



Publication of the Stanislaus Dental Society

Winter, 2014



SDS Presenting the Future of Dentistry at the CDA House of Delegates



Presidential Pondering

What's in it for me?

The environment in which we practice dentistry is constantly changing. Some changes are exciting and some are detrimental to the way we practice. I'm very pleased to report that organized dentistry has "got your back". You have dedicated people working for you at all levels of the tripartite.

At the local level, the Stanislaus Dental Society has been working hard to meet the ever changing needs of our members. Over the last few years we have increased our membership and increased opportunities for our members to learn, share, and communicate. New venues have helped create better options to efficiently utilize your dues to maximize the value you receive. You should be proud of your local component and the contribution our members have made to organized dentistry. The Stanislaus Dental Society has a long history of past presidents that have ascended to the state and national levels.

The recent CDA House of Delegates meeting in San Diego was a great opportunity to recognize some of the accomplishments of the California Dental Association in 2014. We saw Dr. Carol Summerhayes of San Diego elevated to ADA president elect. We celebrated the significant defeat of the proposition 46 MICRA reform. Dr. Jim Wood from Healdsburg was elected to the California State Assembly in a landslide victory. We continued the process of improving the already #1 state dental association. We continued the fight against Denti-Cal, Delta Dental and other companies trying to reduce reimbursements. Your contributions to ADPAC, CalDPAC, and organized dentistry make a huge difference and help you to enjoy continued success in your practice with fewer headaches.

I would like to thank Dr. Elizabeth Demichelis for her many years of service to SDS as she steps down from her CDA trustee position due to term limits. I would like to welcome Dr. Michael Cadra as our new CDA trustee. I enjoyed a positive and productive year as president thanks to the dedication and input of the executive board members; Dr. Sean Mullins, Dr. Nicolas Poblete, Dr. Wesley Wong, Dr. Brian Hutto and your executive director, Robin Brown. Our numerous committee chairs have done an outstanding job for both the SDS and the community this year.

Thank you for the privilege to serve as your president of the Stanislaus Dental Society. I would recommend every dentist be involved with organized dentistry. I encourage you to attend meetings, socialize with your colleagues, and consider volunteering for a committee or the executive board. There are also opportunities to enrich your life while helping others as a volunteer at schools, the Salvation Army, the Hope Dental Van, and CDA Cares Sacramento in March. The benefits of the relationships you will make and the eye opening education you will gain will far outweigh the time you will contribute.

What's in it for you is the opportunity to keep doing what you do knowing that organized dentistry is advocating for you at the local, state, and national levels. What you get out of it depends on what you put into it, but the rewards are huge even if you do nothing more than support the cause. Your contributions are appreciated and the tripartite is strong because of members like you.

Sincerely, Matt Swatman, DDS, MSD,



Matt Swatman, DDS, MSD
SDS Board President

**I WOULD RECOMMEND
EVERY DENTIST BE
INVOLVED WITH
ORGANIZED
DENTISTRY."**

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Toll Free Numbers

ADA. . . (800) 621-8099
CDA. . . (800) 232-7645
TDIC . . . (800) 733-0634
Denti-Cal Referral
.....(800) 322-6384

Important!

**For all Denti-Cal patient referral requests,
ask the patient to contact:**

**Denti-Cal
Referral Line
(800) 322-6384**

**The list of those accepting Denti-Cal changes as
new dentists are either added or dropped and the
Denti-Cal office maintains the current listing. This
prevents a patient from having to make multiple
phone calls to get needed dental assistance.**

Published by the Stanislaus Dental Society

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Your contributions in the form of articles, photos and/or ideas are greatly
appreciated. The APEX editorial staff is interested in articles of general
membership interest. This can include an accomplishment, interesting
hobby, innovative idea, volunteer effort, etc. Please feel free to submit an
article or call for an interview. All articles are subject to editorial review.

On the Cover

(Top) Drs. Matt Swatman, Elizabeth Demichelis and
Sean Mullins discussing a point at the podium at CDA's
House of Delegates.

(Bottom) 2015 new incoming CDA Trustees including
SDS member, Dr. Michael Cadra (center).

OSHA, California Dental Practice Act, and Infection Control

-by-

Nancy Andrews, RDH, B.S.

6 Hours / Units of Category 1 Continuing Education Credits

Friday, January 23, 2015

8:00am – 3:30pm

Memorial Medical Plaza Education Dept.

1700 McHenry Ave. Ste 60B, Modesto (*in McHenry Village*)

**COMING IN JANUARY 2015—REGISTRATION OPEN NOW!
REGISTRATION FORMS WILL BE SENT TO MEMBER EMAILS AND CAN ALSO
BE DOWNLOADED FROM THE SDS WEBSITE,
WWW.STANISLAUSDENTAL.ORG UNDER THE EVENT TAB.**

SDS 2015 BLS Courses

ENROLL EARLY ----- Classes are limited to 20 participants per class!

The **Stanislaus Dental Society** Continuing Education Committee is pleased to announce continuation of our BLS Renewal Course Program, allowing SDS members and staff the opportunity to **renew certification** conveniently and at a minimal cost.

Time: 8:00am (SHARP) to 12:00pm
Credits: 3 Hours / Units
Cost: \$35.00 per person (**must** be paid in advance to reserve your space in the class (FAX and registration by phone **will not be accepted**)
Place: Memorial Medical Plaza Education Dept.
 1700 McHenry Ave. Ste 60B, Modesto (*in McHenry Village*)

If your **BLS Card** has expired past 30 days, you will not be eligible for this course.

