



Attendees at the November lecture on sleep apnea led by Erin Elliott, DDS.



PRESIDENT'S MESSAGE

Another Fantastic Year for NYCDS

Richard J. Lewenson, DDS

My tenure as president has given me a deeper appreciation for all the work and effort that goes into providing programs and services of interest and value to members. Some of you may only attend a couple of programs a year at NYCDS but to fully understand all that happens at the Society I'd like to point out that more than 50 different workshops, programs, courses and events were held this year.

Several of our offerings were true "member benefits" costing members little or nothing to attend:

- a lecture on the patient care considerations of cannabis and other substances;
- a panel discussion on ethical issues -- our very first live-streamed program;
- an oral oncology lecture for young professionals;
- two panel programs for residents and new dentists offering career advice;
- several Young Professionals social events;
- a full-day lecture on Sleep Apnea - free for members;
- a free Risk Management course at the GNYDM for the first 50 members; and
- a workshop aimed at addressing the physical stresses of dentistry.

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From the Education Director

Changing Our Thinking

By Mitchell Rubinstein, DMD



If continuing education begins when we graduate from dental school, then we need to think of our residencies as our first true continuing education experiences. Looking back on the time we spent in our

residency programs, many of us will remember our nights treating patients in the emergency room as some of the most exciting, fulfilling, and perhaps also terrifying times. Nowhere was it more painfully obvious that our patients' mouths are connected to an entire body, each with its own unique set of problems. The complete patient, and their entire medical picture, must be considered as part of a unified, cohesive treatment plan.

Late one night, very early in my own general practice program, the chief resident and I were called to evaluate a small child who had been bitten in the face by a stray dog. Yes, the wounds needed to be cleaned and sutured, and antibiotics needed to be ordered -- that was obvious. But we also needed to consider the child's asthma, the possibilities of rabies and tetanus, as well as potential psychological effects attack like this would have on a young child. None of that was really what I thought of as "dentistry." As we were evaluating the wounds, I remember the child's mother asking me if I was a doctor, and I replied "no, I'm a dentist."

Later that night, the chief resident and I were reviewing the case. One of his suggestions sur-

prised me. "By the way," he told me, "when somebody asks you if you're a doctor you don't say 'No, I'm a dentist'. You should respond 'Yes, I'm a dentist.'" If I wanted my patients to think of me as "Dr. Rubinstein," then I needed to think of myself that way first. It wasn't the most important lesson I learned that night, but I've tried never to forget it.

Fortunately, the artificial barriers that had been placed between medicine and dentistry have been crumbling for some time now. There are also an increasing number of ways in which our interventions can improve our patients' general health and well-being. One of the most significant is in the identification and treatment of patients suffering from sleep-disordered breathing, and sleep apnea.

We recently had the opportunity to host a great full-day CE program on the dentist's role in treating sleep apnea, led by Dr. Erin Elliott. Dr. Elliott spent a great deal of time reviewing things like diagnostic criteria, treatment modalities, and the physician-dentist partnership. But she also taught something less obvious, which is the change in thinking required when trying to incorporate something like this into your practice. How should we approach a dental patient about a medical problem? What questions do we ask? How do we decipher their medical insurance coverage? Is this really "dentistry?"

Old habits are hard to change. Changing our thinking is an important first step.

FEATURED NYCDS EVENTS

Thursday, January 23

Installation of Officers
The Penn Club

Friday, February 7

Give Kids A Smile NYC

Monday, April 6

General Membership Meeting
Lecture led by
David M. Waldschmidt, Ph.D.
Secretary, Joint Commission
on National Dental Examinations

For more information on
upcoming events visit our
NYCDS Events Calendar:



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Report on ADA House of Delegates Meeting

By James Jacobs, DMD

NYCDS Immediate Past President



The House of Delegates is the legislative and governing body of the American Dental Association. As such, it speaks for the more than 163,000 dentist members of the Association and for the dental profession in the United States. Members from each component of the ADA are chosen to represent their respective communities and states and meet annually to decide on the issues they want to address internally and externally as the preeminent dental organization in the U.S.

This year the annual ADA House of Delegates Meeting was held in San Francisco in conjunction with the ADA FDI World Dental Congress. It was a special year as we cheered on fellow New Yorker, former Queens County and New York State Dental Association President Chad Gehani, as he was installed as president of the ADA for the coming year. Chad's remarkable life story and achievements are inspiring. Personally, he has been a great mentor and friend and we are all so proud of him.

In addition to the elections, there is a great deal of business that happens at the Meeting. Delegates spend many hours in advance of the Meeting reading and studying the issues of the day that will be voted on during the four-day session.

The New York State delegation held its own caucuses to debate the proposals and see if there could be consensus prior to the final meeting when all the delegates throughout the country are present to debate and vote on the issues present for that year.

Some of the main issues discussed at the 2019 Meeting were:

- Addressing the ADA dues structure to ensure the financial sustainability of the organization and member resources for the future. After much debate the House approved a proposal that would tie any dues increase to the annual Consumer Price Index. In addition, modifications to the dues structure at both ends of the career spectrum were approved. The phase-in for new members to pay full dues would be reduced to two years and a 25% discount for active life members would be eliminated.
- ADA policy on early detection and prevention of oral cancer was amended to include oropharyngeal cancer and cover all patients, with no age limit, not just those previously thought to be at an increased risk because of tobacco and alcohol use. In addition, the policy on tobacco use will be updated to include the practice of vaping and the ADA will work on formulating a policy on cannabis use.
- The ADA Division of Legal Affairs was tasked with creating a document addressing the information dentists need to know when reviewing business agreements with DSOs.

