

## Dr. Huang To Become First Chinese-American President of Queens County Dental Society

### *Sets Goal of Increasing Membership From Southeast Asia*



Incoming QCDS President Dr. Eric Huang.

By Marc Katz

When Dr. Eric Huang becomes the new president of the Queens County Dental Society this month, he will be making dental society history. Although QCDS has long been known for the diversity of its membership, he will become the first Chinese-American president in the long history of the society.

The Elmhurst dentist comes from a family that has dedicated itself to the dental profession. His mother practiced dentistry in the southwest China city of Chengdu from 1950-1980. She was later attending at the NYU College of Dentistry and was on the faculty of the Sloane Kettering Dental Service. His uncle, also a dentist, graduated in 1955 from the Columbia University College of Dental Medicine.

Dr. Huang, who graduated from medical school in China, came to the United States in 1987. He attended the NYU College of Dentistry from 1990-1993 and served his residency at Montifore Hospital in the Bronx. He has been in private practice for the past 20 years in Elmhurst. Like his

mother before him, Dr. Huang is on the visiting faculty of the Sloane Kettering Dental Service. He is a member of the American Dental Association, American General Dentistry and the International Association of Orthodontics.

The new president said he wants to help members with insurance issues after he takes helm at QCDS. "I will have to go to Albany to lobby for our profession," he said. I want to see greater dental insurance coverage for our patients and greater dental reimbursement for our members."

"Numbers count," Dr. Huang said, reflecting on his plans when he becomes QCDS president. "I want to maintain the members we currently have," he explained, "and work to increase our membership, as well."

He said he would pay particular attention to the large foreign-born dental community in Queens. "There are dental professionals from Korea, Japan, Bangladesh, India, Pakistan and China. We have to seek these dentists out and invite them to join us in the Queens County Dental Society," he said. "I want to research this and invite dentists from the Far East—as well, as all dentists—to become active in QCDS."

Dr. Huang pointed to the Chinese American Dental Association, which he said has more than 100 members in Queens, as well as Brooklyn and Manhattan.

He said he would like to "promote QCDS outreach, in fact increase QCDS outreach. It is our job to increase awareness of

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## Friends of QCDS Meet, Become Acquainted and Exchange Ideas

Friends of QCDS held their first event in support of the Queens County Dental Society at Vivaldi's Restaurant in November. This was an opportunity for the leaders of the ethnic societies to get together and discuss their issues and concerns over dinner and to see how the Queens County Dental Society can better support the various societies in their missions.

Leaders and members of over a dozen different organizations were

present, including the Puerto Rican Dental Association, Dominican Dental Association, Spanish American Medical Dental Society of New York, Dominican Medical Dental Association, Hispanic Dental Association New York Chapter, Hispanic Dental Association, Indian Dental Association, Bangladesh Dental Society, Chinese American Dental Association, National Arab American Dental Association, Greater Metropolitan New

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Participants watched a presentation at the first Friends of QCDS gathering.



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## From the President

[emhdds@gmail.com](mailto:emhdds@gmail.com)



## Our Goals for 2016

By Eric Huang, D.D.S.

My dear colleagues, I am honored to become the president of the Queens County Dental Society. I pledge to lead this big family to grow even stronger in the future.

First of all, I would like to thank all of you for your support. I would like to thank my staff members and colleagues for their tireless efforts and help. I would also like to express my gratitude to my friends who have supported me throughout my career, and special thanks to Oleg Rabinovich, our executive director. Lastly, I would like to thank my family, especially my mother, who passed away last year. She has played a major role in my life. She was my teacher and my mentor in the profession of dentistry. I would not be who I am today without her inspiration and encouragement.

I obtained a degree of Bachelor of Medicine when I was in China. My degree was later transferred over when I immigrated to America. I have always known that I would become a dentist some day, but I could not have imagined being the president of a dental society. My determination and hard work ethic have all contributed to my achievement.

Furthermore, America welcomes newcomers and individuals from various ethnic and racial backgrounds. The membership of the Queens County Dental Society consists of many immigrants like myself. Our society is extremely diverse, but it is strongly united. It is necessary for us as a community to accomplish goals that we cannot reach individually.

I would like to address some of the crucial goals that we, as a dental society, must achieve this year. I want all of you to join me in 2016 to increase our membership and serve our community.

One of my essential objectives is to increase membership participation. We need members to make our profession

stronger. We need to tackle the unfulfilled challenges that are facing the dental profession. And we need the help of everyone in this profession to maintain our current membership and to continue recruitments of new dentists.