DATE	TIME
Friday, January 9	8:00am – 12:00pm
Friday, February 6	8:00am – 12:00pm
Friday, March 6	8:00am – 12:00pm
Friday, April 3	8:00am – 12:00pm
Friday, May 1	8:00am – 12:00pm
Friday, June 5	

Thank you, Dr. Elizabeth Demichelis For SIX Years serving as SDS Trustee to CDA!



CDA Board of Trustees

The board is comprised of 52 members, 43 of which are trustees representing the 32 component societies. The board conducts CDA business within policies set by the House of Delegates; together they govern the association.

SDS 2015 Board of Directors and Committee Chairpersons



(bottom l. to r.) Dr. Dean Brewer (Secretary), Dr. Matt Swatman (Immediate Past President), Dr. Wesley Wong (Treasurer), Dr. Jacob Barber (Continuing Education)
(top l. to r.) Dr. Nicholas Poblete (President-Elect), Dr. Sean Mullins (President), Dr. Jennifer Leon-Guerrero (Peer Review), Dr. Dan Pearson (Ethics co-chair with Dr. Michael Boyd), Dr. Cesar Acosta (Community Health), Dr. Lee Mettler (By-laws), and Dr. Brian Hutto (Editor)

SDS Committee Chairpersons



(l. to r.) Dr. Jennifer Leon-Guerrero (Peer Review), Dr. Jacob Barber (Continuing Education), Dr. Dan Pearson (Ethics co-chair with Dr. Michael Boyd), Dr. Cesar Acosta (Community Health), and Dr. Lee Mettler (By-laws)

AB 1522 Requires California Employers to Update Paid Sick Leave Policies

On September 10, 2014, Governor Brown signed **AB 1522** into law (the “**Healthy Workplaces, Healthy Families Act of 2014**”). The new law requires many California employers to provide paid sick leave benefits to their employees.



Although the new law is not effective until July 1, 2015**, employers in California will need to begin carefully reviewing any sick leave or paid time off policies, as well as payroll and wage statement practices regarding such time off. The law also requires changes to the employer’s new-hire employee notice, a different workplace-posting requirement, and recordkeeping mandates.

In short, the new law requires the following:

1. Employees who work 30 or more days within a year from the commencement of their employment are now entitled to accrue paid sick days at a rate of “no less than one [1] hour for every 30 hours worked.” This means that a full-time employee who works 40 hours per week would be entitled to accrue up to 8.6 days of paid sick time off per year. The total number of accrued sick days will depend on the number of hours per week that an employee is normally scheduled to work.
2. Employers may choose to limit the employee’s annual use of paid sick leave benefits to 24 hours or 3 days per year. Similarly, the employer may choose to limit the annual amount of accrued paid sick leave to 48 hours or 6 days per year. In other words, although a full-time employee working 40 hours per week can accrue up to 8.6 paid sick days, the employer may cap the amount of paid sick benefits used to 24 hours or 3 days and limit the overall annual accrual amount to 48 hours or 6 days.
3. The rate of pay for paid sick leave is the employee’s regular hourly wage (which includes commission or piece rate pay), and employers must pay out sick leave benefit payments to employees no later than the payday for the next payroll period after the sick leave was taken.
4. Employers are required to provide written notice on the designated pay dates that sets forth the amount of paid sick leave benefits available to the employee. This notice may be given to the employee on either the itemized wage statement or a separate written document.

The law contains various exclusions, and has specific provisions that apply where an employer already provides paid time off.

****Notice!** Though the law doesn’t go into effect July 1, 2015, you are required to post notice with your labor law poster as of January 1, 2015. You can download a copy of the notice from the SDS website, www.stanislausdental.org. On left-hand column under Public, hover your mouse over Pearls of Dentistry and select Labor Law updates. All Labor Law updates will be posted on the website as they become available.





Tips of the Week – can be found on cda.org. Bolded words denote downloadable forms provided on the Practice Support Center.

- The **X-ray machine owner** is responsible for reporting the purchase, transfer, sale, or disposal of radiographic equipment to the state Department of Public Health. A form plus evidence of the purchase, transfer, sale, or disposal must be provided to the department.
- If you **dispense controlled substances** to your patients, you must file regular reports with the state Department of Justice CURES program. "Dispensing" does not include the administration or prescribing of drugs.
- If, after exposure to blood or saliva, an employee refuses to have a medical evaluation (offered by the employer at no cost to the employee), be sure to **document the refusal**.
- Be sure to include in your practice's written **Injury and Illness Prevention** program procedures to screen patients for aerosol transmissible diseases, and to train employees on screening patients if you intend to be exempt from the Cal/OSHA ATD regulation.
- Are patients arriving for treatment unprepared for providing a payment? If so, be sure to complete a **written financial agreement** at every treatment plan discussion. Provide a copy of the agreement to the patient, which states payment is due before or at time of service.
- Tongue-tied when discussing dental benefit plans with your patients? Review Chapter 4 of the **Dental Benefit Plan Handbook** for sample scripts you and your team can customize for your practice.
- A prescription for a Schedule II drug can be called into a pharmacy for an after-hours emergency. The prescriber then must send within seven days to the pharmacy a **written prescription** on a tamper resistant form that indicates the prescription was called in on a specified date.

