



PRESIDENT'S MESSAGE

Moving On With Hope and Optimism

Lois A. Jackson, DDS

As we approach 2022 and reflect on the past two years, it has been a time of change both professionally and personally. We adopted new protocols in our practices and safety has become our watchword. Our world has become smaller, travel limited, but the possibility of personal growth increased thanks to the reassessment of priorities. How many books have you read, movies have you watched, and hobbies have you embraced that you did not have time for in the past? Family dinners with conversation became routine. For the first time, there was competition among family members to walk the dog as a good reason to go outside!

My message from 2020 through 2021 has been one of hope and optimism with a dose of realism for the future. As I move on, I have to express my gratitude and thanks for an extraordinary experience as NYCDS president and president-elect. The goal has been to provide our members with all that was needed to succeed in this challenging time. There were many issues that needed to be addressed and we strove earnestly to be of service and assistance to you.

It was a team effort and for that, I want to acknowledge the contributions of all those involved. The NYCDS staff, Susan Apsley, Susan Ingoglia, Alexandra Gonzalez, and Judy Chei, were the backbone of this effort. Always available, always affable, and

(continued on page 10)

Table of Contents

President's Message	1
Continuing Education	2
Exploring the World of DSOs	3
Common Claims Against Dentists	3
Road to Recovery Series	4
New Dentist Event	5
GKAS NYC 2022 Sign Up	5
General Membership Meeting	6
A Message From Your ADA Trustee	7
Meet Your 2022 Officers	8
Continuing Education Calendar	9
Roger Levin, DDS Lecture	10
The Alexander Technique	11
Preparing Your Practice for Sale	12
Peer Review	13
The Ethics Corner	14
Member Updates/Classified Ads	15

The Future of Dentistry

Mitchell Rubinstein, DMD

Education Director



"Prediction is very difficult, especially if it's about the future."

-- Niels Bohr

As the Education Director for our Society, my job involves a great deal of thinking about the future. Next year, or even five years from now, what will we, as dentists, need to know in order to be on top of our game? What is the correct combination of general practice versus specialty CE courses, lectures versus hands-on courses, clinical vs. business courses, etc? The two years we've spent struggling with the Covid-19 pandemic have placed our practices under increasing stress, from rising PPE costs, shrinking insurance reimbursements and staff turnover, on top of the normal pressures of caring for our patients. The rapidity with which our profession has changed since 2019 has left many of us just trying to catch our breath. As always, we have much to learn.

One thing I'm thinking more about is the coming struggle of the next generation of dentists; the generation currently in dental school, in college or even younger, as they contemplate a career in dentistry against the other choices available to them. I had a chance to meet some of them recently at the Greater New York Dental Meeting (thankfully held in person this year.) The GNYDM regularly conducts a well-attended general practice residency fair, where dental students can meet some of the program directors and find out about the post graduate opportunities available to them.

A great program at the Meeting is the pre-Dental Conference for future dentists. They're not even in dental school yet, but I met college students, and even one or

two high school students, planning a career in dentistry. At both events, I was struck by the differences between those of us already established in our careers/practices, and the youngsters moving up behind us. These people are *incredibly* important to us. They're the future of our profession. I'll admit I had not previously given them adequate consideration, even though they will soon be our associates, our referers and our colleagues. Someday, they will be taking over our practices and, yes, they will one day be *our* dentists. We have just as great a responsibility to them as we do to our patients.

On one hand I was impressed and surprised by their level of knowledge and sophistication. They have a much greater understanding of technology, communication and social media. They have access to much more information than we did at their age, and they ask extremely good questions. On a personal level, they seemed (to me) more mature and better prepared than I remember myself being at that stage. There is actually much we can learn from *them*.

On the other hand, they face a truly daunting array of challenges and barriers that did not even exist when my peers and I graduated from college. Tuition and living expenses for four years of dental school is now well over \$500,000, and that is before factoring in accrued student loan interest and fees. Or the additional tuition for post graduate specialty residencies. The pressure on them is high, right out of the gate. Employment opportunities for new graduates are often centered in corporate or DSO environments, which can limit opportunities for mentoring and practice ownership. Whatever their employment situation, we now see insurance companies like Delta, Aetna and MetLife lowering reimbursement rates specifically for new graduates, making it much more difficult for them to earn a living. Fair? Not at all. So, how are they responding? By educating themselves, of

(continued on page 10)

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Exploring the World of DSOs

Spurred on by the rise of Dental Service Organizations (DSOs), NYCDS created a Task Force that sought to explore the DSO model in order to provide accurate and relevant information to members. Special thanks to the Task Force members for the time and energy they devoted to this project: Board Member Robert Sorin (chair), NYCDS President Lois Jackson, Past President James Jacobs, and Joseph McManus, DMD, MS, MHA, MBA, MS, FACD, Senior Associate Dean of Admissions, Columbia University College of Dental Medicine, Associate Professor of Dental Medicine at CUIMC, Section of Growth and Development, Division of Pediatric Dentistry, and Sydney Shapiro, resident at Columbia University College of Dental Medicine.

