

**General Meetings and CE 2007-2008**

*Program Chairperson  
Dr. Constantine Simos*

**September 18, 2007**

Cathy Jameson, PhD

“Critical Factors of the Business of Dentistry”

**October 16, 2007**

Frank Celenza, DDS

“Microanchorage in Orthodontics”

**November 20, 2007**

Elliot V. Hersch, DMD, MS, PhD

“Update on Local Anesthetics”

**January 15, 2008**

Kenneth S. Kurtz, DDS

“Biological Consequences of Clinical Intervention”

**February 19, 2008**

NJDA Officers Night/Induction of Life Members

**March 18, 2008**

John C. Cranham, DDS

“Contemporary Restorative Materials”

**April 15, 2008**

Thomas R. Flynn, DMD

“Update on Odontogenic Infections and Antimicrobial Therapy”

**May 20, 2007**

STAFF NIGHT

Please note that the Officer Visitation/Life Member Presentation is in February this year.

# The Dental Newsletter



[www.MCDSofNJ.org](http://www.MCDSofNJ.org)

*A Publication of the Middlesex County Dental Society*

*President's Message ... James Courey*



Welcome back to a new and exciting program. For those of you who have not yet joined MCDS, it is never too late. Not unlike a famous credit card, membership has its privileges, which include access to free legal advice (for dental related matters) through NJDA, free legal representation from NJDA with certain insurance claims issues and assistance with most others, discounts on items like payroll processing, certain group insurance, like life or disability, and much more. Although membership fees apply (ADA, NJDA, and MCDS), they are nominal considering the expenses of running a dental business in New Jersey. Further more, MCDS, is a leader in the state for the value and quality of the continuing education courses provided to our members.

The MCDS volunteer board of directors recognizes that today's dentistry and technological advances offer many amazing opportunities for us to provide our patients with better dental health and improved office experience. One such opportunity comes as a result of overwhelming member requests for

*Continued on page 2*

**GENERAL MEETING – Tuesday, September 18, 2007**

**THE PINES Route 27 • Edison, NJ**

Registration ..... 6:00  
 Business Meeting and hors d'oeuvres ..... 6:30  
 Dinner & Speaker ..... 7:00

**Featured Speaker: Cathy Jameson, PhD**

**“Critical Factors of the Business of Dentistry”**



Cathy Jameson is founder and CEO of Jameson, an international dental coaching and lecturing firm. The Jameson Method of Management, developed by Cathy, is committed to helping dentists improve their practices through comprehensive coaching. An accomplished speaker, writer, and workshop leader, Cathy integrates her academic background and her knowledge of communication into the management of dental teams and practices. She and her team of coaches have lectured and consulted in 22 countries and have offices in New York and the United Kingdom, in addition to their two Oklahoma offices. The Jameson team has changed thousands of lives through lectures and in-office coaching as well as books, CDs, DVDs and other

products.

After working with over 2,000 dental practices worldwide, Cathy Jameson knows the systems that ultimately make for a successful practice. Explore systems like the profitability of your hygiene department, improving scheduling, organizing efficiently and effectively, and evaluating your total productivity and profitability- after all, it's not how much you make, its how much you keep! This is a program for everyone involved in a practice that is ready to thrive! The great actors, CEO's and athletes of the world receive great coaching and you deserve no less! Let Cathy coach you expertly on the benchmarks for a successful practice during this powerful and thought provoking presentation.

## MCDS Board of Trustees Report

-May 8th, 2007-

**Attendance:** Ashmen, Brunsdn, Chustckie, Courey, Desai, Galkin, Kahn, Nandra, Prabhu, Rosen, Schambra, Silverstein, Simos, Stein, Villa, Vitale, Weiner.

**Acceptance of minutes:** Vote unanimous

**President's Report:** Bob Silverstein

I am still working on the AGD application. This should be finished soon.

**Website editor's report:** Bob Silverstein

I am working on the implementation of allowing credit card payments through PayPal.

**Treasurer's Report:** Scott Galkin

See full report on Page 3.

**Program Chairperson's Report:** Robert Ashmen

Staff night was well attended and was undoubtedly a huge success. The theme this year was a 'Sock Hop' and the mood of the crowd matched the fun filled event. There were numerous prizes and raffles drawn throughout the evening interspersed with games to engage the crowd. The new officers were inducted by Dr. Joel Leizer and a grateful acknowledgement given to Bob Silverstein, outgoing president, for his tireless efforts during this year.