CDA member elected ADA president-elect

10/13/2014

Carol Summerhays, DDS, a general dentist who practices in San Diego, has been elected president-elect of the ADA. Summerhays has held numerous ADA leadership positions and has served on various committees, including strategic planning, compensation, governance, government affairs and new dentist. She also served as CDA president in 2009, and held many positions on CDA committees and councils.



Experiencing CDA's House of Delegates

Sean Mullins, DDS
SDS President-Elect



My experience at this year's CDA House of Delegates was great. It was amazing to learn how much work CDA does advocating for dentistry and protecting our profession. One of the more publicized issues was Prop 46, which was defeated with significant help from CDA. There were many issues covered this year, including how CDA governs itself and updates us on the situation with Delta Dental. CDA is also looking down the road at trends in dentistry and trying to be ahead in its efforts to help our profession. Stanislaus Dental Society was well-represented by your delegation and was active in debate and discussion.

The first day of activities at the House of Delegates was for presidents and in coming presidents of the various dental societies. I learned from interacting with members of similarly-sized dental societies that our own SDS is a very strong component. We have greater member participation than other similarly sized dental societies and we are able to offer our members more services and activities.

Each individual member of CDA is an integral part of the whole organization and I would encourage you to find out more of what our society has to offer by coming to meetings and talking to members of your board of directors.

Fun with Volunteering for School Screening

Cesar Acosta, DDS
SDS Community Health Chair



Hello fellow SDS members. I would like to take a minute of your time to invite you to participate with elementary school dental screenings. For me, it is a great joy to go out to our local elementary schools and volunteer my time for a number of different reasons. It is a great service we are providing to our local schools in meeting their state requirement. We help find disease that for a lot of these children would go unnoticed until it is too late. It is a great way to meet our local young people, their teachers, and key administrators to create stronger bonds in our community. But most importantly, it is a great way to inspire our future dentists and dental professionals. What better way to motivate good oral health and show little kids how cool the dentist is than in a painless, low pressure and fun environment like their classroom.

Screening is really easy. The school health aid will call you and schedule a time that works around your schedule. There are no special forms you have to take or create; the school health aid always has the forms that need to be completed. All you have to do is show up ready to complete visual exams and give these little guys a little of your time. I like to do a little presentation on brushing and flossing because it adds to the fun and it opens a little interest and dialogue, but that is entirely up to you.

If you are interested in participating and have never volunteered, please contact Robin Brown, 522-1530 or by email, sdsdent@thevision.net to be added to our list of volunteers so we can pass along your information to a school without a current volunteer dentist. If you have volunteered in the past, we will be sending letters to the schools in our county to remind them to contact you as soon as possible to set up a date so you can continue to help screen their school.

Thank you for your time and for volunteering in our community.

Veterans Stand Down

By SDS Member, Andy Fletcher, DDS

On Friday, November 7th, 2014, several members of the Stanislaus Dental Society working with The Nineveh Dental Van took part in the Stanislaus County Homeless Veteran Stand Down. Drs. James Yamamoto, Sirina Aguilar and Andy Fletcher volunteered a day of dental services to our veterans. Working out of two chairs in the mobile dental clinic, these doctors provided everything from routine dental exams and X-rays to basic restorative dentistry and emergency extractions.

The Veterans Stand Down event is an intervention that was conceived from the ground up specifically for veterans. The event was designed to transform the despair and immobility of homelessness that many veterans experience into the momentum necessary for recovery. The aim of the organizers is to help veterans resolve legal issues, to seek employment, to get access to basic health services and to reconnect with the community and help them get off the street.

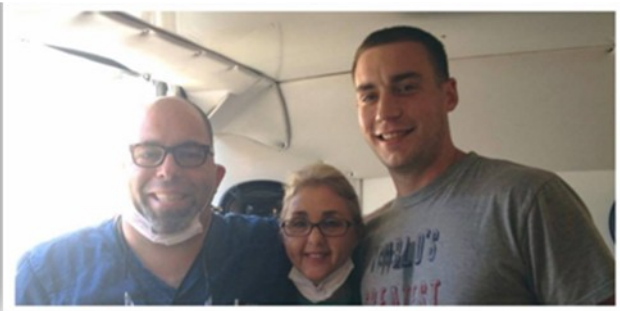
The all-day event took place at the American Legion Hall in Modesto and aside from dental care, included breakfast, lunch, basic medical care, clothing, haircuts and a variety of resources from Stanislaus County and Veterans Affairs agencies. All services were provided free of charge and donated by local businesses and community organizations.

Are You Interested?

This Stand Down is an annual event, but the Nineveh Dental Van operates weekly (Spring through Fall) in our community and ALWAYS needs volunteer dentists and support staff. You are encouraged to use your dental skills to serve your local community. Questions? Any SDS members interested in volunteering are encouraged to contact the SDS office for more information.



Debbie Mitchell RDA



Dr. Andy Fletcher, Debbie Mitchell
RDA and a Navy Seal vet



Before and After

Use caution with patient referral, loyalty programs!

