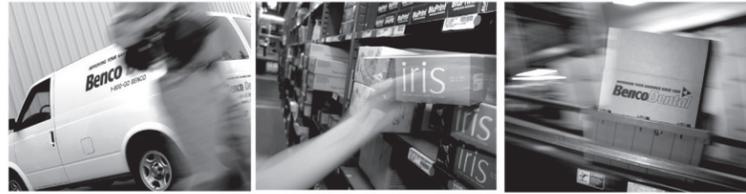


WHAT IS THE BENCO DIFFERENCE?



- Industry's Most Complete Inventory
- BLUCHIP™ Frequent Buying Club
- PAINLESS® Computerized Ordering
- Comprehensive Lab & Tooth Inventory
- Most Complete Line of Parts
- Advanced Office Design Services
- Experienced Service Technicians
- 24-Hour In-House Handpiece Repair

IMPROVING YOUR EARNINGS SINCE 1930
BencoDental™ Call 1-800-GO-BENCO today.
 11 Bear Creek Blvd. • Wilkes-Barre, PA 18702 • www.benco.com

St. Peter's Medical Library

Members of the Middlesex County Dental Society are allowed to borrow dental materials from the Medical Library at Saint Peter's University Hospital. A valid ADA ID must be presented in order to borrow materials. Here is a list of some of the materials in the dental collection:

- Excellence in Cosmetic Dentistry-Video Series;
- Gordon Christensen Video Tapes;
- Journal of oral and maxillofacial surgery;
- Oral surgery, oral medicine, oral pathology, oral radiology, and endodontics.

Information about the Medical Library, including hours of operation, can be found at www.stpeterslibrary.com

Middlesex County Dental Society Councils and Committees

– NJDA COUNCIL REPRESENTATIVES –

Joel Leizer ADA Delegate254-7733	Scott Galkin Membership.....750-2600
Peter Clemente ADA Alternate Delegate985-1666	Richard Kahn..... NJDA State Trustee828-6622
Peter DeSciscio ADPAC.....826-1530	Nancy Villa..... NJDA Alt. State Trustee679-2323
Araceli Ziemba Annual Session.....297-0588	John Fahsbender Peer Review.....356-1313
Mark Vitale..... Dental Benefits494-7575	Ethan Glickman..... Relief572-4244
Robert Ashmen..... Dental Education846-6366	
Daniel Krantz Governmental Affairs469-8083	
Joseph Fertig Judicial Council.....940-1111	

– MCDS COMMITTEE CHAIRPEOPLE –

Ira Rosen Budget and Finance.....422-7440	Constantine Simos..... Corporate Sponsorship247-8083
Cavan Brunsten Children's Dental Health Mo...679-2323	Ethan Glickman..... Mentor572-4244
Mark Schambra Continuing Education.....846-6366	Cavan Brunsten Special Olympics.....679-2323

See our website for a complete list of Board Members and their contact information



Business Editor: Dr. Constantine Simos
 109 Livingston Ave, New Brunswick, NJ 08901

Tel:732-247-8083 • Fax:732-247-8100

- Emeritus Editor: Dr. Theodore Symanski (1898-1998)
 Content Editor: Dr. Mitchell Weiner 732-297-4900
 Layout Editor: Dr. Robert Silverstein 732-846-8686
 Website Editor: Dr. Robert Silverstein 732-846-8686
 President: Dr. Mitchell Weiner 732-297-4900
 President Elect: Dr. Ross Kline 732-651-8470
 Vice President: Dr. Steve Lawson 908-753-6060
 Treasurer: Dr. James Courey 732-422-7440
 Secretary: Dr. Robert Silverstein 732-846-8686
 Program Chair: Dr. Mark Vitale 732-494-7575

MCDS Executive Secretary **Marlene Glickman 732-238-1255**

MCDS Newsletter is the official publication of the Middlesex County Dental Society and is published 8 times annually following each Executive Committee meeting. Articles should be submitted to the Content Editor before the deadline for each issue. Publication materials may be deferred to future issues or edited without changing the author's intent, in order to conform with the requirements of the Newsletter. The publication of an advertisement, opinion or statement does not reflect endorsement, approval, or policy of the MCDS and its newsletter unless stated. All correspondence regarding this newsletter should be directed to the Business Editor.