The hours are long but the amazing camaraderie is so worth it. I have personally been to the last five meetings as a delegate and have enjoyed the work and friendships I have made.



At the 2019 ADA House of Delegates Meeting NYCDS was represented by (left to right) Immediate Past President James Jacobs, Treasurer Mina Kim, Secretary Ioanna Mentzelopoulou, President-Elect Luis Fujimoto, Vice President Lois Jackson, President Richard Lewenson, and NYSDA Trustee David Shipper.

Board Leaders Gain Insight

Recently the NYCDS Board participated in a leadership retreat held at Society headquarters that focused on "Becoming a High-Impact Non-Profit Board." The morning session was facilitated by Sharmila Rao Thakkar of SRT Advising and Consulting, who presented best practices in board governance and discussed how board members can be most effective in their roles and responsibilities.

Lenore Champagne Beirne of Bright Ventures facilitated a highly interactive afternoon session. Prior to the session, each board member completed a self-assessment to determine their individual strengths and leadership style. During the session, board members learned more about their strengths and discussed how to leverage their strengths and style to best contribute to NYCDS. Each member gained insight into themselves and their peers. They also discussed how to best play to each other's strengths and communicate effectively in order to become an even more impactful board. Functioning optimally as a board is essential to moving any organization forward and the retreat was beneficial to that end.



Lenore Champagne Beirne



Sharmila Rao Thakkar

Sleep Apnea Lecture Informs Members



Erin Elliott, DDS, at the lectern teaching general dentists about the importance of detecting and treating sleep apnea.

Sleep expert Dr. Erin Elliott gave an engaging full-day lecture on sleep apnea on November 1. There were 85 attendees for this interactive course which was offered free to NYCDS members. Attendees learned how to detect and treat this debilitating condition in patients who may have never sought help. Four steps for addressing this frequently undetected condition were addressed: awareness, diagnosis, financials, and treatment. Following

the course, dentists have the opportunity to improve their patients' overall health and quality of life with an implementation system that actually works, while also building their practice. This course was made possible with a generous bequest from the Juliet Rosenthal Foundation through Dr. John Hulbrock.

Challenging Case Captivates September Meeting Attendees



September Meeting speakers Michael Lituchy, DDS (left) with colleague and father, Gregg Lituchy, DDS.

The September 16th General Membership meeting started with tributes to two past presidents of the Society who passed away in recent months, Jerome M. Sorrel, DMD, president in 1976 and Morton L. Divack, DDS, president in 1981. (Tributes to both dentists can be found in the September 2019 issue of *Dentists' Quarterly*.) Dr. Joseph Schachner, a past president of NYCDS and former general chairman of the Greater New York Dental Meetings, shared some memories of Dr. Divack. President Richard Lewenson gave the remembrance of Dr. Sorrel. Both men had an impact on the dental profession, influencing and inspiring generations of dentists.

The evening's lecture "Full Mouth Restorative Case in a 13-Year-Old with Amelogenesis Imperfecta," led by father and son practitioners Gregg Lituchy, DDS and Michael Lituchy, DDS, enthralled members. Amelogenesis imperfecta is a rare genetic disorder of tooth development that causes teeth to be unusually small, discolored, pitted or grooved, and prone to rapid wear and breakage. The case presented special challenges as "Max" was a teen with teeth still erupting and a jaw that was still growing. Having such a disorder can result in social isolation and depression, particularly for a teenager.



Former NYCDS President Joseph Schachner, (center) at the September meeting to honor a colleague, is with Past President Irvind Khurana (left) and Past Peer Review Chair Richard Rausch.



Members socializing prior to the evening's lecture.

As the lecture unfolded it was clear that both doctors took pride in restoring the smile and functionality of a young teen's teeth in anticipation of his bar mitzvah. However, the impact of the treatment provided went far beyond one special event, fundamentally transforming Max's emotional life and well-being. The dramatic before and after photos, which included facial expressions, demonstrated the life-changing impact of the reconstruction. Both doctors enjoyed working together as a team using their unique skills to make a profound difference in the appearance and life of their patient. Members listening to the lecture weighed-in with their thoughts about the procedures that were performed on someone so young, which may need to be redone in future years. Both doctors, the patient, and his family, felt the effort was well worth it.

Dr. Gregg Lituchy is a general dentist who has focused on cosmetic dentistry for over 30 years. He received his Doctorate of Dental Surgery degree from Columbia University School of Dental and Oral Surgery. He is an active member of many dental organizations and his work has been profiled on numerous television shows, newspapers, and magazines. Dr. Michael Lituchy is a prosthodontist who earned his Doctor of Dental Surgery degree from Columbia University School of Dental and Oral Surgery and completed a 3-year specialty program in Advanced Prosthodontics at Columbia University as well.

In other business, Dr. Lewenson announced the 2020 proposed slate of officers and Board Members. Special thanks to the Nominating Committee: Richard Lewenson, Chair; Ada Cooper; Kenneth Cooperman; Maurice Edwards; Egidio Farone; James Jacobs; Irvind Khurana; David Momtaheni; Mitchell Rubinstein; Robert Sadowsky; David Shipper; and Robert Sorin.

The September meeting was generously sponsored by Black Talon Security, Epstein Practice Brokerage, and Garfield Refining.