11/18/2014

There are many advertising options for dental practices to use as a way to keep current patients and bring new patients in. One way dentists can do this is through a patient loyalty program where patients earn “points” in exchange for gift cards or other rewards for keeping appointments, brushing and flossing regularly, etc. Dentists participating in such a program must make sure they are staying within the guidelines of the law and CDA ethical standards, however. **The CDA Judicial Council reminds dentists that problems arise in a patient loyalty program when points are earned and prizes are given for patient referrals.**

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The CDA Judicial Council reminds dentists that problems arise in a patient loyalty program when points are earned and prizes are given for patient referrals. **Under the California Business and Professions Code Section 650, dentists cannot offer or accept anything of value as compensation or inducement for the referral of a patient.**

“When you offer loyalty programs to your patients, or work with a company that helps you with your marketing and runs a program like this for you, you should know that it is OK to offer prizes for things such as good brushing habits or making all of their appointments on time. But when you include a third party into the equation that is benefitting financially for referrals, it goes against Section 650 and you could be in violation,” said Alma Clark, DDS, chair of the CDA Judicial Council.

In a 2013 legal opinion, the Legal Division of the California State Department of Consumer Affairs (DCA) determined that “fee splitting” was not in the best interest of the patient (mainly as it relates to “social couponing services”). Fee splitting occurs when a third party (individual or company) is compensated for helping bring in a new patient.

“While there are many reasons the DCA is against this practice, the main reason is that you want a patient to go to a dentist because they provide the best care, not because it was part of an incentive,” Clark said.

A violation is punishable upon a first conviction by imprisonment in a county jail for not more than one year, or by imprisonment pursuant to subdivision (h) of Section 1170 of the Penal Code, or by a fine not exceeding \$50,000, or by both that imprisonment and fine. A second or subsequent conviction is punishable by imprisonment pursuant to subdivision (h) of Section 1170 of the Penal Code, or by that imprisonment and a fine of \$50,000.

Social couponing companies typically provide a dentist the option to send out daily deals to bring new patients in the door. Dentists must make sure they are abiding by Business and Professions Code Section 650 here as well and not offering anything of value as compensation or inducement for a specific referral of patients.

“In other words, if you are using a social couponing website as part of your marketing, you cannot give the company a percentage of the profit gained from that particular daily deal because that would be considered fee splitting,” Clark said.

Dentists can still use social couponing companies if they are paying a flat rate (either monthly or yearly) and are not paying per individual referral. The prohibition against fee splitting is not applicable to marketing via group advertising or referral services that do not base their fees on the number of referrals or amount of professional fees paid by the patient to the dentist.

With the loyalty programs and social couponing issues discussed above, dentists should be aware that, similar to the prohibition in Section 650, CDA Code of Ethics Section 11 and the related Advisory Opinion 11.A.1. also prohibit split-fees in advertising and marketing services.

‘Daily deal’ website recommendations

Dentists interested in advertising free cleanings, whitenings, etc. to patients should be mindful of California Code of Regulations Section 1051, which covers advertising discounts and truth in advertising details. CDA recommends that dentists using “daily deal” websites make sure the ads are not false or misleading in any material respect (see Section 6 of the [CDA Code of Ethics](#)). The ad should contain all of the information patients would need to properly evaluate the deal and make an informed choice about the provider and the service.

From a legal standpoint, members should watch for several red flags, including:

- Ads must not be intended or likely to create false or unjustified expectations of favorable results.
- Ads may not make a scientific claim that cannot be substantiated by reliable, peer-reviewed, published scientific studies.
- Dentists may not offer gifts, discounts or anything of value as compensation or inducement for patient referrals (but it is acceptable to provide something to the actual new patient).
- Dentists may not advertise that they will perform any procedure “painlessly.”
- Claims of professional superiority are not lawful.
- Price advertisements must be accurate and precise, without the use of phrases such as “as low as,” “and up,” or similar words or phrases.
- Ads relating to fees must fully disclose all services customarily included as part of the advertised service, as well as any additional services not part of the procedure but for which the patient will be charged, together with the fees for such services.
- An advertisement of a discount must:
 1. List the dollar amount of the non-discounted fee for the service;
 2. List either the dollar amount of the discount fee or the percentage of the discount for the specific service;
 3. Inform the public of the length of time, if any, the discount will be honored (i.e. expiration date);
 4. List verifiable fees pursuant to Section 651 of the Code (See the two bullets above.); and identify specific groups who qualify for the discount or any other terms and conditions or restrictions for qualifying for the discount.

For more information, review the [CDA Code of Ethics](#).



<u>January</u>			
1-2	New Year's		Office closed
8	SDS Board Meeting	SDS office	5:30pm
9	BLS Renewal	Memorial Education Center	8:00am-11:00am
23	CE/OSHA/Dental Practice/Infection Control	Memorial Education Center	8:00am-3:30pm
<u>February</u>			
6	BLS Renewal	Memorial Education Center	8:00am-11:00am
19	SDS General Membership Meeting	Jacobs Fine Dining	6:00pm-9:00pm
<u>March</u>			
5	SDS Board Meeting	SDS Office	5:30pm
6	BLS Renewal	Memorial Education Center	8:00am-11:00am
13-14	Leadership Education Conference	Irvine	Office closed
27-28	CDA Cares	Sacramento	Office closed
<u>April</u>			
3	BLS Renewal	Memorial Education Center	8:00am-11:am
16	SDS Member Mixer/Shred-it Event	SDS Office	4:00pm-7:00pm
17	CE-Implants-Dr. Todd Schoenbaum	Memorial Education Center	8:00am-1:30pm
30-May 2	CDA Presents	Anaheim	Office closed
<u>May</u>			
1	BLS Renewal	Memorial Education Center	8:00am-11:00am
7	SDS Board Meeting	SDS office	5:30pm
14	SDS General Membership Meeting	Jacobs Fine Dining	6:00pm-9:00pm
<u>June</u>			
5	BLS Renewal	Memorial Education Center	8:00am-11:00am
12	SDS Summer Dental Symposium	Memorial Education Center	7:30am-3:30pm
19	SDS Goes (to the) Nuts!	John Thurman Field	6:00pm
<u>July</u>			
2	SDS Board Meeting	SDS office	5:30pm
17	CE-Multiple Speakers	Memorial Education Center	8:00am-2:30pm
<u>August</u>			
20-22	CDA Presents	San Francisco	Office closed
<u>September</u>			
3	SDS Board Meeting	SDS office	5:30pm
18	Staff Appreciation	TBA	
<u>October</u>			
2-3	CDA Cares	Fresno	Office closed
8	SDS General Membership Meeting	Jacobs Fine Dining	6:00pm-9:00pm
15-18	CDA House of Delegates	Sacramento	Office closed
30	CE-CAMBRA	Memorial Education Center	8:00am-1:30pm
<u>November</u>			
5	SDS Board Meeting	SDS office	5:30pm
26-27	Thanksgiving Holiday		Office closed
<u>December</u>			
10	SDS Member Holiday Mixer	TBA	6:00pm
24-January 3	Winter Holiday		Office closed