After two years of research and planning, the Task Force developed a highly informative two-part series, “DSOs: Facts Not Fiction” that provided insights into the world of DSOs from a variety of perspectives. The first program on October 6, was a panel event that explored DSOs from the viewpoint of potential employees, practice owners seeking to sell to a DSO, and the current marketplace. The panel, moderated by Dr. McManus, included attorney William Barrett with Mandelbaum Salsburg, certified public accountant David Goodman with L.B. Goodman & Co., practice broker Mark Epstein and Dr. Chelsea Fosse., a senior health policy analyst for the ADA Health Policy Institute.



Hear the latest on DSOs from our informative panel.

In the second program on October 20, several DSO executives shared details about their particular DSO and the unique opportunities each of them offer. NYCDS was pleased to have the following participants on the panel: Norton Travis, Esq., Pro Health Dental; Craig Abramowitz, DDS, Dental Care Alliance; Michael Fleischer, DDS and Joshua Gish, DDS, Dental 365; and John Murphy, Aspen Dental.

Following an initial discussion, each DSO representative had their own break-out room and attendees were able to directly connect with them. Kudos to everyone involved in bringing this two-part series to life and for shedding light on this timely topic.

In Memoriam



Mark J. Feldman, DMD

NYCDS mourns the passing of Mark J. Feldman, DMD, executive director of the New York State Dental Association. Dr. Feldman, past American Dental Association president, interim executive director, and treasurer, died on November 25.

Dr. Feldman was a leader with unparalleled accomplishments at all levels of organized dentistry. His passing leaves a great void within the Association and in organized dentistry. He will be remembered for his ‘passion for the profession.’

[NYSDA recognizes Executive Director Mark J. Feldman.](#)

[Read the ADA's tribute to Dr. Feldman.](#)

Common Claims Against Dentists (and the Tips to Avoid Them)

MLMIC Insurance Company sponsored this webinar on Common Claims Against Dentists held on October 19. Al Mercado, Esq., managing attorney of the Downstate Region for Fager Amsler Keller & Schoppman, LLP, devoted an hour to some of the most common professional liability claims dentists in all specialties face and provided strategies to mitigate those risks. In addition, the risks involving social media and other communication streams are brought to light and essential risk management tips are provided to help you avoid them.

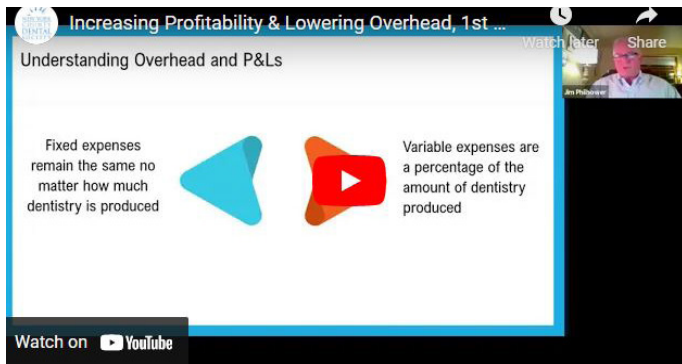


Watch this video to learn to recognize and mitigate many professional risks.

The Road to Recovery Webinar Series Sponsored by Henry Schein

In light of the pandemic and the impact it has had on dentistry, NYCDS and Henry Schein teamed up to offer an important 8-part webinar series to help members move forward and flourish once again. The topics covered in the series range from the financial, to the practical (lease negotiations, insurance and cyber-security) to wellness and team building. You can watch the first program on Increasing Profitability and Lowering Overhead, held on October 27, below.

This particular webinar shares tips on how to effectively lower your practice overhead; provides proven techniques to increase cashflow; and helps practitioners recognize the greatest challenge to your practice's profitability.



Most, but not all, of the webinars are recorded. Be sure to sign up for these upcoming programs in the series.

Upcoming Road to Recovery Programs

Jan 5, 2022 at 7:00 PM

[How to Avoid \\$100,000 Mistakes in Your Dental Office Lease](#)

Learn useful tips, proven strategies and tactics for winning lease negotiations and take advantage of the unprecedented opportunities available in the dental office leasing market.

[Register](#)

Jan 19, 2022 at 7:00 PM

[7 Deadly Sins of Insurance Claim Denials](#)

Review the 7 most common reasons why insurance claims are denied and how to fix them so you can get paid.

[Register](#)

Feb 2, 2022 at 7:00 PM

[Cyber Hygiene: Safeguarding Your Technology and Dental Practice Against Cybersecurity Threats](#)

Learn how to identify and reduce risk in the ever-changing critical security landscape.

[Register](#)

Feb 16, 2022 at 7:00 PM


[Controlling Stress in the Dental Environment](#)











While you will never eliminate stress, Cathy Jameson, PhD, will help you discover the keys to stress control.


[Register](#)

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New Dentists Gather Before the Holidays

An energized crowd of new dentists came together at Torch & Crown Brewing Company in Soho on an unseasonably warm evening on November 18. Turnout for the event was great and it was wonderful to see so many dentists new to the NYCDS community mixing and mingling with more familiar ones. In-person events are perhaps even more appreciated these days, now that we can get together once again.

The Society's incoming president for 2022, Dr. Ioanna Mentzelopoulou, attended the event and had this to say: "We were so lucky to gather in person after so many months isolated. We were able to celebrate all the fresh faces of dentistry today. I feel grateful meeting all these young dentists that represent the profession. Dentistry's future is definitely bright."

