

Upcoming Meetings in 2012-2013  
 Arranged by the Education Committee

March 19, 2013

Mr. Stephen Schechner  
 “Non-Treatment  
 Risk Management Issues”

April 16, 2013

Dr. Ron Kaminer  
 “Lasers and Minimally Invasive  
 Dentistry”

May 21, 2013

No Meeting Scheduled  
 (No 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](http://www.MCDSofNJ.org)

A Publication of the Middlesex County Dental Society

## President's Message ... Constantine Simos



Last month I assured everyone that the Middlesex County Dental Society was doing very well but I would like to add some details this month. A State of Society report, if you will.

I will start with the very newsletter that you are either holding in your hand or reading on your computer. Dr. Robert Silverstein continues his tireless efforts of helping to keep members connected to the society and to each other. Each month Dr.

Silverstein receives all of the council and committee reports, ads, registration forms, and photos and lays out the newsletter. The newsletter is then printed in his office, mailed and also made available on our website and via email to those that have chosen to receive it electronically. Bob is also continually updating and monitoring our website and our PayPal account which allows for online registration to our CE courses and provides important email updates to our membership.

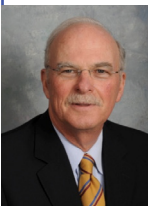
Our Corporate Sponsorship efforts grew steadily over the past Continued on page 2

## GENERAL MEETING – Tuesday, February 19, 2013

THE PINES Route 27 • Edison, NJ

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

## Featured Speaker: Stephen Schechner “Non-Treatment Risk Management Issues”



Stephen H. Schechner was admitted to the New Jersey bar in 1970 following his graduation from Suffolk University Law School that same year. He also received his LLM at NYU School of Law. Since opening up his own office for the practice of law in 1979, Mr. Schechner has focused his practice on representing healthcare professionals in all aspects of healthcare practice including defense of malpractice claims, in administrative and disciplinary proceedings before state licensing boards, insurance company audits, risk analysis as well as the purchase and sale of healthcare practices. Within that area of law Mr. Schechner has developed a particular expertise in representing dental professionals. Mr. Schechner is also a part-time non-tenured lecturer at the University of Medicine and Dentistry, Department of Oral and Maxillofacial Surgery, where he gives lectures to both the dental students and oral surgery residents on risk management issues and privacy issues mandated by HIPPA.

In non-treatment risk management issues in the dental practice Mr. Schechner will explore the various areas of the practice the practitioner should be aware of which either may result in a lawsuit or make it more difficult to defend the lawsuit should the practitioner be sued for malpractice.

## MCDS Board of Trustees Report

-2/12/13-

**Attendance:** Drs. Simos, Ashmen, Rosen, Weiner, Goldstein, Satwah, Schambra, Silverstein, Modi, Kaga, Mir-Madjlessi, Fernandes, Savage, Bernstein and Marlene Glickman

**Acceptance of January 8, 2013 Minutes-** Vote unanimous

**President's Report-**Constantine Simos

The NJDA Leadership meeting was held on 1/30/13. All components except for 1 were represented. Other components were invited to attend our Board meetings. Nicole Schneekloth, the new NJDA Marketing Communications Manager, is working on a new slogan, website and branding. Trish and Ann Marie plan to visit all of the components to promote the Annual Session. We received 1 FREE admission ticket from NJDA to Dr. Chiche course at the annual session. This ticket will be raffled to those in attendance at the April Dr. Setter full day course.

**Treasurer's Report-**Alyssa Bernstein

Please see page 3.

**Secretary's Report-**Devang Modi

Representatives of MCDS to NJDA positions for 2013-2014 were finalized and will be submitted to Phyllis Cortazzo.

**Educational Coordinator's Report-**Amit Vora

Dr. Shahid Aziz will be presented with the "Sy Symanski" lecture plaque.

**NJDA Trustee's Report-**Mark Vitale

Please see "NJDA Noteworthy News" on page 6.