Dentistry in Queens County is a big family of cultural diversity. My goal and responsibility in 2016 is to unite all ethnic groups into one family. All ethnic groups are the Queens County Dental Society's friends and family. We are in the same profession and we are working for the similar goals. As a leader of this organization, I am obligated to gather all dentists together.

In addition, dental health is too often ignored. We must promote and advance dental health. In order to do so, we require all of the resources from every corner of the community. We, as doctors and teachers, are compelled to educate our patients and community about the importance of dental health. Proper dental hygiene is the key to dental health. Queens County Dental Society organizes many programs

to educate children and adults about proper dental health. Some of these programs include "Give Kids a Smile" and the CitiField Oral Cancer Screening. As the new QCDS president for 2016, I will continue to support these programs and seek more opportunities to improve and give back to our community.

Queens County Dental Society should be home for all dentists. We need the supports of all ethnic groups and organizations. As we are uniting, we are also giving back to this profession and assisting our community. Therefore, increasing membership participation and benefiting our community are two significant goals that we must accomplish. I urge all the dentists in Queens County to join, help and support this big family to achieve these goals.

**I pledge to lead  
this big family  
to grow even  
stronger in  
the future.**

## Friends of QCDS

—Continued from page 1

York Dental Society, Russian American Dental Association, and the Tzu Chi International Medical Association in New York. Nearly 50 people were in attendance.

The leaders of the groups were able to introduce their societies to the attendees presenting a great opportunity to discuss what works and doesn't work in supporting members. Many of the different groups had never worked or event met with each other before. There were many discussions on working together on future volunteer initiatives as well as professional endeavors. One was the Tzu

Chi International Medical Association in New York, which made a video and PowerPoint presentation discussing their worldwide volunteer efforts and how they would like to team up with other organizations to promote dental care to those in need.

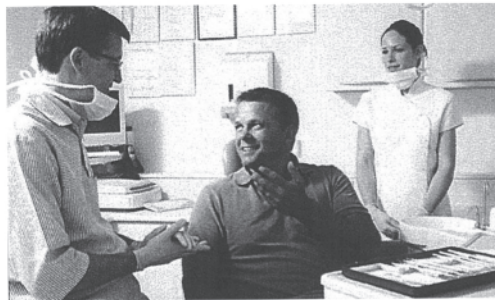
The evening began with the groups sitting separate from each other, but by the end of the evening all the attendees were intermingling with each other and discussing future plans and events. At the conclusion of the evening there were multiple requests to make this an annual event, as the attendees wanted to continue with the progress that had been made at this first meeting.

The program was made possible with the assistance of an ADA grant.



Dr. Joseph Caruso discussed how NYSDA can work with the different dental societies.

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## NYSDA Trustee Report



# Federally Qualified Health Centers

By Prabha Krishnan, D.D.S.

The NYSDA Board of Trustees met prior to the ADA Annual Session. One of the highlights of this meeting was learning more about the NYSDA Foundation Dental Demonstration Project, a New York State funded initiative in which dentists are being recruited to volunteer at existing Federally Qualified Health Centers (FQHC) to provide a day of free basic dental treatment to patients not already undergoing care. FQHC staff and social workers would work with NYSDA to facilitate enrollment in those health centers. NYSDA and the Foundation are exploring the possibility of obtaining a separate grant to measure pre and post-event oral health-related emergency room visits, to determine the impact on our clinics.

The Finger Lakes Community Health, an FQHC in Ovid, held the first demonstration project on November 13. This event was a huge success and will pave the way for future projects across the state. It's also important to note that this project represents a real success on the part of your NYSDA legislative team in convincing elected officials, such as Governor Andrew Cuomo, of the importance and cost effectiveness of including oral health care investments in the overall budget. It continues to promote a message to the public that you cannot have good overall health without good dental health.

### E-Prescribing

Earlier this year the New York State legislature postponed the deadline requiring that all prescriptions be issued electronically by March 27 of this year. While many NYSDA members have already purchased a software solution and completed the set-up process, some have not. Members who have practice management software are advised to contact their software vendors to see if e-prescribe solutions are available. For those without software or who use Henry Schein practice software, NYSDA has partnered with Schein to help its members comply with the new mandate at the most reasonable cost possible. Due to the complexity of the required identify authorization process, however, the set-up can be extremely time consuming and, accordingly, members are strongly urged to start the process as soon as possible by calling 1-800-734-5561. The NYSDA e-prescribing course is available through the New York State Dental Foundation. See [www.nysdentalfoundation.org](http://www.nysdentalfoundation.org) for more details. Above all else, do not hesitate to get up to speed on this issue. Our friends in New York government have warned us that there will be no further postponements!