The New Dentists Committee looks forward to holding more events at unique venues in the year ahead! This event was made possible thanks to the generous support of our sponsors: Bank of America Practice Solutions, Straumann, and Tend.



Attendees mingling under the tent at Torch & Crown Brewing Co.



Incoming NYCDS President Ioanna Mentzelopoulou (back left) with event sponsors: Front row: Matt Mishanie and Lindsay McCarthy of Straumann, Second row: Jarrett Mathews of Bank of America Practice Solutions and Kim Robinson of Tend, back row: Rob Malandruccolo of Bank of America Practice Solutions and Dr. Chris Salierno of Tend.



(left to right) Drs. Rhugielyn Mangaoang, Alexis Bryant, Jennifer Chou, and 2020 ASDA President from Columbia Dr. Sydney Shapiro connecting over drinks.



2020 ASDA President from NYU Jonathan Tai with NYCDS incoming Secretary Vera Tang, who is also a faculty advisor to ASDA's NYU Chapter.



Dr. Circe Lassegue (left) meets New Dentist Committee Vice Chair JoAnna Pufnock, and Dr. Jennifer Reyes.

GKAS NYC is Back In-Person on 2/4/22

Dental screenings and preventive treatment will be provided to approximately 500 children in East Harlem. We are holding a smaller-scale event in light of COVID, but it will be just as rewarding!



Volunteer from 8:00 a.m. – 12:30 p.m. on 2/4/22 and make a difference!

[Sign up HERE](#)

Would you like to have your office logo on our Volunteer T-shirt? Become a sponsor!

General Membership Meeting

November Meeting Shines Spotlight on Honorees

The November 1 meeting began with opening remarks from the New York State Dental Association's (NYSDA) President-Elect James Galati, DDS. Dr. Galati touched on the ADA's lobbying efforts with regard to the role of dentistry and Medicare Part B and announced that NYSDA is seeking to address the New York State Department of Education's significant delay in approving new dental licenses. He also touched on NYSDA's efforts to attract and engage members and new dentists.

Several individuals were honored at the meeting:



James Hudson, DMD

Dr. Hudson received the Mark Mintzer Award for Service in honor of his humanitarian work establishing World of Smiles, a non-profit dental clinic in the Dominican Republic and for educational opportunities that benefits NYCDS members and the New York City community.



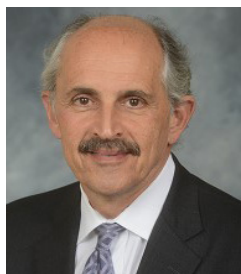
Howard Lieb, DMD

A certificate of recognition was given to Howard Lieb, DMD, for his support of organized dentistry and many years of volunteer work with the Greater New York Dental Meeting.



Maxine Feinberg, DDS

A certificate of recognition was given to Dr. Feinberg in recognition of her ongoing support and encouragement of women in dentistry.



David Shipper, DMD

Former NYCDS President David Shipper was thanked for his time, commitment and passion serving as NYSDA Trustee for the past four years.



Donald R. Tanenbaum, DDS, MPH Henry Spenadel Award recipient

The featured honoree was Donald R. Tanenbaum, recipient of the 2021 Henry Spenadel Award, which recognizes individual(s) or an organization that have made significant contributions to the advancement of dentistry. Dr. Tanenbaum

was a unanimous selection to receive the award for his pioneering research and extensive teaching in the fields of TMJ, pain management, and airway health. His lecture was on "Orofacial Pain and TMD Insights: Strategies to Help Patients Feel Better, and Understanding Why at Times We Fail." Dr. Tanenbaum said he gets a rush from exploring the pathway of challenges. His goal was to be the dentist that other dentists sent their problem patients and he emphasized the importance of remembering there is always a person attached to the pain. In the days after the meeting, several members commented on how enlightening they found Dr. Tanenbaum's in-depth lecture, which you can watch below.



The slate of officers to serve in 2022 along with President Ioanna G. Mentzelopoulou, DDS, was approved: President-Elect Mina C. Kim, DDS; Vice President Suchie Chawla, DDS, MD; Secretary Vera W. L. Tang, DDS; and Treasurer Andrew S. Deutch, DDS. You can read each of their professional biographies on page 8.

In business matters, the Bylaws Committee chaired by Mina Kim, proposed changes to specify how information can be communicated to members and to bring the Society's bylaws more in line with NYSDA's bylaws; the changes were approved.

The Society is grateful to MLMIC Insurance Company for their generous sponsorship of the meeting.

A Message From Your ADA Trustee



Paul R. Leary DMD
Second District ADA Trustee

Happy Holidays! In an effort to help keep you informed of the latest professional information, your editors have opened this forum to me, your ADA Trustee, to address some of the key issues that we face as a profession and how those issues are being handled.

Nationally, your ADA has been actively using its resources to address many issues. Third-party payers, contracts, and all things related to reimbursement are listed by many in our membership as some of the most significant issues affecting our doctor-patient relationships, including the influence payers have on the setting of claims for delivering patient care. Two councils at the ADA, the Council on Dental Practice and the Council on Dental Benefit Programs, concentrate specifically on the many issues related to this topic. The councils are consistent in advocating for the best policies to keep our members in front of these concerns to the best of their ability.

