

## QCDS World's Fair of Dentistry Returning To Queens In Person on September 10-11

By Marc Katz

Plans are underway for the popular Queens County Dental Society's World's Fair of Dentistry, scheduled for Saturday and Sunday, September 10 and 11.

One of the largest meetings of dental professionals anywhere, the gathering allows dentists and their staff to attend educational sessions—easily earning up to 16 CE credits—while being able to meet with scores of vendors, colleagues and QCDS leadership. The conference also includes many valuable raffle prizes.

The meeting is scheduled from 8 a.m. to 5 p.m. both days at Terrace on the Park, 52-11 111 Street, Flushing. Early registration, going on through the end of June, allows for significant savings. Attendees can enroll for either Saturday or Sunday meetings, or both. There are discounted rates for ADA members, although non-ADA members are welcome, as well. Registration can be done at the website for the event, [www.TheWorldsFairofDentistry.com](http://www.TheWorldsFairofDentistry.com), or by calling QCDS at 718-454-1020.

"The World's Fair of Dentistry provides a great way to earn a year's worth of CE credits all in one place close to home, along with friends, colleagues and fellow practitioners," said former QCDS President Dr. Doron Kalman, who has chaired the event

every year since its inception in 2013. Working with him are former QCDS Presidents Drs. Mitch Greenberg and Jay Ledner. Last year's event drew a large crowd despite the pandemic, and the organizers are expecting an even larger turnout this year.

"Many dentists attend every year," Dr. Kalman said. The event is open to all dentists, regardless of where their practice is located. In addition to Queens-based dentists, attendees are expected from throughout the five boroughs, as well as Nassau, Suffolk and Westchester counties.

"This event is so popular," Dr. Greenberg said, "because in one weekend you can get almost meet all of the CE credits you need for the year, and learn from nationally recognized speakers. It is a very efficient way to get the CE credits you need as part of a very enjoyable experience. I have found the lectures to be very informative, very useful, with a great deal of information you can take back to your practice."

He said the way presentations are setup at the World's Fair of Dentistry, "you don't have to pick and choose which speaker to hear. Our presentations run as one continuous program throughout the day making it a very efficient way to earn CE credits."

Dr. Ledner said the World's Fair is a very important

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## QCDS Holds Its First Women's Dentist Conference To Address The Unique Needs of Female Professionals

By Marc Katz

"Being a woman in dentistry presents both challenges and opportunities," according to Dr. Rekha Gehani, an organizer of the first Queens County Dental Society conference geared specifically to female dentists.

"Dentistry can provide an easier life for professional women," she said. "Taken all into account, it can provide a good balance between a business life and a personal life."

She went on to explain that some male patients prefer a female dentist. "It doesn't require strength to be a good dentist," she said, "it requires brains."