### FCC Issues

The ADA recently issued protocol with respect to a Federal Communications Commission order on dentists making billing calls. Please note that these guidelines do not apply to

health care treatment discussions with patients that would be covered by HIPAA, but only to telemarketing, billing and insurance communications. This is a consumer protection law aimed at preventing robo-calls and automated text messages.

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*The best value we can provide is to put new patients in the dental chairs of our members.*  
 ”

There is an exemption for health care providers for HIPAA-related calls and messages, but those have to be “de-linked” from billing and account issues. You need to be careful not to use a collection agency that places automated calls to patients on your behalf.

### Credit Card Warning

Recent court cases involving surcharges for payments made by credit card and on a new credit card chip could initially have an effect on dental practices. To avoid potentially costly consequences, all members are advised to have a credit card reader that accepts chip technology. The current New York State Dental Journal includes a comprehensive article on this issue.

### ADA Member Brand Awareness

The Board discussed a recommendation from the Nassau County Dental Society to improve the brand of the ADA member by developing a national media campaign to raise public awareness, enhance the stature of ADA membership, encourage non-members to join the tri-partite, and to counter negative articles about dentistry. Your NYSDA trustees voted unanimously in favor of the concept of the proposal, and have asked staff to refine the background statement in order to support a study by the ADA Council on Communications, with a report due back at the 2016 ADA House.

The main purpose of this concept is to improve the brand of the ADA member dentist so that patients look for the tripartite logo when seeking out care. The best value we can provide is to put new patients in the dental chairs of our members.

### Special Needs Symposium

Earlier this year, NYSDA and the Foundation hosted New York's first Oral Health Stakeholder's Summit on the Future of Special Needs Dentistry, Hospital Dentistry and Dental Education. “The Impending Oral Health Crisis: Ensuring Quality Dental Care and Access for New York's Most Vulnerable Patients” was the brain child of NYSDA President David Miller, who has long championed the cause of expanding access to care and treatment for patients who have special needs.

More than 100 people representing dentistry, hospital training programs, third-party payers, New York government offices and related patient support associations came together to hear about and make recommendations concerning dental care for patients with intellectual and developmental disabilities, reductions in funding, the transition of Medicaid services into managed care, a loss of service locations and the need for expanded training programs.

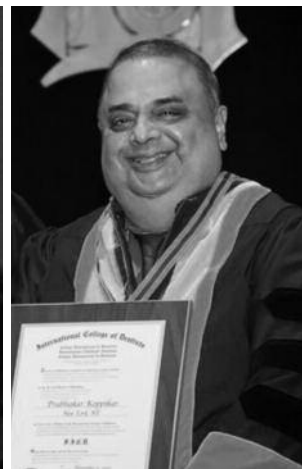
## New Fellows in the International College of Dentists

Drs. Craig Tischler, Prabhakar Koppikar and Sudhakar Shetty were installed as a Fellow of the International College of Dentists at the ADA meeting in Washington, D.C. this past November.

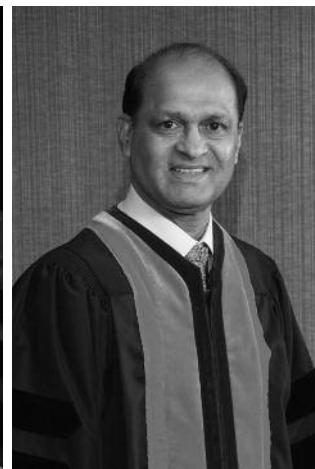
The International College of Dentists is the world's oldest and largest honor society for dentists. Fellowship in the college is extended by invitation only. A nominated dentist must pass a rigorous peer review process leading to the recognition of the individual's "outstanding professional achievement, meritorious service and dedication to the continued progress of dentistry for the benefit of humankind."



Dr. Craig Tischler



Dr. Prabhakar Koppikar



Dr. Sudhakar Shetty.



QCDS visitors to the Woodhaven Senior Center were left to right, Executive Director Oleg Rabinovich and Drs. Sudhakar Shetty, Viren Jhaveri and Eric Huang.

## QCDS Volunteers Visit Woodhaven Senior Center

Discussing senior dental care, a Queens County Dental Society volunteer team visited the Catholic Charities Woodhaven Senior Center in December. The team consisted of Immediate Past President, Dr. Sudhakar Shetty, President Dr. Eric Huang, Past President, Dr. Viren Jhaveri, and Executive Director Oleg Rabinovich.