**NJDA Trustee's Report:** Nancy Villa

See full report under NJDA Noteworthy News on page 5.

**NJDPAC Report:** Mark Vitale

The Committee thanked the MCDS Board for our recent contributions.

**NJDA Council Reports:**

**Dental Benefits:** Mark Vitale

**NPI Update-** The Department of Health and Human Services (HHS) has recently issued the following clarification: "Health care providers who are not covered entities under HIPAA, but who prescribe medications, order services for patients, refer patients to other providers, or who otherwise need to be identified in HIPAA standard transactions that are conducted by other health care providers, will need NPIs so that those other health care providers can use that number to identify them in the HIPAA standard transactions that they conduct." NJDA has also learned that CVS Pharmacy is in the process of contacting doctors on its prescriber list to obtain their NPI. The NPI final rule requires health covered health care providers to disclose their NPIs to any entities that request them for use in HIPAA standard transactions.

HHS has announced a 12 month contingency period (though May 23, 2008) during which it will not impose penalties for non-compliance with the NPI rule, as long as one can demonstrate reasonable and diligent efforts to become compliant. That fact should not, however, lead you to procrastinate if you have not yet applied for an NPI. The process is free and relatively simple. To apply on-line, go to [www.nppes.cms.hhs.gov/](http://www.nppes.cms.hhs.gov/). For more information on the NPI, log on to [www.cms.hhs.gov/NationalProvIdentStand/04\\_education.asp](http://www.cms.hhs.gov/NationalProvIdentStand/04_education.asp).

**Insurance Claim Appeals-**When filing an appeal with an insurance company be sure to file the appeal in writing with all of the required documentation. Rather than sending an appeal electronically, mail a hard copy to the insurance company. Most companies will list a special PO Box at the bottom of an EOB which is specifically for appeals.

continuing education courses for their staff as well as themselves. Cathy Jameson, PhD, has taught many successful dental professionals how to develop and implement results-oriented, practice-building strategies through interesting and insightful presentations. She will be joining us on September 18 at the dinner meeting and on the 19th; she will hold a full-day course filled with valuable information for the entire dental office team. John Cranham, DDS will provide Contemporary Restorative Materials March 18th and the second 2-day session with the Cosmetic Occlusal Connection all day March 19th.

I am also pleased to announce that we have a line-up of world-renowned pioneers in dentistry joining us this year. In October, dual-trained in Periodontics and Orthodontics, NYC's Frank Celenza DDS, will discuss Microanchorage in Orthodontics, I have seen Dr. Celenza and I assure you this is one not to miss. Also, Dr. Elliot Hersch will share his valuable views in Updates on Local Anesthetics, as well as my friend and brilliant dentist from NYU, Kenneth S. Kurtz, DDS shares Biological Consequences of Clinical Intervention, and Harvard University's Thomas Flynn, DMD, joins us in April for an Update on Odontogenic Infections and Antimicrobial Therapy. These are only a few of dental professionals joining us and I hope you will all take advantage of these learning opportunities.

On the horizon is our annual staff night in May 2008.

Again, if you have not joined, I urge you to do so. There is no minimum attendance required, so give MCDS a try. For more information about us, please visit [www.MCDSofNJ.org](http://www.MCDSofNJ.org) or contact our Executive Secretary, Marlene Glickman at 732-238-1255.



*The* **Dental  
Newsletter**

A Publication of the Middlesex County Dental Society

Published at the office of Dr. Robert Silverstein

[www.MCDSofNJ.org](http://www.MCDSofNJ.org) **login:** mcds

**password:** sy

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Detailed Treasurer's Report  
July 31, 2007  
Robert Ashmen, DMD

	(3/31/07-7/31/07)	
Checking	\$1,196.84	\$12,121.34
Savings	\$24,482.76	\$29,661.63
CD (5.22%)	\$25,000.00	\$25,000.00
(matures 12/18/2007)		
CD (3.70%)	\$25,000.00	0.00
(matures 6/15/07)		
PayPal	0.00	0.00
TOTAL:	\$75,679.60	\$66,782.97

P&L STATEMENT CHECKING ACCOUNT  
(3/31/07-7/31/07)  
INCOME

CONT. EDUC.-INC	3,115.00
CORP SPON	1,000.00
DUES	17,609.95
INTEREST	9.30
MENTOR COMM	1,665.00
STAFF NIGHT	8,478.00
TOTAL INCOME	31,877.25

