

Upcoming Meetings in 2013-14
 Arranged by the Education Committee

October 15, 2013

Dr. Vincent Ziccardi
 “Management of Trigeminal
 Nerve Injuries”

November 19, 2013

Gerald Iacovano, CPA
 “Year-End Tax Strategies Every Dentist
 Should Know”

January 21, 2014

NJDA Officer’s Night and
 Life Member Presentations

February 18, 2014

Dr. Eric Weiss
 “Soft Tissue Augmentation: Restorative
 and Orthodontic Indications”

Sy Symanski Memorial Lecture

March 18, 2014

Dr. Chris Hughes
 “Pediatric Dentistry”

April 8, 2014

Dr. Edward Goldin
 Advancements in Cad/Cam
 Implant Dentistry

The Dental Newsletter



www.MCDSofNJ.org

A Publication of the Middlesex County Dental Society

President’s Message ... David Stein



Last month I began my address with some words of support for the communities impacted by hurricane Sandy. With disbelief, we have all heard about the fire that has devastated a large portion of the Seaside Boardwalk. My heartfelt sympathy goes out to the businesses and people impacted by this occurrence.

At Middlesex County Dental Society, our September Board meeting was filled with enthusiasm. The board members have been actively working on activities for our members. The main talking points that keep resurfacing lead toward membership. I encourage members to reach out to non-members and tell them about the benefits of joining the ADA, NJDA and their local society. I have found being an active member of Middlesex County Dental Society has enriched my professional career from a business perspective and clinical perspective. Any members or potential new members are welcome to attend the monthly board meetings and I encourage you to do so. The society functions on the volunteer efforts

Continued on page 2

GENERAL MEETING – Tuesday, October 15, 2013

THE PINES Route 27 • Edison, NJ

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

Featured Speaker: Dr. Vincent Ziccardi: “Management of Trigeminal Nerve Injuries”



Dr. Ziccardi earned his dental degree from Columbia University, and his MD degree and certificate in Oral and Maxillofacial Surgery from the University of Pittsburgh. He currently serves as Chair of the Department of Oral and Maxillofacial Surgery and Chief of Dental Medicine at UMDNJ (now the Rutgers School of Dental Medicine), and holds a co-terminus position in the Division of Plastic Surgery. Dr. Ziccardi is extensively published and a nationally and internationally recognized speaker and expert on trigeminal nerve microsurgery.

Sensory disturbances to the peripheral branches of the trigeminal nerve can be a debilitating disruption to patients leading to problems with speech, mastication, food and liquid incompetence and difficulty with activities of daily living. These injuries may arise from a number of causes, the most common being from the removal of impacted third molars. Other causes include orthognathic surgery, endodontic surgery, implant placement, fractures, preprosthetic surgery and treatment of maxillofacial pathology.

Some of these etiological factors are unpreventable. However, more precise surgical techniques and better imaging modalities may help reduce the incidence of these injuries. It is important for practitioners to explain the risks of thi type of injury to patients as part of the informed consent process, and to recognize and document the presence of nerve injuries. Patients should be treated in a timely fashion or referred to practitioners skilled in microsurgical techniques for optimal sensory improvement. This lecture will review the etiologies of trigeminal nerve injury, neurosensory testing and documentation, classification schemes, indications for treatment and referral, microsurgical techniques and outcome assessments.

MCDS Board of Trustees Report

9/10/13

Attendance: Dr.'s Stein, Goldstein, Krantz, Kahn, Weiner, Satwah, Prabhu, Modi, Mir-Madjlessi, Fernandes, Vitale, Brunsdn, Villa, Glickman, Vora, Rosen, Schambra, Simos, Silverstein, Ashmen, and Desai.

Acceptance of 5/14/13 Minutes- vote unanimous

President's Report- Dr. Stein

During the Summer, I attended a Middlesex County College meeting. Their hygiene program is going strong with a high completion and pass rate. Some upgrades to the facility are planned in the future.

Treasurer's Report-Amit Vora

See detailed report on page 3.

\$ 5,000 has been allocated to support Maxine Feinberg's campaign (\$2,500/year in 2012 and 2013).

Secretary's Report-Devang Modi

Art and Nicole will take part in the next MCDS board meeting in October.

They want to discuss developing a marketing plan with all the components to increase membership.

Educational Coordinator's Report-Genevieve Fernandes

All the speakers are confirmed for the 2013-2014 educational year. A list will be included in the next newsletter.

Dr. Brunsdn will present the Sy Symanski award to Dr. Chris Hughes at the March 18, 2014 lecture.

ADA Delegate's Report-Daniel Krantz

Former President Bill Clinton will be the keynote speaker at the ADA Annual meeting in New Orleans this year. Maxine Feinberg is running against 2 other people. Any personal donation to support Maxine's campaign can be sent to NJDA. There is no proposed dues increase. You can go to ADA.org to register. We won the lawsuit against Beach Bum tanning salon at the appellate division. This means they CANNOT provide teeth whitening. They can only sell teeth whitening products. If you notice anyone providing teeth whitening anywhere other than a dentist, report them immediately to NJDA.

NJDA Trustee's Report-Mark Vitale (report by Mitch Weiner)

See full report on page 8 under "NJDA Noteworthy News,"

NJDA Council Reports:

Annual Session-Nainesh Desai

The Council on Annual Session met on August 15, 2013. Chairman Michael Dzitser thanked Dr. Delson for his service as previous chairman and went on to ask the council to become more vocal in expressing opinions regarding the conference and to think about the meaning and purpose of the event. Dr. Dzitser proposed that a new vice chair be chosen, by election, each year. He asked for nominations with the election held at the next council meeting.