Advocacy in legislation remains a fantastic member benefit. With all the difficulties experienced during this entire pandemic, the success of the ADA's advocacy in Chicago, and especially in Washington, helped us realize gains that would never have been possible by any small group or individual. The best example of this was working out the language around PPP loans that originally was signed for an 8-week provision. We were still closed 8 weeks after the shutdown so we could not have justified using any of these disbursements for payroll. Artful negotiation and advocacy landed provisions in the regulations that extended this period to 26 weeks or the end of the year in 2020. This simple adjustment provided great relief and will probably pay two to three lifetimes of dues simply for this single change made to existing legislation. I could go on all day describing other gains, but please understand, the ability of those great professionals that support us daily do so for a benefit that far outweighs the cost of membership every day.

While there is great leadership in organized dentistry seeking to advocate on your behalf, you may ask, "What can I contribute to support my profession?"

Even the smallest effort adds to the gains of our entire professional community. The simple act of being informed and reading articles about the professions is where it begins. Invite a new dentist in your area to a meeting or make an inactive member

feel welcome at an event, and you are advancing our mission to work together. The practice of dentistry is not easy. In a spirit of wellness and community, the net that supports us is only as strong as each thread that holds us together. Your membership in this professional community is as critical as anything else you do. You may feel overwhelmed by the concept of adding another responsibility to the long list you currently own. I assure you, without exception, those who extend themselves are paid back in more ways than money could ever afford.

"Advocacy in legislation remains a fantastic member benefit."

You are part of this great circle -- look at the dedicated members who seem so happy to be in each other's company -- the common denominator is we are all dentists. This is recognized even in our licensure. New York State licenses dentists without separation into specialty because ultimately, we are all one. Specialties are defined more broadly within our governance structures, yet this state feels the practice of dentistry combines all. I only bring attention to this because united we remain a very strong group. Delivering the very best oral healthcare to those who trust us to deliver that care is our collective mission. Our profession is defined specifically by a Code of Ethics and practicing by that Code establishes the foundation of what we aspire to do in the delivery of the very best care.

I will close by wishing you all the best this season has to offer you, your families, and everyone you hold dearest. I look with great hope for the world that waits for us in the coming months and years and ask only that if you do even the smallest of lifting in support of our profession it will help make this profession the envy of all and a place that people will stop asking, "Why do I join?" and replace that with "How could I NOT join?"



New York State
Dental Association

Don't ever forget to
RENEW
your membership again.

SET IT and FORGET IT!

SET UP AUTO-RENEW

MEET YOUR 2022 OFFICERS



Ioanna G. Mentzelopoulou, DDS, president, is a board-certified pediatric dentist in private practice since 2002. Dr. Mentzelopoulou moved to the U.S. from Greece to pursue a career in Dentistry. Dr. Mentzelopoulou received her DDS degree from New York University College of Dentistry and her certificate in pediatric dentistry from Interfaith Medical Center.

Prior to joining 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 since 2019.

Dr. Mentzelopoulou's involvement with NYCDS runs deep. She served as president-elect, vice president, secretary, and held a two-year term as treasurer. Dr. Mentzelopoulou started on the Board of Directors in 2014. She chaired the Finance Committee from 2017-2018 and chaired the Bylaws Committee in 2020. She has played an active role on the Give Kids A Smile Steering Committee since 2015. In addition, she served on the Society's Member Benefits, Membership, and Children's Dental Health Committees. She is currently a member of NYSDA's new Diversity and Inclusion Committee.

Dr. Mentzelopoulou is a fellow of the International College of Dentists, the American Academy of Pediatric Dentistry and the Pierre Fauchard Academy. She is a member of the American College of Dentists and the American Board of Pediatric Dentistry. In 2020 she chaired Reference Committee A on Budget, Business, Membership and Administrative Matters at the virtual ADA House of Delegates meeting. She has participated in the Washington Leadership Conference in Washington, D.C. since 2018.



Mina C. Kim, DDS, president-elect, 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 treasurer of the Columbia University College of Dental Medicine Alumni Association.

Dr. Kim serves on the ADA Diversity and Inclusion Commit-

tee and co-founded the Woman-to-Woman Dentists Network along with Dr. Lois Jackson. Dr. Kim has been on the Society's Board of Directors since 2015. She joined the Executive Committee of NYCDS as treasurer in 2019, then went on to serve as secretary and vice president. She chaired the Bylaws Committee in 2021. Dr. Kim was the New Dentist representative to NYSDA from 2015-2018 and the New Dentist representative on the NYSDA council on Dental Benefits from 2019-2021. Dr. Kim participates on numerous NYCDS committees and founded the Society's Give Kids A Smile community outreach program in 2014 and spearheaded an initiative with the New York Public Library in 2018. She also coordinated NYCDS's first volunteer event with the Special Olympics in 2019 and once again in 2021. 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. In 2020, Dr. Kim was a recipient of the ADA's 10 Under 10 Award for demonstrating excellence early in her career.