Robin's Relevant Remarks—Dues and don'ts!

Robin Brown, SDS Executive Director

'Tis the season to renew your membership dues! Following are some helpful hints:

Due: Remember to pay your dues on time. Members not renewed by March 31 will be dropped from ADA/CDA/SDS membership. Members reinstating after this date will be charged a \$100 reinstatement fee. Please remember, this will compromise coverage you may have with TDIC.

Due: Take advantage of CDA's EDP (electronic debit payment) program. Many of our members are enrolled in the program which electrically debits their checking account on the 15th of every month. There is a \$12 yearly service charge to process payments. For most members enrolling in January, payments will be \$144 a month. Electronic dues are divided in equal installments so the longer you take to enroll, the larger your monthly payments will be.

Due: Take note that SDS will not be increasing your dues for yet another year. We value you as a member!

Don't: Forget, if you are already a EDP member, you will automatically be re-enrolled in the program without have to do anything. Contact me or CDA if you want to start or stop enrollment in the EDP program.

What have you received from your benefits lately?

CDA's advocacy results in 2014:

- Working with over 600 coalition partners to earn a landslide defeat of Proposition 46, which 67 percent of voters opposed in the November election.
- The enactment of Assembly Bill (AB) 1962, CDA-sponsored legislation that will bring greater transparency to dental plans in California and make them accountable for how they spend patient premium revenue.
- Securing ongoing funding in the state budget for a state dental director, a position the state has not funded in decades, who will oversee a comprehensive state oral health program.
- Defeating proposals that would significantly expand scope of practice for dental hygienists and the authority of the Dental Hygiene Committee of California.
- Preventing the "clawback" of the Denti-Cal reimbursement rate cut that would have been retroactive to June 2011 and successfully advocated for budget language establishing Denti-Cal performance measures to evaluate utilization, access and availability of dental providers.
- Supporting AB 1174, legislation signed into law that codifies the Virtual Dental Home model, which provides for dentist-directed teams to use telehealth to provide care in public health settings.
- Ensuring that dental coverage "embedded" in medical plans sold through Covered California must be separately monitored by state regulators to ensure the dental component of these plans maintains an adequate network of dental providers able to provide timely access to care.

Increasing SDS Membership advantages:

- More opportunities for member engagement for no or reduced fees: SDS Goes (to the) Nuts baseball game, Member Mixers, Shred-it event, Staff Appreciation, a new summer dental symposium and more to come!
- All CE courses, including license renewal, requirements can be met locally and as of last year, all registration fees were reduced by half.
- A website containing practice management information, referral database and a members-only classified section.
- Practice support is a phone call away. I am here to help you and your staff when you have questions. If I don't have the answers, I can connect you with someone who can.
- Job placement services for associates and auxiliaries
- Opportunity to be a dental provider for the Stanislaus Medical/Dental Foundation
- A friendly voice at the other end of the SDS telephone/computer hoping for the opportunity to assist you and your staff!

As you can see, the benefits of belonging to organized dentistry are many. It takes a dental village to protect your chosen profession. Thank you for allowing us the opportunity to do so!

One last comment: I want to thank the SDS board and committee chairpersons, as well as all of you, who help make my job such a rewarding experience. My respect for what you give to our community makes me proud to represent.....

SDS members: Preserving the dental health of the earth's population, one patient at a time!



Congratulations!



SDS family member receives prestigious honor

Meet Karina, 16 year old daughter of SDS member, Toshi Hart, DDS. Karina is a junior at Gregori High School and has played the cello since she was three years old. She has previously toured Vienna, Salzburg, and Prague with the Modesto and Napa Youth Symphony. In June, Karina played the cello at Carnegie Hall, New York in a combined concert for both the Modesto and the Napa Youth Symphony. The performance was part of the International Young Musicians Festival, where youth symphonies from Germany, Thailand, & the United States were invited to perform. The students also participated in a master class with the New York Philharmonic at Lincoln Center.