November General Meeting Features Spenadel Award Recipients



President Richard Lewenson (center) with Henry Spenadel Award recipients Drs. Allan Deutsch, (left) and Barry Musikant, co-founders of Essential Dental Systems.

The presentation at the November 4th General Membership Meeting was led by 2019 Henry Spenadel Award recipients Allan S. Deutsch, DMD, and Barry Lee Musikant, DMD, the endodontic co-founders of the dental manufacturing company Essential Dental Systems (EDS). EDS' roots stem from their desire for improvements to the products they used and the problems they faced in their daily practice.

Each year the award recognizes individual(s) or an organization that has contributed significantly to the advancement of dentistry. The 2019 Henry Spenadel Awards Committee was chaired by Dr. Sheldon Nadler.

Dr. Musikant spoke first about “The Path to Product Innovation,” telling attendees that the basis for much of the products developed by EDS originated after asking this basic question: “What annoys you?” Dr. Musikant found that once you know what annoys or frustrates you, then you can create solutions. Defining a problem in need of a solution is the first step in product innovation. Dr. Deutsch discussed “Advances in Research at EDS,” demonstrating the thought process behind products such as the self-advancing Helical Flat instrument, an endodontic bioceramic sealer, and an endodontic access tip with a depth gauge, the first of its kind. While designing the gauge they discovered that although the length of a tooth's root can vary dramatically, the depth of the crown is surprisingly consistent. With that information, Drs. Deutsch and Musikant added a defining stop to their tips which provides a quick and accurate guide to pulp chamber access.

Both doctors hold 20 patents for co-inventing revolutionary endodontic obturation, instrumentation, post and composite systems, and laser tips and each have lectured in over 300 international and domestic locations.

Dr. Deutsch is the executive vice president, co-director of dental research, and co-founder of EDS and is an assistant clinical professor of endodontics at Columbia University.

Dr. Musikant is the president, co-director of dental research, and co-founder of EDS and is the course director of endodontics at Touro College of Dental Medicine.

The meeting began with Charles Sturken of the New York City Department of Environmental Protection (NYC DEP) reminding all dentists in New York to fulfill a one-time reporting requirement concerning amalgam separators. (See box below.)

Next, Dr. David Koslovsky and his hard-working Golf Committee were acknowledged. This year they organized another highly successful golf outing which raised \$59,693.00 for the Henry Schein Cares Foundation. Dr. Koslovsky presented the Henry Schein Cares Foundation with the check. (See article on page 8.)

In other business, the Society approved the slate of officers to serve with President Luis Fujimoto in 2020: President-Elect Lois Jackson, Vice President Ioanna Mentzelopoulou, Secretary Mina Kim and Treasurer Suchie Chawla. In addition, two new Directors at Large were elected: Gabriela Lee and John Osterman. Proposed amendments to the Society's Bylaws were approved.

MLMIC Medical Liability Insurance Company generously sponsored the meeting.

Amalgam Separator Filing Requirement

To comply with updated city, state, and federal regulations dental facilities in New York City must submit a NEW [Compliance Report for Dental Office Amalgam Separator Installation](#) form to the NYC DEP. ALL applicable dental practices are required to submit the new reporting form – even if you installed an amalgam separator prior to June 2018 and submitted the previous form -- as there are new compliance requirements. You can find a link to more information and the form on the Society's homepage www.nycdentalsociety.org.

2020 Elected Officers and Board Members



(left to right): Board Member John Osterman, Treasurer Suchie Chawla, Board Member Gabriela Lee, Vice President Ioanna Mentzelopoulou, President-Elect Lois Jackson, President Luis Fujimoto, Secretary Mina Kim, and Immediate Past President Richard Lewenson.

MEET YOUR 2020 OFFICERS



Luis J. Fujimoto, president, is the president-elect for the Academy of Dentistry International. He is a director at the Medical Reserve Core for the New York City Department of Health and Mental Hygiene, the Federation of Associations of

Regulatory Boards (FARB), the Noguchi Medical Research Institute, the ADI Foundation, and the AADB Foundation. Dr. Fujimoto served two terms as chair of the New York State Board of Dentistry for the New York State Department of Education. He is the past chair of the Joint Commission on National Dental Examinations for the American Dental Association. He is also the past chair of the Board of Trustees of the AADB Foundation. Dr. Fujimoto is the past president of the American Association of Dental Boards (AADB), the Osseointegration Foundation, the AADB Foundation, the Northeastern Society of Periodontists, the Eastern Dental Society and the ISC, Inc. Dr. Fujimoto has served in many positions at New York County Dental Society in addition to being the president-elect, vice-president, secretary, and treasurer for two years. He served as a director of the Board (2015-present, 2009-2010, & 1997-2002), chair of the Bylaws Committee, chair of the Finance Committee (2015-2016), chair of the NYCDS/SDDS Joint Audit Committee for the GNYDM, chair of the Program Committee, chair of the Henry Spenadel Award Committee, and chair of the Legislative Committee. He also served as delegate to the NYSDA House of Delegates (2015-2020) and as a delegate and alternate delegate to the ADA House of Delegates (2015-2019 & 2001-2002).

Dr. Fujimoto is a past director of the ADA Foundation, and the Greater New York Dental Education Foundation, Inc. He is the recipient of numerous awards, including the American Dental Association - Golden Apple Award, the American Association of Dental Boards - Citizen of the Year Award and the New York State Dental Association - Leadership Award. He holds several fellowships from multiple organizations including the American College of Dentists, International College of Dentists, Academy of Dentistry International, Academy of Osseointegration, New York Academy of Dentistry and the Pierre Fauchard Academy. He is a Knight of the Sovereign Military Hospitaller Order of Saint John of Jerusalem, of Rhodes and of Malta and a member of the Council of Saint Thomas More.