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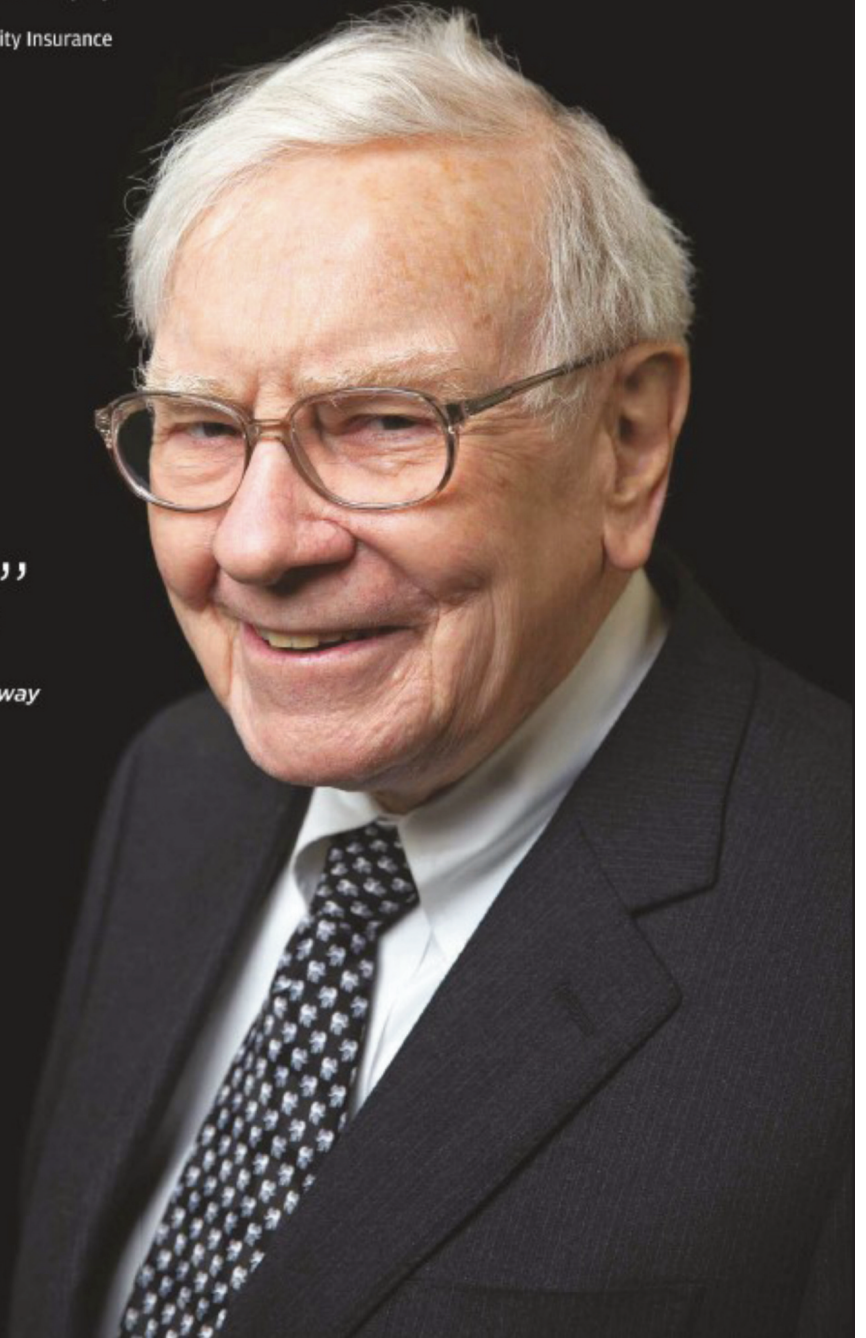
Discussing the unique needs of women dentists were, left to right, Drs. Rekha Gehani, Amrita Persaud, Charlene Berkman, Beatriz Vallejo, Executive Director Chad Gehani, Hanette Gomez, Mercedes Mota-Martinez, Rita Samuels, and Aryllis Santana.



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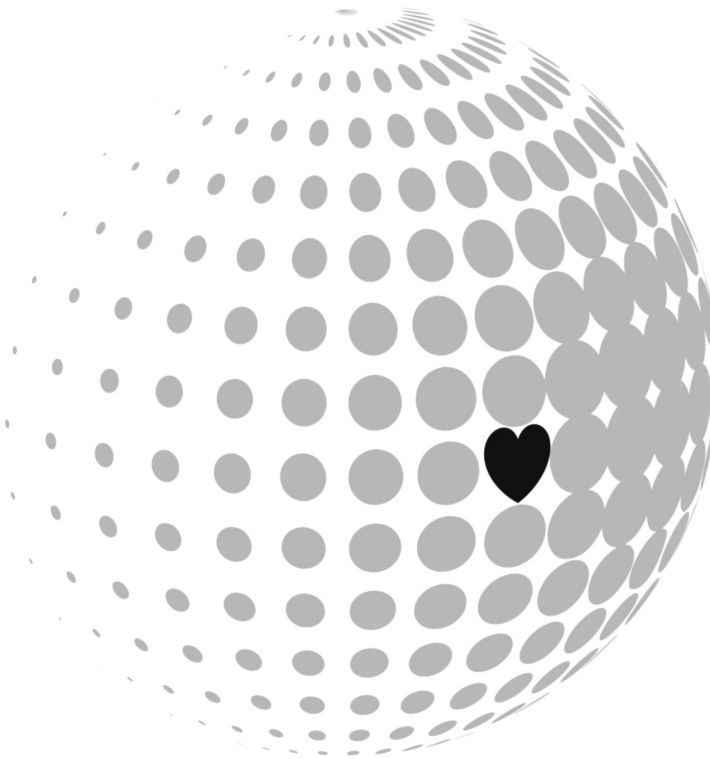
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## From the President

