

Upcoming Meetings in 2012-2013
 Arranged by the Education Committee

November 20, 2012

Dr. Jeremy Mao
 "Stem Cells"

January 15, 2013

NJDA Officer's Night and Life Member
 Presentations

February 19, 2013

Dr. Shahid Aziz
 "Oral Submucous Fibrosis/Update on Orthognathic Surgery"

March 19, 2013

Mr. Stephen Schechner
 "Malpractice"

April 16, 2013

Dr. Ron Kaminer
 "Lasers and Minimally Invasive Dentistry"

May 21, 2013

STAFF NIGHT

Save The Date!
MCDS Full Day Course.
Registration form inside
this newsletter.

April 17, 2013

Dr. Mark Setter
 "Happier Patients and a Healthier Practice"

The Dental Newsletter



www.MCDSofNJ.org

A Publication of the Middlesex County Dental Society

President's Message ... Constantine Simos



Hello everyone. On October 13th the society celebrated its centennial at the East Brunswick Hilton. I hope those who attended had a fun evening catching up with friends and getting filled in on the current happenings of the society. For those who could not attend, I am happy to report that the evening was a great success. One hundred fifteen members and spouses were present to honor 21 of the MCDS past presidents that were able to attend. Four of our seven past NJDA presidents from Middlesex were also on hand and were kind enough to address the audience. Mrs. Marlene Glickman read an original poem that she wrote for the MCDS centennial and Dr. Cavan Brunsten also gave his personal reflection on the society. Current NJDA president Dr. Michael Messana and ADA Fourth District Trustee Dr. Maxine Feinberg represented the state and national levels of organized dentistry and spoke on behalf

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GENERAL MEETING – Tuesday, November 20, 2012

THE PINES Route 27 • Edison, NJ

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

Featured Speaker: Dr. Jeremy Mao "Stem Cells"



Dr. Mao is a dentist and a scientist. He serves on the editorial board of multiple scientific journals and is consultant to dozens of funding agencies in North America, Asia and Europe. He has published hundreds of scientific papers, book chapters and abstracts, and edited two scientific textbooks. Currently he is the Professor of Dental Medicine, Associate Dean for Research and Director, Center for Craniofacial Regeneration at Columbia University Medical Center.

Dental medicine is being transformed from focusing on repair, to focusing on regeneration. Repair is exemplified by amalgams, gutta percha and titanium dental implants. The new paradigm will be the regeneration of dentin, dental pulp, muscle, mucosa, cartilage, bone, periodontal ligament and other structures by bioengineering approaches.

This lecture will provide a platform for dispassionate debate of a number of critical issues in dental/craniofacial tissue engineering. Dental and craniofacial tissue engineering is an opportunity that dentistry cannot afford to miss.

MCDS Board of Trustees Report

10/9/12

Attendance: Dr.'s Simos, Savage, Krantz, Kahn, Vitale, Fernandes, Prabhu, Leung, Modi, Glickman, Ashmen, Schambra, Weiner, Bernstein, Rosen, Stein, Mir-Madjlessi, Silverstein, and Marlene Glickman.

Acceptance of 9/11/12 Minutes-vote unanimous.

President's Report-Constantine Simos

There have been a few changes on our Executive Board. Dr. Amit Vora will step down from the Mentor Committee Co-Chair. Dr. Ira Rosen will be the new chair of Corporate Sponsorship. Our Centennial Celebration is set for Saturday 10/13, a few details need to be worked out regarding the order of speakers.

Treasurer's Report-Alyssa Bernstein

See full report on page 3

Secretary's Report-Devang Modi

Please submit your reports to the "Google Group" on time.

Website Editors Report-Robert Silverstein

Drs. Rosen, Satwah and Silverstein will meet to discuss redeveloping our website to make it more user-friendly.

ADA Delegate's Report-Daniel Krantz

There were several issues that were discussed at the pre-convention caucus: Whether Dental Anesthesiology should be accepted as a specialty. Possible dues increase and assessment (for repairs to the Chicago Headquarters).