Lois A. Jackson, DDS, president-elect, is a pediatric dentist with offices in Soho and Brooklyn. Dr. Jackson received her DDS and certificate in Pediatric Dentistry from Columbia University College of Dental Medicine. Dr. Jackson is an assistant clinical professor of Pediatric Dentistry, a member of the Dean's Advisory Board at Columbia University College of Dental Medicine, and a Diplomate of the American Board of Pediatric Dentistry. She was president of the New York State Association of Pediatric Dentists and the Northeast Society of Pediatric Dentists. She received the Columbia University Distinguished Alumni Award in 2015. She is a member of numerous dental societies including the Pierre Fauchard Society, Omicron Kappa Upsilon, the International College of Dentists, the American College of Dentists, and the American Academy of Pediatric Dentistry. In 2009, she was a Columbia University Alumni Medalist.

Dr. Jackson served as a trustee on the Board of the American Academy of Pediatric Dentistry. Dr. Jackson was chair of the New York State Board for Dentistry from 2014-2015. Dr. Jackson is very involved with the Greater New York Dental meeting. She has served as chair of the Pediatric Dental Summit since 2017, co-chair of the Outreach Committee since 2013, and a Troubleshooter since 2011. This year, she is the co-chair of the first annual Women Dentist Leadership Conference. She also co-chaired the GNYDM Emerging Leaders Committee in 2017. Dr. Jackson is a co-founder of the Woman-to-Woman Dentists Network along with Dr. Mina Kim. Dr. Jackson also has a long history of involvement with NYCDS. Most recently she served as Henry Spenadel Continuing Education Director from 2016 – 2017. She served on the Board of Directors several times (2016-present, 2006 – 2007, 1990 – 1997) and was chair of the Sesquicentennial Planning Committee (2017-2018). Dr. Jackson held other positions with NYCDS and has chaired numerous committees. Dr. Jackson was an alternate delegate to the 2019 ADA House of Delegates and a delegate to the NYSDA House of Delegates. She is also involved in community and philanthropic organizations.

Dr. Jackson served as a trustee on the Board of the American Academy of Pediatric Dentistry. Dr. Jackson was chair of the New York State Board for Dentistry from 2014-2015. Dr. Jackson is very involved with the Greater New York Dental meeting. She has served as chair of the Pediatric Dental Summit since 2017, co-chair of the Outreach Committee since 2013, and a Troubleshooter since 2011. This year, she is the co-chair of the first annual Women Dentist Leadership Conference. She also co-chaired the GNYDM Emerging Leaders Committee in 2017. Dr. Jackson is a co-founder of the Woman-to-Woman Dentists Network along with Dr. Mina Kim. Dr. Jackson also has a long history of involvement with NYCDS. Most recently she served as Henry Spenadel Continuing Education Director from 2016 – 2017. She served on the Board of Directors several times (2016-present, 2006 – 2007, 1990 – 1997) and was chair of the Sesquicentennial Planning Committee (2017-2018). Dr. Jackson held other positions with NYCDS and has chaired numerous committees. Dr. Jackson was an alternate delegate to the 2019 ADA House of Delegates and a delegate to the NYSDA House of Delegates. She is also involved in community and philanthropic organizations.



Ioanna Mentzelopoulou, DDS, vice president, is a board-certified pediatric dentist in private practice since 2002. Dr. Mentzelopoulou received her DDS degree from New York University College of Dentistry in 1999 and her certificate in pediatric dentistry from Interfaith Medical Center in 2002. Prior to her involvement with NYCDS Dr. Mentzelopoulou was active in the Second District Dental Society serving as a Board Member from 2003 - 2005, and as chair of the Second District's New Dentist Committee from 2003 - 2009. She was also a New York State representative to the ADA's New Dentist Committee from 2005 - 2009. Dr. Mentzelopoulou is treasurer of the New York Chapter of the International College of Dentists. Dr. Mentzelopoulou served as secretary of NYCDS in 2019, and previously served as Finance Committee chair and NYCDS treasurer for a two-year term (2017-2018). She has served on the Board of Directors since 2014. She has played an active role on the Give Kids A Smile Steering Committee since 2015 and has also served on the Society's Member Benefits and Children's Dental Health Committees. She was an alternate delegate to the ADA House of Delegates in 2019, 2017, 2016 and a delegate in 2018. Dr. Mentzelopoulou is a member of the American College of Dentists, the American Board of Pediatric Dentistry and the American Academy of Pediatric Dentistry. She is a fellow of the Pierre Fauchard Academy.



Mina C. Kim, DDS, secretary, is a general dentist in private practice in midtown Manhattan since 2011. Dr. Kim graduated from Columbia University College of Dental Medicine in 2010 and received her B.A. in Economics and Mathematics from Barnard College. She has maintained a connection to her alma mater as secretary of the Columbia University College of Dental Medicine Alumni Association. Dr. Kim serves on the ADA Diversity and Inclusion Committee and co-founded the Woman-to-Woman Dentists Network along with Dr. Lois Jackson. Dr. Kim has been on the NYCDS Board of Directors since 2015. She served as the New Dentist representative to NYSDA from 2015-2018 and currently serves on the Council on Dental Benefits. Dr. Kim participates on numerous NYCDS committees and founded the NYCDS Give Kids A Smile volunteer initiative in 2014 and has spearheaded volunteer efforts with the New York Public Library. She is coordinating NYCDS's first event with the Special Olympics.