**NJDA Council Reports:**

**Dental Benefits-**Jeff Chustckie, Devang Modi

Our next meeting is on Wednesday, February 19, 2013

**Governmental Affairs-**Mitch Weiner

Our next meeting is on Wednesday, February 19, 2013

**Membership-**Tara Savage, Genevieve Fernandes

The Council on Membership met on February 4, 2013.

Tricia DeCotiis reported that NJDA membership for 2012 was down 58 members from the previous year. Middlesex was up 4 members from the previous year. There were 193 members who did not renew their membership. The ADA will be offering a one time dues reduction of 50 percent in 2013 to nonmember dentists that are out of dental school 5-10 years. NJDA will be matching this offer and would like the component dental societies to also match it. This offer applies only to eligible new applicants. Current members are not eligible.

NJDA staff will be implementing a new series of "welcome contacts" with each new member. First, new members will receive an email within days of processing their application called "Getting the Most out of Your Membership." Shortly after, a welcome letter signed by the NJDA president and Chair of the Council on Membership will be mailed to each new member. During this time, Council on Membership representatives from each component will be contacting each new member by phone. Ann Marie from NJDA will email the component representatives the name and contact information of each new member as soon as she processes the application.

There will be a membership pavilion set up again this year at the Garden State Dental Conference & Expo. The pavilion will be a central hub for attendees to pick up essential items such as conference tote bags and badge ribbons. The pavilion will be staffed by representatives of the Council on Membership. Art

several years with the hard work of Dr. David Stein. As Dr. Stein prepares to become president of the society this spring, Dr. Ira Rosen has assumed the chair of the Corporate Sponsorship committee. He has already made a big impact on the program with his strong leadership skills and attention to detail and there is no doubt this important committee will continue to grow.

The Education Committee has already been planning the 2013-2014 program since early December. Dr. Genevieve Fernandes will assume the role of the Education Coordinator this spring. She has brought great energy and enthusiasm to the Executive Board and she will work with our CE veteran Dr. Mark Schambra and Mentor Committee chair Dr. Nima Mir-Madjlessi and the rest of the committee to line up an excellent program for next year. The Council on Relief has been called upon since Hurricane Sandy to help coordinate the relief efforts to the NJDA members that were affected. Dr. Ethan Glickman serves on this council and has been working since the early days right after the storm to provide the necessary information for our members in Middlesex.

Our New Dentist Committee is led by Dr. Sanjeev Satwah and Dr. Fernandes. They have been organizing CE courses to help our members who are just starting out in the profession. Through the Dental "MBA" series they are proving timely, relevant practice management information from experienced speakers.

These are only some of the highlights and I do not have enough space here to acknowledge all of the board members and their contributions. I hope to see everyone at the Pines Manor on March 19th.



Published at the office of Dr. Robert Silverstein  
www.MCDSofNJ.org **user name:** mcds  
**password:** mcds1912

Continued on page 3

Detailed Treasurer's Report  
As of January 31, 2013  
Alyssa Bernstein, DMD

	12/31/12	1/31/12	1/31/13
Checking	30,821.47	18,359.82	21,396.85
Savings	24,247.31	24,220.74	24,254.55
PayPal	9,356.62	3,324.24	9,618.19
TOTAL:	64,425.40	45,904.80	55,269.59
(1/1/13 through 1/31/2013)			
P&L STATEMENT CHECKING ACCOUNT			
INCOME			
INTEREST			1.78
TOTAL INCOME			1.78
EXPENSES			
Board Member Expenses			690.00
Centennial Celebration			192.47
Dinnermeetings			4,161.83
Exec Comm Dinner			309.38
Executive Secretary			1,120.00
Insurance			500.00
Memorials and Gifts			36.00
NJDA Annual Convention			2,413.00
Telephone			6.43
TOTAL EXPENSES			9,429.11
OVERALL TOTAL			-9423.33
P&L SAVINGS ACCOUNT			
INCOME			
INTEREST			3.12
TOTAL INCOME			3.12
P&L PAYPAL MONEY MARKET			
Total Income			261.57
Total Expenses			261.57