I Nominees:

Jeffrey Mermelstein nominated by Gregory LaMorte

Jeffrey Delson nominated by Kathy Sinatra and Steven Goldstein

Stuart Wallet was nominated by Russel Fraiman, but declined the nomination.

Subcommittees were discussed; members volunteered as follows:

Speaker subcommittee: Will represent the Council on Annual Session on the Continuing Education Committee. Volunteers: Michael Scalia and Dipika Shah.

Sponsorship: To identify revenue-generating opportunities for the annual session and to identify company leads for staff follow-up. Volunteers: Araceli

of the board members and with more board members we can do great things. Again, we have been putting more emphasis on programs that address the needs of new dentists who have recently graduated dental school or their respective residency programs. Dentists that have recently purchased new or existing practices can benefit greatly by communicating with members that are seasoned and may have insight that can help the new owners.

In addition to my involvement with MCDS, I have recently begun teaching part time at the former University of Medicine and Dentistry of New Jersey. UMDNJ recently merged with Rutgers University. The atmosphere at the school seems to be one of excitement and I wish the school much success into the future. It is rewarding to see the new faces of dentistry and I hope to encourage the students to keep excited about their new careers.

The New Jersey Political Action Committee had some exciting news this summer. Thanks to the efforts of Jim Schultz, Governmental Affairs and NJPAC, The Assignment of Benefits Bill was signed by the Governor and is now Law. This was a great accomplishment, however, the importance of being involved in organized dentistry and contributing to the PAC, should be embraced by all practitioners. As they say "Power in Numbers".

Again, I would like to welcome everyone back and please enjoy the upcoming presentations that Middlesex County Dental Society has arranged. I would also like to say that the Middlesex County Dental Society Board continues to work very hard to continue providing quality benefits to our members.



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 August 31, 2013
Amit Vora, DDS**

	8/31/13	8/31/12	4/30/13
Checking	\$23,987.47	\$42673.13	\$23987.47
Savings	\$24,280.57	\$24,236.15	\$24265.31
PayPal	\$18354.45	\$8940.60	\$17791.94
Total:	\$66,622.49	\$75849.88	\$66,044.72
05/01/2013 through 08/31/2013			
P & L Statement Checking Account			
INCOME			
CORP SPON-c.ed.			2,000.00
DUES			8,189.36
INTEREST			5.43
MENTOR COMM-INC			1,380.00
TOTAL INCOME			11,574.79
EXPENSES			
BOARD MEMBER EXPENSES			518.65
CONT. EDUC.-EXP			1,335.80
EXECUTIVE SECRETARY			2,100.00
MENTOR COMM-EXP			300.00
NEWSLETTER			235.00
OFFICE SUPPLIES			1,421.06
PLAQUES			165.90
POSTAGE			452.30
TAXES			400.00
TELEPHONE			227.96
TOTAL EXPENSES			7,156.67
OVERALL TOTAL			4,418.12
P & L Statement Savings Account			
INCOME			
INTEREST			11.17
TOTAL INCOME			11.17
P & L Statement PayPal			
INCOME			
MENTOR COMM-INC			483.99
TOTAL INCOME			483.99

**Provide MCDS with your
email address!**

As those of you who have registered your email addresses with us know, the Board is becoming more proactive in notifying you with timely information, such as upcoming early registration deadlines, reminders about the change in date for the April General Meeting, course reminders, etc.

By having your email address, we can get such vital and timely information to you.

Register by going to our web site (www.MCDSofNJ.org), then the member page, then "Of Current Interest." It's the third link down. The username is mcds, and the password is mcds1912.

MCDS Board of Trustees Report

Continued from page 2

Ziembra and Steven Goldstein.

Table Clinics/GPR Fair: Stuart Wallet will continue to organize table clinics; Nainesh Desai will work on promoting the GPR fair. In addition, this is an area that Dr. Dzitser feels the council's student rep, Ms. Gupta, may be of assistance.

Exhibitors: To identify appropriate industries/products/services for the expo floor. No one stepped forward to chair. Dr. Ziembra suggested that each council member give a list of their sales reps to staff for follow up.

II 2013 Wrap-Up: Revenue & Feedback

Revenue: To date, it appears the conference will show a slight net increase in revenue. However, Stan Orenstein stressed that the accounts were not settled yet. Maureen said it usually takes several months for the hotel and Association to resolve final accounting. In 2012 the conference showed a slight loss, which may have been due to less revenue generated by featured speaker, Linda Miles, whose main audience consisted of auxiliary staff. The dinner dance, although a buffet, was actually no less expensive to produce than a traditional sit-down dinner. The Association did not save money.

Feedback:

Exhibit floor -- Some attendees noted that there was not enough time after the Chiche lecture to spend time on the floors. Not being able to print CE verification on site was a minus and generated additional staffs work after the conference. This was due to the speaker showcase. Certificates could not be printed on site since attendees did not have to pre-select the showcase course(s) they would attend. Therefore the database program used in the past to immediately generate certificates could not be used this year.

Maureen noted that having printing kiosks on the exhibit floor again in 2014 will help pull attendees to the exhibits. Dr. Delson asked if that meant in 2014 that the showcase should be dropped or the on-site printing. Dr. Dzitser said it was up to the council.