Suchie Chawla, DDS, MD,

vice president, is a board-certified Oral & Maxillofacial Surgeon practicing in 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. She completed her Oral & Maxillofacial

Surgery training and General Surgery internship at Mount Sinai Hospital Center in NYC. She has continued to stay on at Mount Sinai as a clinical instructor for the OMS residency since 2007. In addition, she is a voluntary attending at New York - Presbyterian/Cornell Medical Center. Dr. Chawla has taught dental ethics at both New York University College of Dentistry and Columbia University College of Dental Medicine. Dr. Chawla is a member of American College of Dentists and a member of the New York Academy of Dentistry where she is on multiple committees, including program chair in 2020. She is also a Diplomate of the American Board of Oral and Maxillofacial Surgeons, and is a member of the American Association of Oral & Maxillofacial Surgeons, New York State Society of Oral & Maxillofacial Surgeons.

Dr. Chawla previously served as treasurer and secretary for NYCDS before assuming the role of vice president. Dr. Chawla was chair and Board liaison for the NYCDS Public and Professional Relations Committee from 2014-2017; she 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 regularly as a site leader. She has been a part of the Charity Golf Outing since its start in 2015. She participated in the Washington Leadership Conference in 2017-2019. In addition, Dr. Chawla volunteers for surgical missions to third-world countries. Dr. Chawla was also nominated as a Super Doctor by her peers in 2017, 2018, 2019 and 2020.



Vera W. L. Tang, DDS, MS, secretary, is a clinical assistant professor, vice chair, and director of pre-doctoral periodontics in the Department of Periodontology and Implant Dentistry at New York University College of Dentistry, in addition to being in private practice as a periodontist in Manhattan. She has served as a faculty advisor to the American Student Dental Association, NYU Chapter since 2008. Dr. Tang received her dental degree from New York University College of Dentistry and a certificate in periodontics from the University of Florida College of Dentistry. She has received several awards for teaching and mentoring, as well as for her commitment to organized dentistry. Dr. Tang is a member of the American Academy of Periodontology, the American Association of Women Dentists, a past-president of the Northeastern Society of Periodontists, president of the NYU College of Dentistry Alumni Association and a fellow of both the American College of Dentists & International College of Dentists.

Dr. Tang joined the NYCDS Board of Directors in 2018. She is

a member of the Finance Committee, and served on the Bylaws Committee and the CE Advisory Committee since 2018 and the Legislative Committee and Program Committee since 2017. In 2021 she served as treasurer. In addition, Dr. Tang was a member of the Nassau County Executive Board (2008-2009) and served on the New Dentist Committee at NYSDA (2004-2008) and Membership Committee (2009).



Andrew S. Deutch, DDS, treasurer, is a general dentist in practice in Manhattan since 2011. He graduated from SUNY at Buffalo School of Dental Medicine in 2010 with a minor in prosthodontics and periodontics, and received his B.S. at Union College. Dr. Deutch has been a part-time clinical attending for the general dentistry residency program at New York Presbyterian Hospital-Weill Cornell since 2013.

He engaged in volunteer work while in dental school with Remote Area Medical and Dental in 2009, participated in Give Kids A Smile Day at Buffalo schools from 2007-2010, and was involved in dental outreach in the Buffalo School District from 2006 – 2010. Dr. Deutch continued his involvement with Give Kids A Smile through NYCDS as a site leader for the event from 2016 – 2018. In addition, Dr. Deutch served a co-chair/chair of the NYCDS Young Professionals Committee from 2012 – 2020. In 2021 he began to serve on the Society's Peer Review Committee and was elected as an Alternate to the Board of Directors.

Henry Spenadel Continuing Education Program

Winter 2022 Continuing Education Program Calendar

JANUARY 2022

W-1/5	7:00 PM-8:00 PM	How to Avoid \$100,000 Mistakes in Your Dental Office Lease	Eric Pook, Cirrus Consulting Group	Virtual
W-1/19	7:00 PM-8:00 PM	7 Deadly Sins of Insurance Claim Denials	Roy Shelburne, DDS	Virtual
W-1/26	9:00 AM-1:00 PM	Basic Life Support/ CPR Certification	Marc Reilly, Rescue Resuscitation	In-Person

FEBRUARY 2022

W-2/2	7:00 PM-8:00 PM	Cyber Hygiene: Safeguarding Against Cybersecurity Threats	Aron Davis, Tech Central	Virtual
W-2/16	9:00 AM-1:00 PM	Basic Life Support/ CPR Certification	Marc Reilly, Rescue Resuscitation	In-Person
W-2/16	7:00 PM-8:00 PM	Controlling Stress in the Dental Environment	Cathy Jameson, PhD	Virtual

MARCH 2022

W-3/9	9:00 AM-1:00 PM	Basic Life Support/ CPR Certification	Marc Reilly, Rescue Resuscitation	In-Person
W-3/16	9:00 AM-12:00 PM	Why Have So Many of My Veneers Failed: Clenching, Grinding, or Airway?	Layne Martin, DDS	In-Person

For more information go to www.nycdentalsociety.org or call the education staff at 212-573-8500.

President's Message

(continued from page 1)

always ready to take on every task. As the voice of the Society, they fielded innumerable questions from our members and the public with professionalism and a smile. Our outstanding executive director, Diane Laurenzo, faced this situation with intelligence and a steady hand. Her assessment of the changes necessary to move forward was masterful. The members of the Executive Committee were invaluable partners who lent their intelligence and good counsel to the issues that needed to be addressed. The Board, on numerous Zooms, contributed their ideas and opinions. After holding a virtual meeting in 2020, this year, the GNYDM Organization Committee was able to hold a highly successful in-person meeting despite the many challenges we still face.