The doctors made multiple informative presentations on senior dental care to the 70 attendees of the senior center. At the conclusion of the presentations, gift bags consisting of toothbrushes, toothpaste and denture cleanser were handed out to the attendees. They expressed their gratitude to the QCDS volunteers and hope that they could come back soon.

## Second Annual Golf Open Raises Funds for Veterans

The second Advanced Practice Seminar Invitational Open was held at the Village Club of Sands Point in September. All net proceeds from the Invitational are used to benefit returning veterans.

Over 95 percent goes directly to the Northport American Legion Post 694, a local charity that cares for Long Island veterans and their families, helping to fund programs at the Northport VA Medical Center. The Center treated and cared for approximately 34,000 Nassau and Suffolk County veterans and their families last year.

The remaining contributions are made to The Wounded Warrior Project and Daniel Rodriguez's charity, Start Singing, Inc., which helps veterans with PTSD.

The golf tournament is the brainchild and passion of Daniel G. Pompa, D.D.S. Dr. Pompa is an oral and maxillofacial sur-

geon who retired from active practice in Forest Hills, Queens, three years ago. He is also an author, inventor, and national speaker on many topics, including medical emergencies, which has been presented at QCDS every year. He is an ADA consultant and a Colgate speaker.

Dr. Pompa said he has an incredible volunteer golf committee, "all diligently working to make this an exciting day and a great fundraising event for our veterans." This committee consists of people he worked with over the past 30 years as patients, former staff and dentists who

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Dr. Daniel G. Pompa

## Bringing Dental Care to the Children of Queens

In keeping with the QCDS goal of providing services to the greater Queens community, a group of volunteer dentists, hygienists and staff led by Dr. Boris Arbitman conducted oral health screenings for about 100 children recently at PS 232 located at 153-23 83 Street in Howard Beach.

Dr. Arbitman, joined by Drs. Robert Grillo, Stuart Kessner, Taryn Schneider, and registered dental hygienists Francesca Alesi, Danielle Rainone and Winni Huang, made time in their busy schedules to bring the dental screening program to children at the school. The children participating in the screening ranged from first to fourth grade students, and for some of the participants this screening provided their first exposure to a dentist or dental exam. All of the children seemed to be genuinely enthusiastic about participating in the program and school staff helped with keeping the event well organized and orderly.

While the screenings are not a substitute for a full dental exam, these preliminary screenings help to identify oral abscesses, inadequate oral hygiene, untreated dental caries, over retained primary teeth and potential malocclusions in need of treatment. Following the screening, all of the participating students were given a "dental report card" to take home to parents assessing the child's oral care needs. In addition, the importance of good oral hygiene and proper hygiene techniques was explained and the children were given a "goody bag" complements of Colgate.

QCDS has been conducting screenings as a community service in partnership with Colgate's "Bright smiles, Bright Futures" campaign for several years. QCDS provides dental volunteers and Colgate provides a converted and customized recreational vehicle, fully equipped with two dental examination chairs.

Following completion of the event, the schools principal,



Conducting the screening at PS 232 were, left to right, Laura Stechko, Dr. Boris Arbitman, Francesca Alesi, Dr. Robert Grillo, Danielle Rainone, Winnie Huang, school Principal Lisa Josephson, Jennifer DiBenedetto, Carla Johnson, Dr. Stuart Kesner, and Dr. Taryn Schneider.

Lisa Josephson, said she was very pleased with the outcome and feedback. She thanked QCDS and all of the volunteers for bringing this program to the school. "Having spent much time dealing with both parents and students in a solidly working class area where both parents are frequently out at work during the week, we recognize that many of these parents are unable to bring their children to the dentist. Bringing a program like this to the school certainly will help to raise awareness for families about the importance of oral health and hygiene as well as helping to recognize those children in need of immediate dental care and helping to make the parents aware that professional attention is needed. "Our first experience with this program has been an overwhelming success and I certainly hope that we can organize an event like this again in the near future and hopefully open it up to even more of the children," she said.

In addition to all of the volunteers who helped make this event a success, QCDS thanks Colgate and Carla Johnson, Colgate's New York program coordinator, along with her staff, for providing the van, supplies and handouts. "We look forward to continuing this relationship and bringing this program to many of the children in Queens," Dr. Arbitman said.