Possible closure of the ADA Library.

Changing the number of delegates.

Eliminating some ADA councils.

Eliminating some officer positions (First and Second VP)

I will give a final report at the November meeting

NJDA Trustee's Report-Mark Vitale

See full report on page 6 under NJDA Noteworthy News.

Dr. Vitale has been nominated and will be running for the NJDA Executive Board. Congratulations and good luck..

Executive Secretary Report-Marlene Glickman

115 guests are confirmed to attend the Centennial Celebration.

NJDA Council Reports:

Annual Session-Nainesh Desai

Gerald Chiche will be our featured speaker for the 2013 Garden State Conference and Expo. Speaker list and Schedules are being finalized. Revel, the latest sensation in Atlantic City will be the conference site for the 2014 Garden State Conference and Expo.

The next council meeting is on October 11th.

Dental Benefits-Jeff Chustckie, Devang Modi

The Council of Dental Benefits met on 9/12/12. Members are reminded to contact Mary Moskal at NJDA to seek assistance with any dental claim, preauthorization, EOB language issues. On 10/10/12, a fund raiser is organized for Assemblyman Gary Schaer, 20-30 people are expected.

As a special order of business the Council met with Dr. Scott Navarro and Bruce Silverman from Delta Dental plan of NJ. They answered many of the questions presented by the Council. Most notably, Delta is selling individual dental plans in NJ (traditional, clear plan and enhanced plan) and has lowered the MAC fees. More details to follow in next month's newsletter.

of their respective organizations. Governor Chris Christie recognized our MCDS centennial with a special letter; please see the text of the letter below.

I hope to see everyone at our monthly meeting on November 20th when Dr. Mao will give a very special presentation on stem cells.

Dear Friends:

On behalf of the State of New Jersey, I am pleased to congratulate the Middlesex County Dental Society on 100 years of service and extend greetings to everyone attending tonight's centennial celebration. Since its inception in 1912, the MCDS has been committed to advancing the dentistry profession and promoting the development of dental practitioners throughout Middlesex County.

New Jersey's dentists serve a very important role in caring for the oral health of our residents while also educating them about proper oral hygiene at home. The MCDS has admirably represented the interests of its members and has contributed greatly to their professional success.

I commend everyone involved with the organization over the last century for their efforts to ensure a healthy and happy New Jersey.

This event provides an excellent opportunity for Middlesex County's dental professionals to celebrate their collective achievements and establish fruitful relationships. I hope that the event is a rewarding experience for all in attendance.

Best wishes to all for an enjoyable and memorable evening.



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: mcds1912

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**Detailed Treasurer's Report
As of September 30, 2012
Alyssa Bernstein, DMD**

	9/30/11	8/31/12	9/30/12
Checking	26,586.86	18,360.67	45,172.54
Savings	24,195.79	24,181.64	24,239.24
PayPal	20,912.74	18,738.87	9,037.09
TOTAL:	71,695.39	61,281.18	78,448.87
(9/1/2012 through 9/30/2012)			
P&L STATEMENT CHECKING ACCOUNT			
INCOME			
Centennial Celebration Ad Journal			700.00
Centennial Celebration dinner dance			7,200.00
CORP SPON-mtngs			4,500.00
INTEREST			3.45
MENTOR COMM-INC			50.00
TOTAL INCOME			12,453.45
EXPENSES			
BOARD MEMBER EXPENSES			980.25
CENTENNIAL CELEBRATION			1,056.20
Dinner Meetings			3,219.59
Dinner Meetings, Lecture Fees			2,500.00
Exec Comm Dinner			618.76
Executive Secretary			945.00
Postage			400.15
TELEPHONE			234.09
TOTAL EXPENSES			9,954.04
OVERALL TOTAL			2,499.41
P&L SAVINGS ACCOUNT			
INCOME			
INTEREST			3.09
TOTAL INCOME			3.09
P&L PAYPAL MONEY MARKET			
INCOME			
MENTOR COMM-INC			96.49
TOTAL INCOME			96.49

Insurance Claims Problems?