No Dentist Is Perfect

by Michael C. Thomas, DDS

2008-2011 Chair - CDA Council on Peer Review

2012-2014 San Mateo County Dental Society-Board of Directors



These are challenging times in which to practice dentistry. We are faced with ever more burdensome regulatory compliance requirements, the looming threat of negative reviews on social media, increased competition from fellow dentists who market aggressively (and sometimes dishonestly), third party intrusion into our practices and decreased disposable income amongst our patient base to name just a few issues. It is more critical now than at possibly any time in the past several decades to cultivate a good rapport with our patients. The old adage about the customer always being right is perhaps more true now than at any time in our careers, even when that career has spanned multiple decades.

Treating your patients with respect and above all, being empathetic and listening carefully to their complaints is very important. In the case of a dispute with a patient, being right is less important than making the patient happy. This applies whether the dispute is over finances, the quality of treatment rendered, or a personality issue. A closely related issue is how one should handle a new patient who presents in your office and is unhappy with their previous dentist. Or perhaps a new patient has come into your practice and you have discovered what you consider to be sub-standard treatment.

How should this be handled? The CDA Code of Ethics states that "When informing patients of the status of their oral health, the dentist shall exercise care that the comments made are justifiable. This would include finding out from the previous treating dentist under what circumstances and conditions the treatment was performed. A difference of opinion as to preferred treatment shall not be communicated to the patient in a disparaging manner which implies mistreatment."

When examining a previous dentist's treatment, you should only comment on what you observe. Do not make value judgments and refrain from making disparaging comments. The reality is that you have no idea whether or not the patient is telling you the truth. You have no idea under what circumstances the treatment was performed. And so, you have no business making negative remarks.

The safest course of action is to ask the patient's permission to contact the previous dentist. When speaking with that dentist, the same principles hold true. Speak only to the facts. You may hear a completely different story. You may even discover that that dentist did not perform the treatment in question.

After having a conversation with the previous treating dentist, you are then in a better position to advise the patient as to the best course of action. If the previous dentist offers to re-do the treatment in question, advise the patient that this would be the best alternative. If that is not possible and the previous dentist does not wish to refund the fees, suggest peer review as an alternative. Peer review can only address issues concerning quality or appropriateness of care. Billing issues, personality issues, office procedures, regulatory compliance, etc. are beyond the purview of peer review. The treatment in question also must be within the peer review time limitations of three years from the date of service or one year from the date of discovery of the problem, whichever comes first. Other options include the Dental Board of California, the legal system or the quality assurance department of a third party payer.

If it is necessary to re-do the treatment in question before a peer review committee is able to examine the patient, it is imperative that the subsequent treating dentist take photographs, radiographs and fabricate study models, if appropriate, of the treatment in question prior to any alteration. In this manner, it may still be possible for peer review or some other entity to render a decision. Treatment notes alone are not sufficient evidence in order for peer review to render a decision in the case of altered treatment.

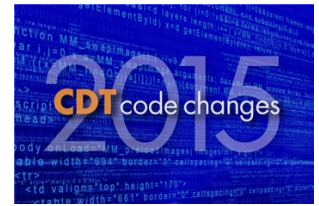
Keep in mind that no dentist is perfect. Any one of us could find ourselves in the position of this hypothetical previous treating dentist. How would we expect another dentist to respond if confronted with less than perfect treatment rendered by you or someone in your office?

Need confidential direction or a sounding board about a particular situation? Your Executive Director, Ethics Committee or Peer Review Chairs will be happy to speak with you. Call the SDS office, 522-6033 or email sdsdent@thevision.net with a brief description of the situation.

Prepare for dental code changes in 2015

From CDA 11/18/2014

Dentists need to ensure that their practices are prepared for dental procedure code changes that go into effect Jan. 1. There are 73 code changes, including 16 new procedure codes.



The ADA released the latest version of the Current Dental Terminology (CDT) Codes earlier this year.

The 16 new procedure codes include the following:

- Re-evaluation at a postoperative office visit;
- 3-D photographic image;
- Sealant repair, per tooth;
- Cleaning and inspection of removable appliances;
- Retainers for resin bonded fixed prosthesis; Missed and cancelled appointments;
- Administrative issues; and
- Evaluation for deep sedation or general anesthesia.

There are 52 code revisions, including these revised procedure codes:

- Topical application of fluoride;
- Coping;
- Inlay/onlay restorations;
- Clinical crown lengthening,
- Hard tissue;
- Osseous surgery;
- Implant/abutment supported removable dentures;
- Peri-implant defects;
- Placement of temporary anchorage devices;
- Incisional biopsies; and
- Sedation.

Five codes have been deleted from CDT:

- D6053 Implant-/abutment-supported removable denture for completely edentulous arch;
- D6054 Implant-/abutment-supported removable denture for partially edentulous arch;
- D6078 Implant-/abutment-supported fixed denture for completely edentulous arch;
- D6079 Implant-/abutment-supported fixed denture for partially edentulous arch; and
- D6975 Coping.

Please remember that while dental plans are required to recognize current CDT codes, they are not required to pay or provide benefits for new codes as they become effective. Dental offices are encouraged to review dental plans' payment and processing guidelines to determine whether benefits are payable and any documentation requirements.

Copies of the CDT 2015 (both hard copy and e-book) are available for purchase through the American Dental Association's website, ADAcatalog.org.

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When is too much really too much?

By Robert D. Stevenson, DDS
Member, CDA Judicial Council



The practicing dentist is under pressure from a variety of sources. Among these, financial pressures can be unrelenting, compelling a dentist to look for ways to increase revenue. Despite these pressures however, it is critical that treatment planning always be in the best interest of the patient.

