Upcoming Meetings 2009 Arranged by Maya Prabhu

Sy Symanski Memorial Lecture

April 21, 2009 Dr. Vincent Kokich "Single Tooth Implant for the Adolescent Orthodontic Patient"

May 19, 2009 STAFF NIGHT Featuring: "ROCKSPLOSION! The Ultimate Rock Star Tribute Show" with tributes to Jon Bon Jovi, Madonna, Bruce Springsteen and Mick Jagger



Upcoming Mentor Courses April 30, 2009 Aftco

> June 11, 2009 OSHA

The Dental Newsletter

GOLDEN APPLE \/Awards Program

www.MCDSofNJ.org

A Publication of the Middlesex County Dental Society

President's Message ... Mark Vitale



As you read journals and attend CE programs it is obvious that the profession of dentistry is moving forward, expanding and generating new opportunities to serve our patients better, serve the profession better and increase revenue. But, the US economy is stormy right now, and no one knows for sure what the future holds for dentistry or any other businesses. You may read one article that claims that we

are recession proof, stating that as patients delay obtaining preventive care there is a resultant increase in emergency care and more expensive non-elective procedures being completed. Another article may place dentistry with every other business citing an increase in expenses and a simultaneous decrease in patient flow and revenue. My guess is that many of us are experiencing something in between; more root canals and fewer veneers. While the bottom may not be dropping out, we are seeing increases in office expenses; be it in taxes, supplies or services. Some of our patients are losing their jobs, and their dental insurance. These patients along with those who are still employed are cutting back in spending discretionary dollars; the dollars used Continued on page 2

GENERAL MEETING – Tuesday, March 17, 2009 **THE PINES** Route 27 • Edison, NJ

Registration	6:00
Business Meeting and hors d'oeuvres	6:30
Dinner & Speaker	7:00
1	

"Single Tooth Implant for the Adolescent Orthodontic Patient" Featured Speaker: Dr. Vincent Kokich



Doctor Kokich is a Professor in the Department of Orthodontics at the University of Washington in Seattle. He also maintains a private orthodontic practice in Tacoma, Washington. He has published 21 book chapters, 84 scientific articles, and 48 review articles. He has given over 850 presentations throughout the world. Doctor Kokich is Editor of Case Reports for the American Journal of Orthodontics and Dentofacial Orthopedics, Associate Editor of The Angle Orthodontist, Associate Editor of Practical Reviews in Orthodontics, and serves on the Advisory Board of the Journal of Esthetic Dentistry, and the Editorial Boards of the Journal of the American Dental Association, Seminars in Orthodontics, Clinical Orthodontics and Research, Dental Traumatology, and The Australian Orthodontic Journal.

Most patients and parents have already heard about implants. They are interested in single-tooth implants to replace congenitally missing maxillary laterals and mandibular second premolars. But these types of restorations are extremely technique sensitive. Several issues must be resolved before implants should be considered. The restorative team must prepare the implant site carefully. The timing of implant placement could be crucial. The aftermath of improper implant therapy could be disastrous. This presentation will discuss the orthodontic, restorative and surgical implications, when implants are planned as replacements for congenitally missing teeth in young adolescent patients.

Presidents's Message - Continued from Page 1

MCDS Board of Trustees Report -03/10/2009-

Attendance: Ashmen, Bernstein, Brunsden, Galkin, Goldstein, Kahn, Krantz, Mir Madjellsi, Prabhu, Rizzi, Savage, Silverstein, Simos, Stein, Villa, Vitale, Vora, Weiner Acceptance of Minutes-vote unanimous.

President's Report-Mark Vitale

Kim McMahon from the UMDNJ Dental Assisting Program notified me that the legal department of UMDNJ has revised the agreement for dentists who wish to participate in the dental assistant externship program. Instead of naming the University on their liability policy, participating dentists will simply need to provide a copy of their insurance certificate. Kim will attend one of MCDS' general meetings to describe the program to our membership and recruit dentists for the program.