A question arose as to whether the Association should continue to work with the state specialty organizations, as conflicting management styles came into play this year. Dr. LaMorte stressed that this is the NJDA conference and other groups should conform to NJDA's style and guidelines. However, he also noted that it is an opportunity to bring in additional attendees. Dr. LaMorte suggested that presidents and president-elect of the state societies be invited to meet with NJDA; Maureen suggested the council set up guidelines prior.

III 2014: Revenue & Speakers

Revenue generation – Maureen noted that over time the one area that needs to improve is revenue generation beyond ticket sales and booth rentals.

Comments re: registration fees: Dr. Shah, who has been to other conferences with such fees, suggested two options: Include lunch with registration, or include lunch with continuing education fees. Dr. LaMorte suggested the former. Dr. Dzitser noted a need to explore lunch prices (box lunch likely) and said that being in a new venue this may be a good year to experiment with this type of change.

Question – would lunch & learns be dropped? This was likely, in favor of bringing lunch to a product demo in the theater instead. Breakfast & learns might still be done before exhibit hours – to be considered at next meeting. Other ideas revenue & events -- Dr. Messana suggested some type of live demos, possibly with cadavers. Dr. Goldstein mentioned having had a good experience with a 3D demo of live surgery via TV and 3d glasses. Dr. Clemente noted there is "portable" technology that is never seen at conferences and

Continued on page 4

might be a good draw.

Exhibits were reviewed; as of August 15, 16 Partner booths, 19 regular business booths, 1 suite & 2 tables had sold.

Speakers –

Featured speaker is David Garber, cost is \$14,500. To date NJDA does not have a sponsor for him.

The invitation to speaker Ernesto Lee was withdrawn due to lack of communication on his part. Maureen was unable to reach him to discuss his presentation and contract.

The CE committee is exploring collaboration with Rutgers to put on a faculty program of 4 speakers in one day at the conference. It would not be a showcase; attendees would purchase one package of four programs.

Allied Dental Educators would like to have their annual conference and CE at the GSDC&E, as their only annual event. Over the years their course (breakfast, panel CE, lunch & meeting) has lost money. This year it may break even, after Carolyn Breen agreed to a modest price increase and food and beverage changes. Dr. Mermelstein suggested the relationship continue as long as the Association does not lose money. Dr. Dzitser agreed that the Association be explicit in conveying that message to Dr. Breen. She will be invited to attend a future meeting to discuss the relationship.

Eva Grayzel – oral cancer survivor, may be paired with a clinically-focused program by Hillel Ephros. Henry Schein may sponsor the program. Her honorarium is \$3500. Dr. Goldstein questioned the price as he has seen her speak at his component for a much lower price.

Upcoming Council Dates:

Tuesday, October 22, 2013

Thursday, January 16, 2014

Tuesday, March 25, 2014

Thursday, May 22, 2014

Give Kids a Smile-Cavan Brunsdon

GKAS day will take place on Friday, February 7, 2014. This will be our 12th year. Over 36,000 kids have benefited and more than 6 million dollars of dental services have been donated. On September 11, the 1st of our 4 workshop meeting took place. There were 137 sites in NJ last year. This year the goal is to have 150 sites. NJDA plans to communicate directly with past sites for continued participation but you can go to NJDA.org website, click GKAS day logo and register now. You can also contact Maureen Barlow at 732-821-9400. Please view the video made by Delta Dental of NJ.

Dental Benefits-Jeff Chustkie, Devang Modi (report by Mitch Weiner)

Ms. Mary Moskal reported that although it has taken an inordinate amount of time, the Department of Banking and Insurance (DOBI) has taken action on several issues presented to them by NJDA:

MetLife has reprocessed COB claims going back six years, resulting in supplemental payments to New Jersey dentists in the total amount of \$763,000. This follows last year's payments by Guardian for six years worth of underpaid claims, also reported to DOBI by NJDA.

As a result of several calls to NJDA reported incorrectly denied, misrouted and underpaid claims, DOBI entered into a consent order with UHC imposing a penalty in the amount of \$117,500. The problems began in October 2009 and all claims were reprocessed by July 15, 2013.

Horizon Blue Cross Blue Shield (medical) was directed to stop denying claims from dentists with the denial reason "not eligible if performed by this type of provider". Claims denied for this reason in the past are being reprocessed, some of which may be paid but some may deny for other reasons. The Commissioner also issued a bulletin to all carriers on May 3, 2013 warning that New Jersey's Unfair Claims Settlement Act requires that carriers identify and explain all reasons why a claim is denied or disputed, and that state law provides that benefits for a covered service must be paid regardless of the degree of the provider as long as the service is within the provider's scope of practice.

NJDA is still receiving calls from dentists confused about the "silent PPO" issue that developed after Dental Wellness Partners merged its network with Maverest and then joined forces with Stratose. The merged network now has agreements with MetLife, Aetna, CIGNA and others, resulting in dentists receiving discounted fees from these plans. By way of history, many New Jersey dentists originally signed agreements with Dental Wellness Partners (DWP) going back six years or more. DWP was formed to be a "middleman" to market the network to various other payers and third party administrators. The DWP agreement allowed it to both assign the agreement and make other entities third party beneficiaries to the DWP agreement. Dentists may terminate the agreement with 30 days written notice. Dr. Vitale noted that Aetna has been negligent in updating its files with the names of those who have terminated the Maverest contract, and claims are still being paid on the discounted fee well after terminations are effective.