The Board would like to remind you that Claims Resolution Service is available through the NJDA to help you resolve any dental claim issue. Please contact Mary Moskal at 732-821-9400. This service is provided free to you as a member benefit.

MCDS Newsletter Online

To receive the newsletter electronically in lieu of receiving a printed copy, please visit our web site, at www.MCDSofNJ.org.

Click on the "Member" link, then the "Of Current Interest" Link.

By registering for this, 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.

MCDS Board of Trustees Report

Continued from page 2

Governmental Affairs-Mitch Weiner

The "assignment of benefits" bill has been presented and a "non-covered services" bill is being considered. Tom Kean is to be our sponsor in the Senate. The Council is working on a method by which we can pay all of our annual dues (license renewal, x-ray registration, medical waste...) all with one check instead of several every year.

Membership-Tara Savage, Genevieve Fernandes

Patricia DeCotiis reported that NJDA membership is down 53 members from this time last year. In order to grow the membership she is asking all of the leaders of the NJDA (trustees, council representatives, etc.) to make a commitment to bring in one new member by the end of the year. Each component's trustee should have received a non-renewal member list.

NJDA has begun an incentive program to recruit new members. Any NJDA member who recruits a nonmember will receive a \$100 cash reward at the time the new member's dues are received by NJDA. An email will be sent out to the membership soon with more details.

A newly approved "Reimbursement Protocol for Component Recruitment Activity" was adopted by the Board of Trustees on August 15, 2012 and will go into effect for all components on January 1, 2013. Each component shall be eligible for reimbursement up to \$500 one time per calendar year. In order to receive reimbursement, the component must host or offer an event or meeting targeted at recruiting nonmembers. Reimbursement will be made only if the event is specifically promoted to non-members. The event may be a regularly scheduled general component meeting. The proposed event must be submitted in writing utilizing a specific form provided by NJDA outlining the details of the event. This form must be submitted no later than thirty days in advance of the event. The NJDA membership Chair and Director shall review the submitted proposal and notify the component within one week of its decision to accept or reject the event. Within one week of the event's conclusion, the component must submit the names and contact information for every non-member in attendance at the event to NJDA.

NJDA will be sponsoring a course on Friday, December 7, 2012 using the grant money it received from the ADA for membership recruitment. This course will be offered to female dentists, both members and non-members. The title of the course is "Optimizing Health for the Woman Dental Professional: Evidence-based Strategies to Prevent Pain & Extend Your Career." The speaker will be Bethany Valachi. This will be a half day course followed by an exercise class with a trainer.

Membership applications have been mailed to non-members promoting 15 months of membership for the price of 12 months, beginning October 1, 2012. "Save the date" cards have been made for the Garden State Dental Conference & Expo which will be held on June 28 & 29, 2013. The theme will be "all things Jersey."

The next Council on Membership meeting is scheduled for Monday, December

Committee Reports:

Centennial Committee-

We are excited to celebrate 100 years of our dental society 10/13/12.

Corporate Sponsorship-Ira Rosen

Thanks to the help of many members of the executive board, our corporate sponsorship has increased significantly this year. Colgate was the major sponsor of the MCDS Centennial Celebration. Thanks to Colgate, the celebration was a first class event and will likely turn out to be revenue neutral. We are also

Continued on page 5

Participate in the 11th annual day of free dental access for children 12 and younger and be entered to win *

Give Kids a Smile! on Friday, February 1, 2013

- ☺ Open your office to children ages 12 or younger for free cleaning and treatment
- ☺ Volunteer at a participating location
- ☺ Provide a monetary donation to offset school bus transport and purchase restorative supplies
- ☺ Earn up to 3 CEUs



***All 2013 GKAS dental professional volunteers will be eligible to win a two night stay at Ocean Place Resort during the Garden State Dental Conference & Expo, Friday & Saturday, June 28 & 29, 2013.**

For information about registering or donating: gkas@njda.org
Or visit: www.njda.org/gkas