General Meetings and CE 2004-2005
 Program Chairperson
 Dr. Mark Vitale

May 17, 2005
 STAFF NIGHT



Mentor Courses
 See registration form inside

May 26, 2005
 Around the World in a Single Engine
 Plane in 42 days & Florida Probe

June 16, 2005
 Annual OSHA Seminar/Certification

The Dental Newsletter



www.MCDSofNJ.org

A Publication of the Middlesex County Dental Society

President's Message ... Mitch Weiner



In my last message to the society, I'd like to take the opportunity to thank the members of our dedicated Executive Board for their efforts in making this year such a success. For a volunteer organization to put together such a well run scientific program, attract corporate sponsorship to minimize member costs and continue to grow its membership and bank account is a testament to the MCDS

Executive Boards hard work. The standout in making this year the success that it was is our outgoing Program Chairperson, Dr. Mark Vitale. Mark cultivated relationships with the speakers, sponsors and the Pines Manor to assure a steady flow to this years CE program. The positive feedback from our top speakers paves the way for attracting more top speakers in the future and the positive

Continued on page 2



STAFF NIGHT – Tuesday, May 17, 2005
THE PINES Route 27 • Edison, NJ
 Registration and Cocktails begin at 6:00 PM
 Dinner & Games begin at 7:00 PM
 Prizes awarded All Night Long!
 Grand Prize is a weekend at the Ritz Carlton!



STAFF NIGHT – A Deserving Tribute

As we gather this month to honor our respective staffs for their contribution to our success, we should reflect on how each separate staff person is so vital to the practice as a whole. Any practitioner who forgets the vital function of a staffperson is clearly reminded of it when he/she calls in sick and we are left to perform his/her functions on top of our treatment duties.

In an age where loyalty to an employer in the marketplace is becoming nonexistent, many of us are blessed with employees who will go to the end of the earth for us because they believe in us and we have made them feel a vital part of our business. For these staff members who show unyielding loyalty to us during inevitable hard times, this night of tribute is deserving. As our practices are extensions of ourselves, so too are our staffs extensions of our families. There is no doubt that they see sides of us only our immediate family members know about.

We hope that you make every effort to honor your staffs by attending this special event.

MCDS Board of Trustees Report

April 12, 2005

Attendance: Ashmen, Brunsten, Courey, Galkin, Ibrahim, Kahn, Kline, Krantz, Lawson, Leizer, Schambra, Silverstein, Simos, Villa, Vitale, Wasserman, Weiner

Acceptance of Minutes-vote unanimous.

President's Report-Mitch Weiner

-Based on our Board Meeting discussion last month, the MCC Hygiene School was contacted and it was agreed upon that only one 'Valedictorian' would be chosen to be recognized by MCDS in the form of a plaque. Past-President Dr. Phil Engel informed me that the MCC Hygiene Valedictorian Award was originally set up and intended for only ONE recipient. The conversation with the hygiene school was very cordial and we came to the mutual conclusion that this award would be given to one graduate from this point on. The award will be presented at the MCC Hygiene graduation ceremony on April 25th.

-A member had questioned Dr. Silverstein after the Amsterdam lecture as to whether we would receive 3 CEU's for the lecture. It was my understanding that our new CE credit forms would be given after the lecture to the attendees specifying the 3 CEU's. This was done.

-The slate of officers for 2005-06 was supposed to be moved at the March lecture that I did not attend. This was not accomplished due to the logistics with the Amsterdam lecture and my failure to remind Dr. Kline of this. The 2005-06 slate will be moved at the upcoming April Dinner Meeting.