The transition problems with Horizon Blue Cross Blue Shield dental plan's administration seem to have subsided. Dr. Brian Bastecki, Dental Director (and NJDA member), has been very responsive to problems and has been instrumental

in resolving them.

Although the NJ Health Insurance Exchange (operated by the federal government) is scheduled to begin enrollments on October 1, 2013, few details are available on what plans will be offered, other than Delta Dental of NJ which is developing a plan for the pediatric dental services defined as essential (the CHIP dental benefit).

Governmental Affairs-Mitch Weiner

Dr. Mitch Weiner thanked Jim Schulz and Art Meisel for all of their outstanding efforts in getting the Assignment of Benefits legislation enacted. We have done great things with the passing of the Assignment of Benefits and General Supervision laws and we have used our PAC money well and political relationships well. Horizon and Delta Dental have to comply with the new law as of September 18th.

Other items discussed are featured in "NJDA Noteworthy News" on page 8.

Membership-Tara Savage, Genevieve Fernandes

The membership council will meet on September 25, 2013

This meeting is of particular importance as we enter the latter half of the year. All of the NJDA officers will be in attendance at this meeting and together with Dr. Batastini hope to work collaboratively with each component to leave the meeting that evening with an established recruitment and retention strategy for the remainder of the year. Each council member will have an integral role in implementing these discussed strategies to prevent any loss in membership. NJDA must remain viable long into the future. Any loss of members not only weakens dentistry's voice in the legislative and regulatory arenas, but also further stresses the Association's budget being considered by NJDA leadership this fall.

An update on these strategies of member retention and recruitment will be provided in the next newsletter.

Peer Review-Sandy Goldstein

We had one case successfully mediated and one new case assigned over the summer months.

Committee Reports:

Corporate Sponsorship-Ira Rosen

This year we have Biomet 3i returning as a Gold sponsor and Kuwata Pan Dent returning as a Bronze sponsor. Benco Dental Supply Company has increased their sponsorship from Silver to Gold and DSG Laboratories has reduced their sponsorship from Silver to Bronze. The Tulsa Division of Dentsply will be sponsoring our full day course on April 11, 2014. The speaker will be Dr. Clifford Ruddle and his topic is "Creating Endodontic Excellence". We are pleased to have two new corporate sponsors this year: TD Bank will be joining us as a Silver sponsor and Scientific Metals will be joining us as a Bronze sponsor.

There will again be two \$50 gift cards raffled at every meeting. In order to be eligible, you must obtain a card from Marlene at the registration desk, visit EVERY sponsor and have it stamped by them and return it to Marlene prior to the start of the meeting. 2 lucky winners will be chosen. The card must be stamped by ALL sponsors.

Mentor-Nima Mir-Madjlessi

The summer bi-annual OSHA recertification course was held at JFK Medical Center. The course was well attended by 30 doctors and 54 members of their staff. On a personal note, I would like to really thank Dr. Amit Vora, Dr. Devang Modi, Dr. Ethan Glickman and Mrs. Marlene Glickman for managing the course instead of me due to a medical emergency. I would not have been able to have the course without them.

Our next 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 November 14, 2013 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.

There will be some upcoming courses coming in the fall and spring. Please look for the notifications in the very near future. Please see the insert in this newsletter for additional information and registration for the Mentor/OSHA program.

New Dentist Committee-Sanjeev Satwah, Genevieve Fernandes

Dr. Satwah attended the ADA New Dentist Convention in Denver this summer. The workshops were great and informative. Information received at this convention will be expanded upon at our New Dentist Committee meeting on 10/1.

Oral Cancer Screening & Education-Constantine Simos

On June 10th, I attended an oral cancer screening at the NJ Statehouse sponsored by NJDA and faculty from Rutgers Dental School. Approximately 75 people were screened and information was provided regarding oral cancer awareness.

Budget and Finance-Ira Rosen

The budget committee is comprised of the current president, the immediate past president, the current

treasurer, and the immediate past treasurer and me as the chairman of this committee. I will prepare a preliminary 2014 MCDS budget and e-mail it to the committee for input and approval. The budget will be presented to the executive board at our October meeting for input and approval. It will then be presented at the October general meeting and published in the November newsletter. Finally, it will be presented to the membership at the November general meeting to be voted upon.

Dental Shadowing-Maha Kaga

There are currently 10 students from Rutgers participating in the Shadowing program and the feedback has been excellent. If you would like to volunteer your office please inform Marlene Glickman 732-238-1255.

Hygiene Study Club-Alyssa Bernstein

The Central New Jersey Dental Hygiene [CNJDH] Study Club will be having its first lecture of the 2013-2014 year on Wednesday September 25, 2013 at the Crowne Plaza Hotel in Edison. The speaker will be Dr. Hal Cohen and he will be speaking on "caring for your pregnant patient". 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 this year. Please contact Marlene Glickman, our Executive Secretary for MCDS, at 732-238-1255 for additional information and registration in advance for the program.

New Business

Dr. Nima Mir Madjlessi was elected to co-chair the Council of Membership. Thank you Dr. Tara Savage for your years of dedicated service to this Council.

Good and welfare

Congratulations to Dr. Cavan Brunsten who was on the cover of P.D.T. a magazine of the American Academy of Pediatric Dentistry.

