months to a year of when you wish to sell, you will establish a rationale for your selling price by clearly explaining and valuing its special features. This is the key to receiving the highest value for your practice.

THE DENTIST ISN'T READY TO RETIRE

Sometimes, a young doctor will describe this fairly common situation: He just saw a practice, where the dentist, aged 65 or over, has a practice grossing somewhere around \$350,000-\$450,000 on a four day week and the doctor's appointment book is not full. The older dentist wishes to sell his practice, but continue working there three days a week. What's wrong with this scenario?

First, there's not enough work and profit to support two dentists in this practice. Secondly, we don't think that the seller is really ready to retire. He's not prepared to give up the income of the practice or to walk away from the psychological rewards of practicing.

In working with dentists who are considering retirement, we often talk about establishing a realistic timetable.

You'll need to know that you can provide for your financial needs once you no longer earn income from your practice. And while the proceeds from the sale of your practice should supplement your retirement income, generally these monies are not sufficient to be the major source for your retirement years. A financial planner can help you prepare.

In addition to financial resources, you should be ready psychologically and have a plan of what you want to do with your free time. Being ready means knowing that you have the resources and the outside interests to move on to the next phase of your life.

THE PRACTICE IS UNDER-EXPOSED TO POTENTIAL BUYERS

Selling a practice on your own can be tricky. Typically, a dentist wants to maintain confidentiality during the process, so the staff doesn't get nervous and the patients don't start to leave the practice.

As a result, some dentists confine their efforts of telling their dental colleagues, their accountant or those in their dental study group that their practice is available. Others may also advertise their practice in *The New York Times* or one of the dental journals using a "blind" ad.

The problem with this approach is that it dramatically limits the number of dentists who learn about your oppor-

see *Hard to Sell...* page 20

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countrywide
practice
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Why Some Practices are Hard to Sell

from pg 18

tunity. The more candidates who are interested in a practice, generally the higher its value in the market.

A practice broker, such as Countrywide Practice Brokerage, for example, has access to a database of hundreds of dentists who have registered as buying clients. They have found that many potential buying candidates don't know all of their options and therefore, tend to limit themselves geographically. They have been successful at placing many young doctors from New York, New Jersey and Connecticut into Queens County practices by educating them about the excellent opportunities to work and live in one of the communities that make up Queens County.

THE BENEFITS OF THE PRACTICE ARE NOT WELL EXPLAINED

Many young dentists have called Countrywide after looking at a number of practices that were being marketed by the owner without a practice broker. A common complaint heard is that the prospective buyer found it impossible to evaluate the practice opportunity without taking undue risk.

The reason for this is that many sellers fail to provide key information about their practice to prospective buyers. The situation can be exasperated when the selling dentist says that "my asking price" is "X." This can set up a bargaining atmosphere.

It is important for a buyer to know how the owner earns his income, the number of active patients in the practice, typical fees for procedures, insurance plans, information about the layout of the office and the condition of the equipment, lease information, reasons for negative features of a practice, and all other pertinent information. Without these details, a buyer can feel like he or she is gambling by purchasing the practice, and very few doctors want to gamble with their career.

Countrywide recommends preparing a written document that outlines the key selling features of the practice. This document can be forwarded to prospective purchasers who have expressed a sincere interest in a practice. The broker prepares a practice description for every practice they market. Many of our listings sell at their full-appraised value, because the information provided helps the buyer clearly understand the benefits and any limitations of the practice. A written practice description is a much more effective way of generating interest as well as providing candidates with a reference document to be used when they meet with you to see the practice.

Martin and Risè Mattler are principals of Countrywide Practice Brokerage, the endorsed practice broker of Queens County Dental Society. They can be reached at 800-222-7848 or visit their website: <www.ddsbrokers.com>.

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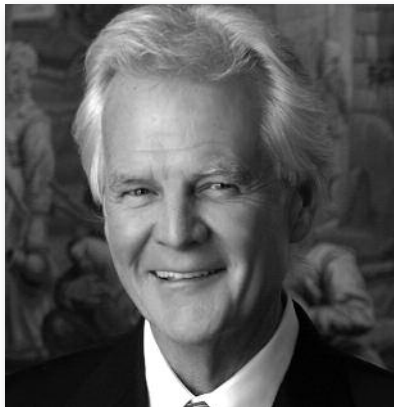
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SEPTEMBER 21, 8:30-3:30 P.M. AT QCDS

■ **PRE-REGISTRATION IS REQUIRED** ■

Members: \$100 Nonmembers: \$250 • 6 C.E. Credits

Breakfast & Lunch Included



Dr. Dick Barnes is the world leader in practice development for today's practice. A graduate of Brigham Young University & Marquette School of Dentistry, he began his general dentistry practice in Rialto, California. He was practicing dentistry ahead of his time by developing a family practice into a cosmetic crown-and-bridge practice. As his practice, skills and reputation grew, he became known as one of the world leaders in dentistry. Dr. Barnes has taught at Loma Linda and the University of Southern California schools of dentistry and is one of the founding members of the American Academy of Cosmetic Dentistry.

At the Dr. Dick Barnes Practice Development Seminar You Will Learn:

- How to maximize your daily production and become a highly effective, efficient, and successful team.
- How your staff becomes your most important asset and how they can receive higher pay.
- How to implement proven practice building techniques by providing ideal treatment for patients.
- The importance of presenting comprehensive dentistry.
- How to comfortably and effectively persuade your Patients to have the dentistry they need.
- What to say to patients who say they want to "think it over."
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- How to present "Value"—not sell "Hardware."
- Implementing structure for predictable results of success.
- New technology: It's all digital.
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Volunteers Needed for Belmont Park Screening

QCDS and the Nassau County Dental Society have partnered to conduct an oral cancer-screening program to be held at Belmont Park Racetrack on Friday, October 3, beginning at noon. The respective chairs of this event are Dr. Doron Kalman and Dr. Robert Trager. Volunteers are needed. If your schedule allows you to volunteer for this event, please call QCDS at 718-454-8344 to sign up.

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