## Dental Office for Lease

New Mark Crossing  
Stelton Road  
Piscataway, NJ  
2,000 Sq. Ft.  
Great Location

For more Info, call Marissa  
@732-805-9444 Ext 15  
Or email marissa@cyzner-  
properties.com

### 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 Board of Trustees Report

Continued from page 2

Meisel and Dr. Paul Batastini will also be there to answer questions. There will also be emphasis on marketing NJDA's Employment Exchange Program at the convention. Ann Marie from NJDA will be at the pavilion on Friday from 4-6 pm to assist members with registering for the program (post resumes, list employment opportunities, search for jobs, etc.).

NJDA recently submitted an application to the ADA for consideration for grant money as part of its Membership Program for Growth. If awarded the grant money, NJDA plans to use it towards marketing efforts.

The next Council on Membership meeting is scheduled for Monday, April 15, 2013.

### Peer Review-Sandy Goldstein

We had one case that was decided by a plenary hearing and one new case was assigned for mediation in the past month.

### Relief-Ethan Glickman

### RULES & DISTRIBUTION FOR NJDA HURRICANE SANDY GRANT PROGRAM

The following Rules are designed to facilitate the administration of the NJDA Hurricane Sandy Grant Program. These rules shall govern all applications for and approval of all grants arranged through the NJDA Council on Relief. The NJDA Board of Trustees may amend these Rules at its sole discretion.

General Purpose: The purpose of the Hurricane Sandy Grant Program is to provide assistance to members of the dental association who suffered casualty losses to dental office premises, equipment and/or property as a consequence of Hurricane Sandy. It is not to provide assistance for practice interruption due to power outages.

Responsibility for Programs: The Council on Relief shall have the responsibility for administration of the program. The awarding of grant monies is at the sole discretion of the Council and is not a right or entitlement of the applicant. Application: the Council on Relief shall design and make available application forms. In order to ensure accuracy, all application forms shall be submitted in English.

General Eligibility Requirements: Applicants to the Hurricane Sandy Grant Program are required to be members of the New Jersey Dental Association and/or the American Dental Association in order to be eligible for receipt of monies.

Application Review: The Council on Relief shall be the sole authority for accepting or denying applications, unless a review committee is so authorized by the Board.

Verification of Financial Data: All applicants authorize the NJDA Council on Relief to make such inquiries as may be necessary to independently verify the accuracy of any of the submitted application information, if needed.

### Grants to Dentists Affected by Hurricane Sandy

1. Purpose: The purpose of the Hurricane Sandy Grant Program. Is to provide a small measure of immediate financial assistance to needy eligible beneficiaries, as defined in this section, who suffered a casualty loss to their dental office as a consequence of Hurricane Sandy.

2. Eligible Beneficiaries: Any NJDA member may apply for a grant. Since the purpose of this grant is to give a measure of immediate assistance, all requests for such grants shall be made on or before January 15, 2013. This time may be extended at the discretion of the Council on Relief.

3. Circumstances Determining Eligibility for Grants: To be eligible for a grant, an applicant must show that as a result of Hurricane Sandy, he or she suffered

Continued on page 4

property damages to his or her dental office.

4. Evaluation of Application and Procedures for Processing:

- a. The applicant may obtain an application form from the office of the NJDA.
- b. Upon receiving a properly completed application from the applicant, the Council on Relief shall determine whether the applicant suffered property damages as contemplated by the grant program. This may require, for example, a visual inspection of the premises or the submission of supporting documentation.
- c. Eligibility is determined on a case-by-case basis after evaluating the applicant's loss and his/her need.

5. Term of Grant: Grants for assistance shall be offered only once per applicant.

6. Grant Limit: The grant amount for any disaster applicant shall be determined at the discretion of the Council based on applicant needs, [but shall not exceed \$ 20,000] depending on funds available.