-Thanks to Dr. Ira Rosen for driving Dr. Amsterdam up from Pennsylvania and to Dr. Mark Vitale for organizing the evening.

Treasurer's Report-James Courey

See full report on page 3.

Program Chairperson's Report-Scott Galkin (2005-2006)

The following are the tentative CE lectures for 2005-2006:

Sept 20, 2005 - Jim Schulz - NJDA Lobbyist - Powerpoint presentation on NJDA's relationship with government & Michael Schaff, J.D., L.L.M. - "Beyond the Employment Agreement: The Life-Cycle of a Dental Practice Entity - From Buy-in to Buy-Out"

October 18&19, 2005 - Dr. Donald Louis - "What You Don't Know Can Hurt You" - Lecture on fraud and identity theft

November 22, 2005 - Dr. Keith Rossein - "Narrow-Bodied Long-Term & Transitional Implants"

February 21, 2006 - Dr. John Molinari - "Update on Vaccine Recommendations"

March 21, 2006 - Dr. Gerald Greitzer - "Adhesive Dentistry"

NJDA Trustee's Report-Richard Kahn

See Page 4 under NJDA Noteworthy News

NJDA Council Reports:

Governmental Affairs-Daniel Krantz

1. The petition for rulemaking in reference to statewide fluoridation, initiated by NJDA, is proceeding very slowly due to some political pressures. We rank 49th in the country on the issue of fluoridation (Hawaii is the only state behind us).

2. In mid March NJDA sent representatives to Washington for Legislative Week to meet with our congressional delegations. We met with Congressmen Pallone, Holt and Fergusson and the staffs of Congressmen Smith and Rothman. We discussed issues such as proposed cuts in Children's Medicaid and the Alaskan Indian Health Care Programs. More details about these initiatives

Continued on page 3

President's Message - Continued from Page 1

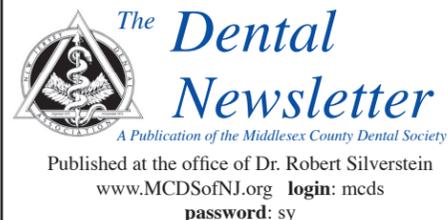
response we have received from our corporate sponsors will assure that there will be future sponsors to help fund these top speakers. The entire society owes a debt of gratitude to Mark and what he has helped us to accomplish this year. It truly took our society to the 'next level'. The undertaking of such a huge CE Program provided a great deal of work for our Executive Secretary Marlene Glickman and I thank her for assisting in making the registration and organization process run smoothly all year long. Ethan Glickman accentuated our CE Program with his Mentor Series Courses on OSHA and various other topics.

Wearing the hats of President and newsletter Content Editor was sometimes a bit overwhelming, and I thank my Layout and Design Editor Bob Silverstein for his collaborative efforts on helping work around my schedule to get the newsletters out in a timely fashion and continuing to put out a professional looking product.

I was fortunate to receive strong support from past-Presidents who have attended our Executive Board meetings and continue to dedicate themselves to making MCDS stronger. Thanks to Drs. Leizer, Krantz, Brunsten, Kahn, Rosen, Schambra and Villa.

The Treasurer position carries a great deal of time consuming work and I'd like to thank Jim Courey for keeping our books balanced and not going to Mexico with all of that money we have in the bank!

We will be in excellent hands with Ross Kline as incoming President and Scott Galkin as Incoming Program Chair. It has been an honor to serve as your President and thank all of my friends and colleagues in our society who have been so supportive both this year and throughout my career.