Dr. Tarnow is doing a memorial lecture in honor of Dr. Howard Shwartz on 10/2/13 in Washington Township from 6:30-9:30 for \$125/ person.

Respectfully Submitted, Devang Modi, Secretary

WE DELIVER SUCCESS SMILE AFTER SMILE®



At Benco Dental, we strive to produce innovative products and services that help our customers stay one step ahead. We're proud to offer dentists more equipment and supply choices than any national dental company.

SUPPLIES Over 80,000 products Our private label BencoBrand™ Product Analysis Comprehensive Lab & Tooth Inventory	EQUIPMENT Experience CenterPoint - North America's Largest Dental Showroom Widest array of equipment options Experienced Service Technicians 24-Hour In-House Handpiece Repair
SERVICES BluChip® Rewards Club Success Partners Insite™ Office Design	TECHNOLOGY Innovative ordering systems: Painless® Desktop, Web & Mobile BencoNET Technology Services



Call your Friendly Benco Rep at 1.800.GO.BENCO or visit benco.com

Middlesex County Dental Society

REGISTRATION FORM

MCDS Bi-Annual OSHA Seminar/Certification

Thursday November 14, 2013

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

make CHECKS payable to: **MIDDLESEX COUNTY DENTAL SOCIETY**

Office Name

Office Address

Office phone # **Office fax #**

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

NJDA Noteworthy News

OLD BUSINESS and BUDGET

Art Meisel and Nicole Schneekloth will be attending an executive committee meeting in each component to discuss and develop a component-specific plan to each component.

An amendment to the Budget was made. A motion to have a Budget line item up to \$24,000 rather than to take it from Reserves. This was seconded and unanimously ADOPTED by the Board (Vote 1 BT-13-8-18) to have a Budget line item up to \$24,000 to invest in a component marketing plan. The Board then made a motion, seconded and unanimously ADOPTED by the Board (Vote #2 BT-13-8-19) to approve \$24,000 to a Marketing Plan, allocating \$2,000 to each component.

A motion was made, seconded and ADOPTED by the Board (Vote # 3 BT-13-8-20) to approve the 2014 Budget as amended and recommend its approval to the House of Delegates in November 20, 2013.

It was brought to the attention of the Board that the Committee on Long Range Planning and the Committee to Cooperate with Special Olympics should be eliminated due to the fact they no longer meet or have a purpose. A motion was made, seconded and ADOPTED by the Board (Vote #4 BT-13-8-21) to eliminate the Long Range Planning Committee and the Committee to Cooperate with Special Olympics.

Ms. Nicole Schneekloth reported that the Website remake is still on schedule. Presently, we are in the testing phase. Membership – Ms. Tricia DeCotiis

Ms. Tricia DeCotiis reported that membership is tracking about 50 members down compared to this time last year. Although recruitment efforts are ongoing, retention is of particular concern. The Membership Council will meet on September 25th here at the Association headquarters. All officers will be present. All Council members need to be present or appoint a substitute member.

Annual Session and upcoming CE – Ms. Maureen Barlow

Ms. Maureen Barlow reported that the CE courses start in September. On September 13th, there is a course on “Million Dollar PPO”, the speaker is Dr. Matthew Krieger. This is sponsored by Henry Schein. To date we have 59 registrants. We also have three w/e Study Club courses. There is an additional course scheduled for November 5th that is not listed in the brochure, entitled ‘Going Chartless’.

Dr. Tom Rossi reported that the CE Committee met last week. It is working on the 2014 selection for the Week End Study Clubs. The Council on Dental Education will make selections from submissions. The ADA offers online CE and we are waiting to get numbers back from the ADA as to how many NJDA members actually participated.

Ms. Barlow reported that of the two speakers lined up for the 2014 Annual Session, one will not participate. Dr. Ernesto Lee has not returned any calls. Dr. David Garber remains the featured speaker. We are also planning on a Showcase with Rutgers Dental School facility; Four faculty members will speak at Annual Session. The speakers are: James Albani, Pam Alberto, Louis DiPede, Paul DiJardins.

The Council is planning a “Member’s Day” in October 2014. This will be a one day event to cover CE courses, networking and to highlight the value of membership and the advantages to the tripartite. It is hoped to put sponsors in contact with large groups of people. She is working with sponsors so that a minimal cost to members can be achieved. Ms. DeCotiis added to the report that the Member Day Revenue Streams will be written up to be presented to the ADA for a Grant Application.

Ms. Barlow reported that Give Kids A Smile has started and the national day for GKAS is February 7, 2014.

They are working on the Partner’s Program and discussing the allotted costs to everything; i.e., what we want from the partners and what we are giving our partners. She also reminded everyone to mark their calendar for the Business to Business Breakfast on October 9, 2013.

Ms. Barlow was happy to report she received a lot of positive feedback from the vendors at this year’s annual meeting in Long Branch and the same for going to Revel in 2014. The vendors are very excited and we have already sold 30 booths for 2014.

Lastly, she reported that Dr. Michael Dzitser is the newly appointed Chair to the Council on Annual Session. They are working on creating subcommittees within the Council.

REPORT OF DEPARTMENT OF DENTAL CARE PROGRAMS – Ms. Mary Moskal

Ms. Mary Moskal reported that although it has taken an inordinate amount of time, the Department of Banking and Insurance (DOBI) has taken action on several issues presented to them by NJDA:

· MetLife has reprocessed COB claims going back six years, resulting in supplemental payments to New Jersey dentists in the total amount of \$763,000. This follows last year’s payments by Guardian for six years worth of

Continued on page 9

underpaid claims, also reported to DOBI by NJDA.