## American College of Dentists Installs New Fellows

Drs. Charlene Berkman, Mitchell Greenberg and Jay Ledner were installed as Fellows of the American College of Dentists at the recent ADA meeting in Washington, D.C. Drs. Ledner and Greenberg were sponsored by Dr. Chad Gehani (who was represented by Dr. Rekha Gehani) and Dr. Berkman was sponsored by Dr. Gail Shupak.

The American College of Dentists (ACD) is the oldest major honorary organization for dentists. Its members have exemplified excellence through outstanding leadership and exceptional contributions to dentistry and society. The American College of Dentists is non-profit and apolitical, and has long been regarded as the "conscience of dentistry."



Newly installed Fellows of the American College of Dentists, Dr. Mitchell Greenberg, left, and Dr. Rekha Gehani, representing Dr. Chad Gehani, who sponsored him and Dr. Ledner, and other new Fellow Drs. Charlene Berkman and Jay Ledner.



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# Dentists Sharing the Gift of Recovery: The Mission of NYSDA's Committee on Chemical Dependency

By Dr. Sudhakar Shetty

Doctors with substance use-related disorders are a challenging group to help. They employ many kinds of defenses to protect themselves from exposure. The obvious concerns about losing their professional license and having their patients become aware are paramount. Family and friends are already conscious that something is amiss. Inevitably, the doctor abusing illicit or licit substances and/or alcohol becomes increasingly withdrawn and isolated.

At meetings, we might recognize that he or she is drinking more and/or not appearing to function as well. In the practice setting, our doctor is frequently canceling appointments and occasionally not showing up for important events.

Staff, family and colleagues become frustrated and sometimes frightened by the changing personality and difficult behavior. Often they are the ones who reach out to the NYSDA hotline. NYSDA staff then contact the Committee on Chemical Dependency. Who is the "committee?" It is composed of volunteers committed to helping colleagues in a confidential, supportive, non-punitive way.

Contacting a dentist with possible addiction issues is a delicate matter and the committee must first verify that there is a real problem. Over the years, there have been complaints of substance abuse from disgruntled employees and angry ex-

spouses. Upon verification, some of these reports proved not to be genuine. Every effort is taken to determine that the doctor indeed has a problem before he or she is approached by the committee.

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Strong  
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come about when  
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dict works with a  
suffering addict.  
”**

The committee on Chemical Dependency does not have enforcement powers. It does not report to any state agency, and has never threatened anyone's license. Committee members know only too well that a doctor-in-trouble is extremely anxious about the license issue, as well as having anyone else discover their situation—their secret. The approach is to meet with the doctor in a helpful and nonjudgmental manner. Most of the time, the doctor in question listens to what committee members have to say, since they have worked hard to gather and substantiate the facts. They listen as well, knowing how embarrassing it is to share this particular set of difficulties, and they explain that the approach is compassionate and therapeutic. The best way to help the doctor, those who are directly involved, and the public at large, is to get the doctor healthy and free of addictive illness.

It helps that some committee members are in recovery. Strong identification and understanding come about when a recovering addict works with a suffering addict. The committee's reassurance about confidentiality is crucial. Committee members know only too well the anxiety of addiction being discov-

ered by patients and licensing agencies alike.

Addiction is a treatable disease. There is light at the end of the tunnel. Sometimes our efforts are rebuffed. Many on the committee have vivid memories of interventions lasting for hours with concerned loved ones surrounding the dentist who ultimately refuses treatment. The aftermath is never good. The illness takes its course and state agencies inevitably become involved. Unfortunately, the committee has witnessed dentists who refused treatment, who eventually either overdosed or committed suicide. Committee members often must tell doctors that theirs may be the last friendly faces they might see and to please take the hand of help and protection.

Most doctors do take that hand, including a dentist one member visited on Riker's Island who is now well and back in practice. Denial is indeed a formidable obstacle. Doctors with addictive illness have enormous professional shame, as well as lack of self-esteem and self-respect. It becomes the task of the committee to love them until they love themselves again. It is possible to hate the disease, but love the addict, as difficult as that task may be. Once dentists are in recovery, the committee helps monitor, support, and advocate for them, whenever the need arises.