hanettegomezdds@gmail.com

# Lots Happening at QCDS, Volunteer Now!

By Dr. Hanette Gomez

As we see the blooming of colorful spring flowers we feel energized. This brings us the power to strive for change in our personal life, as well as our professional one. Everyone at the Queens County Dental Society feels the need to be together with peers, and that is why we have resumed some in-person meetings for the general membership and for some CE courses.

Our goal of increasing memberships remains our top priority. The Membership Committee came together during May to create new strategies to reach out to non-member dentists in Queens, as part of our efforts to fulfill our commitment to increase membership.

Our Women Dentist Conference, hosted by the Society recently, was a huge success. We were able to bring non-member dentists to the Society and



*Our goal of increasing memberships remains our top priority..*



had the opportunity to speak to them personally and provide them with an overview of all the programs that take place at QCDS. We were able to emphasize all the benefit available to QCDS members. Many joined QCDS on the spot! During June QCDS is hosting another event providing CE credits, and both members and non-members have been invited to attend.

I would like to thank our many sponsors who have supported our events. Our executive director, Dr. Chad Gehani, and secretary Lucy Chabria, have both worked very hard to provide us with continuing education courses that have helped our members comply with all license renewal requirements.

The World's Fair of Dentistry will be held this September, as detailed on the front page of this issue of the Bulletin and in emails you will be receiving. You can also visit the event website, [www.TheWorldsFairOfDentistry.com](http://www.TheWorldsFairOfDentistry.com). It is one of our biggest events of the year, where participants can obtain 16 hours of CE credit in just one weekend with no productivity time lost from their practice. I encourage all practicing dentist to pre-register and take advantage of our early bird lower registration fee. We will have lots of vendors with great offers for all your dental supply needs.

I have been blessed in my career as a practicing dentist in Queens and have made many friends as part of being involved in organized dentistry, especially being able to serve as a Board member and now president of the Queens County Dental Society. We are in desperate need of additional members to serve with us. If you may be interested in serving our Society, please call our executive director, Dr. Gehani. He would be glad to discuss areas where your knowledge would be helpful and your efforts would be greatly appreciated.

I hope to see you all in September at the World's Fair of Dentistry.

## Save the Date!

**The World's Fair of Dentistry Returns Saturday & Sunday, September 11 & 12**

**At Terrace on the Park**

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[www.TheWorldsFairOfDentistry.com](http://www.TheWorldsFairOfDentistry.com)

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Please Note new our new QCDS office numbers

Phone: 718-454-1020 Fax: 718-454-1061

# QCDS World's Fair of Dentistry Returning To Queens In Person on September 10-11

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fundraiser for QCDS, too. "All money raised at the event is put back into educational programs and meetings held for the profession. It is important for us as QCDS members to participate with exhibitors and lecturers who support QCDS. You are missing something really important in dentistry if you don't attend."

## **Saturday Presentations**

**"Modern Materials in a Digital Era,"** will discuss advancements in technology that have brought a wave of digital solutions from the laboratory to the clinic environment. With intra-oral scanners and new milling capabilities, there has never been a greater opportunity for dentists to control the restorative process while boosting productivity and maximizing patient comfort and convenience. Dr. Justin Chi, the speaker, is director of clinical technologies at Glidewell.

**"One Step Alveolar Ridge Preservation Without the Need for a Membrane,"** a presentation by Dr. Charles Schlesinger, will demonstrate a series of simple, cost-effective, predictable and clinical uses for bone regeneration focused on one-step alveolar ridge preservation using novel composite graft/collagen materials. The speaker will review cost-effective surgical techniques for both everyday tooth extractions as well as innovative surgical procedures for ridge preservation, sinus lift, as well as grafting around immediately-placed implants. The speaker will cover current clinical guidelines and the scientific rationales behind them. Dr. Schlesinger is a dental implant practitioner and educator who has been lecturing internationally for the past 15 years. In 2018, he became the COO of Comfortable Dentistry 4U and provides patient care in Albuquerque, New Mexico.