UMDNJ is investigating the possibility of instituting a mentoring program with MCDS that would allow senior dental students to spend time shadowing us in our offices on a one to one basis.

Treasurer's Report-Robert Ashmen

See full report on page 3.

Give Kids a Smile-Cavan Brunsden

The 2009 program was a great success with 3,980 children seen at 74 sites throughout the state.

NJDA Council Reports:

Dental Benefits-Mark Vitale

The next council meeting is scheduled for April 1.

The CODB will hold a course at the NJDA Annual Meeting in Atlantic City, entitled "Getting Paid-Practical Dental Insurance Management".

It will take place on Wednesday June 3 at 9am. This course will be presented as a member benefit and no tuition will be charged.

There is a misprint in the preliminary program book listing tuition as \$25. This will be corrected in all subsequent mailings.

Membership-Tara Savage

The next membership council meeting is scheduled for April 16, 2009.

The next MCDS study club meeting is scheduled for March 26, 2009 at 6:30pm at the Crowne Plaza in Edison. Pam from Snap-on Smiles will be giving a presentation. 2 CE credits will be awarded. The study club is a member benefit available to all MCDS members. Please contact Marlene Glickman, our Executive Secretary, at 732-238-1255 for additional information and registration in advance.

Peer Review-Sandy Goldstein

Three was one new case assigned and successfully mediated during the month of February.

Committee Reports:

Mentor-Co-Chairmen: Dr Amit Vora, Dr. Nima Mir Madjlessi & Dr. Ethan Glickman Kim Iannotte from the Aftco Company will present the next Mentor program on April 30, 2009. She will speak about:

"Analyzing Practice Numbers, Adding an Associate, Practice Mergers & Practice Transition Options at St. Peter's Medical Center, New Brunswick.

Our bi-annual OSHA program that satisfies the OSHA standard on Occupational Exposure to Blood Borne Pathogens, which is required annually for dentists and staff, will be given on June 11, 2009 at St. Peter's Medical Center, New Brunswick.

Two CEU credits are awarded to the Dentists & staff members attending these 2-hour seminars. These seminars are available to our members & staff for \$20/pp as a member benefit of MCDS.

A very big "Thank You" to Dr. Joe Fertig, Director of Dental Services - St. Peter's Medical Center, for arranging all our room accommodations for the MCDS-OSHA-Mentor programs at St. Peter's Medical Center in New Brunswick.

Please see the inserts in this newsletter for additional information and registration for the OSHA & Mentor programs.

to pay for dentistry. Many articles have noted the first area of the dental practice to be impacted is the hygiene schedule, followed by elective cosmetic procedures. Less expensive procedures are being used to replace the more expensive procedures. Patients who may have planned on doing a root canal and crown may now opt for an extraction and an edentulous space.

One might wonder what to do to maintain a viable dental practice during these trying times; how to turn down time into productive time. I have a few suggestions which may be of help to some; things that I am doing in my own practice.

Reevaluate you practice schedule and staffing, not to the point of cutting, but to the point of increased efficiency. You may want to reassign employee responsibilities and create incentive programs. When there is down time have your employees work on your continuing care program. Look through those unscheduled treatment plans. Tighten your inventory control. Update your office manual and check your OSHA and HIPAA compliance. If you don't already do it, set up patient financing with companies such as Care Credit and Dental Fee Plan. Make dentistry affordable without giving it awav.

Spend some time on marketing. If you don't have a newsletter or website, now is a great time to develop them. Spruce up the office and make it more attractive to patients. If you have more time in between patients then spend more time with your patients cultivating a relationship that will result in referrals. Create in-office promotions that emphasize the health benefits of good dental care.

One last thing you can do is get involved in organized dentistry; attend meetings, join councils and committees, enjoy the camaraderie. Help to strengthen our profession which in the end will benefit you in your professional and personal life.