The Dental Newsletter
A Publication of the Middlesex County Dental Society
Published at the office of Dr. Robert Silverstein
www.MCDSofNJ.org login: mcds
password: sy



**Nature's
Perfection,
Reflected in
Beauty and
Strength**

For Restorations that Support Nature
Call 877-377-4455

Kuwata Pan Dent Dental Laboratory

30 Columbia Turnpike Florham Park, NJ 07932

Telephone: 877-377-4455

E-mail: kpd@kuwatapandent.com

www.kuwatapandent.com



On March 11th, Drs. Graham and Shekitka, Art Meisel and Mary Moskal met with the State Health Commissioner on mandating fluoridation. Politics appears to be playing a big hand. A public hearing is expected to be held within 90 days and then the Public Health Council should make a decision.

OLD BUSINESS

The issue of recommending guidelines for screening blood pressure was voted that our members follow ADA guidelines for the screening of patients' blood pressure during visits to the dental office was voted on and approved 16 yes to 2 no votes with one abstention. The rationale is that Insurance providers are concerned about patient care. It would be beneficial to all if physicians were educated about dental care and its procedures.

The MCDS resolution to the NJDA Board of Trustees was to provide the House of Delegates meeting documents in an online format with one hard copy to be present at the meeting for each delegation. This would be a tremendous savings in time and money to the Association will be forwarded to the House for approval.

NEW BUSINESS

A letter from Dr. Robert Binder, Professor and Interim Chair at UMDNJ-Dental School, has been distributed to the Board members. He has written to Dr. Sally-Jo Placa, President of the New Jersey State Board of Dentistry, requesting that digital images of study models be accepted as are digital radiographic and photographic images. What Dr. Binder would like the NJDA to do is to support the use of digital study models. **ADOPTED** by the Board (Vote #4 BT-05-3-9 to support the use of digital study models.

MCDS Board of Trustees Report, continued from page 3

normally asks for a tuition fee of at least \$85. This is another great member benefit for belonging to MCDS! **Look for the registration info on the flyer insert in this Newsletter.**

Old Business

We are continuing to work on the Dental Assisting brochure. We will market to Guidance Counselors first, then to people who may consider dentistry as a second career.

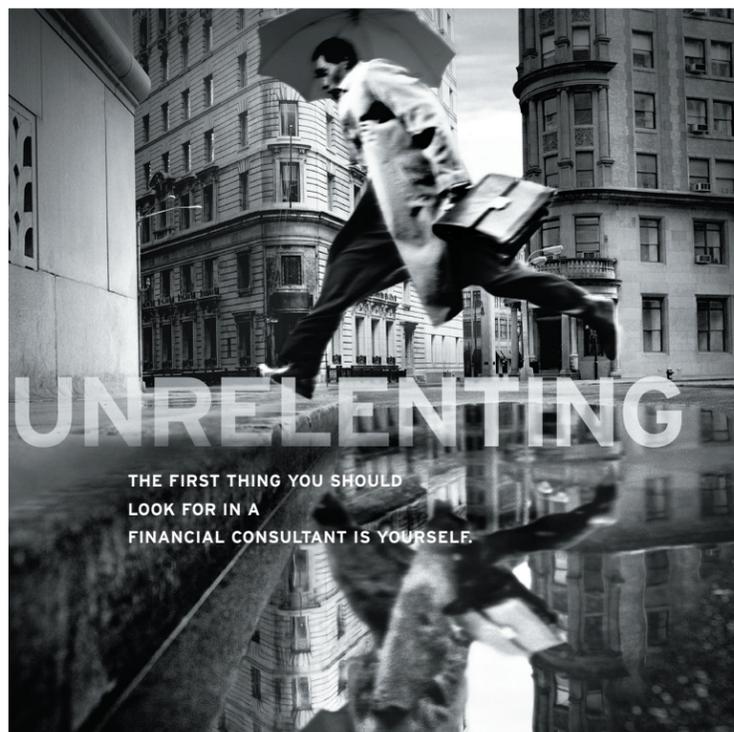
Good & Welfare

Congratulations to Ethan and Marlene Glickman on the marriage of their son.