MIDDLESEX COUNTY DENTAL SOCIETY PROPOSED BUDGET FOR 2013

Dr. Ira Rosen, Chairman	Continuing Education - Expense	30,000.00
Dr. Constantine Simos, President	Dinner Meetings.....	40,000.00
Dr. Robert Ashmen, Immediate Past President	Donations	5,000.00
Dr. Alyssa Bernstein, Treasurer	Educational Grants.....	3,000.00
Dr. David Stein, Immediate Past Treasurer	Executive Committee Dinners	3,000.00
	Executive Secretary	7,500.00
	Insurance	700.00
	MCDS Centennial Celebration	18,500.00
	Membership Expense.....	1,000.00
	Memorials and Gifts	300.00
	Mentor Committee – Expense	700.00
	Name Badges	100.00
	Newsletter	8,000.00
	NJDA Annual Session.....	2,000.00
	Office Supplies.....	1,000.00
	Plaques	500.00
	Postage	1,000.00
	Staff Night – Expense	12,000.00
	Taxes	400.00
	Telephone	1,400.00
	Contribution to Available Reserve	1,600.00
	TOTAL ESTIMATED EXPENSES:.....	\$140,100.00
INCOME:		
Continuing Education – Income	\$20,000.00	
Corporate Sponsorship – CE.....	15,000.00	
Corporate Sponsorship – Meetings.....	15,000.00	
Corporate Sponsorship – Newsletter	2,500.00	
Dues	50,000.00	
Interest.....	100.00	
MCDS Centennial Celebration	18,500.00	
Mentor Committee Income	7,000.00	
Staff Night – Income.....	12,000.00	
TOTAL ESTIMATED INCOME:	\$140,100.00	
EXPENSES:		
Accountant Fees.....	\$ 300.00	
Bank Expenses.....	100.00	
Board Member Expenses	2,000.00	

MCDS Board of Trustees Report, continued from page 3

pleased to have Biomet 3i back as a Gold Sponsor this year. In addition, we have secured five other corporate sponsorship packages. New Providence Financial will be our second Gold Sponsor. We have three new silver sponsors for this year: Benco, DSG Labs and Dentsply/Tulsa. Finally, we have one Bronze Sponsor: Kuwata Pan Dent. Everyone is encouraged to visit our sponsors at the monthly general membership meetings at the Pines Manor. Each of our sponsors will be given the opportunity to make short 2 minute presentations during the course of the year.

Mentor-Nima Mir-Madjlessi, Amit Vora

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 Nov 15, 2012 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 \$25/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 insert in this newsletter for additional information and registration for the Mentor program.

Budget and Finance Committee-Ira Rosen

The committee presented the proposed 2013 budget for the Executive Board to review. After some questions and discussion, the proposed budget was approved for presentation to the general membership. The 2013 Proposed MCDS Budget will be presented to the general membership at the meeting next week, published in the upcoming newsletter, and then presented for a vote at the November general membership meeting.

New Dentist Committee-Sanjeev Satwah, Genevieve Fernandes

New dentist committee met on 9/20/12. We brainstormed having a 1/2 day implant course with a golf clinic in order to appeal to more new dentists. 1/2 day rotary hands on clinic at Long Branch next year geared to new dentists. Other ideas were discussed including Immigration issues (employer/employee) and becoming more involved with local dental schools. Interest to have MCDS Dental MBA to eventually be marketed at the state level. Goal: 50 new members in 2 years.

Continuing Education-Mark Schambra

A full day course on Practice Management is confirmed by Dr. Mark Setter on April 17, 2013.

Dental Shadowing-Maha Kaga

I spoke with Greg Sobol (Health Professions Specialist for Rutgers Dental Shadowing) went over his role in getting the students to be part of our dental shadowing program. If any student, especially pre-dental shows any interest in shadowing he gives them a flyer. I am requesting an updated flyer so Marlene and I can review the contact information on the flyer. We will coordinate a process to make it simple for the student to get to the offices where they can shadow. I have also requested the information to meet with the head of the student dental association at the school to associate a face with the contact information and make it more personable.