7. Distribution of Grants to NJDA members

8. The Council members who attended the Sandy relief grant meeting on Wednesday evening, January 16, 2013, authorized allocations that totaled \$95,000

9. NJDA will notify applicants and NJDA began disbursing grants on Thursday, January 24, 2013,

10. Nine [9] Grants were distributed from NJDA and they ranged and from \$1,500 to \$20,000.

11. The States that sent money to NJDA was matched 100% by NJDA for a total of \$95,000 to NJDA members

12. The States that made contributions to NJDA for the NJDA HURRICANE SANDY GRANT PROGRAM were: California, Rhode Island, Connecticut, and the District of Columbia.

**Committee Reports:**

**Corporate Sponsorship-Ira Rosen**

We will have a new sponsor "Merchant Advocate" at this month's meeting.

All members attending the meeting are strongly encouraged to visit our sponsors at every meeting. We will raffle two \$50 gift cards starting in March to those members who visit all of the vendors. A ticket listing all of the vendors at the meeting can be picked up from Marlene at the registration desk and must be hole punched or stamped by the vendor to be considered eligible for the raffle.

**Mentor-Nima Mir-Madjlessi**

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 Thursday June 20, 2013. PLEASE NOTE THAT THIS COURSE WILL BE GIVEN AT THE JFK MEDICAL CENTER CONFERENCE ROOM.

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. Modi for arranging the lecture at JFK hospital. Please see the insert in this newsletter and/or website for additional information and registration for the Mentor/OSHA program.

**New Dentist Committee-Sanjeev Satwah, Genevieve Fernandes**

MCDS held their "Dental MBA" Course on 2/5/13. The presentation was on Practice Management/Marketing for the New Dentist and was presented by Dr. Cavan Brunsten and his wonderful Marketing Director, Minal. Approximately 20 were in attendance. TD Bank sponsored the refreshments for the evening. The first annual Golf Clinic/Implant Course is scheduled for May 1 at Old York Country Club. Hiossen is working with us to sponsor the event. The speaker is projected to be Dr. David Edenbaum. We are also working with Brassler to sponsor our hands on Endo course Friday June 28th at the NJDA Convention.

**Membership Hospitality Committee-Genevieve Fernandes**

Monthly email blasts to our members of our CE events and holiday greetings in a timely manner have created a great enthusiasm in our membership. Our members have been responding positively with attendance at our Pines Manor meeting. Last year quite a few of our previously inactive members renewed their membership towards the later half of the year. We also gained a few more new members to MCDS as our existing members are beginning to appreciate the value of their membership

**Dental Shadowing-Maha Kaga**

The Dental Shadowing Program has been working out very well for those who students who have chosen to participate. They are informed about the program by Greg Sobel at Rutgers Career Services. Overall the students are very pleased with the opportunity to observe in a dental office. They would recommend the program to others who are interested in exploring dentistry.

We are looking for dentists, both general and specialists, who would like to participate in the Dental Shadowing Program. We particularly need dentists in or close to New Brunswick to accommodate those students who do not have a car.

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## MCDS Board of Trustees Report, [continued from page 4](#)

Students set up a schedule with the dental office that they are assigned to and come the office to observe and learn. If you would like to be one of the dentists to allow a Rutgers student to shadow at your office, please contact Marlene Glickman @ 732-238-1255 I have been in contact with the president of the Rutgers Pre-dental Society, Amarpreet Suri. We are currently in the process of trying to meet to try to strengthen the relationship with these students. Once I meet with her, I hope to set up a time also meet some of the students to try to establish a face to face contact.

### Hygiene Study Club-Alyssa Bernstein

The Central New Jersey Dental Hygiene [CNJDH] Study Club met on Wednesday January 9, 2013 at the Crowne Plaza Hotel in Edison. The lecture was presented by Tom Viola, on street drugs and their relationship to dentistry. Two CEU credits were awarded to the 30 Hygienists that attend this meeting.

The next CNJDH meeting will be on Wednesday March 6, 2013 at the Crown Plaza Hotel in Edison. The speaker will be Dr. Blumenstock and the lecture will be on sleep apnea. Two CEU credits will be awarded for this seminar.

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.