EXPENSES

BOARD MEMBER EXPENSES	301.00
TOTAL CONT. EDUC.-EXP	5,523.99
DONATIONS	150.00
EXECCOMDINNER	555.98
EXECUTIVE SECRETARY	1,441.00
MEMBERSHIP EXP	489.27
MENTOR	315.00
NEWSLETTER	2,203.20
POSTAGE	124.12
STAFF NIGHT	23,316.59
TELEPHONE	339.75
TOTAL EXPENSES	34,759.90
TOTAL TRANSFERS	20,834.82
OVERALL TOTAL	17,952.17

P&L SAVINGS ACCOUNT  
(3/31/07-7/31/07)  
INCOME

INTEREST	178.87
TOTAL INCOME	178.87
TOTAL TRANSFERS	5,000.00
OVERALL TOTAL	5,178.87

**PCDS Presents:**

The Role of the Dentist in Caring for Patients with Cancer: Early Detection, Surveillance & Oral Health Maintenance.

Presenter: Dr. Hillel Ephros  
Wednesday, September 12, 2007  
The Grand Chalet,  
1377 Rte. 23S, Wayne

**4 CE credits**

NJDA Members: \$75pp  
NJDA Members' Staff: \$35pp  
(includes continental breakfast)  
Please call PCDS 973-812-1101 for more information

**Congratulations to Mark Vitale and Paul Tedeschi who received their mastership in the AGD!**

**MCDS Board of Trustees Report**

Continued from page 2

**Membership:** Scott Galkin

The membership council held our latest course, "Dental School 101: What Do I Do Know?" last week at the NJDA building. Three members of MCDS were presenters; Drs. Cavan Brunsdon, Hugh Habas, and Mitch Weiner. The course was a success with almost 20 attendees, including many residents from UM-DNJ. We would like to thank again the two corporate sponsors of the course AFTCO and Mid-Atlantic Insurance Resources, who were generous enough to cover the cost of dinner for all of the attendees. We will be producing courses like this in the future that target new and younger members. Dr. Tara Savage will be taking the responsibility of chairperson of the membership council and will continue developing membership programs to benefit our society.

**Committee Reports:**

**Corporate sponsorship:** Constantine Simos

Benco Dental will be sponsoring the full day CE course by Cathy Jameson and the September monthly meeting. The corporate sponsorship committee is currently making arrangements for the 2007-08 year.

**Oral cancer:** Arpan Nandra

Sunday April 29, 2007 was the Montgomery Township Health Symposium sponsored by the WE (Women's Empowerment) organization. They had 6 speakers talk on women's health issues and other professionals had table setups. Dr. Nandra set up a table and had Colgate donate toothpaste, toothbrushes and patient learning tools. Crest donated childrens' toothbrushes and toothpastes. There was information on oral cancer as well as oral health and how it effected the body. As people passed by, she discussed oral cancer and how it was detected. She made patients aware that their dentist should be conducting oral cancer examinations along with their regular checkup. She showed pictures of what to look for in the early stages. It was a great success. She will now determine the need for an oral cancer screening task force.

**Old Business:**

Information Technology (IT) Committee: Discussed limiting the committee to people who regularly attend Board meetings. (Marty Jablow offered to be on the committee as long as he didn't have to attend the meetings. The committee can consult with him on issues if they so decide, but it was felt that the people on the committee should be present at the meetings so that they can hear all of the concerns discussed). A Special Committee was established with Bob Silverstein, Ira Rosen and Jeff Chustckie.

**New Business:**

Marlene will be the contact person for people looking for associateships. She will keep a list of people who are looking for positions, and their names will be posted to our web site.

**Good and Welfare**

The dental society gratefully thanks Dr. Joel Leizer for his innumerable years of dedicated service as the ADA Delegate. The Board of Trustees has looked to him for advice on countless occasions and has benefitted immensely from his experience. He is much loved and will be missed at Board meetings.

Respectfully submitted,  
Maya Prabhu,  
Secretary

**Congratulations to Dr. Suni Bolar on completing her Board certification in Pediatric Dentistry and becoming a Diplomate of the American Board of Pediatric Dentistry!**

# Middlesex County Dental Society

Cathy Jameson, Ph. D.