Continued on page 3

Detailed Treasurer's Report February 28, 2009	MCDS Board of Trustees Report Continued from page 2
	Please contact Marlene Glickman, our Exec.Sect'y for MCDS, at # 732-238-1255 for
Robert Ashmen, DMD	additional information and registration in advance for the programs. Thank you
2/29/08 1/31/09 2/28/09	Oral Cancer Screening Report-Arpan Nandra
Checking \$1,994.22 \$ 2,238.42 \$ 21,143.46	
Savings \$4,096.08 \$11,293.98 \$11,302.64	We have confirmed the April 23rd date for the Oral Cancer Screening in Middlesex at
CD (3.46% matures 12/28/08)	RWJ Medical Center. Advertising will be taken care of by the the Middlesex Health
\$25,979.64 \$25,000.00 \$25,000.00	Dept. and Delta Dental. We need volunteers, general dentists and oral surgeons.
PayPal \$7,881.22 \$1,650.95 \$2,312.71	Dental Hygiene Study Club-Alyssa Bernstein
TOTAL: \$25,979.64 \$40,183.35 \$59,758.81 P&L STATEMENT CHECKING ACCOUNT	The Central New Jersey Dental Hygiene [CNJDH] Study Club met on Wednesday
(1/31/09-2/28/09)	March 4, 2009 at the Crown Plaza Hotel, Rte 27 South, Edison NJ. Sponsored by
INCOME	Middlesex County Dental Society, Dr. James Albani lectured on Periodontics from the
CONT. EDUC 1,115.00	Hygienists perspective.
CORP SPON 1,500.00	
DUES 19,790.00	Two CEU credits were awarded to the 35 Hygienists that attended this meeting. The
INTEREST 0.48	next CNJDH meeting will be May 6 and the speakers will be Drs.Prabhu and Panza-
MENTOR COMM 40.00 TOTAL INCOME 22,445.48	rino, they will be speaking about Endodontics from the Hygienists Perspective. Two
EXPENSES	CEU credits will be awarded for this seminar.
CONT. EDUC 280.00	This CNJDH study club is available to our hygienists as a Dentist-member benefit of
DINNER MEETINGS 4,066.97	MCDS.
EXEC COMM DINNER 598.76	Please contact Marlene Glickman, our Exec.Sect'y for MCDS, at # 732-238-1255 for
EXECUTIVE SECRETARY 408.00	additional information and registration in advance for the program. Thank you.
MEMORIALS AND GIFTS 12.00	
TELEPHONE 174.71	New Business
TOTAL EXPENSES 5,540.44 TRANSFERS	There will be a committee formed to organize a formal corporate sponsorship program
FROM PAYPAL 2,000.00	for the 2010-2011 year and beyond. Drs. Ashmen, Vora, Stein and Prabhu have volun-
OVERALL TOTAL 18,905.04	teered for the committee.
P&L SAVINGS ACCOUNT	Good & Welfare
(1/31/09-2/28/09)	Dr. Silverstein and his staff are happy to be in their new office on World's Fair Drive.
INTEREST INCOME 8.66	The board congratulates Dr. Nainesh Desai on the acquisition of Dr. Schwartz's
OVERALL TOTAL 8.66	prosthodontic practice in East Brunswick.
P&L PAYPAL MONEY MARKET (1/31/09-2/28/09)	
CONT EDUC INC 2.623.52	Respectfully Submitted,
MENTOR COMM INC 38.24	Constantine Simos,
TRANSFER TO CHECKING -2000.00	Secretary
OVERALL TOTAL 661.76	
	11



NJ Academy of General Dentistry Presents:

Endodontics with Dr. Ken Koch-Earn up to 52 CE Credits

April 24-26, 2009 and October 8, 2009 at Echo Lake Country Club, Westfield, NJ \$1,050.00 AGD Member /\$1,400 non Member(52 participation credits)/\$475 "Light" (22 lecture credits)

AIM-Accelerate into Mastership, is a program to help you get your participation credits and achieve your membership through the AGD over a four year period. All dentists are welcome to take this course. You do not have to take every course that AIM offers, nor do you have to be working toward Fellowship or Mastership to take this course.