As a result of several calls to NJDA reported incorrectly denied, misrouted and underpaid claims, DOBI entered into a consent order with UHC imposing a penalty in the amount of \$117,500. The problems began in October 2009 and all claims were reprocessed by July 15, 2013.

Horizon Blue Cross Blue Shield (medical) was directed to stop denying claims from dentists with the denial reason “not eligible if performed by this type of provider”. Claims denied for this reason in the past are being reprocessed, some of which may be paid but some may deny for other reasons. The Commissioner also issued a bulletin to all carriers on May 3, 2013 warning that New Jersey’s Unfair Claims Settlement Act requires that carriers identify and explain all reasons why a claim is denied or disputed, and that state law provides that benefits for a covered service must be paid regardless of the degree of the provider as long as the service is within the provider’s scope of practice.

NJDA is still receiving calls from dentists confused about the “silent PPO” issue that developed after Dental Wellness Partners merged its network with Maverest and then joined forces with Stratose. The merged network now has agreements with MetLife, Aetna, CIGNA and others, resulting in dentists receiving discounted fees from these plans. By way of history, many New Jersey dentists originally signed agreements with Dental Wellness Partners (DWP) going back six years or more. DWP was formed to be a “middleman” to market the network to various other payers and third party administrators. The DWP agreement allowed it to both assign the agreement and make other entities third party beneficiaries to the DWP agreement. Dentists may terminate the agreement with 30 days written notice. Dr. Vitale noted that Aetna has been negligent in updating its files with the names of those who have terminated the Maverest contract, and claims are still being paid on the discounted fee well after terminations are effective.

The transition problems with Horizon Blue Cross Blue Shield dental plan’s administration seem to have subsided. Dr. Brian Bastecki, Dental Director (and NJDA member), has been very responsive to problems and has been instrumental in resolving them.

Although the NJ Health Insurance Exchange (operated by the federal government) is scheduled to begin enrollments on October 1, 2013, few details are available on what plans will be offered, other than Delta Dental of NJ which is developing a plan for the pediatric dental services defined as essential (the CHIP dental benefit).

Council on Government & Public Affairs – Dr. Mitch Weiner & Jim Schulz

Dr. Mitch Weiner thanked Jim Schulz and Art Meisel for all of their outstanding efforts in getting the Assignment of Benefits legislation enacted. We have done great things with the passing of the Assignment of Benefits and General Supervision laws and we have used our PAC money well and political relationships well. Horizon and Delta Dental have to comply with the new law as of September 18th.

The recent classification of some cone-beam machines as tomography has prohibited dental assistants with x-ray licenses in using those machines as current state regulations expressly prohibit dental x-ray technicians from using tomography. Only licensed dentists and licensed dental hygienists are allowed under the current DEP rules. NJDA and the Bureau of x-ray compliance have had conversations as to what type cone beam machines can be used, and the Bureau is currently undergoing a review of all manufacturers in NJ (currently 18 manufacturers and 182 dental offices have machines according to the DEP) to determine what machines can be used. The Commission on Radiation Protection meets in September and may be addressing this matter.

The State Board of Dentistry has requested that the NJDA look into amending the current Dental Practice Act to allow dentists from other states to obtain a NJ license with five years of cumulative licensure in other states. The current law requires out-of-state dentists to be licensed in the same state for 5 years in order to be eligible to obtain a NJ license. It is an election year in NJ. The governor and all 120 legislative seats are up for election. Organized dentistry is positioned well for the upcoming elections regardless of the outcomes. NJDPAC has been focused on supporting candidates who support organized dentistry’s positions.

GUEST

Dr. Shahid Aziz, Professor in Department of Oral & Maxillofacial Surgery at Rutgers, School of Dental Medicine addressed the Board on the dangers of young people abusing the use of Betel Nut. This abuse may cause Oral Submucous Fibrosis which is a precancerous condition affecting the oral cavity, oro-pharynx, upper esophagus. He further explained that this condition is commonly found in people of the Indian subcontinent and Pacific Rim.

Dr. Aziz was seeking assistance from the NJDA to outlaw the sale of this product to minors. Dr. Vitale asked the Board for its approval to further explore the subject. The Board gave its approval.

In Memoriam
Dr. Carl G. Langbert

By Dr. Richard Kahn

Dr. Carl G. Langbert, more than Just an NJDA Past-President

Dr. Carl Langbert passed away on September 17, 2013 after a long illness. It is fateful that the members of MCDS were gathered for our September general meeting when Carl parted this world. Carl always had a strong affinity for organized dentistry. His distinguished service included a Presidency of MCDS in 1981 and subsequently he served as the NJDA Speaker of the House (1985-1987) prior to becoming NJDA President in 1988. His professional passion was clearly in the political arena where he was Chair of the ADA Council on Government Affairs. I remember him proudly recounting his testimony before Congress on behalf of the ADA and his debate with the future Speaker of the House of Representatives, Nancy Pelosi. Carl was also a decorated Vietnam War Veteran as well as an honored alumnus of Colgate University.

While one's professional career accomplishments help define the individual, it is the other side that really defines the person. I am honored to be asked to share my relationship with Carl Langbert over the last forty plus years, sort of the big brother that I never had.