Building Your Practice the Old-Fashioned Way: One Patient at a Time

Wednesday, September 19, 2007 8:30am-4:30pm



Cathy Jameson is founder and CEO of Jameson, an international dental coaching and lecturing firm. The Jameson Method of Management, developed by Cathy, is committed to helping dentists improve their practices through comprehensive coaching. An accomplished speaker, writer, and workshop leader, Cathy integrates her academic background and her knowledge of communication into the management of dental teams and practices. She and her team of coaches have lectured and consulted in 22 countries and have offices in New York and the United Kingdom, in addition to their two Oklahoma offices. The Jameson team has changed thousands of lives through lectures and in-office coaching as well as books, CDs, DVDs and other products.

No matter what profession you are in, we all would agree that impeccable customer service is IMPERATIVE for a successful business – or practice! How can you continue to move upward with your practice’s productivity and profitability? How can you get your patient base to grow? How can you keep patients in

your practice and what does it take to get them to send referrals? This is the art and skill of Old-Fashioned practice building: One Patient at a Time!

In this course, Cathy Jameson will teach you the tried and true skill of practice-building through basic techniques and cutting edge strategies of customer service. If you want to fill your practice with a satisfied, loyal and active patient-base, then this course is for you!

### Specific Topics Discussed:

- DISCOVER valuable marketing techniques that will establish your niche in your community and bring new patients to your doorstep.
- LEARN the New Patient Experience.
- DEVELOP effective communication skills that will allow you to establish an open, trusting relationship with your patients.
- The MAGIC of effective Case Presentation. Learn vital presenting skills that will get the patient to say “yes” to treatment.
- THE HYGIENIST’S ROLE. Empower this position in your practice through proven systems and steps learned in this course.
- LEARN how to ask for referrals from your existing patients.
- THE DENTAL DREAM TEAM. How important is every member of a dental team? Each member can make or break the relationship with a patient. Learn remarkable team building techniques and effective and often overlooked roles each member plays in practice building.

This course is recommended for ALL dental professionals.

### Registration Form

Doctor’s Name (Last)

(First)

Address

City

State

Zip

Office Telephone Number

Fax Number

Non-Dentist Staff Members:

Name

Name

Name

Name

Name

Name

Name

### Registration Fees: (Please check appropriate boxes)

MCDS Members/Residents: .....\$65

NJDA Members (non-MCDS): .....\$100

NJDA Non-Members: .....\$225

Total number of Non-dentist staff members:  
(\$45 per staff member per course) \_\_\_\_\_

Total Enclosed: \$\_\_\_\_\_

ONLINE Registration/Credit Card Payments available on our web site:  
[www.MCDSofNJ.org](http://www.MCDSofNJ.org)

Please copy this form to register additional doctors or staff from your office  
Checks Payable to MCDS (Payment must accompany registration)  
Mail to: Middlesex County Dental Society, P.O. Box 7026, East Brunswick, NJ 08816

All programs to take place at the Pines Manor in Edison, NJ

Registration for all courses starts at 8:00 a.m.

Continental Breakfast and Lunch Included

For further information call 732-238-1255

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## NJDA Noteworthy News

A donation in the amount of \$1,000 was made in the memory of Charlie Norwood to the ADA foundation to be earmarked for the NJDS.

Dr. Carmine LoMonaco was nominated as NJDA's representative for a one year term to the UMDNJ Foundation.

A \$15 dues increase was approved for NJDA for the 2008 budget. It has been 3 years since the last increase.

**Membership** numbers are up again this year. NJDA has offered to help FDU alumni organize themselves.

The weekend study club mailing has highlighted more available credits than last year due to the upcoming biennial license renewal this October.

NJDA will be visiting NJDS four times this fall for luncheon programs with each class—we are all welcome to attend.

Employment law posters are available for free through NJDA.

The **GKAS** date will be changed to April in the future due to potential weather issues in the northern states.

At this year's **Annual Session**, approximately \$16,000 was generated in net revenue for the Special Olympics. Next year, NYU and U of Penn are considering having alumni receptions in addition to Temple and NJDS. Ivana Trump will be a motivational speaker. The perio society will cosponsor a full day program.

**Communications** about topics in dentistry have been made on a biweekly basis to all of the local newspaper writers by Eric Elmore.

Web based advertising will begin in September on NJDA's site. Video integration is also on our site now and links with the ADA's site as well.