On the home front, my staff did everything I needed and wanted. They rose to the occasion without discussion. My husband, Michael Gerstein, kept me on course throughout this turbulent time. He was able to put everything into perspective by accessing the reality of the situation. Going forward, I hope that our road to recovery becomes short and the journey swift.

Continuing Education

(continued from page 2)

course. Continuing Education is the most powerful weapon in their arsenal. New graduates are among the most voracious consumers of CE, often to make up for things they're not learning in school or in their residency programs. Business fundamentals (a topic barely touched on in most dental schools) often takes center stage. Clinically, young General Dentists are pushing their skill sets farther than ever into the specialized realms of Oral Surgery, implant placement, Endo, Ortho, and Sleep Dentistry. The margin for error is much slimmer these days.

Special Olympics NY



Snapshots from the Special Olympics NY program at the Javits Center on December 4. Special thanks to NYCDS Vice President Mina Kim for organizing dental volunteers for the event!



Dr. Anna Viron (left) and NYCD Vice President Mina Kim (right) at Special Olympics NY.

Noted Dental Consultant

Roger Levin, DDS, Lectures for NYCDS

NYCDS was thrilled to have Dr. Roger P. Levin, CEO of the Levin Group, a leading dental management consulting firm, offer members a free, one-hour lecture on “Dental Practice Made Simple: 8 Powerful Strategies to Ensure a Thriving Practice” on September 24.

According to Dr. Levin practice success is about systems. Systems are the path to ensuring excellent production, developing a highly trained team and maintaining a loyal and ever-increasing patient base. But systems need to change to remain relevant. In the video below, Dr. Levin provides an insightful, up-to-the-minute look at what is and isn't working in today's most successful dental practices. Learn the most important strategies that every dental practice can utilize to reinvent their practice management foundation and understand the path to success.



Dr. Roger P. Levin, CEO
Levin Group

Dr. Levin is an internationally recognized writer, advisor, management consultant, and dental business visionary. Founded in 1985, Levin Group has worked with over 30,000 clients. Dr. Levin is one of the most sought-after educators in dentistry and is a leading authority on dental practice success and sustainable growth. He has authored over 65 books and more than 4,000 articles on dental practice management and marketing.

Alexander Technique and Pain Management for Dentists

Elizabeth Hurwitt

Certified Alexander Technique Instructor



Dentists experiencing pain while practicing can find relief with lessons in the Alexander Technique (AT) a mindfulness method for overcoming postural habits causing stiffness, pain, and fatigue. Using AT skills, dental practitioners can develop strategies for balance and movement that will help them function better,

in their work and in their everyday lives.

The Alexander Technique's overall benefit is to reduce the effort and muscle tension expended in upright posture, including standing, sitting, and walking, to make these activities more efficient and balanced. Standing and sitting for long periods (as dentists do) is very challenging, especially while looking intently at something (as dentists must do when performing their work). The Alexander Technique can help dentists maintain these postures with greater ease.

Developed in the early 20th century, the Alexander Technique calls practitioners' attention to habits of muscular constriction and, throughout the course of lessons, helps them to better map the body's position in space, make better choices in activity, and carry them out effectively. [Potential Mechanisms of the Alexander Technique: Toward a Comprehensive Neurophysiological Model – Alexander Technique Science.](#)

The Alexander Technique has a track record of helping to alleviate and prevent the pain dentists endure due to long hours in difficult positions, and for helping to guard against work-related injury. In Britain, where it is more widely embraced than in the U.S., Dentists Provident, the nation's largest insurer of dentists, partners with the Society for Teachers of the Alexander Technique, offering its members subsidized instruction. In 2008, the British Medical Journal published results of a study showing this technique to be effective for back pain. ([Randomised controlled trial of Alexander Technique lessons, exercise, and massage \(ATEAM\) for chronic and recurrent back pain | The BMJ.](#))

AT is not a medical treatment, but a re-training of perceptual and motor skills that have become habituated to misuse (primarily over-exertion, inaccurately perceived as necessary). AT learning is experiential. It entails that prescribed mental routines acquired through lessons be conducted immediately prior to and intermittently during ordinary activity, including, for dentists, while conducting treatment. AT directions are simple self-instructions in how to channel one's energy. They require

mere moments to administer, and will enhance, not distract, from dexterity and attention to the patient.

In addition to its physical benefits, cognitive and mood improvements are a collateral benefit for those practicing the Technique. This is critical to dentists, a group subject to occupational pressures, further exacerbated by the ongoing pandemic. [Factors associated with depression, anxiety, and stress among dentists during the COVID-19 pandemic - PubMed \(nih.gov\)](#)

AT is best learned in individual lessons with a certified teacher. The teacher uses gentle touch and verbal instruction to guide students through new kinesthetic experiences. Virtual lessons, though widely available, are not comparable in quality to hands-on lessons. Touch enables the teacher to monitor the student's changes in muscle tone and allows the student to receive sensory cues from the teacher's hands.

Fortunately, it is not essential for an AT teacher to have specialized knowledge of dentistry to be of help. What matters is that the teacher should be sufficiently well-trained, that the lessons be hands-on, and that the student takes the time and attention needed to master basic skills. The principles of AT are universal and can be readily adapted by dentists studying AT, for application in clinical situations.