Respectfully Submitted,

Bob Silverstein,

Secretary



ONLY 1 IN 7 PEOPLE WHO APPLY TO BE A FINANCIAL CONSULTANT AT SMITH BARNEY MAKES THE CUT.

My clients and I share a common work ethic and will to succeed. Simply put, I don't work for them, I work like them. If you'd like to discuss how I can work with you, call me at 800-223-4565 or 212-643-5842.

John Fitzgerald Acosta,
Second Vice President - Investments
 One Penn Plaza, 39th Floor, New York NY 10119
www.fc.smithbarney.com/acosta

THIS IS WHO WE ARE. THIS IS HOW WE EARN IT.™



©2005 Citigroup Global Markets Inc. Member SIPC. Smith Barney is a division and service mark of Citigroup Global Markets Inc. and its affiliates and is used and registered throughout the world. CITIGROUP and the Umbrella Device are trademarks and service marks of Citicorp or its affiliates and are used and registered throughout the world. THIS IS WHO WE ARE. THIS IS HOW WE EARN IT. is a service mark of Citigroup Global Markets Inc.

Detailed Treasurer's Report

March 31, 2005

James Courey, DDS

	(3/1/05-3-31/05)	
Checking	30,449.56	41,018.49
Money Market	58,056.22	58,098.13
TOTAL	88,505.78	99,116.62

P&L STATEMENT CHECKING ACCOUNT

(3/1/05-3-31/05)

INCOME		
Corp Spon-Mtgs		4,000.00
Dues		10,426.75
Interest		7.40
Staff Night - inc		1,500
Corp Spon-cont ed		835.00
TOTAL INCOME	16,769.15	

EXPENSES

Executive Secretary		640.00
Continuing Ed-exp		210.00
A/V Equipment		375.46
Lecturer Fees		3,000.00
Postage		552.00
Telephone		75.74
Executive Comm Dinner		494.16
Newsletter and printing		200.00
Office Supplies		652.86
TOTAL EXPENSES	6,200.22	
Checking Acct. Net	10,568.93	

P&L MONEY MARKET ACCOUNT

(3/1/05-3-31/05)

INCOME		
Interest		41.91
TOTAL INCOME	41.91	
EXPENSES		
TOTAL EXPENSES	0.00	
Money Market Net	41.91	

Just Added to Our Web Site:

Have you been getting official looking letters stating that you need to purchase Labor Law Posters? You can download them all for free. Go to the member area of our web site and click on "Links", then on "Legislative/Regulatory (forms/posters)" for access to all of these posters.

SUBLEASE

3 newly renovated operatories with state of the art equipment for specialty dentists in Edison, NJ.
 Please call: (908) 754-9322 or (908) 416-1389
 Ask for Kim

MCDS Board of Trustees Report

Continued from page 2

can be found on the ADA website.

3. We were informed about the possibility of a gross receipts tax on all professional services. I will keep you informed as this plays out.

4. You all know that Senator Corzine is running for Governor. His apparent "endorsed" successor is Congressman Robert Menendez from Hudson County.

Membership-Scott Galkin

The NJDA is trying to make a presence with the post-graduate students at UMDNJ. NJDA will have a slot at the post-graduate orientation programs to promote organized dentistry. NJDA is also contacting all GPR directors in New Jersey to try to set up something similar with them. The ADA has a program that gives each state \$3000 per year for student recruitment, thus there is no cost for this to NJDA. Also certain members had volunteered upon paying their ADA dues to contact non-members. Each of these members will contact five non-members and promote membership in organized dentistry.

Committee Reports:

Corporate Sponsorship-Constantine Simos

The representative from Osteohealth had a scheduling problem with the March Monthly Meeting and will be present for the April Monthly Meeting. Osteohealth co-sponsored the lecture by Dr. Amsterdam.