She is also involved with the Greater New York Dental Meeting, and participates in numerous volunteer roles related to dentistry and beyond. Dr. Kim was an alternate delegate to the House of Delegates in 2019. Dr. Kim is a member of the New York Academy of Dentistry, American College of Dentists, International College of Dentists and the Pierre Fauchard Academy.



Suchie Chawla, DDS, MD, treasurer, is an oral surgeon practicing in mid-town Manhattan. Dr. Chawla received her Doctor of Dental Surgery degree from New York University College of Dentistry and her Doctor of Medicine degree from Mount Sinai School of Medicine. Dr. Chawla has taught dental ethics at both New York University College of Dentistry and Columbia University College of Dental Medicine. Since 2007 she's been a clinical instructor for the Mount Sinai School of Medicine OMS Residency program and she is a volunteer instructor at New York-Presbyterian/Cornell Medical Center. Dr. Chawla is a member of the New York Academy of Dentistry where she is on multiple committees, including program chair for 2020. She is also a member of the American Board of Oral and Maxillofacial Surgeons and numerous other professional organizations.

Dr. Chawla was chair and Board liaison for the NYCDS Public and Professional Relations Committee from 2014-2017; chaired the Mentorship Committee in 2015, and served on the Membership and Legislative Committees for several years. She served as treasurer of the Society's Political Action Committee 2016-2018. Dr. Chawla has been actively involved with the Society's two charitable events since their beginnings. She served on the Steering Committee of Give Kids A Smile from 2014 through 2017, and served as a site leader every year of the event to date. She has been a part of the NYCDS Charity Golf Outing since its start in 2015. Dr. Chawla was a delegate to the NYSDA House of Delegates 2017 - 2019, and an alternate in 2016. She participated in the Washington Leadership Conference in 2017, 2018 and 2019. In addition, Dr. Chawla volunteers for surgical missions to third-world countries.

5th Annual Golf Outing a Tremendous Success

In late September, over 100 individuals enjoyed a full day of friendship, camaraderie, and giving at the NYCDS 5th Annual Charity Golf & Tennis Outing. The event was a tremendous success in raising \$59,693.00 for the Henry Schein Cares Foundation, which works to foster, support, and promote dental and medical health by helping to increase access to care in communities around the world.

Since the first golf outing five years ago, nearly \$250,000 has been raised for local and regional charities. Congratulations and thanks to Golf Committee Chair David Koslovsky and his committee members: Drs. Christina Boyd; Suchie Chawla; Michael Donovan; Edward Gottesman; Mina Kim; Alex Rubinov; David Sherman; Caryn Siegel; Past Chair David Shipper; and from Henry Schein: Ronnie Klein; Jonathan Liebling; Kate Sorrillo; and Jennifer Kim Field, executive director, Henry Schein Cares Foundation; and NYCDS staff member Susan Apsley.



Golf Committee Chair David Koslovsky presenting a check for \$59,693.00 to Jennifer Kim Field, (center) and Field Consultant, Lindsey Wachholtz, Henry Schein Cares Foundation.



It was a beautiful setting and day for the 5th Annual NYCDS Charity Golf Outing.

Give Kids A Smile NYC Receives Award from the ADA

Dr. Deborah Weisfuse, NYSDA past president, NYS Dental Foundation trustee, member of the ADA Committee on Annual Meetings, and GKAS NYC general chair, received the Jeffrey Dalin, DDS GKAS Volunteer Award for an outstanding program at the ADA/FDI combined meeting earlier this year. Dr. Dalin co-founded the very first Give Kids A Smile event in 2002 in St. Louis. Since then more than 5.5 million children have been cared for by over 500,000 volunteers nationwide.

This past February nearly 1,400 underserved schoolchildren received oral health education and \$156,010 in dental care thanks to our Give Kids A Smile initiative. Over the past several years the NYCDS Give Kids A Smile program has greatly influenced oral healthcare with the policy makers representing our area. In addition, we raised the profile of organized dentistry for the public, our own component, nearby dental schools and other collaborators. NYCDS has also found that providing a great volunteer opportunity is very important to component members. It is a vehicle for leadership development, as well as a great way for members to make a difference.



Dr. Deborah Weisfuse receiving the Jeffrey Dalin, DDS GKAS Volunteer Award from Dr. Jeffrey Dalin, a co-founder of the very first Give Kids A Smile.



ADA American Dental Association¹

*Did we mention that GKAS NYC is also rewarding and fun?
We invite you to be a part of this special volunteer initiative on 2/7/2020.
Sign up through the link on our homepage www.nycdentalsociety.org.*

PRESIDENT'S MESSAGE

(continued from page 1)

We also held two successful Speed Learning events with over 120 attendees and 12 new speakers. Our two charitable events were enormously successful. At the February 2019 Give Kids A Smile event New York County volunteers provided \$156,010 in dental services. The September 2019 Charity Golf Outing raised over \$50,000 for the Henry Schein Cares Foundation.

We upgraded our communications with our membership by enhancing and updating our newsletter and brought the design work in house; we enhanced and enlarged our social media footprint -- increasing our social media followers by approximately 67%; and provided three live streamed videos which were viewed nearly 1,500 times.