The Oral Health Coalition Summit will be held in Hamilton on Wed., Sept. 19 from 9-3 and will focus on the oral health of senior citizens. The cost is \$85 and 5 CEU's are available. NJDA will be a gold sponsor of this program at a cost of \$1,000.

In the future, the pediatric dentists will organize a focus group to study the recent increase in decay of children age 2-5.

The University of Texas conducted a study identifying a soluble protein marker in saliva when breast cancer starts—the test for this is now awaiting FDA approval and will be great for most patients who see the DDS more than the MD.

Jim Shultz reported that the \$75 malpractice subsidy we have been assessed for the last three years is likely to be disbanded since the nomination to continue lacked a second time. He discussed the idea the our state may start a methamphetamine awareness program similar to Montana's which has been reported to have reached 90% of school age children through various forms of media and has been effective in reducing the number of users. The typical profile of users may differ from what you'd expect. Many college and grad students are using "crystal ice" as the "nodoze" nowadays. The problem is that within 60 days of using, you need 20 times the amount for it to work.

Art Meisel is proposing an idea to improve access to care—volunteer dentists can get up to 20 credits per biennial period for providing dental care free of charge to needy patients (lab fees to be paid by patients).

The amalgam separator legislation has been stalled and may not make the Sept 5th deadline for approval. If it is approved, the two year time line for existing offices starts. New offices opened after approval must comply immediately (renovations get 2 years).

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### Officers Elected at the May Meeting



Incoming President Dr. James Courey (R) thanks outgoing President Dr. Bob Silverstein for his year of service to MCDS.



Outgoing ADA Delegate Dr. Joel Leizer (far L) and outgoing President Dr. Bob Silverstein (far R) welcome our 2007-08 officers (from L to R): Dr. Constantine Simos, Program Chairperson; Dr. Maya Prabhu, Secretary; Dr. Mark Vitale, President-Elect; Dr. Robert Ashmen, Treasurer; Dr. James Courey, President; and Dr Scott Galkin, Vice-President.

# Highlights from Staff Night 2007

Photos courtesy of Dr. Ethan Glickman.  
Additional photos and movies are available on our web site.



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**AFTCO is pleased to announce...**

**Bo Hyun Seok, D.M.D.**

has acquired the practice of

**Charles L. Barison, D.M.D.**

*Jersey City, New Jersey*

AFTCO is pleased to have represented  
both parties in this transaction.



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## 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](http://www.stpeterslibrary.com)

## Middlesex County Dental Society Councils and Committees

### – NJDA COUNCIL REPRESENTATIVES –

Peter Clemente ..... ADA Delegate .....985-1666	Tara Savage ..... Membership.....679-2323
Daniel Krantz ..... ADA Alternate Delegate .....469-8083	Nancy Villa ..... NJDA State Trustee .....679-2323
Mark Vitale.....ADPAC.....494-7575	Mitch Weiner ..... NJDA Alt. State Trustee .....297-4900
Mark Vitale.....Dental Benefits .....494-7575	John Fahsbender..... Peer Review.....356-1313
Robert Ashmen.....Dental Education .....846-6366	Ethan Glickman..... Relief .....572-4244
Mitch Weiner ..... Governmental/Public Affairs...297-4900	
Joseph Fertig ..... Judicial Council.....940-1111	

### – MCDS COMMITTEE CHAIRPEOPLE and MEMBERS AT LARGE –

Ira Rosen..... Budget and Finance .....422-7440	Paresh Patel ..... Dental Shadowing .....226-0568
Cavan Brunsdan ..... Children's Dental Health Mo...679-2323	Ethan Glickman..... Mentor .....572-4244
Mark Schambra ..... Continuing Education.....846-6366	Arpan Nandra....Oral Cancer Screening/Education .....257-6500
Constantine Simos..... Corporate Sponsorship .....247-8083	Cavan Brunsdan ..... Special Olympics.....679-2323

See our web site 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)  
 Newsletter Editor: Dr. Robert Silverstein 732-846-8686  
 Website Editor: Dr. Robert Silverstein 732-846-8686  
 President: Dr. James Courey 732-422-7440  
 President Elect: Dr. Mark Vitale 732-494-7575  
 Vice President: Dr. Scott Galkin 732-750-2600  
 Treasurer: Dr. Robert Ashmen 732-846-6366  
 Secretary: Dr. Maya Prabhu 732-246-2284  
 Program Chair: Dr. Constantine Simos 732-247-8083

**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.