Mentor-Ethan Glickman

Dr. Ed Galkin, one of our MCDS members of Woodbridge and Capt. Richard Sollner, a retired Eastern Airlines Pilot, will speak to us about their incredible journey with slides/video about their trip "Around the World in a Single Engine Plane in 42 days". Their mission was to raise funds and awareness of a very rare disease called, Fibrousdysplasis Ossifacans Progressiva, (FOP). They will share with us the many far off places they ventured to and the pre-planning and logistics that are part of what makes the "Great Adventure." This presentation will be combined with a scientific program about the "Florida Probe". This instrument utilizes controlled-constant force pressure (15 grams) to measure our patients' pocket depths to within a 0.2mm level of accuracy and electronically record pocket depth (in .1mm measurements), recession, bleeding, mobility, and suppuration. All of this data is then displayed in lay terms. A computerized voice calls out the pocket depths as they are read. By using the "chart" generated on the monitor to explain problems to patients, it becomes rather easy to convince them that they do indeed have a problem!

The constant force probe, when positioned correctly, measures the pocket depth with a minimum of force and therefore greater patient comfort!! The Florida Probe tip has an important advantage over the manual probe in that it is slightly flexible, which allows for better access around bulbous teeth and to get into deeper sites without having to pry back the gingival tissues. This combined program will be presented on **May 26, 2005, Thursday evening**, at 6:30PM at St. Peter's Medical Center, Easton Ave, New Brunswick, NJ. **One (1) CEU credit will be awarded to members and staff who attend.** In lieu of an honorarium, the MCDS Board voted to make a donation, based on the number of attendees and revenue generated from their May 26th lecture, to the FOP charity that Dr. Ed Galkin and Capt. Sollner are raising awareness of in their honor.

"Annual OSHA Certification Seminar" **Thursday, June 16, 2005 from 6:30-8:30PM** Mathew Giachetti, LifeForce USA will present the program at St. Peter's Medical Center, New Brunswick, NJ. **Two (2) CEU credits will be awarded those who attend.** This program will satisfy the OSHA standard on Occupational Exposure to Blood Borne Pathogens, which is required annually for dentists and staff. Each office person trained will receive certification that they have been properly instructed for this OSHA regulation on Infection Control. The fee will be the same as last year, \$15/pp. Please note that this OSHA program offered elsewhere

NJDA Noteworthy News

Annual Session housing form is on the NJDA Website. The housing form must be mailed, not faxed. Rooms are guaranteed for members.

GOVERNMENTAL AFFAIRS

New Jersey is facing a published \$4 billion deficit. The State will need to make dramatic cuts and raise revenues. If it cuts monetary spending alone by 50%, there would still be a billion dollar deficit. The legislature is looking at professional services taxes on things such as limousines and massage therapy. However, it is also considering expanding this tax to include, attorneys, accountants, architects, engineers, dentists and physicians. It is looking at a 6% professional services tax or a 6% gross receipt tax on professional services and looking at revisiting the issue of cosmetic dentistry. There has been discussion about changing health care coverage costs for State workers.

The next issue that is being focused on is Access to Care. It appears that federally qualified health centers and community health centers are the trend of the future.

Mr. Schulz stressed the importance of giving money to PAC. PAC gives the opportunity to start to build relationships and it helps provide the vehicle to get legislators to listen to NJDA concerns.

Senator Barbara Buono was so impressed with the GKAS the program that she wants to recognize dentists on the Senate floor some time in May.

Council on Membership

As of yesterday, 4,130 NJDA members had paid or given us a credit card number. At the end of last year we had 4,597 paid members. 89.9% of our dues money collected.

An ADA survey indicates that the constituent societies with the lowest market shares are Maryland, Pennsylvania and New Jersey. To encourage non-members to attend its Annual Session this fall in Philadelphia, the ADA is lowering the normal \$750.00 fee for non-members to \$75.00.

This year's Leadership Conference will be held during Annual Session and will be titled "Bring an Apprentice". There will be a trivia contest to win free dues for the upcoming year as well as for the apprentice.