Respectfully submitted,

Devang Modi,

Secretary

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## MCDS Welcomes New Members



MCDS Chairperson Dr. Genevieve Fernandez (L.) and MCDS President Dr. Constantine Simos (R.) welcome our newest members (from L. to R.): Dr. Nwando Udom, Dr. Jinglin Sun, and Dr. Shimli Basuroychowdhury

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## NJDA Noteworthy News

- Colgate has invited NJDA to use its facility in Piscataway for CE and meetings. Colgate has its own food service, an amphitheater and a meeting room such as our Boardroom. It would also like to give a tour of its facility. The NJDA Board decided to schedule a meeting at the Colgate facility.

- The Partners Program is now being serviced by all staff and the Partners Committee. Currently we have fourteen (14) Partners: Bank of America, Care Credit, Colgate, Delta, Glove Club, Henry Schein, TD Bank, TDIC/Mid Atlantic, BC Szerlip, Demand Force, FSI, High Tech Innovations, Kuwata and Meadowbrook. Each partner is at one of the following levels; Platinum, Gold, Silver, and Bronze. The minimum level of Bronze requires a \$10000 buy in. Opportunities will be made available to vendors wishing to participate with NJDA but who cannot contribute at the Bronze Level.

The Business to Business Breakfast held at NJDA on December 5th was very successful. The Partners were very pleased and many deals were made and as a result continuing education may be headed in a new and better direction. Colgate will sponsor a course at the Annual Session. Bank of America is interested in working with GPR Programs. The breakfast allowed the Partners the opportunity to interact with staff and the BOT, however, the Partners are really interested in speaking and working with the NJDA members on a regular basis. The Breakfast for next year has been scheduled for Wednesday, October 9, 2013. Please mark your calendars accordingly and come ready to work with the Partners. The Partners program provides valuable services and products to our members, considerable revenue for NJDA, and a well recognized opportunity for various companies.

The Partners Committee is working on an equitable protocol thus providing partners with face time with the components. NJDA will act as a contact point for partners and components so as not to create any conflicts where by the partners feel nicked and dimed by organized dentistry.

- The DEP has invited itself to 400 NJ dental offices to look at the speed of film used in x-ray film exposure. The intent is to get offices to use E speed (or digital) rather than D speed film to cut down on radiation exposure. This is not intended to be punitive. Staff may be asked to demonstrate the use of the office x-ray equipment.

- Ms. Tricia DeCotiis reported the 2012 end membership number. We are down 58 members. The fact that Active Life Members pay more now than before could also affect membership; many active life members are unhappy with the ADA decision to increase dues. To date, 3,062 members paid 2013 dues; 129 members took advantage of the 12 month plan. Waivers for last year were down from the previous year; 70 in 2012 vs. 115 the prior year.

- On line registration for the 2013 Garden State Expo at Ocean Place in Long Branch will begin on February 20, 2013. There will be several CE package options to choose from. Highlights to include Dr. Gerard Chiche, 7 NJDA Member Showcase speakers, a live NJDA Dental Office with hands on opportunities with the professions latest technology, a Dental Residency Fair, and a Membership Pavilion.

- Mr. Schulz reported that the Assignment of Benefits bill, which is sponsored by Assemblyman Gary Schaer, was unanimously passed out of the Assembly Insurance Committee at its January hearing. There has been pushback from the insurers but we have done our due diligence on the legislation. We are awaiting action by the full Assembly. And, Senator Nia Gill has introduced the Senate version of the bill.

In December, the NJDA was invited to testify in front of a legislative committee on how to improve oral healthcare for children in New Jersey. The NJ Oral Health Coalition has invited Ms. Shelley Gershen, of the Pew Charitable Trusts, to discuss a possible partnership on fluoridation (and perhaps sealants). The Oral Health Coalition has partnered with Healthbeat with Sara Lee Kessler to produce a 30-minute documentary on the state of pediatric oral health in New Jersey, which is scheduled to air at the end of February. We have had a sizeable impact on the development of this piece.

PAC numbers are good this year but not as strong as last year. NJDPAC will be developing a marketing initiative to remind members of the PAC's importance.