Hygiene Study Club-Alyssa Bernstein

The Central New Jersey Dental Hygiene [CNJDH] Study Club met on Wednesday September 19, 2012 at the Crowne Plaza Hotel in Edison. The lecture was presented by Dr. Brunson on "Treating the Autistic Patient". Two CEU credits were awarded to the 29 Hygienists that attend this meeting.

The next CNJDH meeting will be in Wednesday November 7, 2012 at the Crown Plaza Hotel in Edison. Two CEU credits will be awarded for this seminar. The schedule and registration form for the upcoming lecture series will be in the next newsletter.

This CNJDH study club is available to our hygienists as a Dentist-member benefit of MCDS. Please see the registration form in the newsletter to register for next year.

Please contact Marlene Glickman, our Executive Secretary for MCDS, at 732-238-1255 for additional information and registration in advance for the program.

Old Business-None

New Business-None

Good & Welfare- Dr. Brian Leung, Orthodontist in Old Bridge was welcomed by the Board.

Respectfully Submitted,

Devang Modi

Secretary

NJDA Noteworthy News

The NJDA Board of Trustees met on September 19, 2012.

The following items were discussed.

Revision of Council on Dental Education

The Chair of the Council on Dental Education, has been charged by the CE Committee with the task of holding a meeting of the members of the Council on Dental Education to develop a proposal outlining what the Council believes its duties should be. This proposal will be considered by the CE Committee.

Review Council Chairs' Reports to the Board

The Board decided that Council reports should be given by Council Chairs rather than staff to promote an exchange of ideas and provide for a more direct line of communication from the Board to Councils regarding Association policy.

Expanding Functions of the Dental Assistant

Dr. Messana asked the Board to consider supporting expanding dental assistants' scope of practice under direct supervision to include packing and carving amalgam, placing composites, taking final impressions and orthodontic procedures including removing brackets, cementing appliances, and placing brackets done with indirect trays. He specifically stated that the Board was not being asked to consider expanding DA functions to include surgical or irreversible procedures or sutures.

Dr. Messana had invited members of the pediatric dental community, the director of a dental clinic, and, by phone, the President of the Pennsylvania Dental Association, a general dentist who has been using expanded function dental assistants for almost thirty years. These guests' comments focused on the following positions: 1) many other states (examples given were Pennsylvania, Ohio, Missouri and Indiana) successfully use expanded function dental assistants, 2) it improves access to care 3) increases efficiencies, 4) cuts down on the number of visits a patient needs to make, and 5) has the potential to increase the general dentist's net profit (bases on a 2009 Colorado study).

Trustees and officers expressed the following concerns: 1) expanded function assistants will require increased pay and benefits, 2) PPO practices will not experience net increase in profit, 3) there is an adverse oral impact involved with "undoing" reversible procedure, 4) before NJDA outlines the duties it believes should be covered by expanded functions, it should research what duties are being performed in other states.

A motion was passed to form a committee to evaluate the need and feasibility of having such a program in NJ.

Component Reimbursement Protocol

At the August 15, 2012 Board meeting the Board unanimously adopted the new Reimbursement Protocol for Component Recruitment Activity. The Board was now being asked to consider the date on which the policy would become effective.

Prior to that discussion, the Board was advised that the \$500.00 cap on reimbursement would eliminate the Essex component's ability to host the senior dental student class from the New Jersey Dental School at its fall component meeting. Since NJDS is located in Essex, it has been tradition for Essex to invite all senior dental students to their Fall meeting. In consideration of the importance of connecting students from NJDS to organized dentistry early in their dental careers, a motion was made and unanimously adopted by the Board that the Essex meeting to which the NJDS senior students are invited will be an exception to the new reimbursement protocol and Essex will be reimbursed in full for the cost of the students in attendance at the component meeting.

Regarding the date of implementation, the Board agreed that the new protocol would become effective January 1, 2013.

Approval of Committee to Review CE

At the August 15th meeting, the consensus of the Board was to standardize the Committee to Review Continuing Education. A motion was made and unanimously adopted by the Board to amend the Rules of the Board to create the Committee to Review Continuing Education.