New York County is also invested in making our leadership even more effective with a Board retreat focusing on effective governance and leadership in October. Last spring, we had training on parliamentary procedures so that we could better facilitate participation in both the ADA and NYSDA House of Delegates.

I am happy to report that due to another successful Greater New York Dental Meeting and lowering our expenses, our June 30th fiscal year-end was our strongest in recent history.

On a personal note, this has been quite a fulfilling year for me both personally and professionally. Working with the Society's Board, committee members and staff, all of whom are dedicated to the welfare and enhancement of the NYCDS membership, has been a great privilege and I thank them all for their dedication.

NYCDS Teams Up with the L.A. Institute of Clinical Dentistry

Attend the first of two intensive courses offered at NYCDS in 2020 by Jose-Luis Ruiz, DDS, the director of the Los Angeles Institute of Clinical Dentistry – the leading institute for hands-on adhesive dentistry. NYCDS is excited about this collaboration and the opportunity to bring Dr. Ruiz to lecture in Manhattan.

No need to travel to Los Angeles to learn from Dr. Ruiz
***PLUS* lower tuition too!**

Anterior Esthetic Restoration Using Supra-Gingival Dentistry

Tues/Wed, March 12-13 | 9:30 AM - 4:30 PM

CE hours: 13
A TWO DAY COURSE

Presented by:
Jose-Luis Ruiz, DDS



In this 2-day course with maximum hands-on opportunities, you will learn a scientific-based approach to porcelain veneers, which will demonstrate how supra-gingival restorative margins make adhesive dentistry simple and predictable.



Great results with porcelain veneers requires a thorough understanding of restorative principles, dental materials, smile design, and occlusion. Dr. Jose-Luis Ruiz will present his practical, logical, and scientific-based approach to incorporating all of these components into a 2-day program that will demonstrate a highly predictable system that virtually guarantees excellent results and patient satisfaction. **Maximum Hands-On Opportunities!**

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Peer REVIEW

When Does the Standard of Care Change?

By Barry Sporer, DMD

Chair, Peer Review and Quality Assurance Committee

“The truthful answer to that provocative question is “I don’t know.””



In Peer Review and Quality Assurance we review cases and make our judgements based on whether treatment provided conformed to or deviated from the standard of care. That in itself can be challenging, but what can make it even more difficult is that the standard of care is ever-evolving due to advancements in technology and collective clinical experience. In a recent case presented

to Peer Review a patient came to a dentist to have a lower molar restored that had endodontic treatment. The tooth was asymptomatic. The doctor took a periapical radiograph and saw no evidence of pathology. He subsequently prepared and placed a full crown on the tooth. A few months later, the patient, who spends the winter in Florida, had gingival swelling around the same tooth. When she went to see a periodontist in Florida, he took a CBVT scan and informed her that the tooth had a root fracture and should be extracted. When she returned to New York, the tooth had been extracted with the site grafted and prepared for implant therapy.

The patient filed a Peer Review complaint with the Society stating that she wanted a refund for the crown because a CBVT scan should have been taken prior to preparing the tooth for a crown because it could have revealed the root fracture that would have changed the course of treatment. Truth be told a CBVT scan taken at the time the patient came to the dentist may, or may not have, revealed a root

fracture. But the question remains, when is a CBVT scan the standard care? As this technology has become more accessible so have the indications, particularly in endodontics and implant therapy. However, just because a technology is available does that make it the standard of care? Certainly, the manufactures and sales people think so.

Unfortunately, new and expensive technologies are often marketed on their ROI (return on investment) rather than their clinical advantages. In this particular case the CBVT scan may have been useful prior to crown preparation, but without a baseline how would it be interpreted? Should every tooth have a CBVT taken prior to endodontic therapy? Can new technology lead to over treatment? The indications and application of new technology must always be critically assessed. Back and knee surgeries are done more on a per capita basis in the United States than anywhere else in the world even though long term outcomes aren’t necessarily better than more conservative treatments. Did the advances in technology take us down that path?

This case was resolved in mediation, but I am not sure what the outcome would have been had it gone to a hearing. Any determination by the Peer Review hearing committee would have been influenced by the approach to CBVT scans taken by the three individual dentists hearing the case.

At some time in the future there may be a tipping point where the preponderance of dentists will use CBVT scans as a matter of course. That will be a good thing as long as it’s for clinical advantage and not for the return on investment.

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INTEREST

Of Professional Thirty Years Plus and Going Strong

By Steven S. Moss, DDS



Dr. Steven Moss has been practicing periodontics in Manhattan for over 30 years, served on the NYCDS Board of Directors and currently serves on the Greater New York Dental Meeting's Organization Committee.

One afternoon at my office a referring dentist who was kind enough to have referred a patient to me said in my presence, “Dr. Moss is not a youngster anymore.” Now one might consider that an insult or criticism, but I considered it a source of motivation, as well as a compliment to the depth of knowledge I have gained over the years. I actually felt good about it! I had the opportunity to go for a run earlier that morning and I knew that as a “non-youngster” I was ready and able to treat any issue that may arise for the referred patient and any other patient in my periodontal-care world.

My interest in exercising and having a positive mindset to handle the stresses of life started years earlier during dental school and two residency programs. I have always felt that keeping healthy perhaps by exercising as much as possible during the work week would give me an advantage during every day of practice. Along with a healthy lifestyle, I've included a continued membership in the New York County Dental Society as a significant part of my life. The Dental Society has become a home-away-from-home for me as I've been a part of the NYCDS Board of Directors and NYSDA House of Delegates and now I am part of the GNYDM organization committee.