The first time I met Carl has always stayed with me. I vividly remember standing outside my parents' home in Highland Park when Carl and his lovely wife Barbara pulled up in a Pontiac Grand Prix, the luxury muscle car of the late 60's. I must apologize to Barbara but this newly licensed driver was completely focused on that car. Carl sensed that and in something right out of a James Dean movie, he tossed me the keys and told me to take it for a ride. Hello Carl.

That was the beginning of a long friendship. During the years I was away at school, there was always that summer invitation to his home for some very entertaining dinners. As I sit at my desk, I look up to see Gray's Anatomy front and center in my bookcase, a gift from Carl when I was accepted into dental school. My career in private practice began as Carl's associate. The invitations to his home continued but now I wasn't the partner's kid anymore. I was in partnership negotiations when I was accepted into perio school. That led to the next phase of our relationship, a professional referral relationship. Carl now looked to me as someone who could offer specialty expertise to help his patients. That continued for almost thirty years until he was taken ill in early March 2011.

Early in my involvement in organized dentistry, it was Carl who made the recommendation to the MCDS board that I be offered the program chair. Then one day I got the chance to play in Carl's game, I became the MCDS Trustee. Knowing Carl's experience I tapped into him about everything relating to that position and NJDA leadership. Most of his conversations started with "Back then we.....". I realized that Carl was reliving his glory days through me. It doesn't get any better than that.

As the NJDA 2010 Annual Session was approaching I was asked for the name of the person to install me as President. While there were many that I would have liked to ask, there was only one clear cut choice. I remember the call to Carl and he was completely taken aback. As he stood before the House and spoke that day I sensed how much my honor meant to my big brother. As we parted Atlantic City Carl told me that he really missed his participation with NJDA and that he would be returning. Unfortunately a few months later Carl was stricken.

At that meeting in Atlantic City I introduced Carl to my son. Carl knew about Barry through me but the two never met. Later Barry told me that Carl was one of the coolest guys he ever encountered. One day I'll remember to tell Barry the story of that Grand Prix.

Introducing the **3i T3 IMPLANT**™

Preservation By Design®

- Contemporary hybrid surface design with a multi-level surface topography
- Integrated platform switching with as little as 0.37mm of bone recession*¹
- Designed to reduce microleakage through exacting interface tolerances and maximized clamping forces

For more information, please contact your local BIOMET 3i Sales Representative today!

In the USA: 1-888-800-8045, Outside the USA: +1-561-776-6700

Or visit us online at www.biomet3i.com



1. Östman PO¹, Wennerberg A, Albrektsson T. Immediate Occlusal Loading Of NanoTite™ PREVAIL® Implants: A Prospective 1-Year Clinical And Radiographic Study. Clin Implant Dent Relat Res. 2010 Mar;12(1):39-47. n = 102.

¹Dr. Östman has a financial relationship with BIOMET 3i LLC resulting from speaking engagements, consulting engagements and other retained services.

Reference 1 discusses BIOMET 3i PREVAIL Implants with an integrated platform switching design, which is also incorporated into the 3i T3® Implant.

*0.37mm bone recession not typical of all cases.

For additional product information, including indications, contraindications, warnings, precautions, and potential adverse effects, see the product package insert and the BIOMET 3i Website.

3i T3, Preservation By Design and PREVAIL are registered trademarks and 3i T3 Implant design, NanoTite and Providing Solutions - One Patient At A Time are trademarks of BIOMET 3i LLC. ©2013 BIOMET 3i LLC.

All trademarks herein are the property of BIOMET 3i LLC unless otherwise indicated. This material is intended for clinicians only and is NOT intended for patient distribution. This material is not to be redistributed, duplicated, or disclosed without the express written consent of BIOMET 3i.

AFTCO

■■■■■■■■■■ TRANSITION CONSULTANTS

Call 1-800-232-3826
or visit us online at
www.AFTCO.net for a
free practice appraisal,
a \$2,500 value!

Download our new AFTCO app from iTunes or Google!

AFTCO is the oldest and largest dental practice transition consulting firm in the United States. AFTCO assists dentists with associateships, purchasing and selling of practices, and retirement plans. We are there to serve you through all stages of your career.

*“Over \$1.5 Billion
in Practice Sales”*

Richard E. Goldberg, D.M.D.

has acquired the practice from the estate of

Michael I. Verona, D.D.S. - Monroe Township, New Jersey

Jay Gohel, D.D.S. has acquired the practice of

Kenneth L. Rosenkopf, D.D.S. - Red Bank, New Jersey

AFTCO is pleased to have represented
all parties in these transitions.

Middlesex County Dental Society Councils and Committees

– NJDA Council Representatives –

Richard Kahn..... ADA Delegate828-6622	Genevieve Fernandes Membership Co-Chair.....613-1931
Daniel Krantz ADA Alternate Delegate469-8083	Nima Mir Madjlessi .. Membership Co-Chair.....651-8470
Mark Vitale..... ADPAC.....494-7575	Sanjeev Satwah..... New Dentists422-7777
Nainesh Desai..... Annual Session254-2550	Mitch Weiner NJDA State Trustee279-4900
Jeff Chustckie Dental Benefits271-1220	Maya Prabhu..... NJDA Alt. State Trustee246-2284
Robert Ashmen..... Dental Education846-6366	Sandy Goldstein Peer Review.....442-0037
Mitch Weiner Governmental/Public Affairs...297-4900	Ethan Glickman..... Relief572-4244
Mark Schambra Judicial Council.....846-6366	