Review of Council Structure

Dr. Giantomas provided statistics on the attendance of component representatives at all Association council meetings. Components do not have regular representation at meetings. A discussion ensued on the issue of the organization and strength of the components as well as the utility of the Council structure if some components were regularly unrepresented at meetings. Dr. Messana shared that he is working with Maureen Barlow to plan a meeting of NJDA and component leadership to begin networking and brainstorming on ways to strengthen the components and improve council performance. The Board agreed that a meeting of this nature should be scheduled.

Report on the Leadership Meeting Held on July 22, 2012

Three areas of concern were discussed by the Board at the retreat held on July 22, 2012. These areas are: Membership Recruitment and Retention – specifically identifying what value the Association is delivering, the structure and level of involvement of the component societies, and the Association’s fiscal health.

The formation of two committees and plans to develop a leadership forum were the outcome of this discussion. The committees are: Committee to Develop an Association Marketing Plan. Members include Drs. Messana, Roshong, Velasquez and Giantomas, and the Component Restructuring Committee. Members are Drs. LaMorte, Rothstein, DiVincenzo and Vitale.

Bylaws Resolutions

Dr. Chinoy presented two resolutions to the Board proposing Bylaws amendments. A motion was made, seconded and unanimously adopted by the Board to amend the language of the definition of “Good Standing” in Section 30 of Article I to include a member who was current on his or her installment payments and recommended its passage by the House of Delegates. Another motion was made, seconded and unanimously adopted by the Board to amend the Bylaws by replacing Sturgis with the American Institute of Parliamentarians as the new parliamentary guide and recommended its passage by the House of Delegates. BT-12-9-25 will go to the House as Resolution 2012 SAS 3 and BT-12-9-26 will be Resolution 2012 SAS 4.

Request of Dr. Samuel Zwetchkenbaum

Dr. Zwetchkenbaum is a geriatric dentistry fellow at the New Jersey Institute for Successful Aging at the UMDNJ School of Osteopathic Medicine. He is conducting research on the prescribing patterns of dentists working with older patients. One of the premises upon which he is conducting his research is that as the age of patients continues to increase, inappropriate prescribing can result in untoward, adverse outcomes.

Specifically, Dr. Zwetchkenbaum will conduct a survey both by mail and electronically. He would like to survey NJDA members. Responders may remain anonymous. The survey is being developed with survey experts, physicians and dentists and IRB approval is pending. Expected outcomes of this research include: publication of the results, needs assessment for continuing education, increased access to care for older patients, and improved comfort level of dentists treating older patients. He plans to make three mailings – one to introduce the survey and two actual surveys, and e-mail survey recipients three times as well. The New Jersey Institute for Successful Aging will cover the cost of the mailings.

In response to questions asked by the Board, Dr. Zwetchkenbaum agreed that if the NJDA assists him with this research, he will provide the survey questions for review, discuss the outcomes with the Board before he publishes them, and consider seeking publication of his article in the NJDA Journal.

The Board will sell NJDA mailing labels to assist in this study with the condition that this not be identified as an NJDA member survey. We will also assist in emailing the survey to members.

Annual Session

The 2014 Annual session will be held at the Revel Resort in Atlantic City.

Additional Information

The Middlesex component has invited officers and staff to its centennial celebration. The cost of the event is \$100.00. A recommendation was made to the Board that it establish a policy regarding the funding of individuals to attend these events when the invitation is not gratis. It was adopted by the Board to established that the NJDA President, President-Elect and Executive Director and their spouses/significant others would be funded by the Association. Mr. Meisel reported that the NJDA is moving forward with an Assignment of Benefits bill in the Legislature as it relates to Horizon and Delta Dental and is considering a Non-covered Services bill.

Mr. Meisel proposed a new membership recruitment incentive – Any NJDA member who recruits a full dues paying member will receive \$100.00 once the new member pays his/her dues in full (last payment must be recorded if individual is on a payment plan). The program will pilot from now through December 31, 2012. The motion was made and adopted by the Board to propose a new membership recruitment incentive for any NJDA member in good standing who recruits a full dues paying member.