The committee, is proud to have worked through NYSDA to initiate legislation that created the Professional Assistance Program (PAP). The PAP became a legal necessity because practicing as an impaired professional is professional misconduct that can result in the revocation of the dentist's license to prac-

tice. DWI convictions and violations of some prescription laws are felonies. With a felony conviction, the New York State Board of Regents is required to revoke a dental license immediately and not reopen reinstatement proceedings for at least one year. Situations arose where many dentists who became addicted to opiates and benzodiazepines came into recovery but lost their licenses, often years later, as a result of their having obtained drugs for their own use by falsifying prescriptions. Enrollment in the PAP program provides immunity from charges of unprofessional conduct. The participant must not have caused patient harm and not sold or otherwise diverted scheduled drugs. All dentists who have written prescriptions for their own use are encouraged to join the PAP. The PAP is highly confidential, but can require the temporary surrender of a doctor's professional license during a treatment interval. Many dentists have found the program beneficial due to its highly confidential nature and helpful monitoring.

The committee provides a resource for education on substance use disorders all around New York State. It lectures at various settings, including each of the New York State dental schools, county and district meetings, and study clubs. It addresses issues including proper opiate prescribing in a culture of widespread opiate abuse, and discusses how to treat substance-abusing and recovering patients.

The chairman and Peer Assistance Coordinator, Dr. Bob Herzog, is a certified interventionist and serves as a member of the PAP. Call NYSDA for further inquiries at (800) 255-2100.

## Join Dr. Shetty In Combatting Chemical Dependency With a Contribution To the Dr. Thomas Sullivan Chemical Dependency Program

Chemical dependency in the dental profession is a concern of Dr. Sudhakar Shetty, a past president of QCDS.

"It has been an honor for me to serve alongside very dedicated dentists who had the courage and conviction to protect the public and truly take care of our own," Dr. Shetty said. "I am very grateful to NYSDA's leadership for the support they have provided for this effort for over 30 years. I am grateful too for the selfless support the committee receives from Dr. Judi Shub and Ms. Jacquie Donnelly at NYSDA, as well as the hard work and quiet dedication of all of our committee members.

We encourage our colleagues to approach us freely if they need assistance. We are confidential, nonjudgmental and treatment-oriented. We just want our dentists to be well."

The New York State Dental Association, through its Chemical Dependency Committee, has aided hundreds of dentists whose professional careers, families and very lives are threatened by alcohol and drug abuse. Estimates suggest that addictive illness affects between 10-20 percent of all dentists.

Beginning in 2009, the New York State Dental Founda-

tion has been administering the Dr. Thomas Sullivan Chemical Dependency Grant Program to provide financial assistance to chemically dependent individuals who require in-patient medical treatment. These grants are designed to assist in the payment of initial treatment costs associated with in-patient services.

"We urge you to consider making a donation to the Dr. Thomas Sullivan Chemical Dependency Grant Program," Dr. Shetty said. Your tax deductible donation should be mailed to The New York State Dental Foundation, 20 Corporate Woods Boulevard, Suite 602, Albany, NY 12211, Attn: Sullivan Grant Program.

All monies contributed to this account will be used solely for the purposes of assisting impaired dentists. If you are concerned about yourself or a colleague, help is just a phone call away. The members of the Chemical Dependency Committee are there with non-punitive, confidential support.

Contact the New York State Dental Association at (800) 255-2100 ext. 251, or Dr. Shetty at (718) 847-8023 or (516) 669-1505. All calls will be kept strictly confidential.



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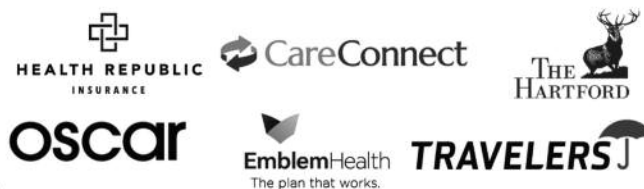


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## CE COURSES

Pre-registration is required for CE Courses except General Membership Meetings. Call 718-454-8344 to register.

Friday, February 26 9:30 a.m.

### Video Study Club Creating Endodontic Success: Rationale for Treatment, Patient Diagnosis and Access Preparation 2 C.E. Credits

The purpose of this video is to powerfully demonstrate endodontic treatment techniques you can utilize to consistently shape canals and three-dimensionally clean and fill root canal systems. Techniques are demonstrated utilizing 3-D graphics and animation, extracted teeth and operator patients. All procedures have been performed to optimally transfer knowledge and maximize your learning experience.

The rationale for treatment is to appreciate how pulpal breakdown, disease flow and root canal systems impact the restorative practice. The patient diagnosis is to learn the three-step endo exam, how to identify pulpally involved teeth, and find the "pot of gold." Access preparation: achieve complete, straight-line access to all orifices and create the opening for canal preparation.