Apart from lessons and directing during activity, AT calls for regular sessions of semi-supine or "active rest," which entails spending about 15-20 minutes, twice a day, lying on a firm surface, head elevated, knees up, gently allowing the body's musculature to lengthen.

In addition, between patient visits, the dentist can use his/her desk to perform semi-flexion (knees bent, hips back, spine and head inclined forward, hands and fingers flowing forward on the desk, outward from the wrists). This helps elongate the neck and spine, releases the head forward and up, and encourages the limbs to flow away from the torso.

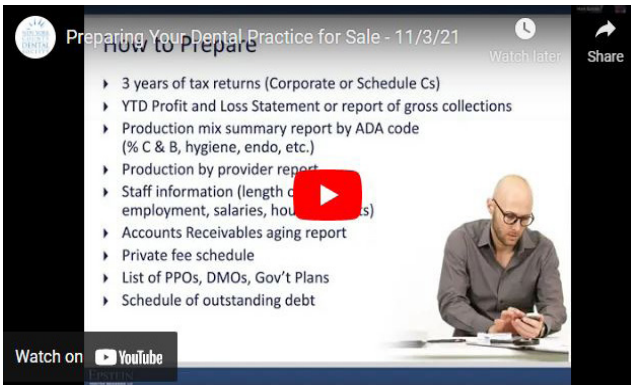
For success with semi-flexion, and for best results with the Alexander Technique, it is important to consult a certified Alexander Technique teacher, who can assess whether the directing process is correct. To find a certified AT teacher, visit www.amsatonline.com.

Visit www.betteratbeing.com for further information on Elizabeth Hurwitt's New York-based AT practice. Elizabeth Hurwitt, M. AmSAT has been practicing the Alexander Technique for nearly 40 years, and is certified by the American Society of Alexander Technique (AmSAT) to teach the Alexander Technique.

Preparing Your Dental Practice for Sale

This highly popular program held on November 3 was updated for today's market. Anyone considering selling now or in the next few years should be sure to watch the video recording below. The webinar offers valuable insights into the sales process from evaluation to closing from three skilled professionals: Mark Epstein of Epstein Practice Brokerage, LLC; David Goodman, CPA, with L.B. Goodman and Company; and Mitchell Brill, JD, MSFS, CFP, CAP, Managing Director at Altium Wealth.

Learn how COVID has impacted sales and valuations, the factors that go into valuations and the basic steps of the selling process. Find out how to maximize the value of your practice, learn about the tax implications of selling under the proposed tax changes and gain insight into protecting and managing your assets.



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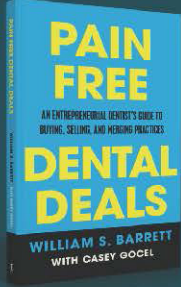
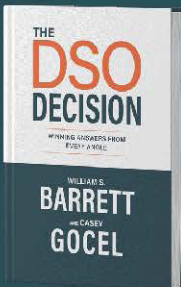

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Peer Review

A Guarded Prognosis

Barry Sporer, DMD

Chair, Peer Review and Quality Assurance Committee



Most of us who have been in practice have been faced with the difficult decision as whether or not a tooth with a guarded should be saved. Recently in Peer Review we had just such a case.

The Peer Review Committee conducted a hearing to resolve a dispute between the patient and the dentist. In the Agreement to Submit to Peer Review submitted by the patient, she stated that shortly after having her maxillary first bicuspid restored, she experienced pain and was told that the tooth would have to be extracted, and she felt she was not adequately informed prior to restoration as to the alternative treatment of using an implant rather than restoring the tooth. Therefore, she felt she was entitled to a refund for the post and core and crown.

The committee interviewed both the patient and the doctor, and the patient was examined by the committee. The doctor was offered an opportunity to witness the examination of the patient. The committee reviewed pre- and post- operative radiographs.

The patient's chief complaint was that she was not adequately informed as to the alternative treatment of using an implant rather than restoring a tooth with a questionable prognosis. If the only issue was whether the patient was adequately informed about an implant option, the committee felt that the record and testimony demonstrated that she was. The patient stated at the hearing that the implant option was never discussed, yet her written statement clearly states it was. But the question remained whether the tooth should have been restored and who should bear the financial responsibility of failure.

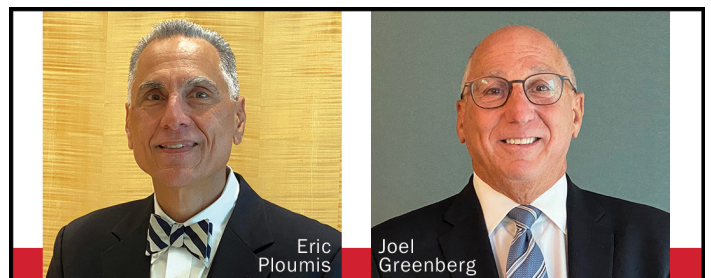
While the record showed a valiant and well-intentioned effort to save the tooth, the written description of the condition of the tooth after removal of the existing crown, and the radiograph taken at the time of insertion of the post indicated to the committee that the tooth had a poor prognosis rather than guarded as the doctor had stated.