Restorative Science with Dr. Dan Nathanson-7 CE Credits

May 13, 2009 at The Pines Manor, Edison NJ \$195 Member/\$225 Non-Member/\$99 Non-dentist guest or staff/\$30 Luncheon only To register for either course, please call Lorraine Sedor at 866-GO-NJAGD/ E-Mail: lsedor@njda.org



MCDS Newsletter Online

If you would like to receive the newsletter electronically in lieu of receiving a printed copy, please visit our web site. Click on the "Member" link, then the "Of Current Interest" Link.

By registering, you will be able to view the newsletter about a week before it would get to you in the mail, and this will also be saving us money.

Highlights from the March Meeting



MCDS Vice-President Dr. Maya Prabhu (C.) and MCDS President Dr. Mark Vitale (R.) welcome February Featured Speaker Dr. Louis DiPede.

MCDS Reception at the NJDA Annual Convention

MCDS will hold a reception at the NJDA Annual Meeting in Atlantic City on Wednesday June 3, 2009 from 5:30-7:30pm. All members are invited. See the Annual Meeting registration booklet for details.

Join the officers of MCDS at the NJDA annual meeting on Thursday June 4 for the presidents reception and dinner dance as we honor our very own Danny Krantz as he completes his year as NJDA president.

Please register for the dinner via the NJDA Annual Meeting Brochure or NJDA Website, and then call Mark Vitale or Cavan Brunsden if you would like to sit at tables with MCDS members.

Dream*Inspire*Achieve

FEATURED SPEAKERS:

New Jersey Dental Association

FREE CEUs!

Dr. George E. Bambara Dr. Lyndon F. Cooper Dr. Harold L. Crossley Dr. Douglas D. Damm Dr. Bill Henson Dr. Jack Piermatti Dr. Ronald D. Perry Dr. Steven P. Weinberg Dr. John F. Wisniewski 2009 NJDA Annual Convention June 3–5



Hosted by the New Jersey Dental Association New Jersey Dental Assistants' Association New Jersey Dental Hygienists' Association

Staff Night

Tuesday, May 19, 2009

ROCKSPLOSION! The Ultimate Rock Star Tribute Show

6:00-6:30 Cocktails 6:30-9:30 Dinner, Concert, Dancing



Raffle Drawings throughout the night!

One live band, multiple live superstar performances! Rocksplosion is the rock star tribute show for the hip, baby-boomer and "Gen-X" crowd, recreating a live rock concert experience. The biggest rock stars of each decade are portrayed by the best impersonators we know. Featuring tributes to Jon Bon Jovi, Madonna, Bruce Springsteen and Mick Jagger. Take your pictures with your favorite rock star!

MCDS STAFF NIGHT REGISTRATION FORM (See our web site for Online Registration which allows payment by credit card) 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 Momber Doptista No C		Staff: \$64/Person until 4/24	\$70/Demon often 4/24	
MCDS Member Dentists — No C Total # of Staff Attending:	8		3/9/Person after 4/24 ides Open Bar	

Congratuations in Order

Congratulations to Dr. Ethan Glickman, who was recently awarded an ADA Golden Apple for individual achievement in Mentoring. Dr. Glickman has been the Chairperson of our Mentor Committee for many years, and has spearheaded numerous programs that benefit our membership, including the annual OSHA seminars and a multitude of CE courses. MCDS congratulates Dr. Glickman on his well deserved recognition of his contributions to this Society!