**"Injection Molding Direct Composite for the Anterior"** aims to give the practitioner insight into some of the modern techniques available today to make direct composite simple and predictable. The speaker, Dr. Arthur R. Volker, lectures internationally and is the owner of DigiDent Laboratories.

**"Clear Aligner Workflow"** is the topic of Dr. Michael Yoon, president and CEO of Orthosnap Corp. The presentation will look to increase dentist's understanding of clear aligners and show how to understand industry dynamics, threats, and opportunities.

**"Clinical Decisions in Dental Professional Liability"** will seek to educate the dental professional to appreciate the importance of the standard of care as it relates to history collection, diagnostics, clinical treatment decisions, patient expectations, and legal considerations. A special emphasis will be placed upon current technologies and their use in clinical decisions to avoid undesirable post treatment results. The speaker, Dr. James Kouzoukian, has observed these situations in 35 years as an expert witness for dental professional liability cases. He has been a practicing dentist since 1984 and has written many narrative reports and given expert trial testimony in dental malpractice, wrongful death, no-fault, personal injury litigation, workers

compensation, and crime victims compensation proceedings since 1987. Learn how to avoid treatment difficulties and know what to do to stay out of trouble. Note that this is not an approved "Risk Management" course for professional liability insurance discounts. Consult with individual carriers as to their requirements.

## **Sunday Courses**

**"Mandated OSHA Update: What You Need to Know to Comply with the Law,"** a required course for all dental professionals, normally a fee-based stand-alone course, is being offered free of charge to World's Fair of Dentistry participants. The course goal is to inform participants of OSHA changes, with handouts and reference links that will help guide the practitioner, hygienist and staff comply with mandates. The presentation will be made by Dr. Peter A. Mychajliw serves as Director of the Advanced Comprehensive Care Elective Course, Assistant Group Practice Director at the NYU College of Dentistry. He is a New York State Department of Health Licensed Infection Control Trainer and currently serves on the Board of Directors of the Nassau County Dental Society and is a member of the Society's Dental Practice/Continuing Education Committee.

**"Latest Advances in Dentures and Implant Retained Prosthesis"** is a presentation which will detail the procedures for building the foundation for complete dentures, implant placement in the neutral zone, implant assisted, and fixed dentures. The latest procedures will be covered, from meeting your patient, to impressioning, taking records, esthetic review, and fabrication with the choice of conventional versus digital processing. This process yields the optimal placement of dental implants by doing dual scanning of the prosthesis in the implant planning stage. Many unique tips will be discussed to stay out of trouble and predict the outcome before beginning treatment. Dr. Joseph Massad, the speaker, has lectured around the world and was named one of the top clinicians in CE for the years 2001 through 2021 by "Dentistry Today." Dr. Massad holds faculty positions at Tufts University School of Dental Medicine in Boston, Associate Professor in the Department of Prosthodontics at the University of Tennessee Health Science Center College of Dentistry, adjunct associate faculty with the Department of Comprehensive Dentistry, the University of Texas Health Science Center at San Antonio, and an adjunct associate professor at the Department of Restorative Dentistry, Loma Linda University School of Dentistry. He practices privately in Tulsa, Oklahoma.

**"Looking Beyond Rotary NiTi For Safer More Effective Endodontics"** discusses the stresses that cause rotary NiTi instruments to separate, the precautions taken to reduce those stresses and the compromised instrumentation that results from those precautions. With the weaknesses and limitations of rotary covered, the lecture then discusses methods of instrumentation that virtually prevent separations, provides engine-driven means to rapidly shape canals without distortion with practically no hand fatigue. In addition to being quicker and more effective, the

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# Simple Tips for Smart Social Media

By Prabha Krishnan, D.M.D.