- The Council on Dental Education is focusing on educating the membership on the economic value of hiring RDAs in their offices. It is looking to have a power point presentation to talk about the difference between RDAs and non-registered assistants. The Council is also looking to establish a CODA approved dental assistant school NJDA liaison for each school in NJ. The Council is continuing to work with the Committee on Continuing Education on Weekend Study Club lecturers. Finally, the Council is looking to develop materials that highlight how to become involved as educators in dental education and plans on working with dental schools, ADEA and the ADA for assistance.

- Ms. Nicole Schneekloth, the new Director of Marketing and Communication for NJDA, reported that she is working on a comprehensive marketing plan which will cover a New Dentist Campaign, recruitment of former members, website for the Annual Session, redesigning the existing website and working on a new branding strategy, using facebook and LinkedIn to focus on the dental profession and to attract young dentists.

- Dr. Vitale reported that, effective February 1, 2013, administration of the Horizon Blue Cross Blue Shield dental plan will be handled by DeCare Dental, and Horizon claims should be submitted to Minneapolis, MN after that date. Dr. Vitale also noted that many plans are now “leasing networks” to other plans in which you may not otherwise participate, so he cautioned to check EOBs carefully. As an example, the Maverest network is now being also used by MetLife. Many contracts that dentists sign may be assigned to networks other than the original network that a dentist thinks they are joining. Dr. Vitale also reviewed the three new Delta Dental Plans that are available to individuals. He referred the BOT to the Delta website for details and encouraged members to contact the Council of Dental Benefits with questions and concerns.

-Council on Nominations

The following is the slate of officers for the administrative year 2013-2014. President-Elect, Bryon Roshong; Vice-President, Gregory LaMorte; Treasurer, Giorgio DiVincenzo; Secretary, Mark Vitale; and Speaker of the House, Walter Chinoy. According to the Bylaws, candidates can be nominated by personal petition up to 90 days before the House of Delegates meeting at Annual Session. The deadline date for nominations by personal petition or by component society is April 1, 2013.

- Mr. Meisel reported on the Hurricane Sandy Relief Fund. NJDA received \$47,500 from other constituents. The Council on Relief decided to match those funds from its Relief Fund, totaling \$95,000. We sent out applications with questions and set up parameters in that a single person did not receive more than \$20,000 or not more than a quarter of the loss. We received applications from 15 persons. The Council set a deadline date of January 15, 2013 and the Council met via conference call and allotted the \$95,000. Grants were approved for 11 of the 15 persons from whom we received applications. The amounts varied from \$1,500. to \$20,000.

### Dental Practice for Sale - Pennington, Hopewell Township, NJ

Office is approximately 2000 sq. ft. located in a strip mall newly constructed in 2009. Great opportunity for new dentist to start up or experienced dentist to own their own practice. Well designed office which includes Receptionist Area, Waiting Room, Doctor’s private Office, 5 Plumbed Operatories of which two are fully equipped, separate sterilization area, lab room, and lunch space for staff. Included in the sale are Dentrix software with associated computers, Two Dental Chairs, Two X-Ray units, Panoramic X-Ray which includes Ceph, and all cabinetry, shelves and desks.

\*Serious buyers only. Please respond to patkad@yahoo.com

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# Middlesex County Dental Society

## Full Day CE Program 7 CEUs

### Dr. Mark Setter

### “Happier Patients and a Healthier Practice”



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

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





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1,860 Sq. Ft.

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Proud to be a Silver Sponsor of the Middlesex County Dental Society

### Highlights from the February Meeting



Dr. Daniel Krantz (R.) presents the Sy Symanski Memorial Award to February Featured Speaker Dr. Shahid Aziz.

**Kuwata Pan Dent**

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The Financial Planning Team at New Providence Financial, LLC, is proud to be a Gold Sponsor of the Middlesex County Dental Society

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Nina Benton, CFP®, CLU®, ChFC®  
Financial Planner



John R. Benton, Jr.  
Financial Planner



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