In these situations, it is helpful to look at our codes of ethics for guidance. Section 1 of the CDA Code of Ethics states *“Service to the public is the primary obligation of the dentist as a professional person. Service to the public includes the delivery of quality, competent, and timely care within the bounds of the clinical circumstances presented by the patient.”* The ADA Principles of Ethics and Code of Professional Conduct (ADA Code) also offers assistance in resolving this dilemma. The Preamble to the ADA Code states that the ADA *“calls upon dentists to follow high ethical standards which have the benefit of the patient as their primary goal.”*

We see in addition, in Section 5.B.6 of the ADA Code, that *“A dentist who performs unnecessary dental services or procedures is engaged in unethical conduct.”* Of course, one of the challenges lies in how we define unnecessary or excessive treatment. An effective litmus test may be to ask “Who will benefit more from the proposed treatment: the patient or me?”

It is also important to consider the ethical principles involved. Autonomy is paramount in our dealings with patients. Obtaining informed consent from your patient shows respect for their autonomy. This must be balanced with our paternalistic tendencies (trust me, I’m the doctor). Ethically, our authority as the doctor should not be used to achieve selfish ends.

Beneficence and its corollary principle non-maleficence are also important principles to consider. “Will the proposed treatment irreparably damage healthy tooth structure?” is a question that could be asked. Justice and integrity also come into play. We should affirm doing the right thing even when outside interests are in conflict with our values and conscience.

Dentists should avoid recommending treatment “upgrades” in order to maximize profits that may be limited because of third party restrictions. Employee dentists should be wary of compulsion to meet high production quotas by performing treatment that may not be in the patient’s best interest. Ultimately, it is your license on the line. You must determine what is right.

Additional resources about overtreatment are available at cda.org by clicking on the Practice Support tab. For further guidance, consult with a member of your component ethics committee.

Notice!

The new labor law posters provided by CDA will be released in April, 2015 at no cost to you. You will be notified when they are ready for distribution.

Welcome Members New to SDS!

Maninder Dhillon, DDS

General Dentist
1912 Standiford Ave. Ste. Modesto
522-6400
NY University 2014
Comfort Dental Care
In practice with Dr. Rupinder Chahal

General Dentist
1213 Coffee Rd. St. C Modesto
571-3006
SUNY, Stony Brook - 2014
Assumed Dr. Gerber's practice

Amanda Farley, DDS

General Dentist
3061 Geer Rd. Turlock
668-3311
Loma Linda University-2013
In practice with Dr. Richard King
Transfer from Tri-County DS

Dominique Hunt, DDS

General Dentist
2808 W. Monte Vista Ave. Turlock
667-2879
University of Pittsburgh-2012
Turlock Smiles-Dentistry and Orthodontic

Jasleen Kaur, DDS

David Paxman, DMD

General Dentist
400 E. Orangeburg Ave. Ste. 4 Modesto
524-4763
Tufts College – 2014
In practice with Dr. Philip Openshaw

General Dentist
722-7789
University of Pittsburgh-2013
No practice address listed

Somontul Tum, DMD

SDS Members by the Numbers
Active – 184 Market Share-82.4%
RDO-4 RD1-4 RD2-8 RD3-3 RD4-2
Life Active-19 Life Retired-36 Retired-36
Dual-3 Disability-3

The Stanislaus Foundation for Medical and Dental Care will have a change in hours of operation during the holidays.

Monday through Thursday, our phone hours will be 8:30am through 12:00pm,
and 1:00pm through 4:15pm.
Our office hours will be 8:00am until 5:00pm.

Our office will be closed on Fridays from November 21, 2014 through
January 2, 2015. Any phone messages left on Friday will be addressed the following Monday.

Our office will also be closed December 22nd through 26th, and will reopen
Monday, December 29th.

It is our desire to provide you with efficient and reliable service. If you should need to contact us at a time our office is closed, please use the email, phone or fax information below. We will address these messages as soon as we return to the office.

We value our relationship with each employer group, employee, consultant, and outside vendor, and consider it a privilege to work with you. We sincerely wish each of you a wonderful holiday season!!

Stanislaus Foundation for Medical and Dental Care
PO Box 576007
Modesto CA 95357-6007

Email: fmc@stanislausmedicalsociety.com
Phone: (209) 527-2430
(800) 962-7362

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Patient credit card technology is changing

CDA Practice Support-November 3, 2014



EMV (Europay/MasterCard/Visa) will eventually replace the magnetic stripe on credit cards that has been the standard in the United States since 1960, and dental practices should be ready for this transition.

Credit card issuers began issuing cards with EMV chips in 2013. Processors were next, requiring them to have the technology in place to accept merchants who were utilizing EMV transactions by April 2013. Acceptance of EMV will not technically be mandated for practices that accept credit or debit cards, but a shift in fraud liability begins October 2015.

All businesses must be ready to process EMV on their point-of-payment devices or be ready to accept liability from fraudulent transactions through EMV cards.

EMV technology uses dynamic data (versus static data that is on a magnetic stripe and is easily stolen these days) and will reduce credit card fraud and identity theft. EMV has already replaced magnetic-stripe cards in 60 countries (including Canada and most of Europe), and the card associations (such as Visa, MasterCard, Discover and American Express) have all announced phase-in plans for the EMV technology for the United States.

Practices that use a magnetic-swipe terminal to process a chip card will be responsible for the cost of the transaction if someone uses a lost or stolen credit card in your office.