**EDITOR'S NOTE:** Dr. Krishnan, a former QCDS president, is currently the vice-chair of the American Dental Association's Council on Communications. She submitted this report as a guide to help doctors better communicate the benefits of their practice.

- **Be authentic.** Social media is a great way to market yourself to new patients and engage with your returning patients. Use your page to share a bit about you as a doctor and your philosophy of care, spotlight your staff as people they might meet during a visit, and help to educate your community about important oral health topics you're passionate about. Additionally, it's a platform where you can help shed a light on the oral and overall health connection from someone locally known and trusted.
- **Give proper credit when reposting a source.** Some images or articles that you will want to share and repost on your social media will require copyright and permission. Reach out to the primary source to confirm you have permission and the proper language to include as your source, along with your content.
- **Set up a process.** Designate one person to post, and if an-

other teammate is managing your page, be sure to spell check and approve of all posts before they go out. Likewise, if you're posting for yourself, consider asking a teammate to spell check for you—a fresh set of eyes can catch a quick typo to save any embarrassment!

- **Plan ahead.** Set up a calendar to help you post as often as you like, ideally every two or three days at a minimum. Consider a monthly theme, like a holiday (what candy is best for oral health this Valentine's Day or Halloween, etc.) or important and timely messages (i.e.: Use your dental benefits before the end of the year.). When in doubt, you can always look to oral health topics based on life stages, and visit MouthHealthy.org, the American Dental Association's consumer website for articles to link to, crediting the American Dental Association's MouthHealthy.org site.
- **Remember that you represent yourself and the profession.** Maintain the same level of professionalism you would as if you were face-to-face with a patient in your chair. Avoid posting about patient treatments or any information that could jeopardize the confidential nature of any information related to your patients and your practice setting.

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# QCDS Holds Its First Women's Dentist Conference To Address The Unique Needs of Female Professionals

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She explained that the number of women dentists is increasing, as is the number of women applying and currently enrolled in dental schools.

The Women's Dentist Conference, held recently at QCDS headquarters, was presented at no charge for all women dentists working or living in the county. A committee of QCDS women leaders, chaired by QCDS Past Presidents Drs. Charlene Berkman and Prabha Krishnan, planned the event along with Drs. Hanette Gomez, Arelys Santana and Dr. Gehani. They formed their committee after discussing the idea with QCDS Executive Director Dr. Chad Gehani, a former president of QCDS as well as the American Dental Society.

Dr. Berkman called the meeting "very successful," and said the gathering drew about 75 dentists to one of the first in-person QCDS meetings since the start of the pandemic. Attendees included both practicing dentists and recent graduates new to the field.

"All seemed to really appreciate the QCDS focus on women dentists," Dr. Gehani said, reflecting about the enthusiastic reception to the program from participants. A number of those in attendance renewed their QCDS membership immediately after the conclusion of the program or joined for the first time. Many wanted to learn more about QCDS and organized dentistry. "I told them they should make your voices heard," Dr. Gehani said. All in attendance received gift bags, which included jars of honey.

"This conference presented an opportunity for women in dentistry to meet with other women in the field," Dr. Berkman said. "Dentistry is a lonely profession. Dentists work alone, but an occasion for women in dentistry to meet with other professionals like themselves is reassuring. It allows women to feel more comfortable in their profession and invites them to participate in other QCDS activities."

Dr. Berkman said: "Sitting in a room with 75 other dentists



who look like you and share your concerns can make a big difference to these professionals." She said she hopes QCDS will continue to do programs geared to women in the field.

Dr. Rekha Gehani discussed ethics in dentistry ("Can you date a patient?"), comments from male patients ("Sometimes men can be provocative"), how to handle a complaint lodged against you, and how to converse with patients ("Can you joke with your patients?"). Dr. Gehani said, "No matter what, you have to be professional. At times, you have to keep your distance."

Female dentists face many personal demands on their time, she said, including the stress of children and family. "But, perhaps women can handle these demands in a calmer way than men. Women dentists can control their hours, they can be their own boss, they can own their own office, they can make a decent living."