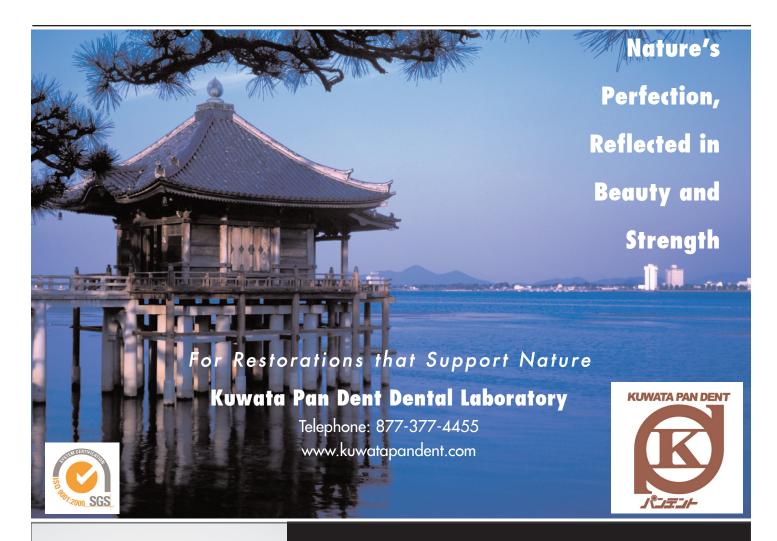


			c Count E Prog	0		Society Us Each
Wednesday, Oc		(Spon	Tr. Robert Fault Current Concorts Implant Ontistry sored by Astra Tec nestly, March 18, 9am to 5pm	in ⁄ ch Inc.	Interdiscip Guidelines plex D Kuw Wednesc	* Fincent Kokich plinary Treatment – for Managing Com- pental Problems vata Pan Dent lay, April 22, 2009 9am to 5pm
Reg	istration Form		R	Registratio	n Fees: (Please cho	eck appropriate boxes)
Doctor's Name (Last)	(First)		-	CDS Meml Miles	bers/Residents:	\$80 / \$95 ea*
Address City	State Z	<i>L</i> ip		JDA Memb I Miles	ers (non-MCDS) Faulkner	\$115 / \$140 ea* □ Kokich
Office Telephone Number Non-Dentist Staff Merr	Fax Number bers: (indicate speaker			JDA Non-N I Miles	1embers: Faulkner	\$240 / \$275 ea*
Name				aff (non-der 75 per staff	member per course	al Enclosed: \$
Name Name				Early / Late	registration cutoff	
Name			-			
Name			-			

Checks Payable to MCDS (Payment must accompany registration) Mail to: Middlesex County Dental Society P.O. Box 7026, East Brunswick, NJ 08816 Registration for all courses starts at 8:30 a.m. All programs to take place at the Pines Manor in Edison, NJ Continental Breakfast and Lunch Included For further information call 732-238-1255 or visit www.MCDSofNJ.org

To register more than one dentist for your office, please use copies of this form, or register online

For speaker bios and course descriptions, please visit our web site.





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Free practice appraisals, a 2500 value!

We are *pleased* to announce...

Thomas L. Chung, D.M.D.

has sold his practice.

Englewood Cliffs, New Jersey

*AFTCO is proud to have represented all parties in this transaction.



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Information about the Medical Library, including hours of operation, can be found at

Middlesex County Dental Society Councils and Committees - NJDA Council Representatives -

Daniel Krantz	. ADA Delegate	469-8083	Ira Rosen	Judicial Council	422-7440
Richard Kahn	. ADA Alternate Delegate	828-6622	Tara Savage	Membership	679-2323
Mark Vitale	. ADPAC	494-7575	Nancy Villa	NJDA State Trustee	679-2323
Nainesh Desai	. Annual Session	254-2550	Mitch Weiner	NJDA Alt. State Trustee	297-4900
Mark Vitale	. Dental Benefits	494-7575	Sandy Goldstein	Peer Review	442-0037
Robert Ashmen	. Dental Education	846-6366	Ethan Glickman	Relief	572-4244
Mitch Weiner	. Governmental/Public Affairs				
	– MCDS Comm	nittee Chairpeo	ple and Members at La	rge –	
Ira Rosen	. Budget and Finance	422-7440	Alyssa Bernstein	Hygiene Study Club	388-3100
Cavan Brunsden	. Children's Dental Health Mo.	679-2323	Nima Mir Madjlessi	Mentor Co-Chair	651-8470
Mark Schambra	. Continuing Education	846-6366	Amit Vora	Mentor Co-Chair	494-2444
David Stein	. Corporate Sponsorship	257-6500	Arpan NandraOral	Cancer Screening/Education .	494-2282
Paresh Patel	. Dental Shadowing	226-0568	Cavan Brunsden	Special Olympics	679-2323
See our web site for a complete list of Board Members and their contact information					