That is not to say an attempt to save the tooth should not have been made. But when an attempt to save a tooth in such poor condition is made and the possibility of failure is strong, the committee felt a discussion of who should bear the financial responsibility of failure is warranted. Without evidence of that discussion the committee could not assess the patient's commit-

ment to saving the tooth, only the doctor's.

The clinical exam revealed that the course of treatment pursued had indeed failed (the tooth was mobile and the patient could not occlude comfortably on the tooth). And although treatment appeared to have been performed carefully with the patient's best interests in mind, given the condition of the tooth prior to final restoration, the committee concluded in this case, the doctor bears the financial responsibility for failure and the associated fees be refunded to the patient. Therefore, the committee is awarding the patient a refund of the fees associated with this treatment.

Ultimately, the financial liability for a tooth with a poor prognosis that requires a substantial financial investment needs to be discussed in advance to prevent this type of misunderstanding.



We've Moved!

Eric J. Ploumis, D.M.D., Esq. and **Joel M. Greenberg, Esq.** have joined Rivkin Radler's Health Services Group where they will continue to focus on providing exceptional legal services for dental professionals.

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Applying the NYSDA Code of Ethics to Real-World Dentistry

Steven H. Cho, DDS

Ethics Committee Chair



Dentists, along with other healthcare providers, are members of a profession with the highest ethical standards. Consequently, ethics can affect virtually every decision made in the office. This requires a strong sense of moral judgment and action. Though we all have our own moral compasses, it is rather helpful to consult a proper code of ethics to help us make

informed ethical decisions.

Ethics and law have a lot of crossovers, but it is important to note some key discrepancies. In contrast to laws, which can be set in stone, ethical issues are subject to interpretation regarding what is “right” or “wrong” in a particular situation—there may be no clear answer. Laws set the minimum standard of behavior, while ethics set the highest standard of conduct. The law deals with what you must do, while ethics deals with what you should do according to the core ethical values in healthcare. These include non-maleficence (to do no harm), beneficence (to do good), autonomy (respect for persons), justice (duty to treat people without prejudice), and veracity (truthfulness). It is the duty of dental healthcare professionals to consistently practice with these pillars in mind to not only gain credibility, but also the trust of patients.

Ultimately, ethics and professionalism are essential for success in any profession. As such, it is crucial to understand that new issues and dilemmas will constantly and inevitably arise. It is up to the professional, however, to be proactive and to take the time to educate oneself on how to best deal with difficult ethical situations. After all, you never know when you might find yourself in the middle of one.

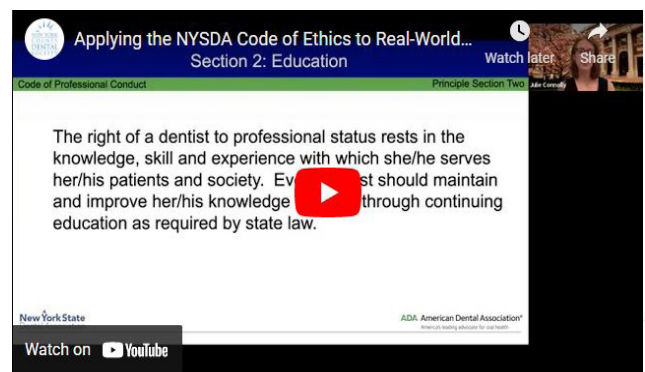
The NYCDS ethics committee held an online program entitled “Applying the NYSDA Code of Ethics to Real-World Dentistry” on November 9. Dr. Julie Connolly, NYCDS Representative on the NYSDA Ethics Council, and I co-led this event. The genesis of this event came from the NYSDA Ethics Council to help promote ethics and professionalism within New York State. The event was well attended, and participants engaged in thoughtful discussion on how to handle various ethical dilemmas. The goals were to understand why ethics are essential to the establishment of a trusted health professional, to become familiar with the NYSDA code of ethics (including the five fundamental principles of ethics stated earlier), and to recognize

and deal with common ethical dilemmas applicable to real-world dentists. The ethical dilemma cases were developed by the council, which mirrored real-life complaints that have come before the council in the past.

“Ultimately, ethics and professionalism are essential for success in any profession.”

Three methods of case analysis were utilized: open discussion, protocol for ethical decision-making (a principle-based approach), and the narrative ethics rubric (an approach based on storytelling and empathy). The program does not provide answers or solutions to all dilemmas that could be encountered in practice but will certainly reinforce the overarching goals of NYSDA and NYCDS to produce responsible clinicians, to help dental providers recognize the ethical components of healthcare, and to integrate ethical principles into clinical practice.

We encourage you to watch this informative and interactive video regarding ethical dilemmas relevant to today.



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General Practice

Brian Wengrover, DDS
New York University
General Practice

Reinstated Members

Mark Dinowitz, DDS
New York University
General Practice

Danielle Romano, DDS
Temple University
General Practice

Craig Roberts, DDS
Columbia University
General Practice

Manisha Goswami, DMD
University of Pennsylvania
Endodontics

Tony Wu, DDS
New York University
General Practice

Neil Kanner, DMD
University of Pennsylvania
General Practice

Graduate Students

Alexis Bryant, DDS
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Jessica Cheung, DDS
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General Practice

Christopher Tran, DDS
University of California Los Angeles
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Casandra Wang, DMD
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Joshua Genuth, DDS
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General Practice

Daive Romeo, DDS
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