**Instructor:** Dr. Al A. Gulum

**Tuition:** QCDS Members: Free Non-QCDS members (one time): \$100 Non-QCDS members (VSC annual pass): \$350 A \$15 late fee will be assigned to all those who pay and/or register on the day of the event. Pre-registration is required. Call (718) 454-8344 to register. A light breakfast will be included.

Tuesday, March 1 7:00 p.m.

### General Membership Meeting 2 C.E. Credits

#### 7:00 P.M. – The Method Used By Top Dentists for Explosive Marketing Results

A successful practice knows exactly who they are, how their practice is different from all others and how to inspire their patients and community to become loyal to them. Take the guesswork out of marketing to increase patient traffic, patient loyalty, employee retention, production and profitability. In this course Wendy O'Donovan Phillips shines the light on the four parts to a balanced marketing formula: brand, online, traditional, and internal. Attendees will gain clarity about the importance of branded marketing, and will review real-life examples on:

- What to say to potential patients to attract them to the practice
- The most powerful ways to reach their ideal patients
- Creating a marketing toolbox that simplifies and saves money
- The best ways to motivate patients to become loyal to the practice

**Speaker:** Wendy O'Donovan Phillips

#### 8:00 P.M. – I-Stop Compliance and E-Prescribing

As of March 27, 2015, every dentist in New York will have to transmit their patient's prescriptions electronically. This course, offered by the NYSDA Task Force on Technology Applications, is designed to explain the new requirements of New York State's new Internet System for Tracking Over-Prescribing (I-STOP) law and how they can be integrated into the dental practice. The course will include:

- The origin and purpose of I-STOP and the electronic prescription requirements
- Are these requirements a burden or a useful tool for the dentist?
- Specific deadlines and mandates
- How to comply with the mandates
- Exceptions to the mandates
- E-prescribing requirements

**Speaker:** Dr. Bijan Anvar

Free admission to all members. Dinner is included.

Tuesday, March 8 6:00 p.m.

### Infection Control 4 C.E. Credits

In the past this course has had an overwhelming positive response from those clinicians and their staff who want to stay informed of the latest infection control recommendations out there and do so through the eyes and thoughts of a speaker/clinician who understands the nature and demand of the everyday dental practice. Bring your entire staff and satisfy OSHA's annual staff training requirements. Learn what is new in infection control techniques and what is needed to comply with appropriate infection control guidelines. Course qualifies for relicensure.

Pre-registration is required. Call (718) 454-8344 to register. Class begins promptly at 6:00 p.m. A \$15 late fee will be assigned to all who pay and/or register on the day of the event. Dinner is included.

**Instructor:** Safety Compliance Services

**Tuition:** ADA member/staff: \$90 Non-ADA member: \$260

Friday, March 11 9:00 a.m.

### Sleep Apnea / Sleep Dysfunction Dentistry 7 C.E. Credits

Of the next three patients that walk thru your doors, one will be a victim of Sleep Apnea. Will you be able to identify and treat that patient?

Today's "Hot Button," dental sleep medicine, will make you stand out, be sought out and make you uniquely able to serve the needs of 34 percent of your existing patients and to attract many new patients.

You will be able to offer not only your excellence but also a difference. In this sluggish economy, where there is a perception of "financial doom," dental consumers have a tight hold on their wallets and reports of dental service acceptance show a concerning drop.

Your first class service and patient engagement are expected as "givens." But, what is your clinical niche? Are you the dental practice they must go to? Are you the only practice around that is the "snooze dentist," the "snore dentist," Are you the "sleep dysfunction dentist?"

#### EVOLUTION OF DENTAL DEMAND

Remember how it was about 20 years ago when teeth whitening (a.k.a. "bleaching") was the "new kid on the block," the "hot button?" If you had an "in-office" Bright Smile or Zoom machine, you could schedule an operator all day long with patients from near and far. After that, we had the "porcelain age of dentistry," when the media made patients very image-conscious for "smile enhancements" at any cost while the public was more confident in the future of the economy. Teeth whitening is now offered in nearly every practice, and in most as a discounted loss leader. Cosmetic crowns and veneers are now a lower patient priority. Implants were the next rage in dental attractions. Today, most dental practices are offering implants.

Dental sleep medicine is where teeth whitening was 20 years ago. It is the "hot button" where implant dentistry was ten years ago. Strike while the iron is hot. Brand yourself as the "sleep dysfunction dentist."

Pre-registration is required. Call (718) 454-8344 to register.

**Instructor:** John Nadeau

**Tuition:** ADA member Non-ADA member: \$150

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

Friday, March 18 9:30 a.m.