Organized dentistry has been a continuous source of support for me and my practice, as well as a social outlet, and I recommend it to anyone who wants to practice for the long term. The many new friendships that I have developed and continue to enjoy over the years are a comfort each day while practicing clinically. It's the balance of working hard on cases with ever-increasing dental treatment plan complexities and the ability to share that with friends at the network of the Dental Society and the GNYDM that has been a source of enjoyment for me. It's a security of didactics and clinical completeness. Clinically, a difficult or challenging case can be reviewed with other general practitioners or specialists

at NYCDS at a meeting or event. Academically, anything we need to maintain our licensure is available at the Dental Society or Greater New York Dental Meeting. I don't want to miss anything and continued memberships, both socially and professionally, nothing is missing.

Over 30 years ago I was lucky enough to meet my wife Marci at dental school. We have two wonderful, happy and healthy kids, that although don't practice dentistry, they do exercise and engage weekly in a healthy lifestyle to maintain their business careers.

“...our social and professional lives must endure and flourish under any circumstances.”

Going forward I plan to continue to look for ways to keep my level of health as high as possible by exercising and participating in organized dentistry, as well as caring for patients in my practice and in group practices. The interactions in a group practice, where specialists as well as generalists work together and share knowledge, is a valuable complement to my own practice. The combination of individual and group practice is exciting and the relationships established in group practice get stronger and evolve over the years.

There are people that predict that solo practices will not exist in the future. No one knows for sure, but we should see it as an opportunity to stick together, whether we practice together or individually, and we must remain healthy and be ready for whatever comes next. Things may change; they certainly have over the last 30 years, but our social and professional lives must endure and flourish under any circumstances.

No matter where one is in their dental career, dentistry will always be necessary. There will always be a need to provide care for generations of people that require healthy teeth -- basic enjoyment of a beautiful smile and the simple but essential act of chewing and starting the digestive process -- begins with good dental health. The interchange of a healthy lifestyle and healthy dentition is critical to our medical well-being.

continued on page 12

OF PROFESSIONAL INTEREST

(continued from page 11)

As dentists, we now have a barrage of technology that continues to elevate our knowledge and the quality and comfort of dental care provided to new levels. As dental healthcare providers we need to keep educated about these improvements and pass them on to the public. This circles back to keeping healthy ourselves, having an open and positive mindset, as well as engaging socially and professionally in organized dentistry.

I encourage all dentists to be involved with their profession. I'm very fortunate to be a co-chairman of the Seminars and Workshop Committee for the Greater New York Dental Meeting. In that role, I have the privilege of reaching out to top speakers and educators across the country and internationally in all specialties of our dental profession to invite them to share their knowledge with well over 50,000 attendees at the Greater New York Dental Meeting. I hope I can continue to serve the profession proudly and bring what I think is the best of the profession to the public.

Meanwhile, I'll need to continue to care for my health by "taking a run" or a swim before work so that I can focus on being the best I can be. I hope this article inspires you to think about how you will take care of yourself so you can be your best both professionally and personally. Dentistry has provided me with a great life and I wish the same for you.

Eric J. Ploumis, D.M.D., J.D.

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BIOPSIES SAVE LIVES

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Pemphigus and pemphigoid are rare, autoimmune, skin and mucosal blistering diseases. Patients often experience delayed diagnosis and they commonly present with oral symptoms first. These include blisters, lesions, pain when brushing or eating, and the peeling of oral tissue with simple pressure.

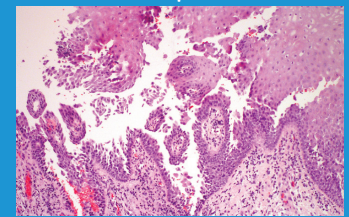
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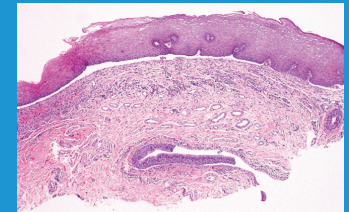
If your patient answers **YES to 3 or MORE** of these questions, a biopsy should be considered.

PEMPHIGUS VULGARIS



CLINICAL PRESENTATIONS

H&E HISTOLOGY



MUCOUS MEMBRANE PEMPHIGOID

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More info and photos at <https://pemphig.us/biopsy>



The IPPF Awareness Program is generously funded by the Sy Syms Foundation and the Unger family.

2020 ADA Life Members

Congratulations to the following NYCDS members who have achieved Life Membership in the American Dental Association reflecting 30 years of continuous membership.

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The Social Media Influence

By Jennifer Reyes, DDS

Guest Columnist



Social media is changing the way patients interact with their healthcare providers and challenging the boundaries of professionalism. Take, for example, a well-known dermatologist whose Instagram posts and YouTube videos garnered so many followers that she now has both her own line of skin-care products and a television show. Instagram and Facebook

are easy, accessible and inexpensive ways to communicate your mission, your work, and ultimately your brand to potential and existing patients. Many companies know this.

It is no surprise social media's rising role as a business/branding platform has necessitated that companies offer marketing and search engine optimization services to dental practices, particularly in New York City and other metropolitan areas. In fact, I recently attended a professional event where the audience was encouraged to hire young dentists with a large number of Instagram followers as this would likely translate to more patients, thus more production, for the owner-doctor. You can even buy social media followers, although the level of engagement is about as questionable as the long-term prognosis of a #16 with grade III mobility.