Council on Dental Benefit Program

Mary Moskal reported that dentists who participate in the Delta PPOs or managed care plans are receiving "conditional approval" letters from Delta if they respond "no" to a question concerning informed consent. Those dentists then have 60 days to sign and return an agreement to "document signed patient consent to treatment in the patient's record/chart." Failure to return the agreement will result in termination from participating status. Currently, it should not affect dentists who participate in the Premier plan since the credentialing application is not so extensive. Ms. Moskal reminded the Board that Delta had previously requested that the State Board of Dentistry include informed consent in its regulations, but the State Board declined.

Employers are now required to post a notice that explains the rights of employees under the Uniformed Services Employment and Reemployment Act (USERRA). The United States Department of Labor (DOL) has developed a free downloadable poster to fulfill this requirement, which is available at <http://www.dol.gov/gov/vets/programs/userra/poster.pdf>.

AFLAC dental plan, an individual supplemental dental benefit, has emerged in New Jersey. Under this plan, payment is made to the individual regardless of other coverage, and is intended to supplement the group dental plan. This plan is not subject to coordination of benefit rules, and NJDA is attempting to clarify whether it must be reported on the dental claim form since it would only serve to delay payment.

Dr. Jeff Rempell brought up a discussion on diagnostic codes and modifier codes. What concerns dentistry the most is the modifier -51, which decreases the amount of payment for the second service in one day. There are open questions on definitions of exams and what is or is not included in the exam and how often an initial exam is paid. The ADA is working on these issues.

REPORT OF TASK FORCES

Task Force on Access to Care

Dr. Frank Graham reported that the Task force is looking into developing programs to improve access to care and to take a leadership role. The plan is to establish a program(s) and protocol to reference before the government (state and federal) decide to establish one for us.

Task Force to Make Recommendations Concerning House of Delegates Meetings

The recommendation was that we retain the November meeting enhance the meeting in an effort to make attendance more attractive. This year the Leadership Conference will be held in conjunction with the Fall House of Delegates meeting. The MCDS recommendation was responsible for this positive change.

REPORT OF OFFICERS

President's Report – Dr. Frank Graham

Dr. Frank Graham reported on the success of the Give Kids A Smile (GKAS) Event. A half million dollars in free care was provided. He extended thanks to Dr. Cavan Brunsden and everyone that worked on this event. He added that we received very good media and public relations because the Secretary of State, Regena Thomas, visited two of the sites.

A meeting was held with the Delta Dental Advisory Board. Dr. Graham felt the meeting was very beneficial. The new radiographic guide lines may be put into their plans. Delta's feeling was not to ask them for more benefits, unless it is revenue beneficial. They will pay for brush biopsies and their feeling is that they are more lenient than other insurance companies.

continued on page 6

Staff Night — Game Show Night

Tuesday, May 17, 2005

6:00–6:30 Cocktails
6:30–9:30 Entertainment,
Dinner and Door
Prizes



A SUPER fun-filled evening of entertainment for both doctors and staff. This event is provided for ALL members, regardless of whether they bring staff members or not. **Hurry! Time is running out!**

MCDS STAFF NIGHT REGISTRATION FORM

Cut-out and send check for total payable to MCDS to:
Middlesex County Dental Society, P.O. Box 7026, East Brunswick, NJ 08816

Doctor's Name: _____

Names of Staff _____

Members: _____

MCDS Member Dentists — **No Charge**

Staff: \$52/Person

Total # of Staff Attending: _____

Total Remittance: _____

Includes Open Bar

Highlights from the April Meeting



MCDS Program Chairperson Mark Vitale (L) with April Featured Speaker Dr. David Sirois (R)



MCDS Membership Chairperson Dr. Scott Galkin and MCDS President Dr. Mitch Weiner welcome our newest members: Dr. Aseel Toni (Left photo) and Dr. Kavita Patel (Right photo)