Dr. Roshong reported that the State of New Jersey is collecting data to build a comprehensive database of all licenses/permits and business reports that have to be completed for the State and paid for to the Treasurer of the State of New Jersey. Trustees should ask their component members to report what forms they are currently submitted and fees they are paying so that the NJDA can pass this information along to the State of New Jersey.



Middlesex County Dental Society

Full Day CE Program 7 CEUs

Dr. Mark Setter

“Happier Patients and a Healthier Practice”

Sponsored in major part by Henry Schein

Open to Doctors and Staff

Wednesday, April 17, 2013

8 am to 4 pm



Dr. Setter graduated from the University of Michigan with a DDS and a Master’s Degree in Periodontics. He has had a private practice Limited to Periodontics in Port Huron since 1981, with a focus on dental implantology. Dr. Setter is on the faculty of the Misch International Implant Institute, as well as on the faculty of The University of Michigan School of Dentistry and Temple University School of Dentistry. Dr. Setter has been invited to lecture at state, national and international meetings on topics related to Dental Practice Management and Dental Implant Prosthetics.

The more assumptions any business makes, the less success that business will have. Real, factual information is more difficult to get, but results in amazingly higher success. Our dental offices make a wide range of assumptions, each lowering our success potential. What assumptions are patients making when they visit our offices? What assumptions are we making about our patients? What are their thoughts about dental insurance? What examination features are consistently included in your periodic examinations?

Exceptional practices that desire to get exceptional results need to have the people and systems in place to break-down the assumptions patients have when visiting the dental office and the assumptions within our offices. The key is having consistent systems, consistent diagnosis criteria, excellent verbal skills and impressive customer service that will assure your patient’s willingness to invest in their own dental health. This program will start with the first phone call to the office and go through to the case presentation, identifying where invalid assumptions can occur. The entire dental team must learn the steps involved in turning untreated dental issues into wanted and needed services. This program is the most direct path to getting your office to take the potential treatment that is in your file cabinet and make it treatment that is in your schedule. Your entire office team needs to participate in this program.

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

Registration Fees: (Please check appropriate boxes)

MCDS Members/Residents: \$90 / \$115 ea*

NJDA Members (non-MCDS) \$125 / \$160 ea*

NJDA Non-Members: \$250 / \$285 ea*

Staff (non-dentists):
MCDS: \$85 per staff member
Non-MCDS NJDA: \$100 per staff member
NJDA Non-Members: \$150 per staff member

Total Enclosed: \$ _____

* Early / Late registration cutoff dates:
Setter Course: **March 15, 2013**

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 7:30 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.



Our Specialty Dental Education | Your Success | Their Satisfaction
D E N T S P L Y T U L S A D E N T A L S P E C I A L T I E S C O N T I N U I N G E D U C A T I O N P R O G R A M

Introducing a Ground-Breaking 2-Day CE Course

Pathways To Success

November 30 - December 1, 2012
Friday & Saturday • 9:00 a.m. - 5:00 p.m.

Courtyard Marriott
3105 Woodbridge Ave. • Edison, NJ 08837

Course Tuition: \$499 | 14 CE Credits
Save \$100 when you register by Nov. 2nd

Please bring 2-3 accessed teeth.

Continental breakfast and lunch will be provided both days.

Pathways to Success is unlike any other endodontic CE course you've ever experienced. Its revolutionary approach takes you far beyond efficient techniques to the science that drives successful treatment. This in-depth course builds upon every aspect of root canal therapy under the microscope of science-including diagnosis, disinfection, and endodontic restoration. The evidence-based best practices you'll learn will not only help you achieve predictable results, but will also strongly contribute to your patients' oral and overall health.

Meaningful Take-Aways for Your Two-Day Investment:

- Ability to treat a wider variety of cases successfully through increased understanding of endodontic principles.
- Deeper understanding after every integrated step of endodontic therapy.
- Greater impact on your patients' oral and overall health.