Some companies have been known to gift medical and dental professionals, even students, with free clothing provided the practitioner/student has sufficient social media clout. This is called "sponcon," short for sponsored content. While accepting a set of fashionable scrubs or two from a charitable clothing company may seem reasonable and innocuous, consider a health-conscious dentist or hygienist who tags a particular brand of protein powder or health supplement. Does this constitute an endorsement of the product in the eyes of our patients and other laypeople, despite not being within our scope of practice? Conversely, how would a patient (or dentist!) react to an MD influencer who posted his or her self-guided clear aligner therapy? And on the rare occasion that a corporation chooses to partner with a practitioner, how do you disclose the relationship to patients, including

those who are not active on social media? Is #ad #partner a sufficient disclosure?

The very word "influencer" suggests that the practice or professional is influencing the population. Make no mistake: this can certainly be a good thing. For example, posting healthy eating habits or educating scrollers (and trollers) about the importance of routine dental cleanings is a positive outcome of social media. I like to think that my staff and I are a key influence in how my patients view their oral healthcare as an important part of their daily lives. While perhaps the best pulpit for patient education is chairside (or #irl), the ability to post daily reminders to brush and floss is a great public service. And with the growth of non-expert experts, the ability to easily and quickly educate non-dentists by posting recordings and live videos of patients undergoing treatment is both educational and valuable.

**According to the
NYSDA Code of Ethics**
“...dentists should represent themselves in a manner that contributes to the esteem of the profession.”

Personally, I have considered sharing my oral hygiene routine via Instagram, as I'm often asked how I care for my teeth. I would not be the first; several dentists share their patients' experiences undergoing treatment as well as product instructions and reviews (see above regarding sponsorship disclosure). Many also use short videos to explain procedures and present cases, as if the audience were perhaps chairside.

While the vast majority of dentists are not social media influencers, each year the US graduates roughly 6,000 new dentists who are increasingly more comfortable with technology. It behooves us as a profession to consider the professional ramifications of using social media as a means to educate and promote our practice, both individually and collectively. Dental Schools might also consider providing guidance to students on how to navigate the transition from layperson to professional. For instance, how do you respond, or even should you respond, to dentistry-specific questions you receive when you are not yet licensed?

With the average American spending over two hours engaging daily with a social media platform, it is in our interest to post thoughtfully and responsibly. While these can be fun and interactive avenues for connecting with our patients and the public, we should not forget that they are also an extension of our practice, and as such, we should hold our professional social media to a similar standard.

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Winter 2020 Continuing Education Program Calendar

FEBRUARY 2020

W-2/12	9:30 AM-12:30 PM	The Worn Dentition	Leora Walter, DDS
F-2/21	9:30 AM-12:30 PM	Which Popular Diet Trend is Healthy for Pediatric Dental Patients?	Ellen Karlin MMSc, RDN/Sara Karlin, DDS
W-2/26	9:00 AM-1:00 PM	Basic Life Support / CPR Certification	Marc Reilly/ Rescue Resuscitation
F- 2/28	9:30 AM-12:30 PM	Crown-Down Implant Dentistry	David E. Azar, DDS

MARCH 2020

F-3/6	9:30 AM-12:00 PM	Digital Impressions and Workflows	Naren Rajan, DMD
ThF-3/12-13	9:30 AM-4:30 PM	Anterior Esthetic Restoration Using Supra-Gingival Dentistry	Jose-Luis Ruiz, DDS
W-3/18	9:30 AM-12:30 PM	Incorporating TMD & Orofacial Pain Care Into Your Practice	Nojan Bakhtiari, DDS
F-3/20	9:30 AM-4:30 PM	Super-Charging Case Acceptance	Chris Salierno DDS
M-3/23	6:30 PM-8:00 PM	Naloxone Overdose Rescue Training	Mandee Nann
W-3/25	9:30 AM-4:30 PM	Cosmetic Pearls for the General Practitioner	Marty Zase, DMD
F-3/27	9:00 AM-4:30 PM	The Art of Resin (first class) SOLD OUT	Rhodri Thomas, BDS
S-3/28	9:00 AM-4:30 PM	The Art of Resin (second class)	Rhodri Thomas, BDS

APRIL 2020

W-4/1	9:30 AM-12:30 PM	Tooth vs Implant Dentistry	Leora Walter, DDS
Th-4/2	6:00 PM-8:00 PM	The Basics of Orofacial Pain	Donald R. Tanenbaum, DDS
F-4/3	9:30 AM-4:30 PM	Predictable & Profitable Restorative & Esthetic Procedures	Marvin A. Fier, DDS
F-4/17	8:30 AM-4:30 PM	Speed Learning	All new panel of speakers
W-4/22	8:30 AM-8:30 PM	12-Hour Sedation Certificate Renewal	Marc Gottlieb, DDS
Th-4/23	6:00 PM-8:00 PM	Orofacial Pain and Dysfunction of Muscle Origin	Donald R. Tanenbaum, DDS
F-4/24	9:30 AM-12:30 PM	A Practical Program in Prescribing Controlled Substances	Marc Gottlieb, DDS
W-4/29	9:30 AM-4:30 PM	Solving Esthetic Challenges	K. Michael Ghalili, DDS
Th-4/30	6:00 PM-8:00 PM	Orofacial Pain Due to Temporomandibular Joint Disorders	Donald R. Tanenbaum, DDS

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