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Tel:732-247-8083 • Fax:732-247-8100

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Secretary:	Dr. Constantine Simos	732-247-8083
Educational Coord	linator: Dr. David Stein	732-257-6500

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.

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

- 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.

www.stpeterslibrary.com

Middlesex County Dental Society REGISTRATION FORM

MCDS Bi-Annual OSHA Seminar/Certification THURSDAY JUNE 11, 2009

Time: Registration: 6:00 PM Program: 6:30 - 8:30 PM

Place: St. Peters Medical Center, New Brunswick, NJ

Tuition: MCDS Member Dentists & Staff\$20 per person [member benefit]NJDA Member Dentists & Staff\$50 per personNon-MCDS/NJDA members/Staff\$70 per person(payable to Middlesex County Dental Society)

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. Two CEU credits will be awarded to those attending this 2-hour seminar. This seminar is available to our MCDS members as a member benefit of MCDS MCDS Member Dentists & Staff \$20 @ # ____ = Total \$____ NJDA Member Dentists & Staff \$50 @ # _____ = Total § = Total \$ Non-MCDS/NJDA members/Staff \$70 @ # Please **REGISTER** as early as possible since this program tends to fill up quickly - Thank You make CHECKS payable to: MIDDLESEX COUNTY DENTAL SOCIETY **Office Name** Office AddressOffice fax #..... **Office phone #** Name (Dentists & Staff attending) title

Mail and Return to: MIDDLESEX COUNTY DENTAL SOCIETY P.O. Box 7026 East Brunswick NJ 08816 MCDS OFFICE: (732) 238-1255 MCDS FAX: (732) 390-2332

Middlesex County Dental Society

REGISTRATION FORM

Thursday: April 30, 2009 6:30-8:30PM Kim lannotte - Aftco

Analyzing Practice Numbers:

Understanding the basics, Practice appraisal and analysis of general practice benchmarks. Understanding dental practice profit and loss statements, Recession-proofing your practice.

Adding an Associate:

Overview of various associate relationships, Contractual arrangements and Equity associateships.

Practice Mergers:

Buying and selling charts as a means of practice growth or transition, Relocating your office, Adding patients for an associate and/or future sale.

Practice Transition Options:

Pros and cons of the transition options available, Earned equity buy-in, Future and present value transitions, Pre-sale retirement transitions, Incremental programs, financing options, and Stockholder programs.

Time:Registration: 6:00 PMProgram: 6:30 - 8:30 PMPlace:St. Peters Medical Center, New Brunswick, NJ

Tuition: MCDS & NJDA Member Dentists & Staff \$20 perperson-member benefit

Non-Member Dentists & Staff\$50 per person

(Payable to Middlesex County Dental Society)

Two CEU credits will be awarded to those attending this 2-hour seminar.	
This seminar is available to our members as a member benefit of MCDS	

MCDS & NJDA Member Dentists & Staff	\$20 @	#	= Total \$
Non-Member Dentists & Staff	\$50 @	#	= Total \$

Two CEU credits will be awarded to those attending this 2-hour seminar. This seminar is available to our members as a **member benefit of MCDS**

make CHECKS payable to: MIDDLESEX COUNTY DENTAL SOCIETY

Office Name

Office Address

Office phon	e #	Office fax #	
Name	(Dentists & Staff attending)		<u>title</u>

Mail and Return to:

MIDDLESEX COUNTY DENTAL SOCIETYP.O. Box 7026East Brunswick NJ 08816MCDS OFFICE:(732) 238-1255MCDS FAX:(732) 390-2332