REGISTER TODAY!

Contact DENTSPLY Tulsa Dental Specialties at 800-662-1202, press 1 for Customer Service or visit us online at register.tulsadentalspecialties.com

CONTACT YOUR LOCAL SALES REPRESENTATIVE

Jesus Sanchez
Phone (646) 712-4046
Email Jesus.Sanchez@dentsply.com

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FOR A COMMON GOAL

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Highlights from the October Meeting



Kuwata Pan Dent

The Laboratory Dentists Trust



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October featured speaker Dr. Gary Hartwell (C.) with MCDS Education Coordinator Dr. Amit Vora (L.) and MCDS President Dr. Constantine Simos (R.)

MCDS Centennial Celebration, October 13, 2013

The following poem was presented at the Celebration by our Executive Secretary, Marlene Glickman:

Ode to Our Centennial

*The year was 1912, one hundred years ago,
When Middlesex County Dental Society was established and began to grow.
Through the efforts of so many and their continual dedication,
We celebrate tonight in honor of this momentous occasion.*

*Our recorded log of past presidents dates back to 1952,
Making Howard Diamond, Sr. the first president MCDS knew.
Since then, so many presidents have taken the lead,
Enabling our dental society to thrive and succeed.*

*The one and only Dr. Sy Symanski has left an ever-lasting legacy,
For his determination to make MCDS the best that it could be.
He served on committees for NJDA, ADA and the State Board of Dentistry, too,
He will always be remembered for all the amazing things that he could do!*

*When I became the Executive Secretary of MCDS 12 years ago,
I saw first-hand how our society has been able to prosper and grow.
Our devoted Executive Board members meet and discuss all aspects of dentistry,
Which are designed to help our members practice successfully.*

*At our General Meetings each month, colleagues come and congregate,
Enjoy dinner while listening to speakers who share their knowledge and educate.
MCDS offers full day courses, study clubs and OSHA certification,
Oral cancer screenings and community education.*

*MCDS is dedicated to helping children with Give Kids a Smile,
A well-run operation done with compassion and style.
Our Dental Shadowing Program enables Rutgers students the opportunity,
To see if being a dentist is what they truly want to be!*

*Middlesex County Dental Society is very special indeed,
And will surely continue to shine, grow and succeed.
Perhaps in 2112, members will gather at a Centennial Celebration,
And reminisce about the good old days of this wonderful organization!*

The following was sent to our president:

I would like to offer my congratulations to all the members of the Middlesex County Dental Society on the great achievement of the 100th year anniversary. I keep in view what is being accomplished by MCDS thru the Dental Newsletter. As usual the society is at the forefront of dentistry in New Jersey.

Things have changed a great deal since the 80's when I was president and the big controversy was over dental advertising. That was the big issue then.

Unfortunately, due to family health issues I will not be able to attend the dinner dance. I do, however; remember the last Black Tie dinner dance that was held and I am certain that this Centennial Celebration will be spectacular.

With best regards to all,
Howard Schwartz, D.D.S.

Pictures of the Centennial Celebration can be found on our web site: www.MCDSofNJ.org, login: mcds, password: mcds1912. There will be a link on our home page for the next few months, and after that, the link will be on the Archives page.

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Matthew S. Choi, D.M.D. has acquired the practice of
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AFTCO is pleased to have represented
all parties in these transactions.

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

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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.

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Middlesex County Dental Society

REGISTRATION FORM

MCDS Bi-Annual OSHA Seminar/Certification

Thursday, November 15, 2012

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

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

Tuition: MCDS Member Dentists & Staff \$25 per person [member benefit]
NJDA Member Dentists & Staff \$55 per person
Non-MCDS/NJDA members/Staff \$75 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 \$25 @ # _____ = Total \$ _____

NJDA Member Dentists & Staff \$55 @ # _____ = Total \$ _____

Non-MCDS/NJDA members/Staff \$75 @ # _____ = Total \$ _____

Please **REGISTER** as early as possible since this program tends to fill up quickly - Thank You

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