Dr. Gehani joined the QCDS Board in 1994 and has been a member of the New York State Board of Dentistry for the past ten years, becoming the first woman to serve as its chair, from 2005-2006. She is an orthodontist with a practice in Jackson Heights, and serves as the chief of orthodontics at both Flushing and Brookdale Hospitals.

"This conference brought up issues in dentistry that are not often discussed," said Dr. Chad Gehani. "Despite talk about diversity and inclusion, we may not have made a lot of progress. It will take years to change some mentality that exists, but attitudes are changing for the better." He said he has seen a huge shift towards the acceptance of women in dentistry between 1976 and 2022. It has been like night and day."

Funding for the session was provided by a grant from the American Dental Society, obtained by Dr. Chad Gehani, as well as from sponsors including M&T Bank, Smilist and Cloud Dentistry.





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means discussed allow the instruments to be used multiple times without fear of breakage substantially reducing the costs dentists incur with rotary. The information provided in this lecture has the potential to physically and psychologically reduce the burden dentists are exposed to using rotary NiTi systems. Dr. Barry Lee Musikant, the presenter, is the president, co-director of dental research, and co-founder of Essential Dental Systems, a dental manufacturing company. He has co-authored over 350 articles in dentistry and, as a partner in the largest endodontic practice in Manhattan, his 44-plus years of practice experience have crafted him into one of the top authorities in endodontics.

“Oral Implications of the Vaping and Illicit Drug Epidemic-2022” will be presented by Dr. Bernard Fialkoff, who is the founding sponsor of the Drug Free World Education Program. Since 2006 he has conducted more than 2,200 training workshops educating more than 100,000 people. The program achieved a 19 percent reduction in teenage drug usage in New York City in 2016, the first such drop in a decade. The nationwide vaping and illicit drug use epidemic caused an alarming 100,000 deaths in 2021. The role of the dental practitioner during Covid has exacerbated the drug epidemic, which will be thoroughly discussed.

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- ADA Contract Analysis Service helps you better understand dental benefit contracts before you sign to avoid unpleasant surprises.
- We advocate for legislation that benefits you and your patients on issues like the assignment of benefits, non-covered services, PPO leasing and more.

**Join a community of 163,000+ members  
driving dentistry forward.**

**ADA®**

# OSTEO FLEX™



## RESORBABLE PERICARDIUM MEMBRANE

HIGHLY  
FLEXIBLE

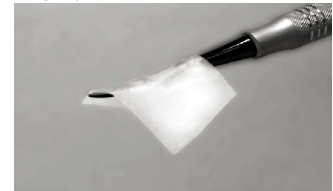
REMARKABLY  
DURABLE

PROLONGED  
RESORPTION

### Exceptional Handling Properties

The **OsteoFlex™** is easy to place and reposition. It has no memory and becomes highly flexible when hydrated. The membrane can adapt over grafted defect sites and be secured using our **TriStar®** screw system.

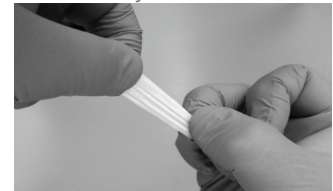
Highly Flexible



### Can Be Stretched and Sutured

The **OsteoFlex™** has a high tensile strength yielding a membrane with excellent resistance to suture pullout. Membrane can be used with our **TriStar®** tenting screw system to establish increased ridge height and width.

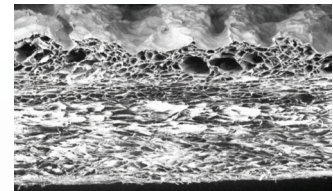
Remarkably Durable



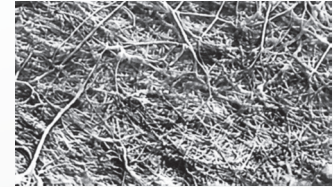
### Naturally Extended Resorption

The **OsteoFlex™** membrane achieves prolonged barrier function (over three months) while maintaining a naturally microporous collagen structure without any chemical crosslinkers ensuring optimal tissue integration.

Cross-Section View



Surface View



Call 800-526-9343 or Order  
Online at [www.impladentltd.com](http://www.impladentltd.com)

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REGENERATIVE SOLUTIONS

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