### Video Study Club Creating Endodontic Success: Concepts and Strategies, Shaping and Cleaning, Hydrodynamic Disinfection 2 C.E. Credits

This video demonstrate endodontic treatment techniques you can utilize to consistently shape canals and three-dimensionally clean and fill root canal systems. Techniques are demonstrated utilizing 3-D graphics and animation, extracted teeth and operator patients. All procedures have been performed to optimally transfer knowledge and maximize your learning experience.

Concepts and Strategies: Learn how to sequence the prep, establish working length, and consistently manage the glide path.

Shaping Techniques: "Ruddle on Rotary" techniques allow you to safely and efficiently shape canals with emphasis on internal and external anatomy.

Hydrodynamic Disinfection: Visualize how fluid activation encourages debridement and disinfection. Cleaning root canal systems promotes 3-D obturation.

**Instructor:** Dr. Al A. Gulum

**Tuition:** QCDS Members: Free Non QCDS members (one time): \$100 Non-QCDS members (VSC annual pass): \$350 A \$15 late fee will be assigned to all those who pay and/or register on the day of the event. Pre-registration is required. Call (718) 454-8344 to register. A light breakfast will be included.

## STUDY CLUBS

### Dr. Fialkoff Study Club

CONTACT DR. FIALKOFF 718-229-3838

FEB 10 7:00 -10:00 P.M.

**Topic:** "Modern Microsurgical Endodontic Challenges"

**Speaker:** To Be Announced

**Location:** 47-10 Bell Blvd., Bayside

MARCH 9 7:00 -10:00 P.M.

**Topic:** "Medical Billing for the Dental Office"

**Speaker:** To Be Announced

**Location:** 47-10 Bell Blvd., Bayside

### Dr. Kalman Study Club

CONTACT DORIS 718-897-6400

MARCH 9 6:30 -9:00 p.m.

**Topic:** "Materials and Techniques for Restoration"

**Speaker:** Dr. Leora Walter

**Location:** 60-70 Woodhaven Blvd., Unit C-2, Rego Park

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## Second Annual Golf Open Raises Funds for Veterans

—Continued from page 6

volunteer their time and effort to make the event a success.

John J. Cooney, a United States Marine Corps veteran and attorney at the firm, Ruskin Moscou Faltischek, PC, the largest corporate contributor to the golf tournament, is commander of the American Legion Post 694. He said: "It has been a pleasure working with Dr. Pompa and his team to ensure that support goes directly to those that need it most. We are very thankful for their efforts to help lessen the burden for those that have served us." The largest private sponsor of the event was Dr. Doron Kalman, former president of QCDS and his wife, Ronit, who together sponsored multiple vacation packages and prizes which were auctioned and contributed as a significant source of the proceeds raised. Many of the over 100 attendees were QCDS members.

Be sure to check the QCDS website for the latest Society events and news:  
[www.qcads.org](http://www.qcads.org)

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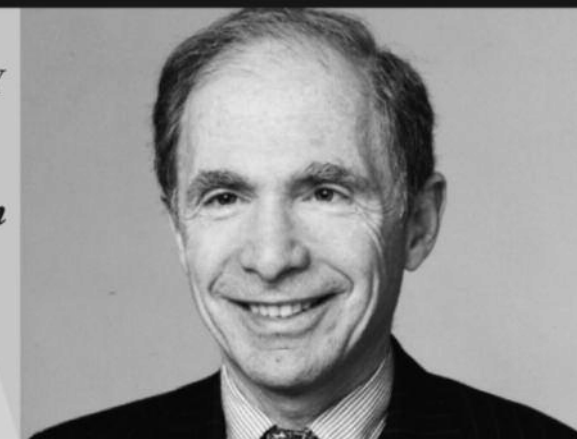
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## Dr. Huang Becomes QCDS President, Sets Goals for 2016

—Continued from page 1

oral dental health, essential for whole-body health. "In Southeast Asia dental awareness is very low," he explained. "We must get the message out that proper dental health will improve the health of the entire body."

Keeping with the family tradition, his wife, Winni, is a dental hygienist. The couple's daughter, Teresa, is currently working towards her Bachelors Degree at Smith College and their son, Justin, is about to enter a specilized high school in Forest Hills.

Dr. Huang has been a QCDS member for more than 15 years and has served on a number of committees, including Peer Review. As a QCDS officer, he has served as historian, secretary, treasurer, and, most recently, vice president. "Where ever I'm needed at QCDS, I'll be there," he said.

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