Dentists should contact their card processor to find out what they will need to do. If a dentist has already upgraded their terminal in the last few years, they might already have EMV-ready equipment and just need to turn it on. Or they may need new equipment.

CDA has an "Evaluating a Merchant Credit Card Processor – Checklist" resource available on cda.org. Visa and MasterCard also have chip acceptance resources available on their company websites.

For more information, contact CDA Practice Support at 866.232.6362.

Mobility Central



Welcome to your command center for all things CDA. Experience the CDA Journal and Update ePubs with interactive links, embedded video and article sharing capabilities. Share your thoughts via the CDA survey app, myCDAvoice. Plan your CDA Presents experience with a touch. Now you can engage and connect with the content you need, how you need it. Mobility. It's a beautiful thing.

cda.org/mobile



Dates

Friday, March 27, 2015
Saturday, March 28, 2015

Location

Cal Expo Fairgrounds, Building D
1600 Exposition Blvd.
Sacramento, CA 95815

CDA Cares Fresno

Dates

Friday, October 2, 2015
Saturday, October 3, 2015

Location

Fresno Convention Center
848 M St.
Fresno, CA 937212

Friday, January 23

CE: 'Osha/Dental Practice Act/Infection Control'
Speaker: Nancy Andrews, RDA
 8:00am-Registration
 8:30am-3:30pm-Program
 Memorial Education Center, Modesto
 6 CEU's

Thursday, February 19

General Membership Meeting
Speaker: Les Taylor, CEA
'2015 Labor Law Updates'
 6:00pm-Social
 6:30pm-8:30pm-Dinner/Program
 Jacobs Fine Dining, Modesto
 2 CEU's

Friday, April 17

CE: 'Implant Prohetics'
Speaker: Todd Schoenbaum, DDS
 8:00am-Registration
 8:30am-1:30pm-Program
 Memorial Education Center, Modesto
 5 CEU's

Thursday, May 14

General Membership Meeting
'Speaker TBA'
 6:00pm-Social
 6:30pm-8:30pm-Dinner/Program
 Jacobs Fine Dining, Modesto

Friday, June 12

SDS Summer Dental Symposium
Multiple Speakers
8:00am – 3:30pm
 Memorial Education Center, Modesto

Friday, July 17

CE: 'A Day in the Life of a Dental Practice'
Speaker: Robyn Thomason, CDA
'Communicate Quality in a Difficult Economy'
Speaker: William Van Dyk, DDS
 8:00am-3:30pm-Program
 Memorial Education Center, Modesto
 6 CEU's

Thursday, October 8

General Membership Meeting
'Speaker TBA'
 6:00pm-Social
 6:30pm-8:30pm-Dinner/Program
 Jacobs Fine Dining, Modesto

Friday, October 30

CE: 'CAMBRA'
Speaker: Jean Creasey, DDS
 8:00am-Registration
 8:30am-1:30pm-Program
 Memorial Education Center, Modesto
 5 CEU's

Full time Associate

Full time GD associate to work in my office in Modesto. If interested, contact SDS Member, Maulik Shah, DDS at 247-3307 (cell) or email: drmaulikshah@gmail.com.

Our group practice is seeking a highly motivated, self-disciplined and out-going Associate. Our offices are equipped to deliver implants, orthodontics, endodontics, pediatrics and laser therapies. We also desire a Dentist with great communication skills. We will help train and guide your development as a dental professional. Please submit a resume to employment@qualitydentists.com if you think you are up for the challenge.
SDS Member—Dr. Wesley Wong

Full time GD associate to work in my office in Ceres. If interested, contact SDS Member, Gurinder Sidhu Uppal, DDS at 537-7357 or email: kuppal@k3dental.com.

Part-time Associate

*Limited to children. Must have GPR, AEGD or Pedo and pediatric oral conscious sedation certificate. If interested, contact SDS Member, Toshi Hart, DDS, 402-3354 (cell) or email, toshihartdds@att.net or toshihartdds@comcast.net

Temp Associate

Leaving on maternity leave and needs coverage for practices split between her Modesto and Turlock practices with some flexibility. If interested, please contact Yvonne Le, DDS at (209) 923-0012.

Practice for Sale**Location - Modesto**

On a 2-day week, profits totaled \$211,000 on collections of \$378,000 in 2013. Owner unable to devote the attention the practice requires and as such realizes this practice would be better served by someone who can devote full attention here. 4-ops (3 equipped) and digital radiography. To learn more, contact Ray Irving at (415) 899-8580.


Location - Modesto

Small office, all digital turn key. Dr. will mentor on sleep TMC if interested member will just take over the payment. Dr. will finance the new op-200 pan and all other equipment. Can keep the business name, Graceada Park Dental. Rent \$1,600 a month, \$1,200/month equipment including what Dr. finances. Many supplies included. If interested, contact Dr. Tim Mickiewicz at (916) 457-7710.

The above Classified ads are also listed on the SDS website, stanislausdental.org.

SDS offers its members free advertising related to their practice including, member employment, equipment to buy or sell and practice sales or purchases.

For more information, contact Robin at the SDS office, 522-6033.



The Stanislaus Dental Board wishes all of our members, family and friends an enjoyable, warm and wonderful holiday season!

The SDS office will be closed December 24—January 4, 2015; however, if you need help, CDA has an emergency crew, 800-232-7645.

Happy Holidays!