– MCDS Committee Chairpeople and Members at Large –

Ira Rosen..... Budget and Finance422-7440	Alyssa Bernstein..... Hygiene Study Club388-3100
Cavan Brunnsden Children's Dental Health679-2323	Genevieve Fernandes Membership Hospitality.....613-1931
Mark Schambra Continuing Education.....846-6366	Nima Mir Madjlessi .. Mentor651-8470
Ira Rosen..... Corporate Sponsorship422-7440	Cavan Brunnsden Special Olympics.....679-2323
Maha Kaga Dental Shadowing873-3333	

MCDS Officers

Emeritus Editor:	Dr. Theodore Symanski	(1898-1998)
News./Web Ed.:	Dr. Robert Silverstein	732-846-8686
Facebook Editor:	Dr. Gautam Govitrikar	215-834-7642
President:	Dr. David Stein	732-257-6500
President Elect:	Dr. Nainesh Desai	732-254-2550
Vice President:	Dr. Alyssa Bernstein	732-388-3100
Treasurer:	Dr. Amit Vora	732-494-2444
Secretary:	Dr. Devang Modi	732-873-4122
Ed. Coordinator:	Dr. Genevieve Fernandes	732-613-1931



Business Editor: Dr. Constantine Simos
 109 Livingston Ave, New Brunswick, NJ 08901
 Tel:732-247-8083 • Fax:732-247-1584

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.

Highlights from the September 2013 Meeting



MCDS Education Coordinator Dr. Genevieve Fernandes (Far L) and MCDS President Dr. David Stein (Far R), with our newest members (from L to R).
 RWJ Residents: Drs. Dave Moghadam, Shabnam Azhar, Sara Rankin, Julie Bharucha, Susie Megalla
 JFK Residents: Drs. Mumta Hathiramani, Zainabbas Hassam
 Dr. Michelle Lau



September Featured Speaker Dr. Alan Meltzer (L), with MCDS President Dr. David Stein (C) and MCDS Education Coordinator Dr. Genevieve Fernandes (R).



Scientific Metals

Setting the Standard in
Precious Metal Refining

Visit us at
www.ScientificMetals.com

DENTSPLY

**TULSA DENTAL
 SPECIALTIES**

Proud to be a sponsor of the
 Middlesex County Dental Society

DSC

**Americus New York
 Dental Laboratories**

The Laboratory Network

dentalservices.net/amicusny
 (800) 222-8980

Our Network. Your Success.

Kuwata Pan Dent

**The Laboratory
 Dentists Trust**



877-377-4455

www.kuwatapandent.com

Creating Endodontic Excellence

Presented by Clifford Ruddle, DDS, FACD, FICD

About the course:

Predictably successful endodontics is dependent on shaping canals, 3D cleaning, and filling root canal systems. Evidence-driven techniques will be presented to demonstrate each procedural step that comprises start-to-finish endodontics. Specifically, this lecture will address those factors that influence success, including endodontic anatomy, pulpal breakdown, access cavities, glide path management, working length, shaping strategies, 3D disinfection, and filling root canal systems. Dr. Ruddle will focus on the most recent advancements in clinical endodontics and how to help you achieve predictably successful results.

At conclusion of course, participants should be able to:

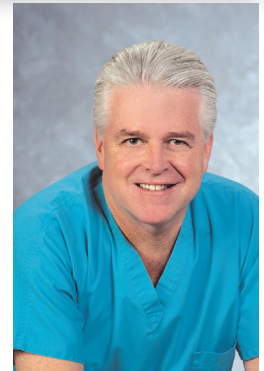
- Appreciate the role endodontic anatomy plays in treatment success.
- Understand how file design influences negotiating and shaping.
- Identify the most proven methods to 3D clean and fill systems.

DATE	TIME	LOCATION	CREDITS
Friday April 11, 2014	7:30 am Registration & Continental Breakfast 8:00 am — 4:30 pm Course & Lunch (Breakfast and Lunch included)	Pines Manor 2085 Lincoln Hwy Edison, NJ 08817	7 Continuing Education Credits

SAVE THE DATE

Dr. Clifford Ruddle:

Internationally recognized as a leading expert in all aspects of clinical endodontics, Dr. Ruddle is acclaimed for providing superb endodontic education through his teachings, clinical articles, training manuals and multimedia products. He is the founder and director of Advanced Endodontics®, an international educational source in Santa Barbara, California. Dr. Ruddle created the world's first private micro-endodontic simulation training center in 1989 and has trained several thousand dentists microscope-assisted endodontic techniques. He is well-known for his ability to empower colleagues and motivate clinicians towards their full potential. Additionally, Dr. Ruddle maintains a private practice limited to endodontics in Santa Barbara.



Registration Form

Doctor's Name (Last)

Doctor's Name (First)

City

State Zip

Office Telephone Number

Tuition

Dentists:

- MCDS Members/Residents: \$150 / \$175 ea*
- ADA Members (other than above)..... \$225 / \$250 ea*
- ADA Non-Members:..... \$300 / \$325 ea*

Total Enclosed: \$ _____

* Early/Late registration cutoff date: **February 1, 2014**

Checks Payable to MCDS (Payment must accompany registration)
Mail to: Middlesex County Dental Society
P.O. Box 7026, East Brunswick, NJ 08816
For further information call 732-238-1255